

# Application for TAC Funding



## CONTACT INFORMATION

**Organization Name:** Clatsop Animal Assistance

**Nonprofit Tax ID #:** 93-1273704

**Address:** PO Box 622, Warrenton OR 97146

**Telephone:** (503) 468-0028

**Website (if applicable):** dogsncats.org (Event website: savorcannonbeach.com)

**Contact Name:** Marcy Dunning (CAA), Gary Hayes (Savor Cannon Beach)

**Email:** marcy.dunning@gmail.com, gary@coastexplorermagazine.com

**Name of Event:** Savor Cannon Beach Wine & Culinary Festival

**Date of Event :** March 12-15, 2020

**Duration of Event:** Four days, with year-round marketing

**Amount of funding you are requesting:** \$37,050

**Amount of funding from TAC you were given last year:** \$44,419

### 1. What is the nature and purpose of your event? (Please limit to 1 page or less)

Savor Cannon Beach is a four-day wine, culinary and arts festival on a pre-spring break weekend in March (March 12-15, 2020). Savor Cannon Beach includes a series of professionally managed wine and culinary events and also offers the opportunity for Cannon Beach art galleries, restaurants and retail businesses to customize their own events and promotions under the umbrella of Savor Cannon Beach. The largest event of the festival is the Wine Walk, in which many local businesses benefit by serving as host locations for visiting wineries.

The purpose of the event is to grow lodging occupancy and increase restaurant, retail and gallery sales on a traditionally slow weekend by taking advantage of one of the fastest growing trends in destination marketing: culinary tourism.

The event is designed to attract a desirable demographic that spends an above average amount for lodging, dining, shopping and art. The four-day format encourages a minimum of three-night stays at Cannon Beach lodging properties and the wine walk drives customers into local shops and galleries. The event also contributes to positioning Cannon Beach as a premier culinary and arts destination and introduces Cannon Beach to a new, younger and affluent demographic.

For festival participants (including attendees and participating wineries), we are striving to create a unique, upscale and intimate wine, culinary and arts event; and introduce new visitors to the vibrant Cannon Beach arts and cultural opportunities. With a focus on wines from the Northwest, the event is intended to showcase and promote the art of regional winemaking.

In 2019 we introduced a new marketing campaign that designated the entire month of March as Savor Dungeness Crab Month. Sixteen local restaurants participated, offering crab dishes throughout the month, supported by an expanded marketing effort to promote additional lodging stays for the entire month.

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

The 2020 event will be the 11<sup>th</sup> annual Savor Cannon Beach festival. The event has been partially funded by the Tourism and Arts Fund since 2011 and this funding has allowed us to grow the event to become one of Cannon Beach's most prominent events targeting a desired demographic for the destination. Over the past few years, this funding has enabled the festival to grow consistently and has created brand awareness for the festival and Cannon Beach as an upscale destination.

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

As the event nears capacity for current venues, our goal for 2020 is to increase the estimated room night total from 2019 of 2,163 per person room nights as we explore ways to increase length of stay. We also anticipate that our marketing effort for Savor Dungeness Crab Month will result in additional room nights throughout the month of March next year.

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

In 2019, the event was responsible for 2,163 room nights.

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

Our online ticketing system enables us to document the hometown of each ticket purchaser and allows us to create custom survey questions. With these tools, we can not only tally the number of attendees coming specifically for the festival from greater than 50 miles away, we can also ask purchasers how many nights they intend to stay in Cannon Beach and which properties and/or types of properties they are utilizing for their stay.

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

The total event budget for 2020 is \$116,100. This increase represents budget items that we feel will continue to grow the event including more advertising and a bigger emphasis on the culinary aspects of the festival.

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

Our request for funding is for the amount of loss budgeted without TAC support. This represents approximately 32 percent of the total budgeted expenses, a decrease from our 44 percent request for the 2019 festival.

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

Not applicable.

**9. Are you seeking other sources of funding?**

For the 2020 festival, we plan to continue to explore ways to increase opportunities for sponsorship (follow the success of bringing in the Oregon Dungeness Crab Commission as a sponsor) and will increase ticket prices to continue to move the event toward self-sustainability.

**10. What is your marketing plan?**

The marketing plan utilizes the following tools and strategies:

**Advertising:** Paid media placements are focused on wine and coastal travel media. Prominent advertising placements position the festival as a major Northwest event and Cannon Beach as a premier culinary and cultural destination. The advertising campaign begins in June with a full-page ad in Coast Explorer Magazine. This ad offers nine full months of exposure prior to the event, reaching proven coastal travelers who may plan a return trip for the event. The publication also reaches potential visitors who find Coast Explorer at 150 metropolitan area locations and travel information offices including all AAA travel auto centers in Oregon, Washington and Idaho. Ad buys in wine media (Oregon Wine Press and Wine Press Northwest) are scheduled for December, January and February. A full-page ad in Cannon Beach Magazine promotes both the immediately upcoming event and the following year's event. Some targeted paid online advertising (Local Wine Events) and Facebook advertising is also utilized in the advertising plan.

**Public Relations:** Public relations efforts are directed at wine and culinary media, as well as travel editors with Northwest magazines, newspapers and online media. Several key coastal and wine industry online calendar placements are sought as early as a year in advance (Travel Oregon, Oregon Coast Visitor Association, Local Wine Events, etc). A press release campaign begins in September with initial releases to magazines, regional media and web resources for calendar placement and consideration for future feature coverage. A press release announcing ticket availability is scheduled for November. A full media kit with a complete schedule of events and lodging packages is distributed to the media in mid-January. We also distribute marketing kits to local businesses and participating wineries in the months leading up to the festival to encourage them to promote their participation through their social media and marketing channels. Additional public relations efforts will be employed moving forward with Savor Dungeness Crab Month.

**Social Media:** A social media campaign on Facebook promotes Cannon Beach year-round, with an emphasis on culinary attractions and events; then focuses on festival promotion in the months leading up to the event. The Savor Cannon Beach Facebook page currently has 3,234 followers. Additional social media efforts will be employed moving forward with Savor Dungeness Crab Month.



**Email Marketing:** A series of email promotions is scheduled to increase return participants and inform those who have opted in. These will include information about event plans, ticket availability, participating wineries and lodging offers. This effort will be expanded in 2020. Our current email list contains more than 2,000 past and prospective attendees

**Website:** A festival website is maintained to serve as the primary landing page for event information and online ticket sales.

**Sales Promotions:** We produce 5,000 brochures with event schedule that are distributed beginning prior to Stormy Weather Arts Festival in November. For the event, we print 2,000 copies of our event guide to promote all community activities whether visitors came to town for the event or found out about the event upon arriving. We also printed 2,500 copies of the Savor Dungeness Crab Month brochure/dining guide. For the 2020 festival, we will add a small run of posters for local businesses to display in the months leading up to the festival.

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

The event is professionally managed and marketed by Explorer Media Group, Inc. The CAA Board of Directors provides TAF grant administration and oversight. Explorer Media Group offers a staff of four professionals experienced in event management and marketing. Explorer Media Group also manages approximately 20 volunteers who contribute to event setup, teardown, kitchen management, licensed servers and event check-in. CAA organizes volunteers to act as alcohol monitors, as required by the OLCC.

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

The event has proven to attract a primary audience of visitors who reside more than 50 miles away as documented in our post event evaluations. With an audience that includes 50 percent new festival attendees, the event introduces many visitors to Cannon Beach and draws them into galleries, shops and restaurants for our wine walk events.

The festival promotes Cannon Beach's visual arts, culinary arts and the art of winemaking in the Northwest. The event promotes Cannon Beach's visual art scene with a Friday night Art & Wine Walk and Saturday's Wine Walk where festival attendees visit Cannon Beach art galleries that each host a winery. The Friday night Art Walk is growing in popularity and was attended by 240 attendees in 2019, the second largest event of the festival. Additionally, art galleries and cultural organizations are encouraged to present their own events during the festival that we promote in the event guide.

The festival also promotes the culinary arts within Cannon Beach including our Sunday event that showcased seven local restaurants and chefs for our Battle of the Bites event. Additionally, restaurants are invited to present their own special dinners which we promote in our marketing materials and efforts. In 2019, we introduced Savor Dungeness Crab Month in an effort to increase tourism and focus the entire month March on the culinary arts. We believe this effort will generate more publicity and additional overnight stays for the entire month.



Savor Cannon Beach has proven to be one of the community's biggest off-season events, offering significant economic impact by drawing an affluent market, many of whom stay for multiple nights and spend more than Cannon Beach's average visitor. The promotional campaign for Savor Cannon Beach also offers year-round benefits as it positions Cannon Beach as a premier Northwest culinary and arts destination through public relations, advertising and social media.

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

We project that Savor Cannon Beach will continue to be a popular annual event that will offer immediate and long-term benefit for the community. TAF support has greatly accelerated the public awareness of the event, increased the economic impact to the community and provided for the professional management and marketing of the festival. In 2019, we made significant strides toward moving the festival to self-sufficiency and reduced funding requests from the Tourism and Arts Fund.

The 2019 festival was nearly at capacity for the available event venues in Cannon Beach. Although we expect to make continued strides toward self-sufficiency with increased ticket prices and other potential income sources, full self-sufficiency will require a larger venue that can accommodate more festival attendees.

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

**Acknowledgment**

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2020.

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

Marcy Dunning  
Signature

4/30/19  
Date

MARCY DUNNING  
Print Name and Title

## **Clatsop Animal Assistance Officers and Directors as of April 2019**

**Note that all officers and directors are volunteers and receive no compensation.**

Marcy Dunning, President  
2325 Irving Ave., Astoria, OR 97103  
503-468-0028

Rae Marie Zimmerling – Past President and Director  
669 B St., Gearhart, OR 97138  
503-738-9343

Linda Dygert – Secretary and Director  
3606 Grand Ave., Astoria, OR 97103  
503-325-1351

Robert P. Zimmerling – Treasurer and Director  
669 B St., Gearhart, CO 97138  
503-738-9343

Lonnie G. Lear – Director  
33864 South Shore Drive, Warrenton, OR 97146  
503-440-1664

Annette M. Lear – Director  
33864 South Shore Drive, Warrenton, OR 97146  
503-440-1665

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

DEPARTMENT OF THE TREASURY

Date: OCT 25 2004

Employer Identification Number:  
93-1273704

DLN:

17053269753004

Contact Person:

DAN W BERRY

ID# 31122

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(A)(vi)

CLATSOP ANIMAL ASSISTANCE  
PO BOX 622  
WARRENTON, OR 97146

Dear Applicant:

Our letter dated NOVEMBER 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.


Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,

  
Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)



<b>Savor Cannon Beach</b>	<b>2020 Budget</b>
<b>INCOME</b>	
Ticket Sales Revenue (net)	\$ 53,500.00
Merchandise Sales	\$ 750.00
Winery & Venue Fees	\$ 6,300.00
Sponsorship Revenue	\$ 18,500.00
TAF Grant	\$ 37,050.00
<b>Total</b>	<b>\$ 116,100.00</b>
<b>EXPENSES</b>	
Management	
Event Management	\$ 8,700.00
Event Coordination	\$ 17,500.00
Sponsorship Sales	\$ 3,700.00
Ticket Sales Management	\$ 500.00
Nondirect Operating Expenses	\$ 5,600.00
Insurance & Bank account fees	\$ 350.00
Grant Oversight	\$ 5,000.00
Marketing	
Advertising	
Paid Media	\$ 13,750.00
Ad Coordination & Design	\$ 1,300.00
Public Relations	\$ 7,500.00
Social Media	\$ 4,800.00
Email Marketing	\$ 800.00
Website Maintenance & Development	\$ 850.00
Printing & Graphics	
Design	\$ 2,500.00
Print Costs	\$ 400.00
Event	
Print Costs: Event Guide & Materials	\$ 3,200.00
Licenses	\$ 1,300.00
Tickets: Sponsorships and Comps	\$ 5,700.00
Wristbands/Ticketing supplies	\$ 150.00
Wine Bottle Bags	\$ 2,000.00
Wine Glasses	\$ 2,530.00
Merchandise Sales Commission	\$ 750.00
Linens & Décor	\$ 6,000.00
Venue Fees	\$ 2,700.00
Speaker Hotel Rooms	\$ 700.00
Catering	
Food	\$ 9,500.00
Wine	\$ 3,000.00
Transportation - Shuttle Service	\$ 1,320.00
Alcohol Monitors	\$ 1,500.00
Staffing	\$ 2,500.00
<b>Total</b>	<b>\$ 116,100.00</b>

**CAA 2018-2019 Organizational Operating Budget – not done**

Description	Amount Budgeted
<b><u>INCOME</u></b>	
Contributions	<b>\$145,000.00</b>
Grants	<b>\$5,000.00</b>
<b>TOTAL INCOME</b>	<b>\$150,000.00</b>

Notes:

Contributions include: Individual donations, fundraising dollars, sale of “Corner Store” items at shelter, and fundraiser events (December Open House, Sunday Market donations, fundraisers held by community businesses and individuals.)

<b><u>EXPENSES</u></b>	
Advertising	<b>\$6,000.00</b>
Equipment and storage unit rental	<b>\$1000.00</b>
Incorporation fees	<b>\$50.00</b>
Insurance	<b>\$800.00</b>
Internet expense	<b>\$200.00</b>
Miscellaneous	<b>\$200.00</b>
Postage and Delivery – Fundraising	<b>\$400.00</b>
Postage and Delivery - Other	<b>\$300.00</b>
Printing and Reproduction	<b>\$400.00</b>
Professional Fees - Accounting	<b>\$700.00</b>
Professional Fees - Other	<b>\$50.00</b>

Public Assistance Costs	<b>\$3,000.00</b>
Spay/Neuter Certificates	<b>\$8,000.00</b>
Supplies – Fundraising and Office	<b>\$700.00</b>
Supplies – Shelter Supplies	<b>\$4,000.00</b>
Grooming Costs	<b>\$250.00</b>
Boarding and Training	<b>\$2,000.00</b>
Travel/Entertainment	<b>\$500.00</b>
Veterinarian Services - Other	<b>\$95,000.00</b>
<b>TOTAL EXPENSES</b>	<b>\$123,110.00</b>

Notes:

Advertising costs include: Newspaper ads, brochures, newsletters, Internet expense for Website, fundraiser supply costs. We post one ad per week throughout most of the year, with pictures and text, for an adoptable shelter animal; we also post larger periodic ads throughout the year that highlight one or several of the shelter animals. Advertising costs also include advertising for our fundraiser events.

Shelter supplies include: Cat litter, medicines, food, toys, dishes, leashes, equipment (washer, dryer, dishwasher, etc.), bleach, brooms, laundry soap, drinking water for volunteers, photocopying of educational literature, educational brochures, seeding of play-yard, grooming, anything beneficial to the animals that is not covered by the county.

Public assistance costs include:

- Adoption promotions in which we offer the animals to the public at a lower adoption fee; CAA then pays the difference in the fee to the shelter.
- Emergency veterinarian assistance to members of the public who cannot afford the fees; we may be asked for funds either by the attending veterinarian or by the individual.
- Spay/neuter certificates issued to members of the public who cannot afford the full veterinarian fees.

Spay/Neuter certificates include: Certificates issued to the veterinarians providing spay/neuter services for the shelter animals - \$55.00 certificates for dog spays, \$50.00 for dog neuters, \$40.00 for cat spays, and \$35.00 cat neuters. All dogs and cats are altered before being adopted; CAA pays a portion of what the shelter would be charged. The certificate program applies to the costs of standard procedures only; any medication, additional surgery, or treatment resulting from complications is covered under our veterinary services budget line.



Of the contributions to CAA, the Spay and Neuter Thrift Shop in Seaside, OR donates \$500.00 per month or \$6,000.00 per year for our spay/neuter certificates.

Boarding and training costs include: Offsite dog training at a local boarding kennel. CAA is now routinely providing funds for shelter dogs needing obedience training. All dogs in this program are selected by the county animal control officer.

Grooming cost include: Offsite grooming as needed

Travel/entertainment costs include out of pocket costs such as gas, lodging, and meals incurred by volunteers who transport animals to shelters outside of the area, usually outside of the state.

Veterinarian services include: Veterinary services for the shelter animals because of illness or injury. One reason individuals are releasing their pets to the shelter is because they are unable to afford veterinary care; those animals often need routine or more extensive medical care before they are considered adoptable. Emergency services and fees are also sometimes incurred by animal control or police force, which we either reimburse or pay directly. These services also include a vet tech who comes to the shelter several times a month to do routine check-ups.

8:55 AM  
04/30/19  
Cash Basis

Clatsop Animal Assistance, Inc  
**Profit & Loss**  
July 2017 through June 2018

	Jul '17 - Jun 18
Ordinary Income/Expense	
Income	
Contributions Income	
Unrestricted	56,897.48
Total Contributions Income	56,897.48
FUNDRAISER EVENT INCOME	
Dragonfire Studio	1,628.86
Savor Cannon Beach	20,125.40
Silent Auction-Open House	42,188.14
Total FUNDRAISER EVENT INCO...	63,942.40
Interest Income	159.50
Total Income	120,999.38
Cost of Goods Sold	
Cost of Sales - Inventory Sales	
Shirts	623.20
Total Cost of Sales - Inventory S...	623.20
Total COGS	623.20
Gross Profit	120,376.18
Expense	
Advertising	5,947.69
Bank Service Charges	0.34
Business Expenses	
Taxes - Not UBIT	
Payroll	510.40
Total Taxes - Not UBIT	510.40
Total Business Expenses	510.40
Dues and Subscriptions	100.00
EVENT EXPENSES	
Open House Expenses	
OH Advertising	636.00
OH Supplies	917.06
Open House Expenses - Other	5,040.61
Total Open House Expenses	6,593.67
Savor Cannon Beach	14,918.40
EVENT EXPENSES - Other	0.00
Total EVENT EXPENSES	21,512.07
Insurance	648.19
Operations	
Supplies	40.45
Total Operations	40.45
Other Types of Expenses	
Advertising Expenses	385.00
Insurance - Liability, D and O	731.00
Total Other Types of Expenses	1,116.00
Postage and Delivery	320.31

8:55 AM  
04/30/19  
Cash Basis

**Clatsop Animal Assistance, Inc**  
**Profit & Loss**  
July 2017 through June 2018

	Jul '17 - Jun 18
Professional Fees	
Accounting	735.00
Total Professional Fees	735.00
Public Assistance Costs	3,049.95
Rent	
Storage Unit	984.00
Total Rent	984.00
Spay/Neuter Certificates	10,244.18
Supplies	
Office-General	16.98
Shelter supplies	1,671.62
Total Supplies	1,688.60
Tax/License/Fees	215.00
Veterinarian Services	63,552.72
Wages	6,672.00
Total Expense	117,336.90
Net Ordinary Income	3,039.28
Net Income	3,039.28



8:56 AM  
04/30/19  
Cash Basis

Clatsop Animal Assistance, Inc  
**Balance Sheet**  
As of June 30, 2018

	Jun 30, 18
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
Checking	36,834.07
Money market	106,408.40
Petty Cash	25.00
Savor Cannon Beach	5,251.00
Total Checking/Savings	148,518.47
Total Current Assets	148,518.47
<b>TOTAL ASSETS</b>	<b>148,518.47</b>
<b>LIABILITIES &amp; EQUITY</b>	
Equity	
Retained Earnings	145,479.19
Net Income	3,039.28
Total Equity	148,518.47
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>148,518.47</b>



Clatsop Animal Assistance, Inc.  
PO Box 622 Warrenton, OR 97146  
503-861-0737 [info@dogsncats.org](mailto:info@dogsncats.org)  
[www.dogsncats.org](http://www.dogsncats.org)

## **Clatsop Animal Assistance 2018 Annual Report**

### **Our Mission**

- Clatsop Animal Assistance, also known as CAA, is a 501©3 all-volunteer organization dedicated to helping the Clatsop County Animal Shelter's homeless pets.
- We support these animals by providing funds to pay for veterinary care, spay/neuter fees, medicines, cat litter, grooming, specialty-diet foods, and other supplies not covered by the shelter budget.
- We promote the shelter animals by providing advertising and promotional materials and by sponsoring adoption events.
- CAA helps turn hardship and suffering into happy endings, sending a message of compassion and caring for animals out into the community.

### **Our Accomplishments in 2018:**

We're proud to say that because we are completely volunteer run, over 90% of what we take in goes directly to the animals, for veterinary care, onsite veterinary technicians, spay/neuter certificates, supplies, training, and adoption advertising and promotions. Below are some highlights of our past year:

- We covered vet bills, including a portion of each spay/neuter certificate, for 366 shelter animals, or about 64% of the animals in the Clatsop County Animal Shelter in 2018 that were not redeemed within a day or two. Foxy, Boo Kitty, and our fostered kittens are great examples of what CAA can do because of our ongoing community support.
  - Foxy is a seven year old Pomeranian that came in with a subluxated patella in one of her back legs, making it difficult for her to put weight on that leg. CAA covered the surgical repair and a CAA member fostered Foxy and her bonded brother Bear until they were ready for adoption. We've heard from their family that "they make everything about our family and our lives better and we completely adore them."
  - Boo Kitty is a senior girl (18!) being fostered by a CAA member. She came in last year with a UTI and kidney disease which were treated with antibiotics and is now getting periodic injections for the kidney disease. We're pleased that we can make this senior comfortable in a loving home for her last few years.
  - Every year we have many kittens come in that need immediate round the clock care until they gain enough weight to go into the adoption area. CAA covers vet care and our members provide the foster homes, on-call to take these babies home on a moment's notice.

Through our adoption promotions, we helped to place the 188 dogs and 277 cats that were successfully adopted out of the county shelter in 2018. Our efforts included:

- a booth every other week in the summer at the Astoria Sunday Market,



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- advertisements in the *Daily Astorian* and *Columbia Press*.
- distribution of monthly posters featuring adoptable dogs and cats,
- daily Facebook posts,
- daily Instagram posts
- media announcements on local radio stations
- Website photos, videos and captions
- Petfinder photos, videos and captions
- participation in community events, including Savor Cannon Beach, the Mutts and Moms event at the Inn at Cannon Beach, Kia Warrenton adoption event, and the Surfsand Resort Dog Show on the Beach in Cannon Beach
- handlers with individual dogs visiting area businesses including Petco and Home Depot
- partnership with the Petco Warrenton store to promote our cats. CAA volunteers maintain in-store kennels for between one and three shelter cats at any given time.

The following is an overview of CAA's income and expenditures for the fiscal year ended June 30, 2018:

\*\*\*\*

<b>Total Support &amp; Revenue:</b>	<b>\$120,999.00</b>
Program Expenses:	
Professional Services:	
Veterinary services:	\$63,553.00
Spay/neuter certificates (shelter animals):	\$10,244.00
Public assistance costs:	\$3,050.00
On-site part-time shelter vet tech:	\$7,182.00
Shelter supplies:	\$1,672.00
Animal promotion advertising:	\$6,333.00
Printing and postage	\$321.00?
Insurance:	\$1,379.00
Storage unit rent:	\$984.00
Office supplies	\$337.00
Dues	\$100.00
Professional fees/licenses:	\$950.00
Total program expenses:	<u>\$95,784.00</u>
Administrative Expenses – misc. and bank fees:	<u>\$41.00</u>
Fundraising Expenses (Postage, supplies, promotions, ads):	<u>\$6,594.00</u>
<b>Total Expenses:</b>	<b>\$102,419.00</b>
Net Assets:	\$148,518.00





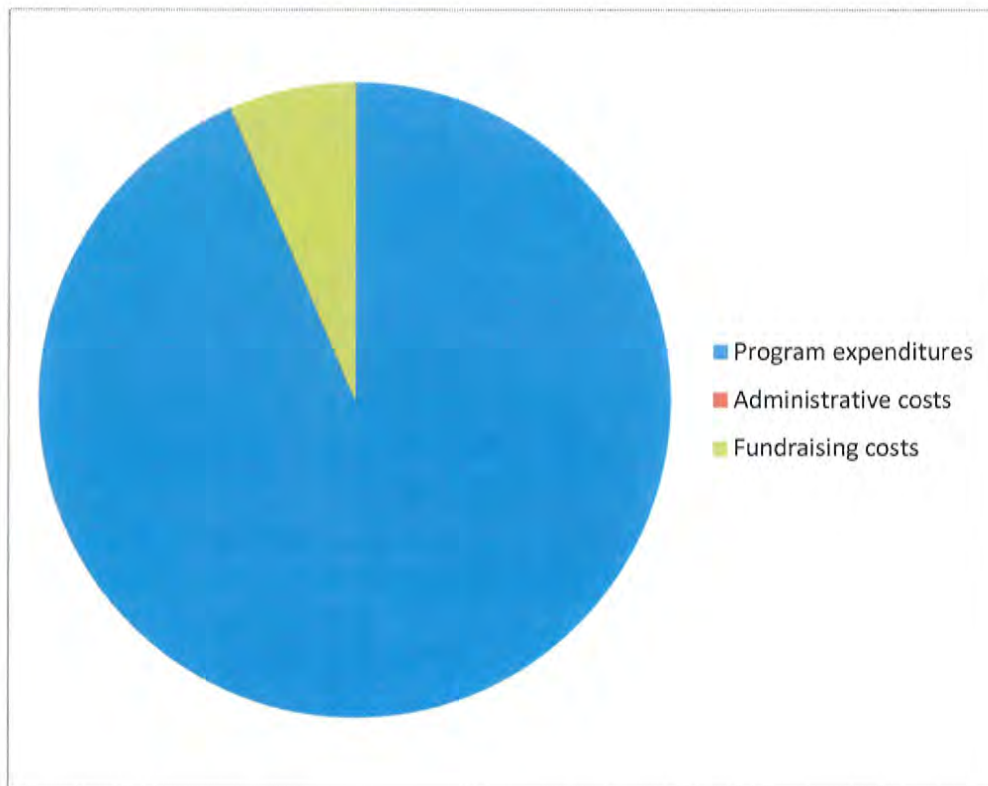
Clatsop Animal Assistance, Inc.  
PO Box 622 Warrenton, OR 97146  
503-861-0737 [info@dogsncats.org](mailto:info@dogsncats.org)  
[www.dogsncats.org](http://www.dogsncats.org)

Total Liabilities:	\$0
Net Asset Balance:	\$148,518.00

Note: We received a \$20,125.00 grant for the Savor Cannon Beach event and netted \$5,207.00. The remaining \$14,918.00 is not considered an expense for reporting purposes and is not included as part of the program versus administrative/fundraising percentages.

Board of Directors:

Marcy Dunning, President and Director  
Rae Marie Zimmerling, Past President and Director  
Robert Zimmerling, Treasurer and Director  
Linda Dygert – Secretary and Director  
Lonnie Lear – Director  
Annette Lear – Director



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



Mid Term



Final

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

**Program/Project Title**

Savor Cannon Beach Wine & Culinary Festival/Clatsop Animal Assistance

**Evaluator Name/Position** Gary Hayes, festival director **Date** April 8, 2019

**1. Project/Program Summary**

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

SEE ATTACHED.

**2. Program/Project Evaluation**

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

SEE ATTACHED.

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

SEE ATTACHED.

**3. Budget**

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

SEE ATTACHED.

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

SEE ATTACHED.



## Request for Taxpayer Identification Number and Certification

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

Print or type  
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

**Clatsop Animal Assistance**

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only **one** of the following seven boxes:

- ☐ Individual/sole proprietor or single-member LLC  
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ \_\_\_\_\_  
**Note.** For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.  
☐ Other (see instructions) ▶ \_\_\_\_\_
- ☒ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)

**PO Box 622**

6 City, state, and ZIP code

**Warrenton, OR 97146**

Requester's name and address (optional)

7 List account number(s) here (optional)

### Part I Taxpayer Identification Number (TIN)

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

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

Social security number

\_\_\_\_ - \_\_\_\_ - \_\_\_\_

or

Employer identification number

9 3 - 1 2 7 3 7 0 4

### Part II Certification

Under penalties of perjury, I certify that:

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

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

Sign  
Here

Signature of  
U.S. person ▶

*Marcy Hunning*

Date ▶

*4/27/17*

### General Instructions

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

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

### Purpose of Form

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

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

• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

• Form 1099-G (canceled debt)

• Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

**Tourism and Arts Fund (TAF) Application  
Criteria and Checklist  
FY 2019-2020**

**Application Criteria**

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

1. Applicants must be a qualified tax-exempt organization.
2. Priority will be given for events within Cannon Beach during the shoulder and winter tourist season. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350 and Ordinance 10-06) included as part of the TAF application for award shall be for facilities located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
3. All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and the Tourism and Arts Fund (TAF).
4. Applications must be complete and received or postmarked by the deadline advertised.
5. Applicant agrees to provide the City with an evaluation of the program/event/project **within 30 days of completion of the program/event/project, or the end of the fiscal year, whichever occurs first.** Evaluation must include a description of the events and services, audience, number of participants, and a final financial statement showing line-item income and expenses for the project, with supporting documentation attached. Empirical evidence of "heads in beds" or tourists that traveled more than 50 miles.
6. Applicant understands that a Mid-Term Evaluation is required to be submitted by March 15, 2020.
7. Applicant understands that a TAF Award Agreement must be signed by the Applicant prior to receipt of any TAF award disbursements.
8. The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF awards and misrepresented their application or has not utilized the award funds in a manner consistent with their application.
9. Former TAF recipients who have not submitted a completed evaluation will not be considered for future TAF awards.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.



## Evaluation Criteria

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

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

## Application Checklist and Receipt for TAF Funding Request

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

MED

Receipt of Ordinance 10-06

MED

Receipt of Ordinance 15-01

MED

Receipt of ORS 320.350

MED

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

MED

Receipt of Tourism and Arts Funding (TAF) Award Agreement

MED

Receipt of W-9 form



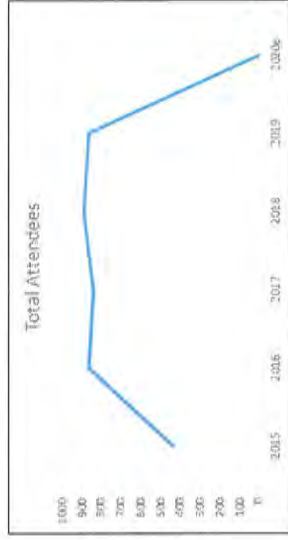
**Please initial to verify that the following items have been included in the TAF application submittal.**

- MED Completed application form, signed by an authorized representative of the organization
- MED Copy of Board of Directors list
- MED A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed
- MED A line-item budget for proposed program/project
- MED A copy of line-item organizational budget for the current fiscal year
- MED A financial statement for the most recent fiscal year
- MED Evaluation for last TAF award received, if applicable
- MED W-9 for City of Cannon Beach Finance Department (if applying for the first time)
- MED Initialed copy of this Application Checklist and Receipt
- MED Metrics Addendum
- MED **All information is on white 8 1/2" x 11" sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.

NOTE: Please input event data in the yellow cells

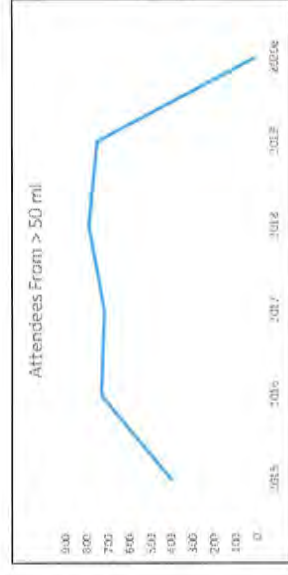
	2015	2016	2017	2018	2019	2020e
Total Attendees	433	861	842	891	865	0



	2015	2016	2017	2018	2019	2020e
Returning Attendees	0	0	0	470	419	0

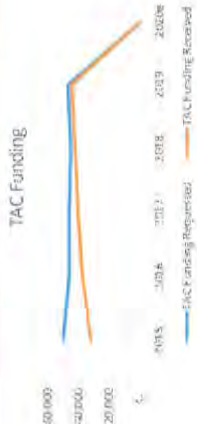


	2015	2016	2017	2018	2019	2020e
Attendees From > 50 mi	397	731	712	787	752	0

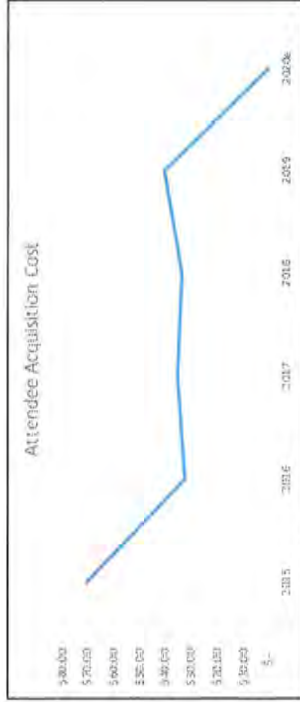


NOTE: Please input event data in the yellow cells

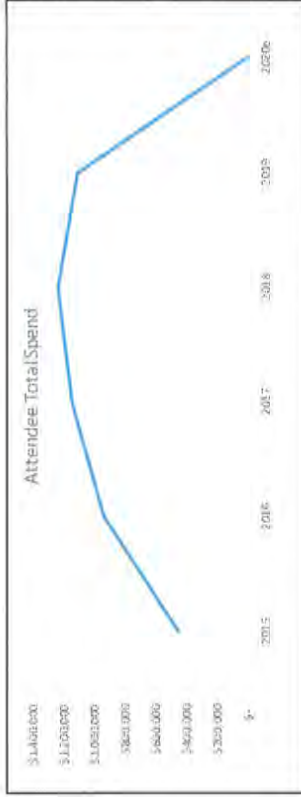
	2015	2016	2017	2018	2019	2020e
TAC Funding Requested	\$ 49,800	\$ 45,728	\$ 46,242	\$ 44,936	\$ 46,837	\$ -
TAC Funding Received	\$ 32,000	\$ 37,667	\$ 40,153	\$ 42,624	\$ 44,419	\$ -



	2015	2016	2017	2018	2019	2020e
Marketing Expense	\$ 30,516	\$ 28,009	\$ 29,777	\$ 29,944	\$ 34,920	\$ -
Total Attendees	433	861	842	891	865	0
Attendee Acquisition Cost	\$ 70.48	\$ 32.53	\$ 35.36	\$ 33.61	\$ 40.37	#DIV/0!

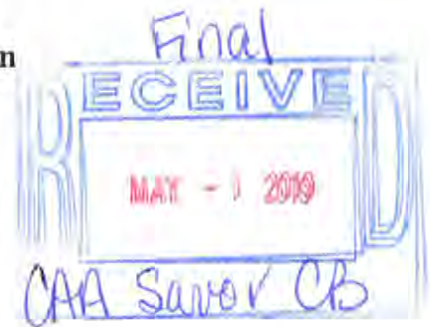


Average Attendee Spend	2015	2016	2017	2018	2019	2020e
Room Rental (Clatsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
<b>Total</b>	<b>\$ 468</b>	<b>\$ 482</b>	<b>\$ 494</b>	<b>\$ 503</b>	<b>\$ 509</b>	<b>\$ 518</b>
Avg Attendee Day Stays	2.25	2.25	2.75	2.75	2.50	-
Total Attendees	433	861	842	891	865	0
Total Day Stays	974.3	1,937.3	2,315.5	2,450.3	2,162.5	-
Attendee Total Spend	##### \$ 933,755	#####	#####	#####	#####	##### \$ -





**Tourism and Arts Fund Recipient Evaluation**  
**FY 2018-2019**  
(Final)



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

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

**Date:** April 8, 2019

**1. Project/Program Summary**

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

**Event summary:** Savor Cannon Beach is a four-day wine, culinary and arts festival scheduled for a pre-spring break weekend in March. The 2019 event was conducted March 7-10 and included six professionally managed wine and culinary events and also offered the opportunity for Cannon Beach art galleries, restaurants and retail businesses to customize their own events and promotions under the umbrella of the Savor Cannon Beach festival. The largest event of the festival is the Savor Cannon Beach Wine Walk, in which many local businesses benefit by serving as host locations for visiting wineries.

To encourage longer stays by guests, we presented our strongest culinary events on Thursday and Sunday. Our Thursday evening Best of the Northwest event offered eight premium wines and chef-designed appetizers to pair with each of them; and our Sunday event featured seven local chefs (up from four last year) preparing signature "small bites" along with award-winning wines to pair with them. Both events sold out. The Friday evening Art & Wine Walk provides a focus on the arts in Cannon Beach with wineries featured at each gallery and in other venues hosting regional artists. Other programs included the Friday afternoon Winemaker's Premium Pours event that featured 11 wineries (up from five last year) pouring specially selected premium wines. Saturday morning's Wine Tasting Basics & Beyond offered the opportunity for participants to increase their knowledge and appreciation of wines and encouraged responsible consumption before the Saturday Wine Walk.

**Audiences served:** The target audience for Savor Cannon Beach is upscale, luxury travelers from Oregon and Washington who are serious wine and food enthusiasts. Savor Cannon Beach stands apart from other area wine festivals by presenting upscale and intimate wine and culinary events appealing to this type of participant. The audience is a desirable one for Cannon Beach, its restaurants, art galleries and the participating wineries.

**Participants and results related to overnight stays:** The event sold 1229 tickets this year including Festival and One-Day passes representing multiple events. A total of 89% of those sales were advance online sales demonstrating that a majority of participants are coming to Cannon Beach specifically for this event. This increased over last year's pre-event sales of 78%. This reported quantity likely represents a minimum number since some participants surely traveled to Cannon Beach specifically for the event; but planned to purchase their tickets at the door.



According to our data, Savor Cannon Beach hosted 865 attendees. Our survey of ticket purchasers indicates an average of 2.5 room nights per attendee, resulting in a total of 2162.5 room nights for the festival. Of these attendees, 86.9% (752) reported that they attended the festival from more than 50 miles away. Based on the TAC metrics chart, this represents \$1,100,713 in visitor spending in Cannon Beach during the festival.

In addition to festival ticket purchasers, we confirmed 42 vendors (wineries) for the 2019 event. All wineries participated in the Saturday Wine Walk, but we also offered two additional events for wineries to participate in on Friday, an industry event on Saturday night. Our survey results also indicate an average of 2.5 room nights per winery, resulting in an additional 105 room nights for the festival. An estimate based on the TAC metrics chart indicates that this represents another \$53,445 in visitor spending in Cannon Beach during the festival.

**Furthering the arts and tourism:** Savor Cannon Beach also emphasizes the arts in Cannon Beach. Cannon Beach galleries draw potential customers into their businesses by hosting a winery during the Wine Walk portion of the event. The Friday Art & Wine Walk event was introduced for the 2016 festival and continues to grow in attendance, selling 239 tickets this year. It is the most popular festival event other than the Saturday Wine Walk. This event showcases Cannon Beach's arts scene, provides additional opportunities for wineries and increases the opportunity for retail sales in galleries.

The event continues to further Cannon Beach tourism by attracting and promoting to Cannon Beach's desired demographic of luxury and culinary travelers including significant numbers from Washington State and states beyond the Northwest. The event introduces visitors to many galleries, shops and restaurants during the wine walks and other festival events. The event also furthered tourism and the arts in Cannon Beach through a major advertising, public relations and social media campaign that positions the community as a premier culinary and arts destination.

We published two brochures to promote the event this year and get information in front of local businesses as early as possible. Our first brochure was distributed throughout Cannon Beach earlier than in past years and well in advance of November's Stormy Weather Arts Festival, in an attempt to invite back visitors with an affinity for serious wine and culinary experiences and a love for the arts. A second brochure run was distributed during the holidays.

The event is also intended to promote the culinary arts in Cannon Beach. The Bistro, Castaways and Cannon Beach Bakery hosted special wine dinners or offered special menus and events. Our Sunday event, Gold Medal Wines & the Battle of the Bites, showcased appetizers created by seven local chefs and restaurants including Pelican Pub & Brewery, Sweet Basil's Café, Seasons Café, Wayfarer Restaurant, Stephanie Inn Dining Room, new restaurant Mi Corazón and local chef Jonathan Hoffman.

In an effort to increase tourism for the entire month of the event, we launched Savor Dungeness Crab Month during March in Cannon Beach. We invited local restaurants to create a new crab menu item or promote an existing one via a brochure that was circulated throughout town and on our website. We also worked with another sponsor to provide a Cannon Beach getaway package as a reward for the winner of an Instagram contest for posting photos of the crab dishes. While the



results will be difficult to quantify, our goal for this month-long promotion was to increase traffic and sales at local restaurants and to add overnight stays throughout the month.

We expect there are additional visitors who come to Cannon Beach for the variety of other events occurring over the festival weekend.

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

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

The Savor Cannon Beach Wine & Culinary Festival has been successful in creating a strong off-season weekend that benefits tourism and the arts in the community. The event continues to grow with a 28% increase in net ticket sales from the previous year. The success of the event is not dictated by the weather, as 89% of our tickets were purchased in advance.

Over the past few years, we have created events for participants and vendors that result in longer than typical stays during the festival. This year for the first time, our opening and closing events sold out before the festival began. Friday afternoon's Winemaker's Premium Pours and the Friday evening Art & Wine Walk not only achieved record sales, but have provided reasons for our vendors to increase their length of stay. We had 26 wineries choose to participate in extra events, an increase from 20 wineries last year.

In an effort to further Cannon Beach's reputation as an arts and culinary destination, we have strengthened our festival events by increasing the quality of wines and food offered, along with emphasizing the art component of the festival. We have also nurtured the festival's reputation as a serious wine and culinary event, rather than a "drinking" event like many festivals. We encourage responsible consumption practices by offering a shuttle service during the wine walk and an educational program prior to the wine walk that furthers participants' appreciation of wine and teaches wine tasting etiquette.

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

We believe we have made significant steps toward self-sustainability by increasing and maximizing revenues, though we are still limited by the capacity of existing event venues in Cannon Beach. As we approach maximum capacity for some of our events, we will continue to expand and improve the offerings where possible.

With our Thursday night, Saturday Wine Walk and Sunday events now selling out, we will consider increasing ticket prices for those events to increase revenues in an effort to continue moving toward sustainability.

We also expect that Savor Dungeness Crab month will become a regular month-long promotion that we can more effectively promote in the future with continued support from the Oregon Dungeness Crab Commission.

As with every year, we will strive to maintain our reputation as a serious wine and culinary festival and to encourage ticket sales to qualified enthusiasts who will pay higher prices for quality experiences, including food, wine, lodging and the arts.

### 3. Budget

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

We made significant advances in increasing revenues and holding the line on expenses in an effort to advance the festival toward reduced subsidizing from the Tourism and Arts Fund and self-sustainability.

While we budgeted for a 5% increase in ticket revenues, actual revenues rose by 28% as a result of increased ticket prices. Our sponsorship revenue also increased, with the addition of a sponsorship from the Oregon Dungeness Crab Commission in connection with our Savor Dungeness Crab Month promotion.

Our merchandise numbers are slightly higher than expected, as our at-the-door merchandise sales were well above previous years, resulting in a higher commission. (Donated to Clatsop Animal Assistance) We also ordered more wine glasses this year, to reach a lower per-glass price threshold that was just above our needed quantity. (Extra glasses can be used in future festival events.) Additionally, our print costs were slightly higher with the addition of our Savor Dungeness Crab Month brochure.

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

Current budget attached.

2019 Savor Cannon Beach Budget	2019 Budget	2019 Actuals	TAF Pmt 1	TAF Pmt 2
<b>INCOME</b>				
Ticket Sales Revenue (net)	\$42,200.00	\$ 51,475.75		
Merchandise Sales	\$300.00	\$ 790.00		
Winery & Venue Fees	\$6,500.00	\$ 6,330.00		
Sponsorship Revenue	\$11,438.00	\$ 18,538.00		
TAF Grant	\$44,419.00	\$ 44,419.00		
<b>Total</b>	<b>\$104,857.00</b>	<b>\$ 121,552.75</b>	<b>\$ 17,767.60</b>	<b>\$8,783.80</b>
<b>EXPENSES</b>				
Management				
Event Management	\$8,750.00	\$ 8,675.00	\$ 2,000.00	
Event Coordination (catering/facilities/volunteers/vendors/licensing)	\$17,500.00	\$ 17,425.00	\$ 2,000.00	
Ticket Sales (Log/Admin)	\$302.00	\$ 290.00		
Nondirect Operating Expenses (ofc. supplies, rent, telephones, util.)	\$5,400.00	\$ 5,425.00		
Insurance & Bank account fees	\$350.00	\$ 350.00		
Grant Oversight	\$5,000.00	\$ 5,000.00		
Marketing				
Advertising				
Space Rates	\$17,500.00	\$ 13,182.00	\$ 6,182.00	
Ad Coordination & Design	\$2,400.00	\$ 1,245.00	\$ 2,425.00	
Public Relations	\$7,200.00	\$ 7,085.00	\$ 3,160.60	\$3,460.27
Social Media/Email Marketing	\$4,770.00	\$ 4,663.75	\$ 2,000.00	\$2,500.00
Website Maintenance & Development	\$1,400.00	\$ 1,225.00		\$1,225.00
Printing & Graphics				
Design	\$1,300.00	\$ 2,425.00		\$1,245.00
Print Costs	\$350.00	\$ 353.53		\$353.53
Event				
Print Costs: Event Guide & Materials	\$2,400.00	\$ 3,116.00		
Licenses	\$1,250.00	\$ 1,230.00		
Tickets: Sponsorships and Comps	\$8,750.00	\$ 5,690.00		
Wristbands/Ticketing supplies	\$75.00	\$ 41.46		
Wine Bottle Bags	\$0.00	\$ -		
Wine Glasses	\$1,200.00	\$ 1,756.40		
Merchandise Sales Commission	\$180.00	\$ 465.00		
Linens & Décor	\$750.00	\$ 796.71		
Venue Fees	\$2,750.00	\$ 2,600.00		
Speaker Hotel Rooms	\$600.00	\$ 600.00		
Catering				
Food	\$8,500.00	\$ 7,557.49		
Wine	\$2,500.00	\$ 2,500.00		
Transportation - Shuttle Service	\$680.00	\$ 660.00		
Alcohol Monitors	\$1,000.00	\$ 995.00		
Staffing	\$2,000.00	\$ 1,795.00		
<b>Total</b>	<b>\$104,857.00</b>	<b>\$ 97,147.34</b>	<b>\$ 17,767.60</b>	<b>\$8,783.80</b>



**Tourism and Arts Fund (TAF)  
Application for Funding  
FY 2019-2020**



**CONTACT INFORMATION**

Organization Name: Coaster Theatre Playhouse

Non-profit Tax ID#: 93-1327535

Address: 108 N. Hemlock, PO Box 643, Cannon Beach, OR 97110

Telephone: 503-436-0609

Website: [www.coastertheatre.com](http://www.coastertheatre.com)

Contact Name: Jenni Tronier

Email: [marketing@coastertheatre.com](mailto:marketing@coastertheatre.com)

Patrick Lathrop

Email : [executivedirector@coastertheatre.com](mailto:executivedirector@coastertheatre.com)

Name of Event: Coaster Theatre Late-2019 – Early-2020 Seasons

Date/Duration of Event: September 1, 2019 – June 30, 2020

Amount of Funding you are requesting: **\$49,900.00**

Amount of funding from TAC you were given last year: **\$36,457.00**

**1. What is the nature and purpose of your event?**

- a. **Special Events:** Special event concerts provide a unique experience for tourists and residents alike. The intimate venue of the Coaster Theatre Playhouse is ideal for a memorable concert experience that is unparalleled on the north coast. These special event concerts fill a gap within the regular season of plays and musicals at the theatre. With TAF funding we will offer one fall special event featuring classical Spanish guitar and flamenco dancing with artist Aaron Larget-Caplan on October 20, 2019. We are also looking for an artist or group for an event in the spring of 2020
- b. **Out of Area Marketing Support:** We are requesting TAF funds to enable us to reach theatre going audiences in the Portland area with advertisements in the programs for the Broadway Across America shows at the Keller Auditorium and Artslandia programs that reach 13 performing arts venues in the Portland Metro area. We are also asking for funds to advertise in the Oregon Coast Visitors Association annual magazine, Our Coast magazine and Cannon Beach magazine to reach visitors planning trips to Cannon Beach. TAF funding allows for us to reach a wider audience and we have seen boosts in tickets sales after our ads run in the Portland publications.

**2. Is this a new event or has it happened before? With or without TAC funds?**

- a. **Special Events:** Special event concerts have been an ongoing entertainment option at the Coaster Theatre Playhouse for many years. Special event concerts have been and are currently made possible by funds from the TAF.

**b. Out of Area Marketing Support:** The Coaster Theatre Playhouse has and will continue to produce plays and musicals on a year-round basis without TAF funding. We plan to utilize TAF funds to promote our regular season of plays and musicals plus special events to theatre and arts focused audiences in the Portland Metro area. Without TAF funding for these marketing efforts we will not be able to reach this audience group.

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

Through audience polling we have determined that close to 60% of our audiences (2018 – excluding summer shows) are from at least 50 miles away and about 56% of the 60% are staying at a hotel or vacation rental in Cannon Beach. Our goal is to grow this by 5% in our 2019 season.

We have determined that the best way to gather information for the committee is our audience polling before each performance and event. We will continue to poll our audiences prior to each special event and performance to gather an educated estimate of our audience demographics. As we move toward selecting and implementing a new ticket service provider, one of our key requirements is that the system have the availability to gather and report based on zip codes so that in the future we have better data to share with the committee.

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

From September 8, 2018 to April 30, 2019 the Coaster Theatre has held 2 Special Event concerts and 53 performances of a play or musical with total ticket sales for all performances totaling 5,926. From our audience polling we estimate that 60% or 3581 patrons were from 50 or more miles away. Of those 3581 patrons 50% or 1175 patrons were staying in a Cannon Beach hotel, vacation rental or RV park. Through these gathering methods we can estimate based on these figures that an average of 881.25 rooms were occupied by patrons of the Coaster Theatre Playhouse during this time. These numbers include shows and events from September 2018 – April 2018 and exclude our upcoming May show and two summer repertory shows.

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

In accordance with the City of Cannon Beach Ordinance No. 10-06 section 4 which states "...is to develop and support events and attractions that enhance tourism, in accordance with ORS 320.300 and 320.350, specifically tourists staying overnight or traveling distances greater than 50 miles to Cannon Beach...", we can provide an educated approximation and credibly provide information that on average 60% of our audiences for our plays, musicals and special events travel distances of greater than 50 mile and that 50% of those patrons are staying overnight in Cannon Beach.

We feel that our audience polling is more accurate than contacting the area hotels and vacation rental companies since we are directly asking our attendees and not relying on an outside source to acquire the information.



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

We are currently seeking \$49,900.00 from the TAF. See attached for line-item TAF budget.

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

TAF funds comprise about 17% of our overall budget.

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

A portion of our requested TAF budget will be utilized for two specific events. The remaining requested funds will be utilized to draw theatre and arts patrons from Portland to Cannon Beach. These funds will be used to directly target theatre going audiences at the Keller Auditorium (120,000 distribution over 4 shows), 13 regional theatres & dance companies including Portland Center Stage, Bag & Baggage Productions, Artists Repertory Theatre, White Bird Dance, Live Wire! Radio, Profile Theatre and Oregon Children's Theatre (total readership 225,000+).

Other funds will be utilized for tourism related memberships with Travel PDX and the Oregon Coast Visitors Association (OCVA). As Travel PDX members we get brochure placement in the Pioneer Courthouse Square Visitors Center as well as listings on their website and information on tourism related events. As OCVA members we get a discount on ads (print & online), a listing on their website and access to their weekly leads that allows us to target travelers interested in visiting the Oregon Coast.

**9. Are you seeking other sources of funding?**

Revenue from ticket sales covers only 55% of the Coaster Theatre Playhouse's operating costs, so we actively seek donations, sponsorships and grants to help us make up this difference in our production and operational budgets.

**10. What is your marketing Plan?**

See attached for a copy of our 2019 Marketing Plan

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

The Coaster Theatre Playhouse has been producing plays and musicals as a non-profit theatre since 2001 and since 1972 as a for-profit theatre. As a non-profit theatre we have 2 full-time employees including the Executive Director (Patrick Lathrop), Marketing & Operations Director (Jenni Tronier). It is the overall mission of the employees to handle the day-to-day operations of the theatre and its productions and events. We also contract additional temporary employees that help to create and produce our full season of plays, musicals and special events. These roles include but are not limited to production directors, lighting designers, set builders and set painters.

In addition to our full-time staff, we have a dedicated 9 member Board of Directors whose responsibilities include the management of the affairs of the Coaster Theatre Playhouse. They are responsible for the overall vision and financial goals of the theatre including but not limited to creating and oversight of all committees such as Executive, Finance, Marketing, Programing, Facilities and such. In addition to their responsibilities as board members, many of our board members are also active volunteers on and off stage.

We also have a dedicated and engaged volunteer base outside our staff and board that consistently volunteer their time on and off-stage to insure that we continue to produce quality theatre and special events year-round.

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

For 46 years the Coaster Theatre has been dedicated to enhancing the cultural, artistic and civic vitality of Cannon Beach by continuing the tradition of producing quality community theatre and memorable experiences for residents and visitors of all ages.

Our vision is to serve as a regional resource and as the center for community activities for residents and guests to the Northern Oregon Coast. The theatre is committed to community values, quality entertainment and the fine art of good theatre.

**13. Do you plan to do this event every year and if so when do you feel it would no longer need TAF funding and be self-sufficient if ever?**

Our special events are made possible by funding from the TAF and are held annually that include a rotating roster of talented musicians and performers. Without funding from the TAF we would not be able to continue to offer these events without the acquisition of additional outside funds.

Our marketing and advertising efforts outside the north coast area are also made possible by funding from the TAF. Without funding we would no longer reach those audiences without additional donations and/or grants.

**Acknowledgement**

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2017.

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

  
Signature

4/30/2019  
Date

Patrick A. Lathrop, Executive Director  
Print Name and Title

# 2019 COASTER THEATRE PLAYHOUSE MARKETING PLAN



## EXECUTIVE SUMMARY

The value of live theatre is immeasurable. The Coaster Theatre Playhouse offers a unique experience for residents and visitors to Cannon Beach. Our year-round offering of plays and musicals creates an artistic outlet for actors and singers on the north coast as well as a family-friendly entertainment option. Through our Coaster Theatre Kidz camps we help to foster a love of creating and performing in a new generation of performers. Our special events throughout the year bring musicians and entertainers from across the U.S. to entertain our visitors. The Coaster Theatre survives on the involvement of the community along the north coast not only actors and singers but supporters and volunteers. Our ongoing goal is to help the community understand what they can do to ensure that quality, live theatre continues to flourish in Cannon Beach

## MARKETING STRATEGY

Our theatre has a pool of resources in our staff and board to draw from. We will continue to utilize our current people and tools to continue to establish a stronger relationship with our local communities while nurturing awareness in the regional metro areas to grow our patron and volunteer base.

### MISSION

The Coaster Theatre is a non-profit organization dedicated to enhancing the cultural, artistic and civic vitality of Cannon Beach by continuing the tradition of producing quality community theatre and memorable experiences for residents and visitors of all ages.

### MARKETING OBJECTIVES

- Build and utilize our online tools to increase audience and volunteer base
  - Actor email list
  - Conference Center, High School, Community College list
- Continue to build PR outreach
- Continue to explore ways to track our Marketing & PR efforts
- Increase ticket sales
- Getting the word out early
- Hotel outreach

### FINANCIAL OBJECTIVES

TITLE	2019 BUDGET AVG.	2019 ACTUAL	% INCREASE from 2018	2018 Actual
<i>Vanya and Sonia and Masha and Spike</i>	66 per show	66.4 per show	17% decrease	79.8 per show
<i>Living on Love</i>	78 per show	62.69 per show	36% decrease	90.21 per show
<i>Bunbury</i>	84 per show			
<i>And Then There Were None</i>	103 per show			
<i>Nunsense</i>	103 per show			

<i>Savannah Sipping Society</i>	103 per show			
<i>Annie</i>	129 per show			

(2018 Season = *Fit to Kill*, *Noises Off*, *The Odd Couple*, *Baskerville: A Sherlock Holmes Mystery*, *The Musical of Musicals (The Musical!)*, *Deathtrap*, *The Wizard of Oz*)

- Meet/exceed projected per show average for shows

#### TARGET MARKETS

- Theatre audiences in the Portland Metro and Seattle areas
- North coast residents and tourists

#### ADVERTISING

- Daily Astorian Group
  - Alternating ads in the Cannon Beach Gazette and Coast Weekend
  - Gallery Group Event Inserts
    - Spring Unveiling
    - Plein Air and More
    - Stormy Weather Arts Festival
- HipFish Monthly
- Our Coast Magazine
- Cannon Beach Magazine
- Oregon Coast Visitors Guide
- Broadway Across America
- PDXlive.com
- Artslandia at the Performance

#### PUBLIC RELATIONS

**Current media list:** Oregon Cultural Trust, Oregon Coast Magazine, Hipfish, North Coast Citizen, Coast Explorer Magazine, Coast Weekend, Cannon Beach Gazette, Seaside Signal, Daily Astorian, Oregon Coast Visitors Assn, Oregon Coast Council for the Arts, The Oregonian, OregonLive, OPB ArtBeat, OPB State of Wonder, KMUN, Theatermania.com/Oregon.



# BOARD OF DIRECTORS

## **LAURA FREEDMAN - PRESIDENT**

Affiliations: Greg Freeman & Assoc., Inc., Seaside Rotary Club, University of Southern California Alumni Assoc., volunteer for Providence Seaside Hospital Foundation, Kappa Alpha Theta Alumni Assoc.

## **DAVID SWEENEY - SECRETARY**

Affiliations: Episcopal Diocese of Oregon

## **DARREN HULL - TREASURER**

Affiliations: Yuletides Christmas Shop

## **RICHARD BOWMAN**

Affiliations: Astoria Pride, Yuletides Christmas Shop, LLC

## **RIK GODDERZ**

Affiliations: Retired: King County United Way, Cannon Beach Conference Center

## **NANCY MCCARTHY**

Affiliations: Cannon Beach City Council; Freelance writer, editor and photographer; volunteer for the Cannon Beach Farmers Market

## **ROBIN MONTERO**

Affiliations: CRMM, SAM, King County Boys & Girls Club, TWU Local 887, 5th Avenue Theatre, Shoreline Museum, Seaside Museum, Clatsop Heritage Museum, Cascade Bicycle Club, WCNC.

## **TITA MONTERO**

Affiliations: Seaside City Council President, Clatsop CASA, SETD Budget Committee, CEDR, Seaside Museum, Clatsop Behavioral Health

## **CATHEY RYAN**

Affiliations: Indivisible North Coast Oregon, Seaside Strummers

# STAFF

**PATRICK LATHROP**

Executive Director

**JENNI TRONIER**

Marketing & Operations Director

You can contact the Board Members or Theatre Staff at [info@coastertheatre.com](mailto:info@coastertheatre.com) or 503-436-0609. Monthly Board Meetings are held at the theatre on the second Thursday of each month at 5:30pm and are open to the public.



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

DEPARTMENT OF THE TREASURY

Date: APR 13 2006

COASTER THEATER PRODUCTIONS  
9770 SW SINSHINE CT  
BEAVERTON, OR 97005-0000

Employer Identification Number:  
93-1327535

DLN:

17053077811076

Contact Person:

EDWINA O PERKINS

ID# 31229

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

509(a)(2)

Dear Applicant:

Our letter dated May 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

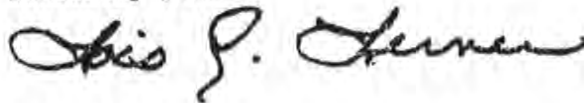
Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at [www.irs.gov](http://www.irs.gov).

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Letter 1050 (DO/CG)

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

DEPARTMENT OF THE TREASURY

Date: MAY 28 2002

COASTER THEATER PRODUCTIONS  
C/O STEVEN A NICHOLS  
1100 SW 6TH AVENUE, STE. 1200  
PORTLAND, OR 97204

Employer Identification Number:  
93-1327535  
DLN:  
17053310016001  
Contact Person:  
JEFFERY A CULLEN ID# 31215  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Foundation Status Classification:  
509(a)(2)  
Advance Ruling Period Begins:  
September 18, 2001  
Advance Ruling Period Ends:  
December 31, 2005  
Addendum Applies:  
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make

Letter 1045 (DO/CG)

COASTER THEATER PRODUCTIONS

a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we will no longer treat you as a publicly supported organization, grantors and contributors may not rely on this determination after the date we publish the notice. In addition, if you lose your status as a publicly supported organization, and a grantor or contributor was responsible for, or was aware of, the act or failure to act, that resulted in your loss of such status, that person may not rely on this determination from the date of the act or failure to act. Also, if a grantor or contributor learned that we had given notice that you would be removed from classification as a publicly supported organization, then that person may not rely on this determination as of the date he or she acquired such knowledge.

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

As of January 1, 1984, you are liable for social security taxes under the Federal Insurance Contributions Act on amounts of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the private foundation excise taxes under Chapter 42 of the Internal Revenue Code. However, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Internal Revenue Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Donors may deduct contributions to you only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, gives guidelines regarding when taxpayers may deduct payments for admission to, or other participation in, fundraising activities for charity.

You are not required to file Form 990, Return of Organization Exempt From Income Tax, if your gross receipts each year are normally \$25,000 or less. If you receive a Form 990 package in the mail, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return. Because you will be treated as a public charity for return filing purposes during your entire advance ruling period, you should file Form 990 for each year in your advance ruling period.

COASTER THEATER PRODUCTIONS

that you exceed the \$25,000 filing threshold even if your sources of support do not satisfy the public support test specified in the heading of this letter.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete. So, please be sure your return is complete before you file it.

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

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

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

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

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



COASTER THEATER PRODUCTIONS

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

Sincerely yours,



Steven T. Miller  
Director, Exempt Organizations

Enclosure(s) :  
Form 872-C

SPECIAL EVENTS				October 20, 2019	Total
Fall Special Event Concert - Classic Spanish Guitar & Flamenco with Aaron Larget-Caplan					\$11,200.00
	Artists Fee		\$7,500.00		
	Posters		\$200.00		
	Hospitality		\$2,000.00	Hotel & Artist Contract Requirements	
	Ads		\$1,500.00	TBD	
Spring Special Event Concert - Artist TBD				March/April 2020	\$9,200.00
	Artists Fee		\$4,000.00		
	Posters		\$200.00		
	Hospitality		\$2,000.00	Hotel & Artist Contract Requirements	
	Ads		\$3,000.00		
TARGETED AD PLACEMENT					Cost
Cannon Beach magazine				1/3 pg. Box - Jan. - Dec. 2019	\$1,400.00
Skies America - Broadway Across America Program & PDXlive.com					\$14,900.00
	Miss Saigon (Nov 5-10, 2019) - Annie		\$2,550.00	1/2 page	
	Fiddler on the Roof (January 7-12, 2020) - 2020 Season		\$2,550.00	1/2 page	
	Disney's Frozen (March 5-22, 2020) - 2020 Spring show & special event		\$6,800.00	1/2 page	
	PDXlive.com online ads		\$6,000.00		
Artslandia At the Performance					\$9,000.00
	At the Performance Nov/Dec 2018 (Annie & 2020 Season)		\$3,000.00		
	At the Performance Jan/Feb 2019 (Season Opener & Special Event)		\$3,000.00		
	At the Performance March/April 2019 (Spring Show & Special Event)		\$3,000.00		
Our Coast				February - December 2018	\$2,200.00
OCVA Membership & Ad				February - December 2018	\$2,000.00
Travel Portland					\$500.00
TOTAL					\$49,900.00

# Coaster Theatre Productions

## Profit & Loss - Budget Overview

### Dec-18

	Dec-18		Over/(Under)	YTD		Annual Budget
	Dec-18	Budget		Jan-Dec	Budget	
Income						
Income by Production						
Fit to Kill 2/18	0.00	0.00	0.00	19,017.90	14,043.00	14,043
Noises Off 3/18-4/18	0.00	0.00	0.00	30,338.94	25,368.00	25,368
Odd Couple 5/18	0.00	0.00	0.00	23,227.84	19,026.00	19,026
Baskerville 6/18-8/18	0.00	0.00	0.00	60,139.75	49,467.00	49,467
Musical of Musicals 6/18-8/18	0.00	0.00	0.00	37,298.96	49,467.00	49,467
Deathtrap 9/18-10/18	0.00	0.00	0.00	38,686.77	32,978.00	32,978
Wizard of Oz 11/18-12/18	22,227.97	23,556.00	(1,328.03)	51,253.54	47,112.00	47,112
Total Ticket Sales	22,227.97	23,556.00	(1,328.03)	259,943.70	237,461.00	237,461
Advertising Income	335.76	350.00	(14.24)	4,796.56	5,000.00	5,000
Building Use Income	0.00	500.00	(500.00)	2,840.00	3,000.00	3,000
Concession Income	1,003.00	1,100.00	(97.00)	8,379.00	10,130.00	10,130
Day Camp/Education Income	0.00	0.00	0.00	3,775.00	3,750.00	3,750
Fundraiser/Gala Income	0.00	0.00	0.00	144.00	4,054.00	4,054
Misc Grant Income	1,000.00	0.00	1,000.00	2,500.00	2,000.00	2,000
Special Events Income	0.00	0.00	0.00	19,733.88	8,156.00	8,156
Interest Income/Other Income	0.07	0.00	0.07	0.43	0.00	0
Other Income	146.00	0.00	146.00	1,226.05	0.00	0
Total Other Operating Income	2,484.83	1,950.00	534.83	43,394.92	36,090.00	36,090
Total Income	24,712.80	25,506.00	(793.20)	303,338.62	273,551.00	273,551

Production Costs						
Choreographer	400.00	400.00	0.00	1,600.00	1,600.00	1,600
Costume Design	652.29	600.00	52.29	8,504.58	8,400.00	8,400
Director	0.00	1,250.00	(1,250.00)	12,550.00	15,000.00	15,000
Lighting Design	600.00	600.00	0.00	8,400.00	8,400.00	8,400
Musical Director	1,500.00	1,000.00	500.00	8,019.67	7,000.00	7,000
Pianist	0.00	0.00	0.00	14,526.99	6,600.00	6,600
Piano Tuner	0.00	0.00	0.00	50.00	200.00	200
Set Design	1,139.11	600.00	539.11	9,739.11	8,400.00	8,400
Bank Service Charge - Visa	1,513.31	585.00	928.31	8,835.39	6,500.00	6,500
Carpentry	250.00	250.00	0.00	2,225.00	3,750.00	3,750
Concession Expense	630.03	200.00	430.03	5,402.45	2,280.00	2,280

# Coaster Theatre Productions

## Profit & Loss - Budget Overview

### Dec-18

	Dec-18			YTD			Annual	
	Dec-18	Budget	Over/(Under)	Jan-Dec	Budget	Over/(Under)	Budget	Budget
DVD/Video	450.00	225.00	225.00	1,915.00	2,250.00	(335.00)	2,250	2,250
Materials-Costumes	1,115.71	625.00	490.71	5,242.46	3,700.00	1,542.46	3,700	3,700
Materials-Lighting	(50.00)	50.00	(100.00)	(27.36)	320.00	(347.36)	320	320
Materials-Props	62.69	100.00	(37.31)	1,449.43	1,150.00	299.43	1,150	1,150
Materials-Sets	825.69	500.00	325.69	6,354.62	4,250.00	2,104.62	4,250	4,250
Materials-Sound	0.00	0.00	0.00	0.00	165.00	(165.00)	165	165
Meals - Cast	303.18	150.00	153.18	1,899.91	1,800.00	99.91	1,800	1,800
Posters-Marquee	0.00	200.00	(200.00)	2,231.03	2,400.00	(168.97)	2,400	2,400
Posters-Printing Costs	91.37	50.00	41.37	548.23	600.00	(51.77)	600	600
Printing Costs-Programs	1,008.05	1,025.00	(16.95)	11,122.99	10,500.00	622.99	10,500	10,500
Royalties	4,665.62	4,460.00	205.62	31,857.04	31,446.00	411.04	31,446	31,446
Running Crew	0.00	250.00	(250.00)	300.00	2,100.00	(1,800.00)	2,100	2,100
Scripts	15.50	300.00	(284.50)	1,430.93	1,165.00	265.93	1,165	1,165
Stage Management	0.00	250.00	(250.00)	950.00	2,750.00	(1,800.00)	2,750	2,750
Strike Set/Reorganize	0.00	100.00	(100.00)	263.48	700.00	(436.52)	700	700
Ticket Surcharge	661.60	650.00	11.60	7,155.75	6,800.00	355.75	6,800	6,800
Production Costs	15,834.15	14,420.00	1,414.15	152,546.70	140,226.00	12,320.70	140,226	140,226
Gross Profit	8,878.65	11,086.00	(2,207.35)	150,791.92	133,325.00	17,466.92	133,325	133,325
Personnel Expenses								
Payroll	10,966.38	8,959.00	2,007.38	107,980.57	107,500.00	480.57	107,500.00	107,500.00
Payroll Taxes	892.18	766.00	126.18	9,360.71	9,200.00	160.71	9,200.00	9,200.00
Processing Fee-ADP	70.64	78.00	(7.36)	830.65	925.00	(94.35)	925.00	925.00
Employee Benefits	1,216.51	1,209.00	7.51	15,041.22	14,500.00	541.22	14,500.00	14,500.00
Workers Comp	16.48	83.00	(66.52)	725.45	1,000.00	(274.55)	1,000.00	1,000.00
Less payroll included in COS	0.00	(1,250.00)	1,250.00	(4,500.00)	(7,000.00)	2,500.00	(7,000.00)	(7,000.00)
Total Personnel Expenses	13,162.19	9,845.00	3,317.19	129,438.60	126,125.00	3,313.60	126,125.00	126,125.00
Operating Expenses								
Accounting Expense	164.00	152.00	12.00	1,900.00	1,820.00	80.00	1,820.00	1,820.00
Administrative Expense	1,000.00	1,000.00	0.00	12,000.00	12,000.00	0.00	12,000.00	12,000.00
Advertising-Brochure & Postage	1,104.00	4,000.00	(2,896.00)	3,065.25	4,000.00	(934.75)	4,000.00	4,000.00
Advertising-Print (EO Media, Hipfish)	570.96	643.00	(72.04)	8,000.77	7,000.00	1,000.77	7,000.00	7,000.00
Advertising-Media	155.52	125.00	30.52	2,914.92	1,500.00	1,414.92	1,500.00	1,500.00
Computer Equipment & Repair	170.00	90.00	80.00	1,894.95	1,080.00	814.95	1,080.00	1,080.00
Contributions (donated Gift cert redeemed)	0.00	50.00	(50.00)	500.00	500.00	0.00	500.00	500.00



# Coaster Theatre Productions

## Profit & Loss - Budget Overview

### Dec-18

	Dec-18			YTD			Annual
	Dec-18	Budget	Over/(Under)	Jan-Dec	Budget	Over/(Under)	Budget
Day Camp/Education Costs	0.00	0.00	0.00	3,404.06	3,000.00	404.06	3,000.00
Dues & Subscriptions	0.00	0.00	0.00	409.00	800.00	(391.00)	800.00
Insurance - D & O	146.08	147.00	(0.92)	1,753.00	1,775.00	(22.00)	1,775.00
Insurance - Liab/Vol Med	176.00	184.00	(8.00)	2,102.00	2,200.00	(98.00)	2,200.00
Interest Expense	0.00	25.00	(25.00)	0.00	300.00	(300.00)	300.00
Janitorial Expense	0.00	100.00	(100.00)	0.00	1,200.00	(1,200.00)	1,200.00
Licenses & Permits	0.00	0.00	0.00	50.00	50.00	0.00	50.00
Maintenance & Repair	0.00	63.00	(63.00)	1,273.41	750.00	523.41	750.00
Parking Fee	0.00	0.00	0.00	215.00	175.00	40.00	175.00
Party-Opening Night Galas	0.00	50.00	(50.00)	235.53	350.00	(114.47)	350.00
Party-Volunteer Appreciation	0.00	0.00	0.00	514.00	500.00	14.00	500.00
Postage & Delivery	1,201.75	21.00	1,180.75	1,428.91	250.00	1,178.91	250.00
Rent - Sealark	250.00	250.00	0.00	3,000.00	3,000.00	0.00	3,000.00
Rent - Theater	3,575.00	3,575.00	0.00	42,900.00	42,900.00	0.00	42,900.00
Scripts-Perusal	77.54	0.00	77.54	872.49	500.00	372.49	500.00
Small Furniture & Equipment	0.00	0.00	0.00	720.96	0.00	720.96	0.00
Supplies	(3.17)	333.00	(336.17)	5,322.04	4,000.00	1,322.04	4,000.00
Taxes	0.00	0.00	0.00	350.00	350.00	0.00	350.00
Telephone/Cable-Theatre	235.00	183.00	52.00	2,344.37	2,200.00	144.37	2,200.00
Utilities-Electricity-Theatre	678.10	650.00	28.10	6,750.91	6,800.00	(49.09)	6,800.00
Utilities-Gas	450.43	525.00	(74.57)	2,364.86	2,700.00	(335.14)	2,700.00
Utilities-Water/Sewer	142.84	120.00	22.84	1,881.87	1,500.00	381.87	1,500.00
Website	80.70	83.00	(2.30)	988.58	1,000.00	(11.42)	1,000.00
Total Operating Expenses	10,174.75	12,369.00	(2,194.25)	109,156.88	104,200.00	4,956.88	104,200.00
Total Expenses	23,336.94	22,214.00	1,122.94	238,595.48	230,325.00	8,270.48	230,325.00
Operating Income/Loss	(14,458.29)	(11,128.00)	(3,330.29)	(87,803.56)	(97,000.00)	9,196.44	(97,000.00)
Other Income/Expense							
Other Income							
CT Foundation Endowment	3,750.00	3,750.00	0.00	45,000.00	45,000.00	0.00	45,000.00
CT Foundation Play Sponsorships	5,000.00	5,000.00	0.00	42,500.00	41,000.00	1,500.00	41,000.00
CT Foundation Endowment-Restricted Exp	1,000.00	0.00	1,000.00	2,391.92	0.00	2,391.92	-
Director's Circle Income	1,000.00	2,000.00	(1,000.00)	1,999.00	5,000.00	(3,001.00)	5,000.00

**Coaster Theatre Productions**  
**Profit & Loss - Budget Overview**  
**Dec-18**

	Dec-18		Over/(Under)	YTD		Over/(Under)	Annual Budget
	Dec-18	Budget		Jan-Dec	Budget		
Donor's Circle	10,960.00	1,000.00	9,960.00	19,680.00	6,000.00	13,680.00	6,000.00
Total Other Income	21,710.00	11,750.00	9,960.00	111,570.92	97,000.00	14,570.92	97,000.00
<b>Net Income/Loss Prior to Depreciation &amp; Grant</b>	<b>7,251.71</b>	<b>622.00</b>	<b>6,629.71</b>	<b>23,767.36</b>	<b>0.00</b>	<b>23,767.36</b>	<b>0.00</b>

**Coaster Theatre Productions**  
**Profit & Loss - Budget Overview**  
**Dec-18**

	Dec-18		YTD		Annual Budget
	Dec-18	Budget	Over/(Under)	Jan-Dec	
<b>Grant Income</b>					
City of CB Grant	232.00	1,917.00	(1,685.00)	39,611.56	39,054.00
Community Grant	0.00	-	0.00	3,548.93	3,708.00
	<u>232.00</u>	<u>1,917.00</u>	<u>(1,685.00)</u>	<u>43,160.49</u>	<u>42,762.00</u>
<b>Grant Expense</b>					
City of CB Grant Exp-Marketing	1,305.00	1,917.00	(612.00)	16,277.50	23,000.00
City of CB Grant Exp-Special Events	0.00	-	0.00	23,334.06	16,054.00
Community Grant-Visual Arts	0.00	-	0.00	653.22	1,000.00
Community Grant-Scholarships	0.00	0.00	0.00	1,500.00	2,208.00
Community Grant-Special Events	0.00	0.00	0.00	1,395.71	500.00
	<u>1,305.00</u>	<u>1,917.00</u>	<u>(612.00)</u>	<u>43,160.49</u>	<u>42,762.00</u>
<b>Total Grant Expense</b>					
	<u>(1,073.00)</u>	<u>0.00</u>	<u>(1,073.00)</u>	<u>0.00</u>	<u>0.00</u>
<b>Net of Grant Income/Exp</b>					
	891.00	891.00	0.00	10,418.49	10,418.49
<b>Depreciation Expense</b>					
Theatre Equip Donations	0.00	0.00	0.00	0.00	0.00
Endowment-Temp Restricted for Assets		-	0.00	25,329.26	0.00
<b>Net Income</b>	<u>5,287.71</u>	<u>(269.00)</u>	<u>5,556.71</u>	<u>38,678.13</u>	<u>(10,418.49)</u>

# Coaster Theatre Productions 2018 Proposed Budget Comparison

	<b>2019 Budget</b>
<b>Income</b>	
Income by Production	
Dead Guilty/No Play/Fit to Kill/Vanya & Sonia	15,309
Apple Tree/The Mousetrap/Noises Off/Living on Love	23,602
Fourposter/Barefoot in the Park/Odd Couple/Bunbury	14,896
9 to 5 The Musical/Steel Magnolias/Baskerville/And Then There Were	54,598
Let's Murder Marsha/Clue/Musical of Musicals/Nunsense	51,119
Don't Dress for Dinner/Blithe Spirit/Deathtrap/Savannah Sipping	35,606
Wonderful Life/A Christmas Carol/Wizard of Oz/Annie	44,890
Total Ticket Sales	<b>240,020</b>
Advertising Income (total program ads sold) 2018 total = 4,796.56	5,000
Building Use Income	3,000
Concession Income	7,500
Day Camp/Education Income	1,000
Fundraiser Income	0
Misc. Grant Money	3,000
Special Events Income	3,000
Interest Income	0
Other Income	4,973
Total Other Operating Income	<b>27,473</b>
<b>Total Income</b>	<b>267,493</b>
<b>Production Costs</b>	
Choreographer	2,000
Costume Design	10,500
Director	17,500
Lighting Design	10,500
Musical Director or Operator	3,000
Pianist or Electronic Program	5,789
Piano Tuner	150
Set Painting	8,400
Merchant Acct. Services (Bank Charges)	6,950
Carpentry	3,500
Concession Expense	4,810
DVD	2,370
Materials - Costumes	6,750
Materials - Lighting	375
Materials - Props	1,450
Materials - Sets	6,250
Materials - Sound	200
Meals - Cast (includes cast party)	1,850
Posters - Marquee	2,400
Posters - Printing Costs	600
Printing Costs - Program	10,500
Royalties	22,565
Running Crew	1,550
Scripts - Season Productions	1,997
Stage Management Labor	2,300



# Coaster Theatre Productions 2018 Proposed Budget Comparison

	<b>2019 Budget</b>	
Strike Set/Reorganize	700	
Ticket Surcharge (SABO Fees)	6,800	
	<b>141,756</b>	
<b>Gross Profit</b>	<b>125,737</b>	
<b>Personnel Expenses</b>		
Payroll	107,500	Includes 3% increase
Payroll Taxes	9,100	
Processing Fee	950	
Employee Benefits	14,700	
W/C Insurance	750	
Less payroll included in COS	(8,000)	
Less PR Incl. in TAF Grant	0	
<b>Total Personnel Expenses</b>	<b>125,000</b>	
<b>Operating Expenses</b>		
Accounting Expense	2,000	
Administrative Expense	12,000	
Advertising - Brochure & Postage	4,000	Include Survey Monkey in Advertising TAF pays
Advertising--Print EO Media, Hipfish)	7,000	
Advertising--Publications (CB magazine-1/3 pg)	0	
Advertising - Media	1,700	
Artwork	0	
Computer Equipment & Repair	1,250	
Conference Fees	0	
Contributions (donated Gift cert redeemed)	200	
Day Camp/Education Costs	500	
Dues (OCTA & AACT)	250	
Insurance - D & O	1,753	
Insurance - Liab/Vol Med	2,200	
Interest Expense	300	
Janitorial	0	
Licenses & Permits	50	
Maintenance & Repair	500	
Meals - Entertainment	0	
Parking Fee	225	
Party - Opening Night Galas	350	
Party-Fundraiser	0	
Party-Special Events	0	
Party-Volunteer Appreciation	550	
Postage	200	
Rent - Theatre	44,196	
Rent - Sealark - 2 garages at Sealark	3,000	
Scripts-Perusal	650	
Supplies	4,000	
Supplies: lobby/kitchen/office/apt.	0	
Supplies: Costume Shop	0	
Supplies: Scene Shop	0	
Taxes	350	
Telephone / Cable - Theatre	2,245	
Telephone / Cable - Sealark	0	
Utilities-Cable	0	

# Coaster Theatre Productions 2018 Proposed Budget Comparison

2019

## Budget

Utilities-Electricity (Theater)	7,000
Utilities-Electricity (Sealark)	0
Utilities-Gas	2,400
Utilities-Water/Sewer	1,900
Website - see telephone tab	968
<b>Total Operating Expenses</b>	<b>101,737</b>
<b>Total Expenses</b>	<b>226,737</b>
<b>Operating Loss</b>	<b>(101,000)</b>
<b>Other Income/Expense</b>	
City of CB - Grant Income	39,054
City of CB - Grant Exp - Marketing	(23,000)
City of CB - Grant Exp - Special Events	(16,054)
US Bank - Grant Income	1,500
US Bank - Education Costs	(1,500)
Community Grant - Income	4,836
Community Grant - Visual Arts Costs	(500)
Community Grant - Camp Costs	(3,836)
Community Grant - Special Events	(500)
Foundation Endowment	45,000
Foundation Endowment - Temp Restricted For Expensed Items	0
Play Sponsorships	40,500
Director's Circle	7,500
Donor's Circle	8,000
<b>Total Other Income/Expense</b>	<b>101,000</b>
<b>Net Income/Loss Prior to Depreciation</b>	<b>0</b>
Depreciation	
Foundation Endowment - Temp Restricted For Assets	

**Request for Taxpayer  
Identification Number and Certification**

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

Print or type  
See Specific Instructions on page 2.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Coaster Theater Productions

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification; check only one of the following seven boxes:

- ☐ Individual/sole proprietor or single-member LLC  
☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶  
**Note.** For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner.  
☐ Other (see instructions) ▶ 501 C 3

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.)

PO Box 643

6 City, state, and ZIP code

Cannon Beach, OR 97110

Requester's name and address (optional)

7 List account number(s) here (optional)

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

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

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

Social security number

\_\_\_\_ - \_\_\_\_ - \_\_\_\_

or

Employer identification number

93 - 1327535

**Part II Certification**

Under penalties of perjury, I certify that:

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

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

Sign  
Here

Signature of  
U.S. person ▶

Brian C. Pinsky

Date ▶ 5-2-17

**General Instructions**

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

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

**Purpose of Form**

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

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

• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

• Form 1099-C (canceled debt)

• Form 1099-A (acquisition or abandonment of secured property)

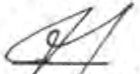
Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

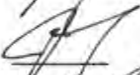
By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued).
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

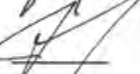
**Please initial to verify that the following items have been included in the TAF application submittal.**



Completed application form, signed by an authorized representative of the organization



Copy of Board of Directors list



A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed



A line-item budget for proposed program/project



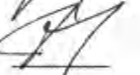
A copy of line-item organizational budget for the current fiscal year



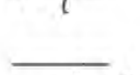
A financial statement for the most recent fiscal year



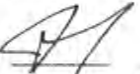
Evaluation for last TAF award received, if applicable



W-9 for City of Cannon Beach Finance Department (if applying for the first time)



Initialed copy of this Application Checklist and Receipt



Metrics Addendum



**All information is on white 8 ½" x 11" sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.



## Evaluation Criteria

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

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

## Application Checklist and Receipt for TAF Funding Request

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

Receipt of Ordinance 10-06

Receipt of Ordinance 15-01

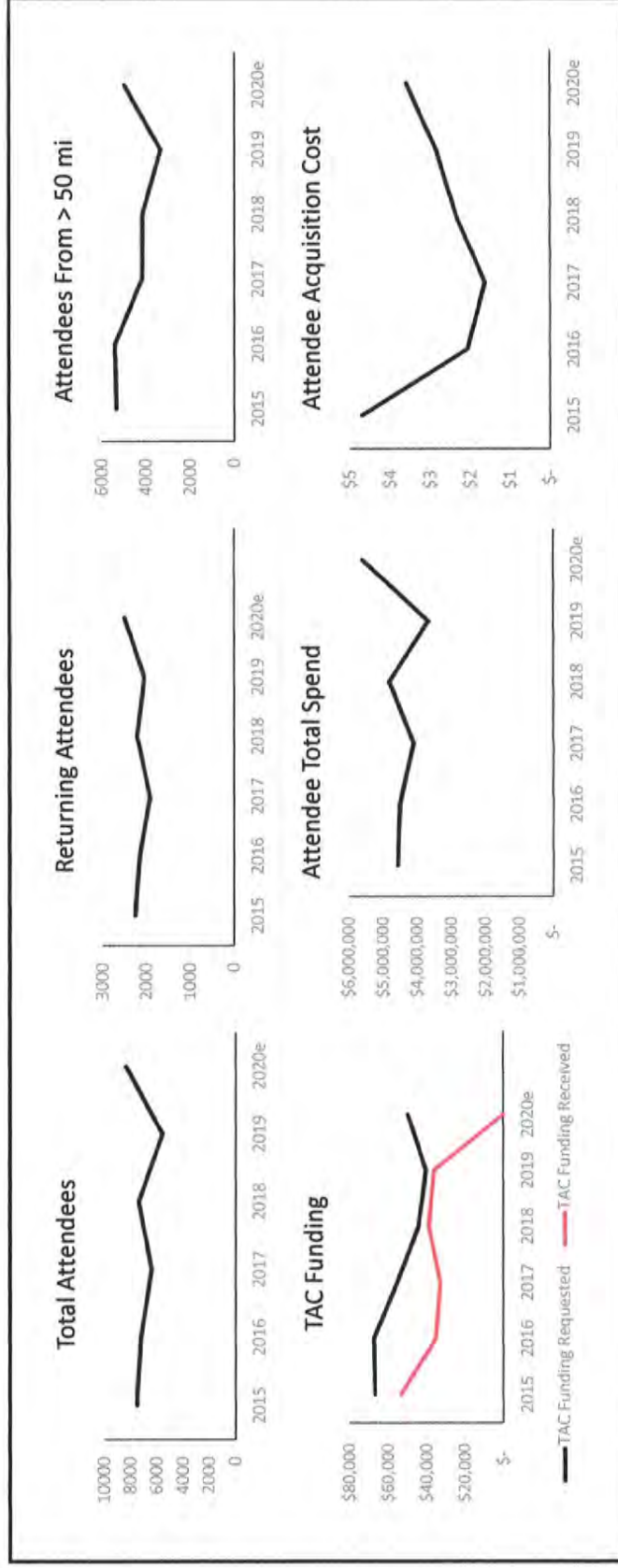
Receipt of ORS 320.350

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

Receipt of Tourism and Arts Funding (TAF) Award Agreement

Receipt of W-9 form

## Events Metrics Scorecard- Coaster Theatre Playhouse Late-2019/Early-2020 Season

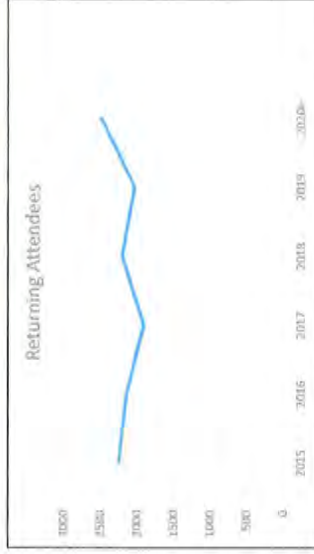


NOTE-Please input event data in the yellow cells

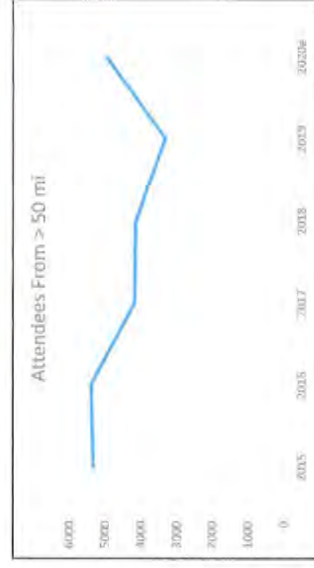
	2015	2016	2017	2018	2019	2020e
Total Attendees	7525	7203	6389	7377	5553	8329



	2015	2016	2017	2018	2019	2020e
Returning Attendees	7257	2151	1917	2213	2044	2498



	2015	2016	2017	2018	2019	2020e
Attendees From > 50 mi	5343	5402	4186	4162	3332	4897

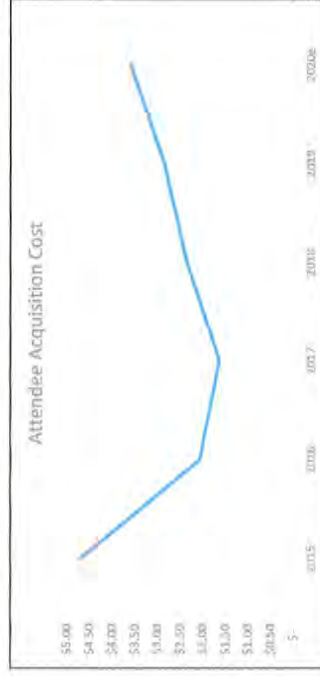


NOTE: Please input event data in the yellow cells

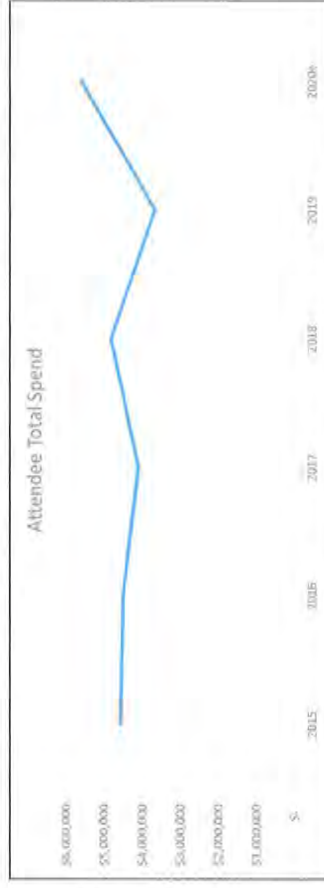
	2015	2016	2017	2018	2019	2020e
TAC Funding Requested	\$ 66,829	\$ 67,444	\$ 55,275	\$ 44,210	\$ 40,400	\$ 49,900
TAC Funding Received	\$ 53,400	\$ 35,264	\$ 33,044	\$ 39,053	\$ 36,457	\$ -



	2015	2016	2017	2018	2019	2020e
Marketing Expense	\$ 35,382	\$ 14,931	\$ 10,434	\$ 17,351	\$ 15,838	\$ 30,000
Total Attendees	7525	7203	6389	7377	5553	8329
Attendee Acquisition Cost	\$ 4.70	\$ 2.07	\$ 1.63	\$ 2.35	\$ 2.85	\$ 3.60



Average Attendee Spend	2015	2016	2017	2018	2019	2020e
Room Rental (Clatsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending-est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
Total	\$ 468	\$ 482	\$ 494	\$ 503	\$ 509	\$ 518
Avg Attendee Day Stays	1.30	1.30	1.30	1.30	1.30	1.30
Total Attendees	7525	7203	6389	7377	5553	8329
Total Day Stays	9,782.5	9,363.9	8,305.7	9,590.1	7,219	10,827.7
Attendee Total Spend	\$ 4,578,210	\$ 4,513,400	\$ 4,103,016	\$ 4,823,820	\$ 3,674,420	\$ 5,608,749





# **Tourism and Arts Fund Recipient Evaluation**

## **FY 2018-2019**

### **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:** Coaster Theatre Playhouse

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

**Date:** 3/15/2019

#### **1. Project/Program Summary**

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

**Special Events:** With funds from the TAF we have held one special event (*John O'Hurley*) so far with a second scheduled for Sunday, March 17 (*St. Patrick's Day Event with 3 Leg Torso*).

**Marketing:** The remaining requested funds have been used to draw theatre and arts patrons from Portland to Cannon Beach. These efforts include ads in the programs for Broadway Across America performances at the Keller Auditorium in Portland.

Other funds have been used for tourism related memberships with Travel PDX and the Oregon Coast Visitors Association (OCVA). As Travel PDX members we get brochure placement in the Pioneer Courthouse Square Visitors Center as well as listings on their website and information on tourism related events. As OCVA members we get a discount on ads (print & online), a listing on their website and access to their weekly leads that allows us to target travelers interested in visiting the Oregon Coast.

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

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

##### **1. John O'Hurley – September 8, 2018**

Total attendees: 198

From 50+ miles away: 59.4 attendees

Staying at a Cannon Beach Hotel, Vacation Rental or RV Park: 29.7 attendees

We are always happy when an event or performance sells out! We are disappointed that we did not pull more attendees from outside the 50 mile radius. We struggle to

find the right balance between big names that we know will draw a full or mostly full house but most of those seats are sold to locals vs. smaller acts that may have a large following but don't pull the full houses we see with larger acts.

**2. Deathtrap – September 21 – October 27, 2018**

Total Attendees: 1772

From 50+ miles away: 1202 (72%)

Staying at a CB Hotel, Vacation Rental or RV Park: 689 (57% of attendees from 50+ miles)

**3. The Wizard of Oz – November 16 – December 23, 2018**

Total Attendees: 2605

From 50+ miles away: 933 (38%)

Staying at a CB Hotel, Vacation Rental or RV Park: 484 (52% of attendees from 50+ miles)

**4. Vanya and Sonia and Masha and Spike – February 1-23, 2019**

Total Attendees: 735

From 50+ miles away: 312 (47%)

Staying at a CB Hotel, Vacation Rental or RV Park: 195 (63% of attendees from 50+ miles)

**5. St. Patrick's Day Event with 3 Leg Torso – March 17, 2019**

Total Attendees: TBD

From 50+ miles away:

Staying at a CB Hotel, Vacation Rental or RV Park:

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

Total Attendees: TBD

From 50+ miles away:

Staying at a CB Hotel, Vacation Rental or RV Park:

**7. Bunbury – May 3-26, 2019**

Total Attendees: TBD

From 50+ miles away:

Staying at a CB Hotel, Vacation Rental or RV Park:

**8. Marketing & Promotion:**

**Broadway Across America Programs:**

1. *Waitress* – performance dates: September 18-23, 2018

Third-page ad featuring *Deathtrap*.

2. *Come From Away* – performance dates: February 26-March 3, 2019

Half-page ad featuring *Living on Love* and *St. Patrick's Day Event with 3 Leg Torso*.

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

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

### **Facebook – Boosted Posts**

1. CURRENTLY – *St. Patrick's Day Event with 3 Leg Torso*  
Ad ends March 15, 2019

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

As always early promotion is key to filling the seats for our events and shows. We have seen success from our advertising in the Broadway Across America programs. The trick is to coordinate their program schedule with the events and shows so we can take full advantage of the advertising value of the programs. This means selecting show programs with highest potential impact while coordinating with event performers to have information and photos available to us early to include in these ads. We have also begun to promote and boost posts on Facebook at targeted audiences to see if a minimal investment can increase the turnout for events.

While we are happy with our ROI with the Broadway Across America programs, we are evaluating our current strategy with Skies America (publisher for Broadway Across America programs) about adding an online component through their website PDXlive.com to see if we can gain some more eyes (and audience members) for our dollars spent. This will allow us to track clicks and have verifiable ROI through clicks and page visits.

We have also eagerly wanted to advertise with Artslandia and have started a conversation with them about future advertising so that we can reach a broader theatre and performing arts audience in the greater Portland area.

### **3. Budget**

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

The *John O'Hurley* concert, September 8, 2018, surpassed its financial projections of 60 seats sold for \$1500 to 198 seats sold for \$14,828; a sold out performance. The *St. Patrick's Day Celebration with 3 Leg Torso* scheduled for Sunday, March 17, 2019, has not yet met its financial projections which are 60 seats sold for \$1500. As of Wednesday, March 13 this event is at 37 seats sold for \$804; about 50% of the projected numbers. We are seeing a slow increase in our special event attendance. The percentage of patrons from 50 miles away, or staying at a Cannon Beach hotel, vacation rental or RV park, continues to be a consistent 65-75 percentage of our house.

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

Date	Vendor	Description	Income	New Events	Marketing	Total Expense	Balance	Date Trans
8/27/18	City of CB	Carryover from 2018	-			0.00	249.85	
8/29/18	John O'Hurley	Grant Income	9,763.25			0.00	10,013.10	
8/29/18	John O'Hurley	John O'Hurley		9,000.00		9,000.00	1,013.10	
9/1/18	Inn at CB	John O'Hurley		1,000.00		1,000.00	(750.15)	12/18/18
9/1/18	Inn at CB	John O'Hurley		152.62		152.62	(902.77)	12/18/18
9/30/18		John O'Hurley		305.24		305.24	(1,208.01)	12/18/18
11/1/18	Skies America	Interest	0.03				(444.73)	
11/1/18	Explorer Media	Waitress Ad			1,073.00	1,073.00	(2,281.01)	12/18/18
11/28/18	City of CB	Grant Income	14,582.80		1,472.00	1,472.00	(3,753.01)	12/18/18
12/6/18	Travel Portland					0.00	10,829.79	
12/6/18	Explorer Media Group	Cannon Beach Magazine			570.00	570.00	10,259.79	2/28/19
12/26/18		Interest	0.07		735.00	735.00	9,524.79	2/28/19
1/25/19		Interest				0.00	9,524.86	
2/26/19		Interest	0.09			0.00	9,524.86	
2/23/19	Laser Print & Copy	Poster for St. Patrick's Day Event	0.09			0.00	9,524.95	
2/22/19	City of CB	Grant Income	7,291.40		27.00	27.00	9,498.04	
						0.00	16,789.44	
			31,637.73			5,334.86		
Total Grant + Carryover			31,887.58	10,457.86	3,877.00	14,334.86	17,552.72	
Carryover			(249.85)					
Total Grant (included interest)			31,637.73					
2018 Budget			39,054.00	16,054.00	23,000.00		17,579.72	Savings Bal



## SPECIAL EVENTS

Performance Date	Artist/Group	From 50+ miles away		Staying at a CB Hotel or VR		House Totals
		%	#'s	% of 50 m	#'s of 50 m	
09/08/18	John O'Hurley	30%	59.4	50%	29.7	198
03/17/19	St. Patrick's Day Event with 3 Leg Torso					
TOTALS		30%	59.4	50%	29.7	198

# VANYA AND SONIA AND MASHA AND SPIKE

Performance Date	From 50+ miles away		Staying at a CB Hotel or VR		House Totals	Comps	Weather
	%	#'s	% of 50 m	#'s of 50 m			
1-Feb	50%	28.5	60%	17.1	57	8	rainy & cold - 52*/45*
2-Feb	50%	29	50%	14.5	58	4	cold & dry - 49*/41*
8-Feb	25%	9.5	90%	8.55	38	5	Winter Weather Warning - 43*/29*
9-Feb		0		0	0	0	Cancelled due to potential icy conditions - 38*/32*
10-Feb	50%	35	80%	28	70	10	rainy - 43*/27*
15-Feb	40%	33.2	60%	19.92	83	3	showers - 48*/39*
16-Feb	60%	63	75%	47.25	105	13	damp - 46*/33*
17-Feb	40%	25.2	50%	12.6	63	10	cool & sunny - 46*/30*
22-Feb	40%	33.6	60%	20.16	84	8	early rain, cool - 46*/31*
23-Feb	50%	55	50%	27.5	110	6	45*/32*
TOTALS	47%	312	63%	195.58	668	67	

<b>WIZARD OF OZ</b>						
Performance Date	From 50+ miles away		Staying at a CB Hotel or VR		House Totals	Comps
	%	#'s	% of 50 m	#'s of 50 m		
16-Nov	20%	25.2	90%	22.68	126	23
17-Nov	30%	47.7	60%	28.62	159	8
23-Nov	80%	150.4	50%	75.2	188	9
24-Nov	70%	133	50%	66.5	190	14
25-Nov	40%	54	10%	5.4	135	19
30-Nov	40%	37.6	50%	18.8	94	4
1-Dec	50%	84.5	80%	67.6	169	11
7-Dec	30%	24.6	50%	12.3	82	8
8-Dec	40%	50.8	50%	25.4	127	14
9-Dec	20%	39.4	1%	0.197	197	11
14-Dec	25%	25.5	40%	10.2	102	7
15-Dec	40%	68.4	50%	34.2	171	5
16-Dec	20%	34	70%	23.8	170	4
21-Dec	30%	45.9	80%	36.72	153	7
22-Dec	40%	74.8	50%	37.4	187	11
23-Dec	20%	37.8	50%	18.9	189	11
TOTALS	38%	933.6	52%	483.917	2439	166

## DEATHTRAP

Performance Date	From 50+ miles away		Staying at a CB Hotel or VR		House Totals	Comps
	%	#'s	% of 50 m	#'s of 50 m		
21-Sep	80%	107.2	60%	64.32	134	8
22-Sep	80%	120	50%	60	150	4
28-Sep	80%	83.2	70%	58.24	104	3
29-Sep	60%	72.6	50%	36.3	121	3
30-Sep	60%	72.6	50%	36.3	121	5
5-Oct	80%	61.6	60%	36.96	77	4
6-Oct	80%	103.2	80%	82.56	129	6
12-Oct	75%	84	50%	42	112	4
13-Oct	80%	91.2	50%	45.6	114	8
14-Oct	60%	42	40%	16.8	70	3
19-Oct	70%	86.8	50%	43.4	124	9
20-Oct	60%	92.4	80%	73.92	154	12
26-Oct	80%	92.8	50%	46.4	116	12
27-Oct	60%	93	50%	46.5	155	10
TOTALS	72%	1202.6	57%	689.3	1681	91





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WITH US IN  
CANNON BEACH

Sept. 21 - Oct. 27, 2018



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108 N Hemlock St, Cannon Beach OR

Box Office: 503-436-1242  
[coastertheatre.com](http://coastertheatre.com)

# WHO'S WHO in the CAST

**KEVIN CAROLAN** (*Claude and Others*). Broadway: Disney's *Newsies* (Gov. Roosevelt—original cast, national tour and feature film). Tours: *Chicago* (North America, Japan, Dubai). Regional: Goodman/Huntington (*The Jungle Book*, *Baloo*, dir. Mary Zimmerman). Movies: *Bear with Us*, *Can You Ever Forgive Me*. TV: "OITNB" (Netflix), "Gotham," "The Middle," "The Good Wife," "Curb Your Enthusiasm." kevincarolan.com.

**HARTER CLINGMAN** (*Oz and Others*) is very grateful to be joining the CFA family! National tours: *Peter and the Starcatcher* (director, Roger Rees). Proud Chicago collaborations: The Paramount, Chicago Shakespeare, Drury Lane, The Gift, Mercury Theater. Regional: Peninsula Players, WI. (Company Member). Love and thanks to Ashley, family, CFA team and Stewart Talent!

**NICK DUCKART** (*Kevin J. Ali and Others*). Thrilled to join the *Come From Away* family! Favorite credits include *Evita*, *In the Heights* (Carbonell Award), *Carmen*, *Man of La Mancha*, *Zorba!*, *A View from the Bridge* and more. TV: "The Blacklist," "The Arrangement," "Burn Notice." Love to Mariand, Lucy and his family. nickduckart.com.

**CHAMBLEE FERGUSON** (*Nick and Others*) is thrilled to be a part of the CFA family! Regional: 23 seasons at Dallas Theater Center (2017 Tony

Award), *The Alley*, Trinity Rep. and others. Select TV/film: "American Crime," "Friday Night Lights," "Prison Break," *A Scanner Darkly*, *Parkland*. 2011 Lunt/Fontanne Fellow. MFA acting, SMU. Thanks to Telsey, HCKR, Lynnie and the three.

**BECKY GULSVIG** (*Beverley and Others*) is honored beyond words to help tell this story. Broadway: *School of Rock* (Patty), *Legally Blonde The Musical* (original cast), *Hairspray* (Amber). First national tours: *Legally Blonde* (Elle Woods), *Beautiful* (Cynthia Weil). Off-Broadway: *Disenchanted* (Cinderella). bekygulsvig.com. "So much love to my two favorite Canadians, Tyler and Hazel." @beckygulsvig.

**JULIE JOHNSON** (*Beulah and Others*). Broadway: *Candide*. Off-Broadway: *Das Barbecu* (Drama Desk nominee, Theater World Award), *Roadside*, first national tour of *Memphis The Musical*. Regional: *Chasing the Song*; *Ragtime*; *Les Misérables*; *Mame*; *Hello, Dolly!*; *Cabaret*; *Rocky Horror Show*; *Sense and Sensibility*; *The Best Little Whorehouse...*; *Paper Moon*; Carnegie Hall with The New York Pops; voice of Baby Bop on "Barney and Friends."

**CHRISTINE TOY JOHNSON** (*Diane and Others*) is an award-winning actor, playwright, director and advocate for inclusion. Season Two of Netflix/Marvel's "Iron Fist." Broadway/Off-

Broadway/national tours: *The Music Man*, *Merrily We Roll Along*, *Pacific Overtures*, *Cats*, *Flower Drum Song*, *Bombay Dreams*. 100 other TV/film appearances. 2013 Rosetta LeNoire Award from AEA. Details: christinetoyjohnson.com. Twitter/Insta: @CToyJ. Grateful.

**JAMES EARL JONES II** (*Bob and Others*). National tour: Gershwin's *Porgy & Bess*. Regional: Porchlight Music, Goodman, Marriott, Court, Chicago Shakespeare, Writers, Lookingglass, Lyric Opera Chicago, SF Opera, Ravinia, Broadway in Chicago. TV/film credits: *Pokerhouse*, *Half-Bad*, "Chicago Med." Download "Sunday Morning" from the movie *Breaking In*. Thanks to friends, family, Stewart Talent, Telsey and Chris Ashley. "For my daughter, Semaj."

**MEGAN MCGINNIS** (*Bonnie and Others*). Broadway: *Side Show*, *Les Misérables*, *Little Women*, *Beauty and the Beast*, *Thoroughly Modern Millie*, *Parade*, *The Diary of Anne Frank*. London and Off-Broadway: *Daddy Long Legs*. TV/film: "The Marvelous Mrs. Maisel," *Daddy Long Legs* (BroadwayHD), *A Goofy Movie*. Recordings: *Daddy Long Legs*, *Little Women*, *Parade*, duets on Sutton Foster's *Wish and Take Me to the World*. Love to A and B.

**ANDREW SAMONSKY** (*Kevin T. and Others*). Broadway/NYC: *South Pacific* (Cable, PBS

March 15 - April 13, 2019

A pitch perfect romantic comedy.

## Living on Love

Written by  
Joe DiPietro

Sunday, March 17, 2019 | 3:00pm

St. Patrick's Day Event  
with 3 Leg Torso





COME PLAY WITH US  
IN CANNON BEACH.

COASTER THEATRE PLAYHOUSE

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



COME PLAY WITH US IN  
CANNON BEACH.

March 15 - April 13, 2019

# Living on Love

*A pitch perfect romantic comedy.*

Written by  
Joe DiPietro

Based by the play Peccadillo by  
Garson Kanin



MAY 3 - 26, 2019

What if Romeo & Juliet  
lived happily ever after?  
What if Blanche Dubois  
didn't go crazy? Can a  
happy ending change history?

# BUNBURY

BY TOM JACOBSON

A Serious Play for Trivial People.

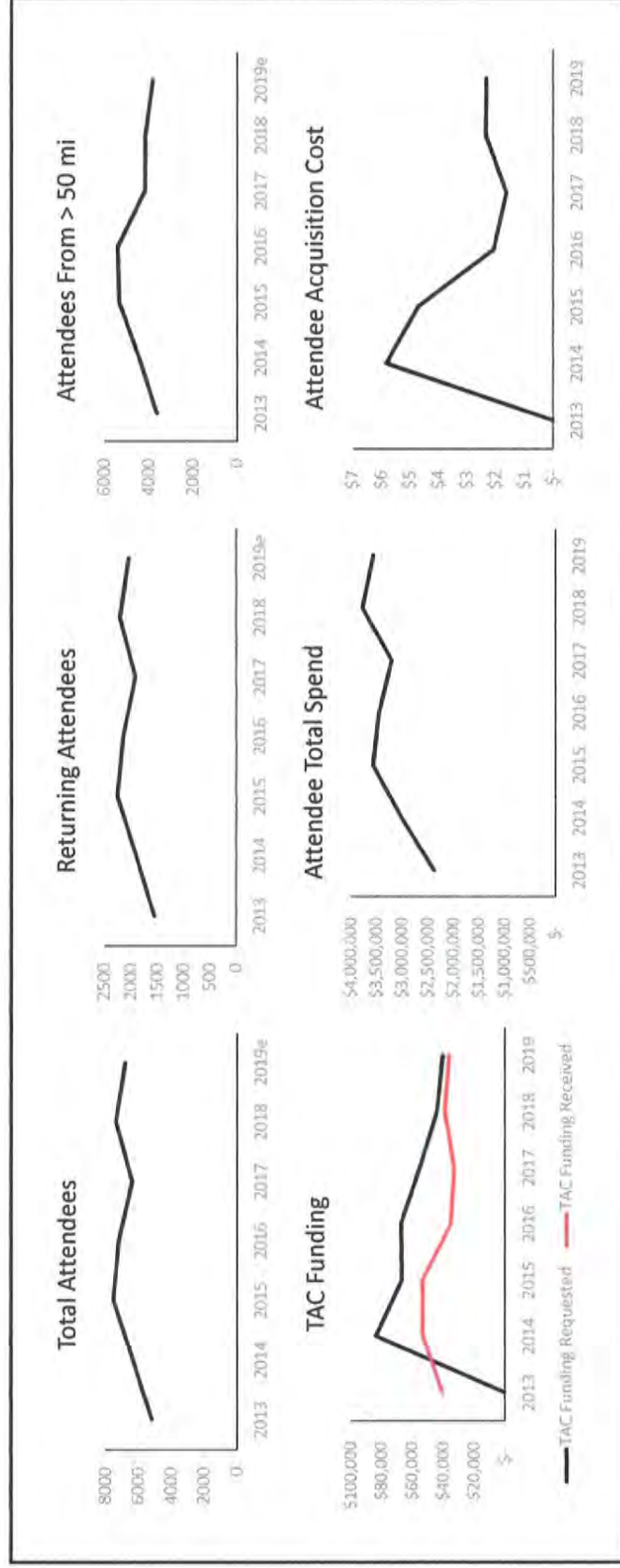


COASTER THEATRE PLAYHOUSE

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

upcoming Aladdin ad

## Events Metrics Scorecard- EVENT NAME



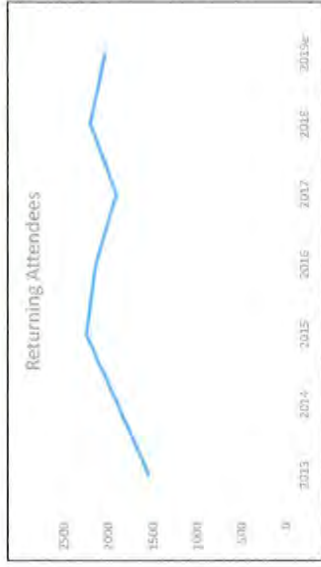


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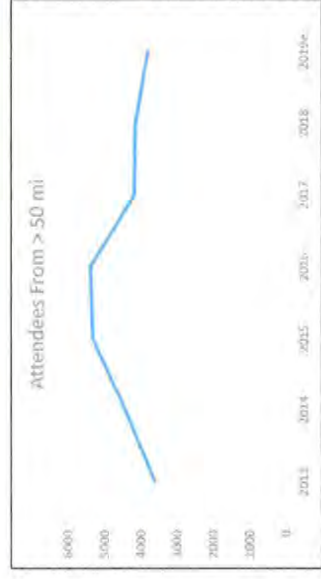
	2013	2014	2015	2016	2017	2018	2019e
Total Attendees	5194	6340	7525	7203	6389	7377	6816



	2013	2014	2015	2016	2017	2018	2019e
Returning Attendees	1558	1902	2257	2151	1917	2213	2044

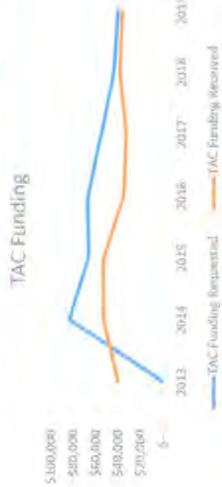


	2013	2014	2015	2016	2017	2018	2019e
Attendees From > 50 mi	3636	4438	5343	5402	4186	4162	3817

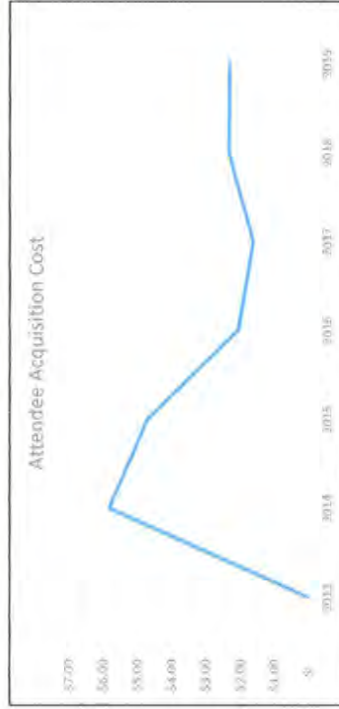


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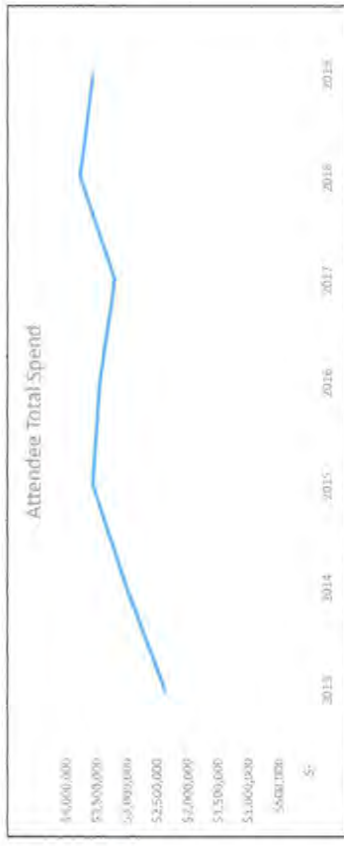
	2013	2014	2015	2016	2017	2018	2019
TAC Funding Requested	\$ -	\$ 83,861	\$ 66,829	\$ 67,444	\$ 55,275	\$ 44,210	\$ 40,400
TAC Funding Received	\$ 40,600	\$ 53,400	\$ 53,400	\$ 35,264	\$ 33,044	\$ 39,053	\$ 36,457



	2013	2014	2015	2016	2017	2018	2019
Marketing Expense	\$ -	\$ 37,000	\$ 35,382	\$ 14,931	\$ 10,434	\$ 17,351	\$ 15,838
Total Attendees	5194	6340	7525	7203	6389	7377	6816
Attendee Acquisition Cost	\$ -	\$ 5.84	\$ 4.70	\$ 2.07	\$ 1.63	\$ 2.35	\$ 2.32



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	1.30	1.30	1.30	1.30	1.30	1.30	1.30
Total Attendees	5194	6340	7525	7203	6389	7377	6816
Total Day Stays	6,752.2	8,242.0	9,782.5	9,363.9	8,305.7	9,590.1	8,860.8
Attendee Total Spend	2013	2014	2015	2016	2017	2018	2019



# Application for TAC Funding



## Contact Information

Organization Name Cannon Beach History Center & Museum

Nonprofit Tax ID #: 94-3140644

Address 1387 South Spruce Street/ PO Box 1005

Telephone 503-436-9301 Website (if applicable) www.cbhistory.org

Contact Name Elaine Trucke Email elaine@cbhistory.org

Name of Event Cannon Beach Cottage Tour

Date of Event September 11-13, 2020 Duration of Event 3 days

Amount of funding you are requesting \$ 29,800

Amount of funding from TAC you were given last year \$ 25,929

### 1) What is the nature and purpose of your event? (Please limit to 1 page or less)

The purpose of the Cannon Beach Cottage Tour is to raise funds for the Cannon Beach History Center & Museum while bringing overnight visitors to Cannon Beach during the off-season. The Cannon Beach Cottage Tour will be celebrating its 17<sup>th</sup> year in 2020. Nearly twenty years ago, a rag-tag group of volunteers, historians and authors came together to put on a small home tour as a way to raise funds for the Cannon Beach History Center & Museum – at that time known as the Cannon Beach Historical Society. The first year, these volunteers were beyond ecstatic to welcome thirty people. The following year, they welcomed sixty attendees. In 2010, a glowing article appeared in *The Oregonian* bringing the visitor count to a whopping 200! That same year the museum began pursuing funding through the City of Cannon Beach's tourism and arts fund.

Thanks to the funding from the City of Cannon Beach, this single-day event is now a full three-day weekend of live music, lectures, wine-tastings, and, the Saturday home tour. The Cottage Tour welcomed over 800 attendees in 2018. The 2020 Cottage Tour will kick off with a Friday night concert and opening reception. On Saturday, the series of events will begin with a luncheon and lecture, followed by the home and garden tour. The Saturday events will wrap up with a concert. Saturday is a fairly full day with the luncheon and lecture beginning at 11:00 a.m., the tour from 12:00 p.m. until 5:00 p.m. and the concert from 6:00 p.m. until 9:00 p.m. The final event will be an English style garden tea with doors opening at 11:00 a.m. and closing at 1:00 p.m.

The Cottage Tour has received accolades not only in *The Oregonian*, but also in *Oregon Home Magazine*, *Sunset Magazine*, *Seattle Times*, *Oregon Coast Magazine*, and the list continues. Homes on the tour have been featured on HGTV and the Travel Channel. The event has even received honorable mentions on Fox News, as well as on several local media channels.



The home tour integrates and explores the history and style of Cannon Beach through the exploration of architecture, interior design, historic records, and oral histories of our small town. The funds received from the tour allow the Cannon Beach History Center & Museum to continue to be donation based. The museum believes that history is an important part of cultural identity and should be accessible to all no matter financial status.

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

The event has occurred with and without TAC funds. The funds that the museum receives from the City allow us to reach a wider and more diverse group of potential attendees. The funds also allow us to increase our event offerings, number of attendees, overnight visitors, and new museum members. The funds that the museum receives are used to increase our events and marketing to increase overnight stays.

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

In 2018, the Cottage Tour brought in 381 confirmed night stays and RV sites, with another 46 overnights at second homes. We hope to bring in at least 400 in 2019, and 450 in 2020.

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

In 2018, the Cottage Tour brought in 381 confirmed night stays and RV sites, with another 46 overnights at second homes. This data was collected from attendees either by phone or online ticket purchases.

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

The Cannon Beach Chamber of Commerce promotes the Cottage Tour through a link on their website. We gather data through our staff and through advance ticket sales, post tour follow-ups and through volunteers and staff at events. We have a high percentage of advance ticket sales, which allows us to gather data from attendees. We have included a ticket form for phone and in-person sales. We also follow up with a similar form through the online purchases.

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

The budget for this event is \$49,500 - with an ask of \$98,800 from the City of Cannon Beach.

7) What is the percentage of your budget you are asking for from TAC?  
60%

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

The funding is in support of the Cannon Beach Cottage Tour and associated costs.

9) Are you seeking other sources of funding?

The Cottage Tour typically receives approximately \$20,000 dollars in sponsorships and in-kind

donations.

10) What is your marketing plan?

The museum has a great deal of success with advertising in *The Oregonian*, *Sunset Magazine*, *Portland Monthly*, and *Seattle Times*. We also send several mailings throughout the year to our database of over 7,000 contacts; it should be more in 2020. This increases printing and distribution costs. For the 2020 tour, we have included *Coastal Living*. *Sunset Magazine* and *Coastal Living* have separated as of 2019, and our costs will go to different publishing houses now. We will also include some radio advertising with KMUN. The Irvington Home Tour ad cost has also gone up by \$50, but this is a very successful ad.

We base our marketing campaign on successful ads from the last five previous tours - our ads in *Sunset* and *The Oregonian* being the most successful. We also pay Beyond 50 to distribute our postcards and posters around Portland and Vancouver, Washington areas, as well as for a newsletter ad.

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

The Cannon Beach History Center & Museum's volunteers and staff continue to streamline the planning and implementation of the Cottage Tour. Each of the seven board members is responsible for various tasks overseen by museum staff. The staff guide over sixty Cottage Tour volunteers, coordinate food, music, and donations with the CBHCM board of directors. Each year our event becomes more efficient. We make it our goal to make this event fun for our volunteers, and easy on our staff and board members.

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

The main feature of the Cottage Tour is the architectural design of each home and garden on the tour. For the past few years we've worked with John Goodenberger, head of the historic preservation program at Clatsop Community College in Astoria, Oregon. Goodenberger and his colleagues assist us in understanding the architectural theme of many historic cottages, as well as how those have inspired new construction or event remodels of the homes on the tour. We look at fireplaces, windows, even the landscape of the yards to define the "look" that Cannon Beach is known for, using history, architecture and artistic design. Not only does this event increase interest in the town of Cannon Beach, but also in the history, architecture and art of the town we call home.

Each year, the Cottage Tour features artwork created by local artists in our raffle. Over the years the raffle has featured paintings, glass sculptures and textiles. For the past few years the raffle has featured the creations of Jim Kingwell of Icefire Glassworks, Jeffrey Hull of Jeffrey Hull Gallery, beautiful artwork by artist Mary Arnold (Arnold's work is inspired by the scenery of Cannon Beach), and the textile creations of Astoria artist Constance Waisanen.

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



The Cannon Beach History Center & Museum's staff and board of directors have recently been in discussions regarding the museum's coming years. During these meetings, the Cottage Tour and its sustainability were discussed, and what avenues we will take in the coming years with such a large and financially successful event. The hope of the CBHCM is to continue this event for many years, but we hope to no longer need City support in the next 3 to 5 years. At that time, we will most likely scale back the event and return to a more low-key event that will allow us to utilize funds from sponsors only. This may decrease overnight visitors for this time. We use the funds receive from the City to ensure overnight stays, spending in restaurants and shops. We track overnights through our advance ticket sales, zip code gathering, and conversations with tour-goers. We endeavor to not only market the community of Cannon Beach, but to focus that marketing during an historically slow time and to ensure that tourists are coming here during the off-season.

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

### **Acknowledgment**

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2020.

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



Signature

4/29/19

Date

Elaine Trucke/Executive Director

Print Name and Title







## Evaluation Criteria

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

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

## Application Checklist and Receipt for TAF Funding Request

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

 _____	Receipt of Ordinance 10-06
 _____	Receipt of Ordinance 15-01
 _____	Receipt of ORS 320.350
 _____	Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines
 _____	Receipt of Tourism and Arts Funding (TAF) Award Agreement
 _____	Receipt of W-9 form

\_\_\_\_\_  
Ticket Purchaser: Last Name, First Name

**2019 Cannon Beach Cottage Tour & Garden Tickets Sept. 13-15**

**Order Date:** \_\_\_\_\_

**Order Taken By:** \_\_\_\_\_

**Customer Information:**

Name as Appears on Card

\_\_\_\_\_

Billing Street Address

\_\_\_\_\_

City, State, Zip Code

\_\_\_\_\_

Phone Number

\_\_\_\_\_

Email:

\_\_\_\_\_

**Ticket Information:**

Type	Amount
Fri. night Concert	\$20.00
Member Price	\$15
Home & Garden Tour	\$40.00
Member Price	\$35.00
Luncheon & Lecture	\$30.00
Member Price	\$25.00
Garden Tea	\$25
Member Price	\$20.00
Weekend Package	\$100
Member Price	\$90

**Total**

**Ticket #**

\$ \_\_\_\_\_

\_\_\_\_\_

\$ \_\_\_\_\_

\_\_\_\_\_

\$ \_\_\_\_\_

\_\_\_\_\_

\$ \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Total**

\$ \_\_\_\_\_

**Total Confirmed with Customer?**

Yes

No

**Payment Information:**

**Payment Type: (circle one)**

Check

Cash

Visa

M/C

**Account Number**

\_\_\_\_\_

**Expiration Date**

MM

YY

CVC Code

Will they be staying in Cannon Beach overnight? Y/N

Where?

How many nights will you be staying?

How did you hear about this event?

**Date Tickets Mailed**

\_\_\_\_\_

**Hold for pick up**

\_\_\_\_\_

\_\_\_\_\_

**CANNON BEACH HISTORY CENTER & MUSEUM  
BOARD OF DIRECTORS**

As of June 2019

Kimberley Speer-Miller, CBHCM President  
Sweet Charity, Event Coordination  
[president@cbhistory.org](mailto:president@cbhistory.org)  
PO BOX 174  
Cannon Beach, OR 97110  
239.290.8948  
(Term expires 6/30/21)

Amber Glen, CBHCM Vice-President  
Alaska State Libraries, Archives & Museum  
Archival Administrator  
[Amber.glen@alaska.gov](mailto:Amber.glen@alaska.gov)  
PO Box 110571  
Juneau, AK 99811-0571  
503-360-286-7600  
(Term Expires 6/30/20)

Rance Babb, CBHCM Treasurer  
PO Box 794  
Cannon Beach, OR 97110  
503-436-0660  
503-791-7162  
(Term expires 6/30/2019)

Matt Powers  
Clatsop County Historical Society  
Maintenance & Historic Preservation  
[mattp@cumtux.org](mailto:mattp@cumtux.org)  
PO Box 88  
Astoria, OR 97103  
503-325-7727  
(Term expires 6/30/19)

Julia Dwello  
Third Generation Cannon Beach Resident  
[cindygbryden@gmail.com](mailto:cindygbryden@gmail.com)  
P.O. Box 173  
Cannon Beach, OR 97110  
(Term expires 6/30/20)

Morgan Wichman  
Morgan Wichman Designs, Graphic  
Designer  
[morgan@morganwichman.com](mailto:morgan@morganwichman.com)  
321 South Lincoln  
Seaside, OR 97138  
(Term expires 6/30/21)

Meagan Sokol  
Cannon Beach Arts Association  
Arts Education Director  
[meagan@cannonbeacharts.org](mailto:meagan@cannonbeacharts.org)  
PO Box 1430  
Cannon Beach, OR 97110  
(Term expires 6/30/21)

Staff

Elaine Trucke, B.S. in Anthropology  
Executive Director  
503-739-0411  
[elaine@cbhistory.org](mailto:elaine@cbhistory.org)  
(Since November 2010)

Kelly Mauer  
Collections Manager  
503-436-9301  
[Kelly@cbhistory.org](mailto:Kelly@cbhistory.org)  
(Since June 2015)

Liz Johnson  
Outreach Coordinator  
503-440-9528  
[liz@cbhistory.org](mailto:liz@cbhistory.org)  
(Since March 2013)



# Cannon Beach Cottage Tour



Budget for 2020 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		\$2,500.00	\$500.00	\$3,000.00
Social Media Ad		\$300.00	\$300.00	\$600.00
Beyond 50/Periland		\$400.00	\$100.00	\$500.00
OCVA Guide/Online/Newsletter		\$2,000.00		\$2,000.00
Highfish			\$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
<b>Total</b>		<b>\$22,750.00</b>	<b>\$3,000.00</b>	<b>\$25,750.00</b>

## Print Marketing

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

## Event Costs

Salary	\$3,000.00	\$2,000.00	\$4,000.00	\$9,000.00
Friday Night Concert		\$500.00	\$500.00	\$1,000.00
Caterer		\$2,000.00		\$2,000.00
Honoraria		\$600.00	\$600.00	\$1,200.00
Saturday Night Concert		\$500.00	\$500.00	\$1,000.00
Attendance of Other Home Tours	\$100.00	\$100.00	\$500.00	\$700.00
Wine Reception		\$200.00	\$500.00	\$700.00
Garden Tea	\$500.00	\$500.00	\$700.00	\$1,700.00
Map Designer		\$350.00	\$350.00	\$700.00
Decorations & Flowers	\$2,000.00		\$2,000.00	\$4,000.00
Photographer	\$2,000.00		\$2,000.00	\$4,000.00
Volunteer Bags	\$200.00		\$400.00	\$600.00
Homeswapper Bags	\$200.00		\$200.00	\$400.00
Event Space	\$500.00		\$500.00	\$1,000.00
<b>Total</b>	<b>\$8,500.00</b>	<b>\$5,800.00</b>	<b>\$7,350.00</b>	<b>\$21,650.00</b>
<b>Total Expenses</b>	<b>\$8,500.00</b>	<b>\$29,800.00</b>	<b>\$11,150.00</b>	<b>\$49,550.00</b>

# 2018 CTI 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
Esola Creek Lodge	1		0.8
Sasparilla	1		
Schooner's Cove	5		
CB RV Resort	5		
VRBO	4	Average # of Nights	2.5
Cannon Beach Hotel	0.4	Total Nights Confirmed at Hotel/Rental	381
Lands End	0.2	Second Home Nights:	46
Gearhart by the Sea	4	Average:	2.5
Webb's Scenic Surf	0.1	Total Nights: 427	
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		
Ecota 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		

## 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%
Livingston 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%

# CBHCM Budget

July - June

Annual Budget 2018  
Annual Budget 2019  
Annual Budget 2017  
Annual Budget 2018  
Annual Budget 2016  
Annual Budget 2017  
Annual Budget 2015  
Annual Budget 2016

## Revenue/Income

### Product Sales

Consignment Items  
Gift Shop

### Events

Cottage Tour  
Lecture/Music Programs  
Cannon Restoration  
Exhibits  
Historical Plaques  
Field Trips/Educational Program

### Grants & Fundraising

Sponsorship  
Memorials (Restricted)  
Admissions/ Cash Donations  
Donations (Unrestricted)  
Grants  
TAC Grant  
Fundraising  
Memberships

### Banking

Interest Income  
OCF Transfer

### Building/Museum

Rental  
Miscellaneous

	\$1,500.00	\$2,000.00	\$1,500.00	\$200.00
	\$6,000.00	\$6,000.00	\$7,000.00	\$6,000.00
	\$22,000.00	\$15,000.00	\$14,000.00	\$16,000.00
	\$1,500.00	\$1,000.00	\$2,500.00	\$800.00
	\$0.00	\$10,000.00	\$7,000.00	\$0.00
	\$3,000.00	\$2,500.00	\$2,000.00	\$0.00
	\$300.00	\$300.00	\$300.00	\$350.00
	\$0.00	\$0.00	\$0.00	\$0.00
	\$10,000.00	\$9,500.00	\$12,000.00	\$9,000.00
	\$0.00	\$0.00	\$0.00	\$500.00
	\$6,000.00	\$5,000.00	\$4,500.00	\$3,500.00
	\$5,000.00	\$5,000.00	\$4,000.00	\$1,000.00
	\$85,000.00	\$50,000.00	\$46,000.00	\$70,000.00
	\$25,000.00	\$24,500.00	\$21,000.00	\$18,000.00
	\$500.00	\$500.00	\$500.00	\$2,500.00
	\$18,000.00	\$17,000.00	\$18,000.00	\$17,000.00
	\$0.00	\$0.00	\$0.00	\$5.00
	\$13,000.00	\$13,000.00	\$12,500.00	\$25,000.00
	\$1,200.00	\$500.00	\$100.00	\$100.00
	\$0.00	\$30.00	\$0.00	\$50.00

**INCOME TOTALS** **\$198,000.00** **\$161,830.00** **\$152,900.00** **\$170,005.00**

Product

Consignment Items	\$900.00	\$1,500.00	\$1,500.00	\$100.00
Gift Store Inventory	\$2,000.00	\$2,000.00	\$2,000.00	\$1,000.00

#### Events

Cottage Tour	\$3,000.00	\$3,000.00	\$1,000.00	\$3,000.00
Lecture/Music	\$1,500.00	\$1,000.00	\$1,000.00	\$1,000.00
Special Events	\$1,000.00	\$1,000.00	\$500.00	\$500.00
Cannon Exhibit Project	\$3,000.00	\$5,000.00	\$7,000.00	\$58,889.00
Exhibits	\$3,000.00	\$2,000.00	\$1,500.00	\$1,500.00
Historical Plaques	\$100.00	\$50.00	\$50.00	\$50.00
Traveling Exhibit	\$7,000.00	\$0.00	\$0.00	\$0.00

#### Grants & Fundraising

TAC Grant Expenses	\$17,000.00	\$17,000.00	\$15,500.00	\$15,000.00
Memorials (Restricted)	\$0.00	\$0.00	\$0.00	\$0.00
PR & Advertising	\$25,000.00	\$20,000.00	\$18,000.00	\$3,000.00

#### Banking

Merchant Billing	\$1,000.00	\$1,000.00	\$1,000.00	\$700.00
Bank Charges	\$50.00	\$50.00	\$0.00	\$200.00

#### Building/ Museum

Building Maintenance	\$6,000.00	\$1,500.00	\$1,000.00	\$1,000.00
Property & Liability Insurance	\$2,500.00	\$2,600.00	\$2,900.00	\$2,000.00
License	\$0.00	\$0.00	\$0.00	\$0.00
Museum Improvements	\$1,000.00	\$500.00	\$500.00	\$1,000.00
HWY Sign	\$250.00	\$250.00	\$234.00	\$250.00
Landscape	\$3,000.00	\$1,500.00	\$1,500.00	\$2,000.00
Utilities	\$6,000.00	\$6,000.00	\$5,500.00	\$4,500.00
Equipment Purchases	\$1,000.00	\$1,000.00	\$150.00	\$500.00

#### Administrative

Payroll	\$85,000.00	\$70,000.00	\$70,000.00	\$58,000.00
Payroll Taxes	\$8,500.00	\$7,000.00	\$7,500.00	\$7,000.00
Payroll Fees	\$750.00	\$500.00	\$500.00	\$1,000.00
Office Expenses	\$5,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Insurance B.O.D	\$950.00	\$950.00	\$950.00	\$1,600.00
Dues & Memberships	\$500.00	\$400.00	\$400.00	\$250.00



Insurance Workers Comp	\$300.00	\$400.00	\$400.00	\$300.00
Professional Expertise & Web	\$500.00	\$800.00	\$420.00	\$400.00
Accounting Fees	\$300.00	\$0.00	\$0.00	\$0.00
Miscellaneous Expense	\$100.00	\$100.00	\$100.00	\$100.00
Printing & Copying	\$1,000.00	\$500.00	\$250.00	\$400.00
Legal Expenses	\$1,200.00	\$1,200.00	\$1,200.00	\$1,200.00
Training & Travel	\$3,500.00	\$500.00	\$0.00	\$500.00
<b>Administrative Totals</b>				

Expenses	\$191,900.00	\$152,300.00	\$145,554.00	\$169,939.00
----------	--------------	--------------	--------------	--------------

**Cannon Beach Historical Society**  
**Profit & Loss**  
 July 2017 through June 2018

Jul '17 - Jun 18

**Income****4100 · Product Sales**

4110 · Consignment Items	313.95
4120 · Gift Shop	4,531.13

**Total 4100 · Product Sales** 4,845.08

**4200 · Events**

4220 · Lectures & Music Programs	515.00
4240 · Cottage Tour	20,128.31
4260 · Historic Plaques	125.00

**Total 4200 · Events** 20,768.31

**4300 · Grants & Fundraising**

4310 · Sponsorships	5,775.00
4320 · Memorials	260.00
4330 · Admissions/Cash Donations	5,822.10
4340 · Donations/General Fund	1,550.17
4350 · Grants	66,761.20
4360 · TAC Grant	23,698.75
4370 · Memberships	14,521.84

**Total 4300 · Grants & Fundraising** 118,389.06

**4500 · Building/Museum**

4520 · Building Rental Income	1,035.00
4560 · Miscellaneous Income	0.01

**Total 4500 · Building/Museum** 1,035.01

**4900 · Banking**

4960 · OCF Interest / Dividends	25,324.00
4900 · Banking - Other	0.03

**Total 4900 · Banking** 25,324.03

**Total Income** 170,361.49

**Expense****5100 · Cost of Goods**

5110 · Consignment Fees	177.00
5120 · Gift Store Inventory	2,375.42

**Total 5100 · Cost of Goods** 2,552.42

**5200 · Special Projects & Events**

5210 · Cannon Restoration Project	3,274.90
5220 · Lecture & Music Event Expenses	1,328.31
5240 · Cottage Tour	4,105.76
5260 · Historic Plaque Expense	25.00
5270 · Temporary Exhibit Expenses	2,003.95
5290 · Special Events	407.84

**Total 5200 · Special Projects & Events** 11,145.76

**5300 · Grant & Fundraising Costs**

5355 · PR & Advertising	2,552.34
5360 · TAC Grant PR Expenses	27,749.81

**Total 5300 · Grant & Fundraising Costs** 30,302.15

**5500 · Building/Museum Costs**

5510 · Building Maintenance	2,829.58
5520 · Alarm System	442.80
5530 · Liability & Property	1,456.00
5540 · Museum Improvements	447.40
5550 · Landscape Maintenance	1,415.00
5560 · Utilities	5,814.30
5570 · Equipment Purchases	1,937.58

12:40 PM

04/29/19

Accrual Basis

**Cannon Beach Historical Society**  
**Profit & Loss**  
 July 2017 through June 2018

---

	Jul '17 - Jun 18
5580 · HWY Sign	250.00
Total 5500 · Building/Museum Costs	14,592.66
5600 · Administrative Costs	
5610 · Payroll	
5611 · Wages Paid	70,627.50
5612 · Overtime Wages Paid	960.00
5610 · Payroll - Other	2,413.81
Total 5610 · Payroll	74,001.31
5620 · Payroll Taxes	
5621 · FUTA	0.00
5622 · Employer's SocSec Taxes	5,389.95
5623 · OR Unemployment Tax	792.98
5624 · OR Employer WBF Tax	55.07
Total 5620 · Payroll Taxes	6,238.00
5630 · Payroll Fees	688.76
5650 · Office Expenses	5,162.29
5655 · Travel - Lodging & Meals	1,741.54
5660 · B.O.D Liability	945.00
5670 · Dues & Memberships	536.70
5680 · Worker's Comp Policy	264.00
5690 · Professional Expertise & WEB	1,239.45
5691 · Accounting	308.00
5693 · Printing & Copying/ Calendars	112.50
Total 5600 · Administrative Costs	91,237.55
5900 · Banking Costs	
5910 · Merchant Billing	643.10
5920 · Banking Charges	49.10
Total 5900 · Banking Costs	692.20
6500 · Professional Services	700.00
Total Expense	151,222.74
Net Income	19,138.75

INTERNAL REVENUE SERVICE  
DISTRICT DIRECTOR  
P O BOX 30224  
LAGUNA NIGUEL, CA 92607-0224

DEPARTMENT OF THE TREASURY

Date: NOV 20 1996

CANNON BEACH HISTORICAL SOCIETY  
P.O. BOX 1005  
CANNON BEACH, OR 97110-1005

Employer Identification Number:  
94-3140644  
Case Number:  
956268063  
Contact Person:  
WILLIAM NIXT  
Contact Telephone Number:  
(714) 360-2588  
Our Letter Dated:  
September 4, 1991  
Addendum Applies:  
no

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

You are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. For guidance in determining whether your gross receipts are "normally" more than \$25,000, see the instructions for Form 990. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

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

Letter 1050 (DO/CG)



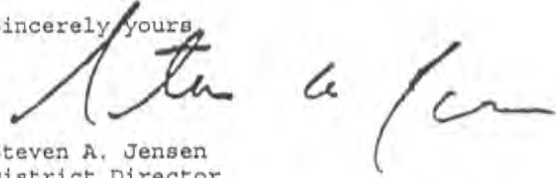
-2-

CANNON BEACH HISTORICAL SOCIETY

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Steven A. Jensen". The signature is fluid and cursive, with a large initial "S" and a long, sweeping underline.

Steven A. Jensen  
District Director

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



## Request for Taxpayer Identification Number and Certification

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

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

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.  
**Cannon Beach History Center and Museum**

2 Business name/disregarded entity name, if different from above  
**Cannon Beach Historical Society**

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► \_\_\_\_\_

☒ Other (see instructions) ► **Non-Profit 501 c 3**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) \_\_\_\_\_

Exemption from FATCA reporting code (if any) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.  
**PO Box 1005**

6 City, state, and ZIP code  
**Cannon Beach, OR 97110**

7 List account number(s) here (optional)

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

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

**Social security number**

\_\_\_\_ - \_\_\_\_ - \_\_\_\_

OR

**Employer identification number**

9 4 - 3 1 4 0 6 4 4

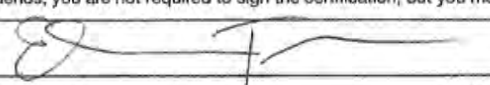
**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Part II Certification**

Under penalties of perjury, I certify that:

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

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

**Sign Here** Signature of U.S. person ► 

Date ► **11/9/2018**

## General Instructions

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

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## Purpose of Form

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

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
  - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
  - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
  - Form 1099-S (proceeds from real estate transactions)
  - Form 1099-K (merchant card and third party network transactions)
  - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
  - Form 1099-C (canceled debt)
  - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.

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

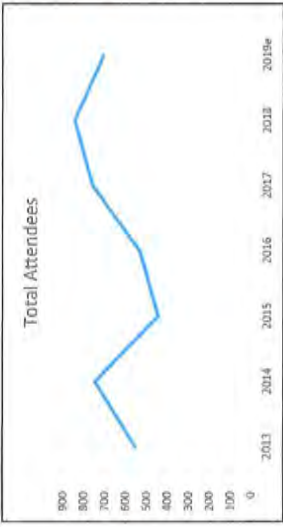
<u>✓ et</u>	Completed application form, signed by an authorized representative of the organization
<u>✓ et</u>	Copy of Board of Directors list
<u>✓ et</u>	A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was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

Please type or print. Use additional sheets as necessary.

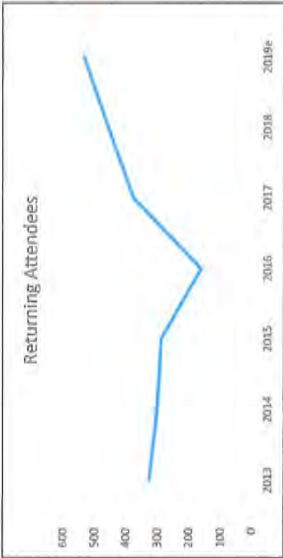


NOTE-Please input event data in the yellow cells

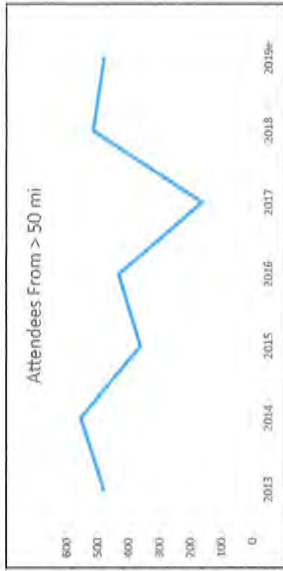
	2013	2014	2015	2016	2017	2018	2019e
Total Attendees	546	740	438	526	751	837	700



	2013	2014	2015	2016	2017	2018	2019e
Returning Attendees	322	256	284	157	372	452	530

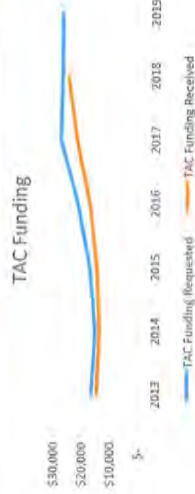


	2013	2014	2015	2016	2017	2018	2019e
Attendees From > 50 mi	475	550	357	427	159	511	475

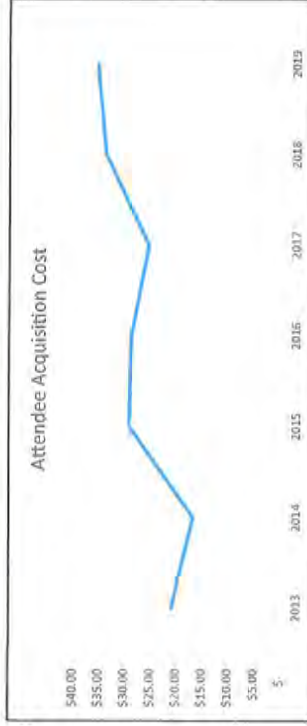


NOTE: Please input event data in the yellow cells

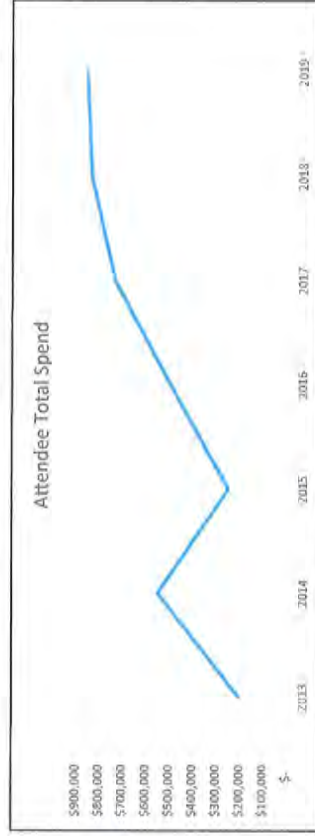
	2013	2014	2015	2016	2017	2018	2019
TAC Funding Requested	\$ 16,000	\$ 14,700	\$ 16,700	\$ 21,000	\$ 27,050	\$ 26,500	\$ 26,500
TAC Funding Received	\$ 14,040	\$ 13,200	\$ 14,090	\$ 16,726	\$ 21,295	\$ 24,500	



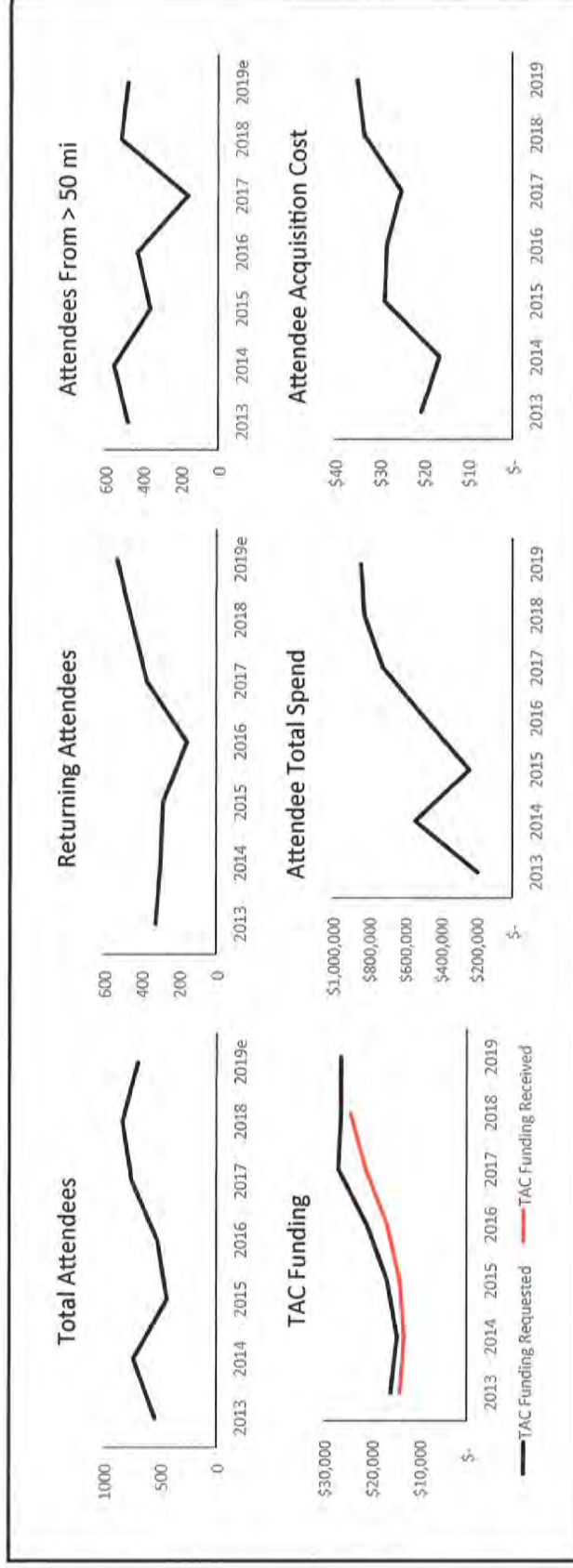
	2013	2014	2015	2016	2017	2018	2019
Marketing Expense	\$ 11,200	\$ 12,115	\$ 12,590	\$ 14,926	\$ 18,795	\$ 27,900	\$ 24,500
Total Attendees	546	740	438	526	751	837	700
Attendee Acquisition Cost	\$ 20.51	\$ 16.37	\$ 28.74	\$ 28.38	\$ 25.03	\$ 33.33	\$ 35.00



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



## Events Metrics Scorecard- Cottage Tour





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

☐ Mid Term

☒ Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City *within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first.* For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8.5" 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 déjà 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
	<b>\$38,250.00 \$24,500.00</b>

# 2018 Cottage & Garden Tour Financial Report

2018			
Concert Tickets	96		\$370.15
Walking Tour Tickets	556		\$453.76
Luncheon & Lecture Tickets	99		\$250.00
Garden Tea Tickets	86		\$20,089.00
Total Number of Attendees:	837		\$1,100.00
		2018	\$14,050.00
2017		Gift Shop:	\$36,312.91
Concert Tickets	76	Donations:	\$7,665.00
Walking Tour Tickets	531	Memberships:	
Luncheon & Lecture Tickets	81	Total Tickets Sold:	
Garden Tea Tickets	63	Raffle Tickets:	
Total Number of Attendees:	751	Cottage Tour Sponsorships:	
		In-Kind Donations	
2016			
Walking Tour Tickets	372		
Luncheon & Lecture Tickets	100		
Brunch Tickets	54		
	526		
2018 TAC Distribution			
1st QTR	\$9,800.00	Income	\$36,312.91
2nd QTR	\$4,900.00	Expenses	\$13,750.00
3rd QTR	\$3,675.00	2018 Total:	\$22,562.91
4th QTR	\$6,125.00		
Total:	\$24,500.00	2018 Income with In-Kind	\$43,977.91



## 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 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 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	
CB RV Resort	6	
VRBO	4	
Cannon Beach Hotel	0.4	Average # of Nights
Lands End	0.2	2.5
Gearhart by the Sea	4	Total Nights Confirmed at Hotel/Rental
Webb's Scenic Surf	0.1	381
Tolovana Inn	7	Second Home Nights:
Wavecrest	0.1	46
Hotel in Seaside	7	Average:
Not Booked Yet	7	2.5
Stephanie Inn	0.2	Total Nights: 427
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	

## 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%



# Application for TAC Funding

## Contact Information

Organization Name Cannon Beach Gallery Group

Nonprofit Tax ID #: 47-0848781

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

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

Contact Name Jim Kingwell Email: [redacted]

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

Date of Event May 1-3, 2020

Amount of funding you are requesting \$33,950

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



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

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

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

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

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

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

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

100% of rooms available

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

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

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

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

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

**Results from Prize Draw Data Collection**

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

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

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

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

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

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

For Line Item Budget: See Attachment A1

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

82%

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

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

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



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

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

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

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

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

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

### **Marketing Budget notes**

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

For Publicity Overview: See Attachment A2



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

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

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

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

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

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

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

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

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

## Acknowledgment

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

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

James M. Kingwell  
Signature

5-1-19  
Date

JAMES M. KINGWELL  
Print Name and Title

PRESIDENT

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

May 1, 2019 to July 31, 2019

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

## Attachment A 1

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

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

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

**Total Ask: \$33,950**



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

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

### Submissions in 2018-2019

#### Oregon:

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

#### National:

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

#### Airline Magazines:

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

#### Washington:

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

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

*ATTACHMENT A3*

**TAC financial year August 2018-July, 2019**

**2018-2019 line item budget**

	Original TAC Request Grant	2018-2019 Budget	Expenses to Date	Contracted Expenses
Fund PR, advertising and event management coordinator (10 month salary)	\$ 20,000.00	\$ 20,000.00	\$ 8,000.00	\$ 12,000.00
Expand production/distribution of <b>Spring Unveiling</b> information	\$ 5,000.00	\$ 5,000.00	\$ 520.35	\$ 4,479.65
<b>Breakdown (example)</b>				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
4 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Creating new concept: <b>Earth &amp; Ocean Arts Festival</b>	\$ 5,000.00	\$ 5,295.00	\$ 815.36	\$ 4,479.64
<b>Breakdown (example)</b>				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material (in time for Earth Day 2019 and to be further utilized throughout the summer of 2019)		\$ 2,875.00	\$ -	\$ 2,875.00
3 CB Desing Co - Promotional Mailer		\$ 295.00	\$ 295.00	\$ -
4 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.36	\$ 0.64
Expand prod./distrib. of <b>Stormy Weather</b> information and event hard costs	\$ 5,000.00	\$ 5,000.00	\$ 521.35	\$ 4,478.65
<b>Breakdown (example)</b>				
1 Fund graphic artist for event specific material		\$ 603.00	\$ -	\$ 603.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Daily Astorian insert - cost shared with Chamber		\$ 1,000.00	\$ -	\$ 1,000.00
4 Entry into annual ART brochure		\$ 284.00	\$ 284.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Web design expansion, promotion and web site maintenance	\$ 3,750.00	\$ 3,750.00	\$ 2,112.50	\$ 1,637.50
<b>Breakdown</b>				
1 Taryn's yearly wage		\$ 2,400.00	\$ 2,000.00	\$ 400.00
2 Crowerks - web site maintenance / security updates		\$ 900.00	\$ 112.50	\$ 787.50
3 Uncommitted funds		\$ 450.00	\$ -	\$ 450.00
2018-2019 Media Campaign	\$ 18,000.00	\$ 18,000.00	\$ 8,544.00	\$ 9,456.00
<b>Breakdown (example)</b>				
1 VIA		\$ 3,750.00	\$ -	\$ 3,750.00
2 PADA		\$ 950.00	\$ 900.00	\$ 50.00
3 Mile by Mile Guide (Oregon Coast - Florence)		\$ 990.00	\$ -	\$ 990.00
4 CB Desing Co (Earth and Ocean Promotional T-Shirts)		\$ 3,600.00	\$ 3,600.00	\$ -
5 Preview Magazine		\$ 1,155.00	\$ -	\$ 1,155.00
6 Coast Explorer - 1/2 page ad in Spring Issue (Explorer Media Group - Seaside)		\$ 1,259.00	\$ 1,259.00	\$ -
7 OCVA Website (MEDIaAmerica)		\$ 225.00	\$ 225.00	\$ -
8 Oregon Coast Visitors Guide (MEDIaAmerica)		\$ 1,990.00	\$ 1,990.00	\$ -
9 Northwest Travel (Explorer Media & Marketing - Tacoma)		\$ 595.00	\$ -	\$ 595.00
10 Travel Portland		\$ 570.00	\$ 570.00	\$ -
11 Seattle Times		\$ 1,260.00	\$ -	\$ 1,260.00
12 Uncommitted funds		\$ 1,656.00	\$ -	\$ 1,656.00
Requested >>	\$ 56,750.00			
Granted >>		\$ 57,045.00		
Spent >>			\$ 20,513.56	
Remaining >>				\$ 36,531.44

# Cannon Beach Gallery Group Expense Budget for 2018-2019

ATTACHMENT A3

## CBGG NON TAC BUDGET BREAKDOWN

	Budget	Expenses To Date	Remaining Contracted
2019 Gift certificate (sponsored by CBGG)	\$ 600.00	\$ -	\$ 600.00
Creation of map for use in annual ART brochure	\$ 175.00	\$ 175.00	\$ -
Printing of CBGG Annual ART Brochures (20 pg brochure, 10,000 copies)	\$ 4,250.00	\$ 4,250.00	\$ -
Web hosting and Domain Name	\$ 39.99	\$ 39.99	\$ -
Dues	\$ 220.00	\$ -	\$ 220.00
Accounting	\$ 175.00	\$ 175.00	\$ -
Postage, office expense, state fillings	\$ 270.00	\$ 186.29	\$ 83.71
Bookkeeping	\$ 900.00	\$ 750.00	\$ 150.00
Legal fees for Bylaw review	\$ 600.00	\$ -	\$ 600.00
Advertising for new PR, events coordinator position	\$ -	\$ -	\$ -
Media Campaign (breakdown example below)			
Media Campaign: CB Magazine - 1/2 page ad in Yearly issue	\$ 2,096.00	\$ -	\$ 2,096.00
Media Campaign: Southwest Art Ad (F&W Media, Inc)	\$ 2,600.00	\$ -	\$ 2,600.00
Media Campaign: Rain Magazine	\$ 100.00	\$ -	\$ 100.00
Media Campaign: Pamplin Media Annual Events Guide	\$ 267.00	\$ 267.00	\$ -
Uncommitted funds	\$ 5,309.07	\$ -	\$ 5,309.07
Festival Music (sponsored by Hallmark & Pelican)	\$ -	\$ -	\$ -
Event insurance and permits	\$ 550.00	\$ -	\$ 550.00
Accrued expenses from 2017-2018 (Gallery gift certificate to be used by customer)	\$ 500.00	\$ 500.00	\$ -
Accrued expenses from 2017-2018 (Bonnie's overnight stay for final TAC reporting)	\$ 600.00	\$ 585.56	\$ 14.44
Total:	\$ 19,252.06	\$ 6,928.84	\$ 12,323.22

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

TAC FUNDING	\$ 57,045.00
CBGG FUNDING	\$ 18,670.00
SU GIFT CERTIFICATE FUNDING	\$ 600.00
<b>TOTAL PROJECTED INCOME</b>	<b>\$ 76,315.00</b>
TAC INCOME TO DATE	\$ 34,050.00
SPONSOR, GALLERY INCOME TO DATE	\$ 18,670.00
CBGG DONATION FOR SU GIFT CERTIFICATE	\$ -
TOTAL INCOME TO DATE	\$ 52,720.00
TAC INCOME OUTSTANDING	\$ 22,700.00
CBGG SU GIFT CERTIFICATE PAID	\$ 100.00
CBGG SU GIFT CERTIFICATE OUTSTANDING	\$ 500.00
<b>TOTAL PROJECTED INCOME</b>	<b>\$ 76,020.00</b>

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

Revised 5/01/19 by MJS

*Mark Sokol*

Respectfully Submitted - Mark Sokol - CBGG Treasurer

Wednesday, May 1, 2019



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

	Deposit	Non Tac Spending	Tac Spending	Beginning Balance	
				\$11,048.81	
Deposit 08/01/18	\$ 500.00				\$11,548.81
Deposit 08/01/18	\$ 250.00				\$11,798.81
Deposit 08/01/18	\$ 850.00				\$12,448.81
Deposit 08/01/18	\$ 250.00				\$12,698.81
Deposit 08/01/18	\$ 250.00				\$12,948.81
Check 08/01/18	1896	\$ 75.00			\$12,873.81
Check 08/01/18	1897		\$ 200.00		\$12,673.81
Deposit 08/02/18	\$ 650.00				\$13,323.81
Deposit 08/02/18	\$ 650.00				\$13,973.81
Deposit 08/02/18	\$ 500.00				\$14,473.81
Deposit 08/03/18	\$ 650.00				\$15,123.81
Deposit 08/04/18	\$ 650.00				\$15,773.81
Deposit 08/06/18	\$ 250.00				\$16,023.81
Deposit 08/07/18	\$ 500.00				\$16,523.81
Deposit 08/09/18	\$ 250.00				\$16,773.81
Deposit 08/09/18	\$ 500.00				\$17,273.81
Deposit 08/09/18	\$ 250.00				\$17,523.81
Deposit 08/11/18	\$ 650.00				\$18,173.81
Deposit 08/13/18	\$ 500.00				\$18,673.81
Deposit 08/13/18	\$ 500.00				\$19,173.81
Deposit 08/15/18	\$ 500.00				\$19,673.81
Check 08/15/18	1898		\$ 112.50		\$19,561.31
Deposit 08/16/18	\$ 250.00				\$19,811.31
Deposit 08/17/18	\$ 650.00				\$20,461.31
Deposit 08/17/18	\$ 11,583.25				\$32,044.56
Deposit 08/20/18	\$ 250.00				\$32,294.56
Deposit 08/23/18	\$ 500.00				\$32,794.56
Deposit 08/24/18	\$ 250.00				\$33,044.56
Deposit 08/24/18	\$ 500.00				\$33,544.56
Deposit 08/24/18	\$ 250.00				\$33,794.56
Deposit 08/24/18	\$ 650.00				\$34,444.56
Check 09/01/18	1899		\$ 200.00		\$34,244.56
Check 09/01/18	1900	\$ 75.00			\$34,169.56
Deposit 09/02/18	\$ 500.00				\$34,669.56
Check 09/04/18	1901	\$ 185.56			\$34,484.00
Deposit 09/05/18	\$ 650.00				\$35,134.00
Deposit 09/05/18	\$ 1,000.00				\$36,134.00
Deposit 09/05/18	\$ 1,000.00				\$37,134.00
Check 09/10/18	1902	\$ 400.00			\$36,734.00
Deposit 09/12/18	\$ 650.00				\$37,384.00
Deposit 09/15/18	\$ 250.00				\$37,634.00
Deposit 09/15/18	\$ 650.00				\$38,284.00
Deposit 09/16/18	\$ 250.00				\$38,534.00
Deposit 09/16/18	\$ 250.00				\$38,784.00
Deposit 09/20/18	\$ 250.00				\$39,034.00
Deposit 09/24/18	\$ 250.00				\$39,284.00
Check 09/26/18	1903	\$ 39.99			\$39,244.01
Check 09/26/18	1904	\$ 175.00			\$39,069.01
Check 10/01/18	1905	\$ 75.00			\$38,994.01
Check 10/01/18	1906		\$ 200.00		\$38,794.01
Check 09/21/18	1907		\$ 570.00		\$38,224.01
Deposit 10/02/18	\$ 250.00				\$38,474.01
Deposit 10/11/18	\$ 250.00				\$38,724.01
Check 10/19/18	1908	\$ 4,250.00	\$ 850.00		\$33,624.01
Check 11/01/18	1909	\$ 75.00			\$33,549.01
Check 11/01/18	1910		\$ 200.00		\$33,349.01
Check 11/01/18	1911		\$ 2,215.00		\$31,134.01
Deposit 11/16/18	\$ 22,700.00				\$53,834.01
Check 11/30/18	1912		\$ 312.06		\$53,521.95
Check 12/01/18	1913	\$ 75.00			\$53,446.95
Check 12/01/18	1914		\$ 200.00		\$53,246.95
Check 12/14/18	1915	\$ -	\$ -		\$53,046.95
Check 12/21/18	1916	\$ -	\$ 1,259.00		\$51,787.95
Check 01/01/19	1917	\$ -	\$ 75.00		\$51,912.95
Check 01/01/19	1918	\$ -	\$ -		\$51,912.95
Check 01/01/19	1919	\$ -	\$ 200.00		\$51,712.95
Check 01/10/19	1920	\$ -	\$ 54.00		\$51,658.95
Check 01/20/19	1921	\$ -	\$ 200.00		\$51,458.95
Check 02/01/19	1922	\$ -	\$ 75.00		\$51,383.95
Check 02/01/19	1923	\$ -	\$ 200.00		\$51,183.95
Check 02/01/19	1924	\$ -	\$ 2,000.00		\$49,183.95
Check 02/06/19	1925	\$ -	\$ 50.00		\$48,933.95
Check 02/06/19	1926	\$ -	\$ 267.00		\$48,666.95
Check 02/15/19	1927	\$ -	\$ 800.00		\$47,866.95
Check 02/12/19	1928	\$ -	\$ 175.00		\$47,691.95
Deposit 02/15/19	\$ 11,350.00	\$ -	\$ -		\$59,041.95
Deposit 2/16/19	\$ 270.00	\$ -	\$ -		\$59,311.95
Deposit 2/16/19	\$ 50.00	\$ -	\$ -		\$59,261.95
Check 2/24/19	1929	\$ -	\$ 82.29		\$59,179.66
Deposit 2/28/19	\$ 50.00	\$ -	\$ -		\$59,229.66
Check 3/01/19	1930	\$ -	\$ 200.00		\$59,029.66
Check 3/01/19	1931	\$ -	\$ 75.00		\$58,954.66
Check 3/01/19	1932	\$ -	\$ 2,000.00		\$56,954.66
Check 3/22/19	1933	\$ -	\$ -		\$56,954.66
Deposit 3/24/19	\$ 50.00	\$ -	\$ -		\$57,004.66
Check 3/24/19	1936	\$ -	\$ 500.00		\$56,504.66



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

End of TAC year 7/31/19

Deposits Non Tac Spending Tac Spending

\$48,834.66

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

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

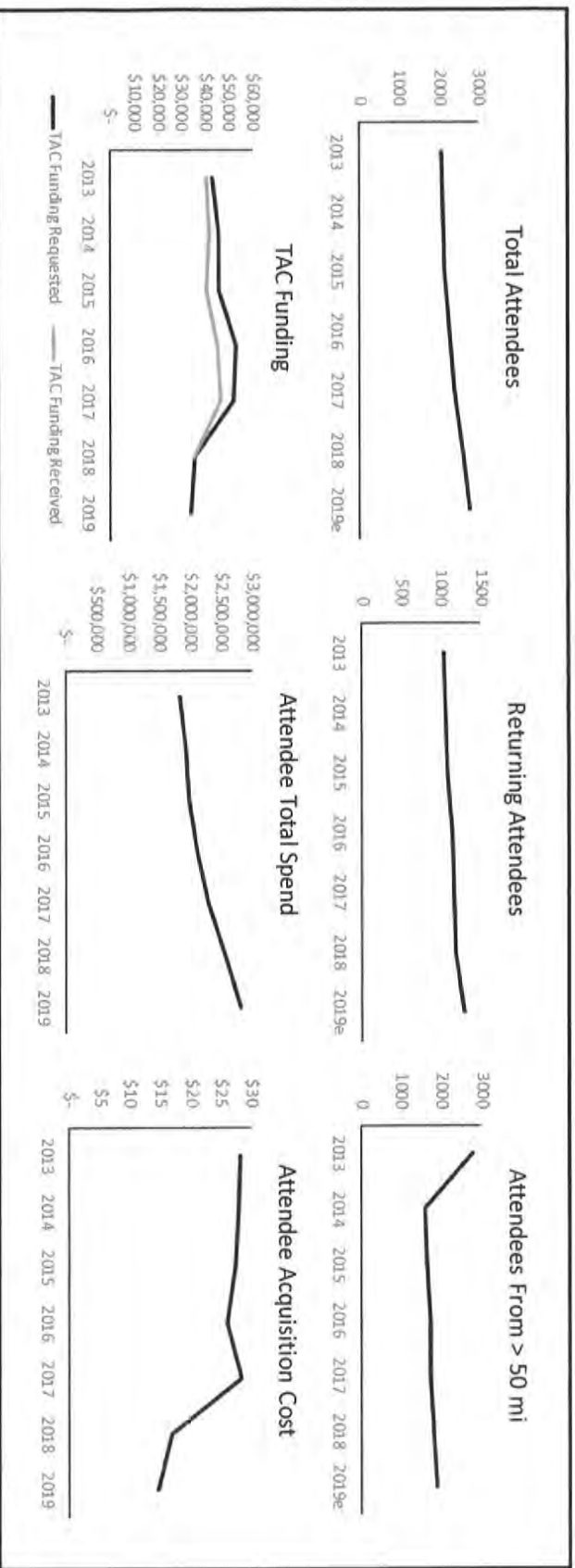
TAC	
Granted >>>	\$56,750.00



Respectfully Submitted - Mark Sokol - CBGG Treasurer

Wednesday, May 1, 2019

### Events Metrics Scorecard - Spring Unveiling



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

DEPARTMENT OF THE TREASURY

Date: JUN 27 2003

THE GALLERY GROUP  
PO BOX 54  
SEASIDE, OR 97138

Employer Identification Number:  
47-0848781

DLN:  
17053148090043

Contact Person:

JULIE CHEN

ID# 31261

Contact Telephone Number:  
(877) 829-5500

Internal Revenue Code  
Section 501(c) (6)

Accounting Period Ending:  
December 31

Form 990 Required:  
yes

Addendum Applies:  
No

Dear Applicant:

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

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

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

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

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

Letter 948 (DO/CG)

THE GALLERY GROUP

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

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

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

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

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

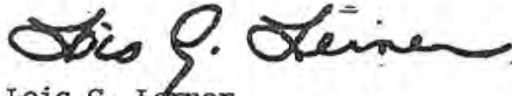
Because this letter could help resolve any questions about your exempt status, you should keep it in your permanent records.



THE GALLERY GROUP

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

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

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

☒ **Mid Term**      ☐ **Final**



All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

**Program/Project Title**    19th Annual Spring Unveiling, 1st Annual Earth and Ocean and co-host Stormy Weather

**Evaluator Name/Position** Mike Brumfield, President of Cannon Beach Gallery Group **Date** 3/15/2019

**1. Project/Program Summary**

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

- *Spring Unveiling will not be completed until May 5, 2019. Earth & Ocean will not be completed until September 22, 2019. Progress in these projects is detailed in Attachment 1.*
- *We successfully partnered with Cannon Beach Chamber to deliver gallery events for Stormy Weather 2018, and have begun promotion of Stormy Weather 2019, which will not be completed until November 3, 2019. Further detail is available in Attachment 1.*

**2. Program/Project Evaluation**

- a. Describe whether the program/project was successful and met the original program/event/ project goals. Include supporting documentation.
  - *As we partnered with the Cannon Beach Chamber of Commerce for Stormy Weather 2018, we have included a review of CBGG events in Attachment 1*
  - *Spring Unveiling information will be made available in our final report following the delivery of the Spring Unveiling Arts Festival.*
  - *The progress of the Earth and Ocean and Stormy Weather 2019 will also be reported in our final report, but delivery of these will be completed after the scheduled date for the final TAC review and may be the subject of additional funding applications in the next TAC funding cycle.*
- b. Describe what could be done differently in the future to improve the program/project.
  - *We did not have a PR and Festival Coordinator at the time of Stormy Weather Arts Festival 2018. With this contract now filled we hope to: better coordinate CBGG event information with the Cannon Beach Chamber to improve presence on their website and identify marketing opportunities for Stormy Weather 2019. We have also put a Gallery Group member in charge of regularly updating CBGG information on the Chamber site.*
  - *The Cannon Beach Chamber does not have a scheme to collect actual tourist data during the Stormy Weather event – although they have supplied us with on-line reservation data from their website. Our Group has approved providing a gallery sponsored gift certificate for next years event in order to collect actual data as we are doing during Spring Unveiling.*

*GALLERY G.C.  
Not TAC funds*



**2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group  
Attachment 1**

**New Board Elections**

As of January 1, 2019 changes to the Board are as follows: Mike Brumfield (Imprint Gallery) stepped up from Treasurer to take the position of President; Mark Sokol (CBAA) has become Treasurer and Lindsey Oyala-Bond (Archimedes Gallery) agreed to remain as Secretary; Jim Kingwell (Icefire Gallery) remained as Past President due to Jeff Hull requesting a 'time-out' from Board duties.

**PR, Marketing and Festivals Coordinator**

The PR, Marketing and Festivals Coordinator has a key role in the delivery of our TAC funded projects, and constitutes the largest single line entry of our budget from TAC funding totaling \$20,000.

- A Succession Committee was formed to: review the groups marketing, PR and event support requirements; research appropriate remuneration; develop a role description and draft contract prior to the TAC grant application. Once funds were confirmed the post was advertise in September 2018.
- A separate Hiring Committee was formed to review the contract, shortlist from 24 applicants, and interview candidates. They made a recommendation to the board, and Alexis Jackson from Hillsboro, OR was contracted on January 18, 2019 as CBGG's new PR, Marketing and Festivals Coordinator.
- Alexis is working in conjunction with the Marketing Committee, the Board and the gallery representatives to plan, market and deliver CBGG's 2019 projects.
- Utilizing TAC funding for this position we are able to cover the PR & Event Coordination of all three 2019 Gallery Group events, thus providing continuity in the advertisement and management of the events throughout the sequential event season.

**Festival Marketing**

- A Brochure Committee was formed to develop CBGG's annual Gallery Guide to better promote the festivals. A 24 page Art Guide has been produced giving over a page to each festival. \$850 of TAC funding helped to supplement the \$5100 cost of this expanded guide. The new brochure also includes a guide to the town's public sculpture. The previous guide had only 12 pages and listed the festivals on one single page. The timing of the guide was also changed to begin distribution at the Stormy Weather Festival and list the three 2019 Festivals in the correct order. Previously it had been produced and distributed before Stormy Weather, making the sequential Stormy Weather listing - in keeping with our other 2 festivals - redundant before the new season had even begun.
- A Marketing Committee was formed in the absence of a PR person, and will now work collaboratively with Alexis Jackson on our 2019 events advertising plus design, print and the distribution of our different event materials.
- Two half page ads have been produced promoting the 2019 festivals, one for the Cannon Beach Magazine and one for the Spring issue of Coast Explorer. We also have a current listing for all 3 events in Pamplin Media Group's annual events guide. To- date we have continued our association with the Oregon Coast Visitors Guide, Travel Portland, Portland Art Dealers Association and Northwest Travel.
- For 2019, we are offering a \$600 gift certificate to the visitors of Spring Unveiling, spendable at any one of the participating galleries in Cannon Beach. This is offered as a prize in a draw designed to assist collecting data on our event visitors. We also have plans in place to do the same for the new Earth & Ocean, and Stormy Weather Festivals.

**Recap of Stormy Weather Arts Festival 2018**

- CBGG had two members on the Stormy Weather Arts Festival committee
- Eleven member galleries organized openings and events through out the weekend of Stormy Weather 2018.
- The member galleries produced their own event invitations and marketing material.
- We partnered with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- The Chamber of Commerce reported that they do not yet have the software program developed to track zip codes provided by our tourists; but their online registration information was reported at 4141 total attendees of which 1730 were within 50 miles and 2411 were beyond 50 miles.



**2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group  
Attachment 1**

- The feedback from the member galleries was that it was a slower event generally, in sales and attendance, to the previous year. However, they all reported a good audience attendance at the Friday and Saturday night receptions.
- As part of CBGG's year round promotion of the town's festivals, it has retained \$4,000 of event specific TAC funding to be used towards the promotion of Stormy Weather 2019, which will be spent in this budget cycle.

**SPRING UNVEILING ARTS FESTIVAL 2019**

The Cannon Beach Gallery Group will host its 19th annual Spring Unveiling Arts Festival, May 3,4,5 2019. Member galleries will continue to provide evening receptions and an art walk, as well as our own individual mail campaign to thousands of current gallery patrons, as done in previous years.

**TAF Spending plans for Spring Unveiling**

- \$20,000 is attributed to our PR / Events Coordinator (although this time will be shared across the 3 events, the actual cost is attributed on a single event for grant accounting purposes)
- \$9000 is attributed to PR (magazine adverts and listings) to kick off the new event season
- \$5000 is attributed to design, print and distribution of event specific materials
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

35250

**EARTH AND OCEAN ARTS FESTIVAL 2019**

The Cannon Beach Gallery Group will host the 1st annual Earth & Ocean Arts Festival September 20, 21, and 22, 2019. This is a new planned event for the Gallery Group and for Cannon Beach, therefore we are dedicating more PR time to assist developing the concept and putting advertising in place for this event in spring / summer of 2019. There is an Earth & Ocean Arts Festival development committee chaired by Eeva Lsantela (DragonFire Gallery). They are producing great ideas to get our galleries & businesses in Cannon Beach involved, in partnership with 5 non-profits to support this new event. The focus for the event is on ecology, our landscape and wildlife. The popular raku beach firing, which was a part of Plein Air & More, will also be part of this event for 2019. Plans are in place to promote the event for Earth Day in April 2019.

Members of The Cannon Beach Gallery Group will provide our own individual direct mail campaign to thousands of current gallery patrons promoting this new event.

**TAF Spending plans for Earth & Ocean**

- \$6,000 is attributed to PR (magazine adverts and listings)
- \$5000 is attributed to design, print and distribution of event specific materials in time for Earth Day, April 22, 2019, and to be further utilized throughout the summer of 2019
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

12250

**STORMY WEATHER ARTS FESTIVAL 2019**

- CBGG will continue to co-host this event in partnership with the Chamber of Commerce.
- CBGG will again have two members on the Stormy Weather Arts Festival committee.
- One member of our Group is dedicated to ensuring the CBGG information and page on the Chamber's website is up-to-date with current events and plans.
- Our eleven member galleries will continue to organize openings and events through out the weekend of Stormy Weather 2019.
- The member galleries will continue to produce their own event invitations and marketing material.
- We will continue to partner with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- With the help of our new PR consultant we have already begun advertising for this event.



# Application for TAC Funding

## Contact Information

Organization Name Cannon Beach Gallery Group

Nonprofit Tax ID #: 47-0848781

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

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

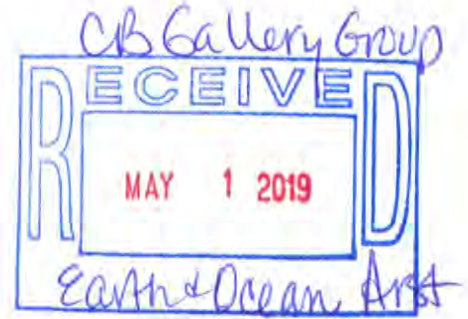
Contact Name Jim Kingwell Email: [REDACTED]

Name of Events: Earth & Ocean Arts Festival.

Date of Event September 20-22, 2019

Amount of funding you are requesting \$ 19,600

Amount of funding from TAC you were given last year \$12,250\* (\*as part of a multi project grant of \$56,750. It should be noted that much of this budget contributed to shared marketing costs of three festivals. )



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

Earth & Ocean Arts Festival was conceived as a celebration of the arts in Cannon Beach, with a focus on the beauty of our landscape, and our responsibility to protect the ecology of this unique place. In addition to performance art and music, the participating galleries will be presenting exhibitions and events that focus on landscape, wildlife and ecology. The festival will also partner with (and raise funds for) five nonprofit groups working to protect our environment and fragile coastal ecosystems. The intent is to present a culturally rich festival and instill an ethos of responsible and sustainable tourism. The non-profit organizations are: North Coast Land Conservancy, Sea Turtles Forever, Friends of Haystack Rock, Friends of Cape Falcon Marine Reserve, and Wildlife Center of the North Coast.

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

The project recieved TAC funding to develop the concept and initiate early marking initiatives. The newly appointed Marketing, Advertising and Festivals Coordinator, Alexis Jackson has been working with the Earth & Ocean Arts Festival committee, led by Eeva Lantella, and the groups marketing committee, led by Bob Neker to lay the ground work for the festival, and to incorporate it into to the festival's marketing strategy for the year. The first Ocean & Earth Arts Festival is planned for September 20 – 22, 2019.

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

100% of rooms available during the festival weekend.

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

N/A

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

We will survey lodging following the event to ascertain the occupancy levels in our city's hotels. We will also be conducting an active survey during the "Earth & Ocean Arts Festival" event, asking people where they have traveled from, where they are staying, how many in their party, number of nights, and times they have attended the festival. To entice participation in data gathering, and purchase of the event pass, we are offering two \$300.00 gift certificates redeemable at any CBGG member gallery. Each gallery has donated an equal amount to these gift certificates. This is our strategy for collecting the data necessary to meet the metrics reporting requirement.

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

Non-TAC	\$ 7,300
Generated Income	\$ 3,300
TAC	<u>\$19,600</u>
Total	\$30,200

This is the first CBGG festival that will have a ticketed element, and merchandising. This is intended to raise funds for the participating nonprofits. \$6,900 of combined TAC & non-TAC funding has been budgeted to cover some merchandising costs, but it is anticipated that it will generate \$16,400. Profits from event pass and merchandise sales will be donated to the participating conservation and ecology groups.

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

For Line Item Budget: See Attachment A1

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

65%

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

The funding is essentially for an event however some of the funds will be used toward year-round marketing of the arts in Cannon Beach, anticipating that this will be an annual event.

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

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

Additional support, in various forms, for this 1<sup>st</sup> year event has already been pledged from Cannon Beach Vacation Rentals, CB Smokehouse, The Bistro, CB Distillery, The Wine Shack, The Waves Crest Inn, a boat tour with Falcon Cove Marine Reserve, a hike with the NCLC along with an 'in progress' community grant submitted to the Parks and Recreation Committee. We are continuing to solicit for support.

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

Promotions of The Cannon Beach Gallery Group's events have been broad based. This includes advertising, public relations, direct mailing, social media and printed brochures. Our new PR, Advertising and Festivals coordinator is currently working on the new year-round marketing plan with our newly formed marketing committee.

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

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

#### **Marketing Budget notes**

- For the year 2018/19 we received TAC funding of \$18000 specifically for marketing three festivals, in addition CBGG budgetted \$14,855 and individual galleries added their own gallery specific marketing.
- Earth & Ocean Arts Festival has been promoted and will continue to be promoted along side the groups other festivals through out the 2018/19 funding cycle.
- In this application we are asking for a further \$6,000 to promote the Earth & Ocean Arts Festival. Some of this will promote the First festival during it's lead up in 2019, which falls outside the original funding cycle. It is nessecary to give the festival this additional boost as it is



both new, but also because it has ticketed events. This marketing budget will also be used to promote the next Earth & Ocean Festival throughout 2020.

- CBGG is committing \$6000 from our budget. Individual galleries will continue to contribute substantially from their own budgets, expanding the overall paid media budget.
- This year, the Gallery Group would like to achieve more coverage for the festivals in 2019-2020 and explore and employ more online advertising.

For Publicity Overview: See Attachment A2

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

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

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

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

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

The Cannon Beach Gallery Group will continue to focus on the expansion and development of three off-peak and shoulder season, multi-day arts events. Arts based events reinforce the brand of Cannon Beach as a culturally rich destination. The quality of CBGG's events have had an economic impact by encouraging visitors, and by providing an enhanced visitor experience. Earth & Ocean Arts Festival will also leverage the beauty of the landscape to ensure that this is the destination of choice for the discerning cultural tourist. The added dimension of a fund-raising element to benefit conservation of our habitat and fragile coastal ecology taps into the growing trend toward responsible and sustainable tourism.

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

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



## Acknowledgment

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

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

James M. Kingwell  
Signature

5-1-19  
Date

JAMES M. KINGWELL  
Print Name and Title  
PRESIDENT

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

May 1, 2019 to July 31, 2019

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

**Tourism and Arts Fund (TAF) Application  
Criteria and Checklist  
FY 2015-2016**

**Application Criteria**

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

1. Applicants must be a qualified tax-exempt organization.
2. Priority will be given for events within Cannon Beach during the shoulder and winter tourist season. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350 and Ordinance 10-06) included as part of the TAF application for award shall be for facilities located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
3. All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and the Tourism and Arts Fund (TAF).
4. Applications must be complete and received or postmarked by the deadline advertised.
5. Applicant agrees to provide the City with an evaluation of the program/event/project within 30 days of completion of the program/event/project, or the end of the fiscal year, whichever occurs first. Evaluation must include a description of the events and services, audience, number of participants, and a final financial statement showing line-item income and expenses for the project, with supporting documentation attached. Empirical evidence of "heads in beds" or tourists that traveled more than 50 miles.
6. Applicant understands that a Mid-Term Evaluation is required to be submitted by March 15, 2016.
7. Applicant understands that a TAF Award Agreement must be signed by the Applicant prior to receipt of any TAF award disbursements.
8. The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF awards and misrepresented their application or has not utilized the award funds in a manner consistent with their application.
9. Former TAF recipients who have not submitted a completed evaluation will not be considered for future TAF awards.

## Attachment A 1

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

The Cannon Beach Gallery Group will produce our 1<sup>st</sup> annual "Earth & Ocean Arts Festival" in September. The current **Non-TAC** dedicated funding is \$6700, which is provided by the associated galleries and sponsors (**See 2018-2019 detailed expense budget Attachment A3**). TAC funding levels requested below will provide our PR, Advertising and Festivals Coordinator the opportunity to further and more broadly promote the "Earth & Ocean Arts Festival". To achieve this in the 2019-2020 event season we are requesting \$XXX. We will use the funds in the following manner:

Funding of year-round ad campaign with newspapers, travel websites, magazines, broadcast media, and expanded social media, to include some cooperative media placements with the Chamber.	\$ 6,000
Event mounting costs	\$ 550
Performing arts program	\$ 8,200
Festival Merchandise	\$ 3,600
Web page design expansion, promotion and web site maintenance	\$ 1,250
<b>Total Ask:</b>	<b>\$19,600</b>



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

### Submissions in 2018-2019

#### **Oregon:**

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

#### **National:**

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

#### **Airline Magazines:**

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

#### **Washington:**

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

Cannon Beach Gallery Group Expense Budget for 2018-2019

TAC financial year August 2018-July, 2019

2018-2019 line item budget

	Original TAC Request Grant	2018-2019 Budget	Expenses to Date	Contracted Expenses
Fund PR , advertising and event management coordinator (10 month salary)	\$ 20,000.00	\$ 20,000.00	\$ 8,000.00	\$ 12,000.00
Expand production/distribution of Spring Unveiling information	\$ 5,000.00	\$ 5,000.00	\$ 520.35	\$ 4,479.65
Breakdown (example)				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
4 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Creating new concept: Earth & Ocean Arts Festival	\$ 5,000.00	\$ 5,295.00	\$ 815.36	\$ 4,479.64
Breakdown (example)				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material (in time for Earth Day 2019 and to be further utilized throughout the summer of 2019)		\$ 2,875.00	\$ -	\$ 2,875.00
3 CB Desing Co - Promotional Mailer		\$ 295.00	\$ 295.00	\$ -
4 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.36	\$ 0.64
Expand prod./distrib. of Stormy Weather information and event hard costs	\$ 5,000.00	\$ 5,000.00	\$ 521.35	\$ 4,478.65
Breakdown (example)				
1 Fund graphic artist for event specific material		\$ 603.00	\$ -	\$ 603.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Daily Astorian insert - cost shared with Chamber		\$ 1,000.00	\$ -	\$ 1,000.00
4 Entry into annual ART brochure		\$ 284.00	\$ 284.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Web design expansion, promotion and web site maintenance	\$ 3,750.00	\$ 3,750.00	\$ 2,112.50	\$ 1,637.50
Breakdown				
1 Taryn's yearly wage		\$ 2,400.00	\$ 2,000.00	\$ 400.00
2 Croworks - web site maintenance / security updates		\$ 900.00	\$ 112.50	\$ 787.50
3 Uncommitted funds		\$ 450.00	\$ -	\$ 450.00
2018-2019 Media Campaign	\$ 18,000.00	\$ 18,000.00	\$ 8,544.00	\$ 9,456.00
Breakdown (example)				
1 VIA		\$ 3,750.00	\$ -	\$ 3,750.00
2 PADA		\$ 950.00	\$ 900.00	\$ 50.00
3 Mile by Mile Guide (Oregon Coast - Florence)		\$ 990.00	\$ -	\$ 990.00
4 CB Desing Co (Earth and Ocean Promotional T-Shirts)		\$ 3,600.00	\$ 3,600.00	\$ -
5 Preview Magazine		\$ 1,155.00	\$ -	\$ 1,155.00
6 Coast Explorer - 1/2 page ad in Spring Issue (Explorer Media Group - Seaside)		\$ 1,259.00	\$ 1,259.00	\$ -
7 OCVA Website (MEDIAmerica)		\$ 225.00	\$ 225.00	\$ -
8 Oregon Coast Visitors Guide (MEDIAmerica)		\$ 1,990.00	\$ 1,990.00	\$ -
9 Northwest Travel (Explorer Media & Marketing - Tacoma)		\$ 595.00	\$ -	\$ 595.00
10 Travel Portland		\$ 570.00	\$ 570.00	\$ -
11 Seattle Times		\$ 1,260.00	\$ -	\$ 1,260.00
12 Uncommitted funds		\$ 1,656.00	\$ -	\$ 1,656.00
Requested >>	\$ 56,750.00			
Granted >>		\$ 57,045.00		
Spent >>			\$ 20,513.56	
Remaining >>				\$ 36,531.44

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

	Deposit	Non Tax Spending	Tax Spending		Beginning Balance	\$11,048.81
Deposit 08/01/18	\$ 500.00			Dena's Shop on the Corner		\$11,548.81
Deposit 08/01/18	\$ 250.00			Haystack Lodgings		\$11,798.81
Deposit 08/01/18	\$ 650.00			Icefire Gallery		\$12,448.81
Deposit 08/01/18	\$ 250.00			Driftwood Restaurant		\$12,698.81
Deposit 08/01/18	\$ 250.00			Arbor Care		\$12,948.81
Check 08/01/18	1896	\$ 75.00		Melinda Ward (Bookkeeping)		\$12,873.81
Check 08/01/18	1897		\$ 200.00	Taryn Wise (Web)		\$12,673.81
Deposit 08/02/18	\$ 650.00			Sharon Amber Gallery		\$13,323.81
Deposit 08/02/18	\$ 650.00			Jeff Hull Gallery		\$13,973.81
Deposit 08/02/18	\$ 500.00			EVOO		\$14,473.81
Deposit 08/03/18	\$ 650.00			Bronze Coast Gallery		\$15,123.81
Deposit 08/04/18	\$ 650.00			Dragonfire Gallery		\$15,773.81
Deposit 08/06/18	\$ 250.00			Pelican Browing		\$16,023.81
Deposit 08/07/18	\$ 500.00			ReMax		\$16,523.81
Deposit 08/09/18	\$ 250.00			Hallmark Resort		\$16,773.81
Deposit 08/09/18	\$ 500.00			Ocean Lodge		\$17,273.81
Deposit 08/09/18	\$ 250.00			Cannon Beach Hotel		\$17,523.81
Deposit 08/11/18	\$ 650.00			Imprint Gallery		\$18,173.81
Deposit 08/13/18	\$ 500.00			Pizza a l'etto		\$18,673.81
Deposit 08/13/18	\$ 500.00			Bruce's Candy Kitchen		\$19,173.81
Deposit 08/15/18	\$ 500.00			Land's End		\$19,673.81
Check 08/15/18	1898		\$ 112.50	Crowetka LLC		\$19,561.31
Deposit 08/16/18	\$ 250.00			The Warren House		\$19,811.31
Deposit 08/17/18	\$ 650.00			Modern Villa Gallery		\$20,461.31
Deposit 08/17/18	\$ 11,583.25			4th quarter TAC payment		\$32,044.56
Deposit 08/20/18	\$ 250.00			Columbia State Bank		\$32,294.56
Deposit 08/23/18	\$ 500.00			The Waves Motel		\$32,794.56
Deposit 08/24/18	\$ 250.00			Morris' Fireside		\$33,044.56
Deposit 08/24/18	\$ 500.00			Mariner Market		\$33,544.56
Deposit 08/24/18	\$ 250.00			Beachcomber Vacation Rentals		\$33,794.56
Deposit 08/24/18	\$ 650.00			Whitebird Gallery		\$34,444.56
Check 09/01/18	1899		\$ 200.00	Taryn Wise (Web)		\$34,244.56
Check 09/01/18	1900	\$ 75.00		Melinda Ward (Bookkeeping)		\$34,169.56
Deposit 09/02/18	\$ 500.00			CB Vacation Rentals		\$34,669.56
Check 09/04/18	1901	\$ 185.56		Bonnie for hotel - Final TAC review		\$34,484.00
Deposit 09/05/18	\$ 650.00			NWxNW Gallery		\$35,134.00
Deposit 09/05/18	\$ 1,000.00			Martin North (Martin Hospitality)		\$36,134.00
Deposit 09/05/18	\$ 1,000.00			Fresh Foods		\$37,134.00
Check 09/10/18	1902	\$ 400.00		Jeff reimbursement for Bonnie's thank you certificate		\$36,734.00
Deposit 09/12/18	\$ 650.00			Archemedies Gallery		\$37,384.00
Deposit 09/15/18	\$ 250.00			Sweet Basil		\$37,634.00
Deposit 09/15/18	\$ 650.00			CBAA Gallery		\$38,284.00
Deposit 09/16/18	\$ 250.00			The Bistro		\$38,534.00
Deposit 09/15/18	\$ 250.00			The Wine Shack		\$38,784.00
Deposit 09/20/18	\$ 250.00			La Luna Loca		\$39,034.00
Deposit 09/24/18	\$ 250.00			B Boutique		\$39,284.00
Check 09/26/18	1903	\$ 39.99		Mike Brumfield for Network Solutions domain name		\$39,244.01
Check 09/28/18	1904	\$ 175.00		Taryn Wise - creation of ART brochure map		\$39,069.01
Check 10/01/18	1905	\$ 75.00		Melinda Ward (Bookkeeping)		\$38,994.01
Check 10/01/18	1906		\$ 200.00	Taryn Wise (Web)		\$38,794.01
Check 09/21/18	1907		\$ 570.00	Travel Portland (media)		\$38,224.01
Deposit 10/02/18	\$ 250.00			Seasons Café		\$38,474.01
Deposit 10/11/18	\$ 250.00			Cannon Beach Hardware		\$38,724.01
Check 10/19/18	1908	\$ 4,250.00	\$ 850.00	Brown Printing Inc (ART brochure)		\$33,624.01
Check 11/01/18	1909	\$ 75.00		Melinda Ward (Bookkeeping)		\$33,549.01
Check 11/01/18	1910		\$ 200.00	Taryn Wise (Web)		\$33,349.01
Check 11/08/18	1911		\$ 2,215.00	MediaAmerica (OCVA advertising)		\$31,134.01
Deposit 11/16/18	\$ 22,700.00			First quarter TAC payment		\$53,834.01
Check 11/30/18	1912		\$ 312.06	Imprint Gallery for PR recruitment		\$53,521.95
Check 12/01/18	1913	\$ 75.00		Melinda Ward (Bookkeeping)		\$53,446.95
Check 12/01/18	1914		\$ 200.00	Taryn Wise (Web)		\$53,246.95
Check 12/14/18	1915	\$ -	\$ 200.00	CB Chamber of Commerce (rent space for interviews)		\$53,046.95
Check 12/21/18	1918	\$ -	\$ 1,259.00	Explorer Media Group (Coast Explorer advertising)		\$51,787.95
Check 01/01/19	1916	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)		\$52,971.95
Check 01/01/19	1917	\$ -	\$ 200.00	Taryn Wise (Web)		\$52,771.95
Check 01/10/19	1919	\$ -	\$ 54.00	US Postmaster (Post box rental)		\$52,717.95
Check 01/20/19	1920	\$ -	\$ 200.00	Lisa Kerr (legal service, contract review)		\$52,517.95
Check 02/01/19	1921	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)		\$52,442.95
Check 02/01/19	1922	\$ -	\$ 200.00	Taryn Wise (Web)		\$52,242.95
Check 02/01/19	1923	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)		\$50,242.95
Check 02/06/19	1924	\$ -	\$ 50.00	Secretary of State Corporation Division		\$49,992.95
Check 02/06/19	1925	\$ -	\$ 267.00	Pamplin Media Group		\$49,725.95
Check 02/15/19	1926	\$ -	\$ 900.00	PADA		\$48,825.95
Check 02/12/19	1927	\$ -	\$ 175.00	William J MacLean PA		\$48,650.95
Deposit 02/15/19	\$ 11,350.00	\$ -	\$ -	TAC INCOME 2nd Quarter Payment		\$59,999.95
Deposit 2/16/19	\$ 270.00	\$ -	\$ -	Images of the West (Dues)		\$59,729.95
Deposit 2/16/19	\$ 50.00	\$ -	\$ -	Images of the West (Gift Cert)		\$59,679.95
Check 2/24/19	1928	\$ -	\$ 82.29	Pizza A'Fetta -split - COSTCO		\$59,597.66
Deposit 2/28/19	\$ 50.00	\$ -	\$ -	Dragonfire (Gift Cert)		\$59,547.66
Check 3/01/19	1929	\$ -	\$ 200.00	Taryn Wise (Web)		\$59,347.66
Check 3/01/19	1930	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)		\$59,272.66
Check 3/01/19	1931	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)		\$57,272.66
Check 3/22/19	1932	\$ -	\$ -	VOIDED CHECK Gift Cert Redeem		\$57,272.66
Deposit 3/24/19	\$ 50.00	\$ -	\$ -	IceFire Glassworks for Gift Cert		\$57,322.66
Check 3/24/19	1936	\$ -	\$ 500.00	Bronze Coast Gift Cert Redeemed		\$56,822.66

Deposit 3/29/19	\$	500.00	\$	-	\$	-	CB Vacation Rentals Sponsorship Income	\$57,004.66
Check 4/01/19	1933	\$	-	\$	-	\$	2,000.00 Alexis Jackson (PR consultant) 3 of 10	\$55,004.66
Check 4/01/19	1934	\$	-	\$	75.00	\$	- Melinda Ward (Bookkeeping)	\$54,929.66
Check 4/01/19	1935	\$	-	\$	-	\$	200.00 Taryn Wise (Web)	\$54,729.66
Check 5/01/19	1937	\$	-	\$	-	\$	2,000.00 Alexis Jackson (PR consultant) 4 of 10	\$52,729.66
Check 5/01/19	1938	\$	-	\$	75.00	\$	- Melinda Ward (Bookkeeping)	\$52,654.66
Check 5/01/19	1939	\$	-	\$	-	\$	200.00 Taryn Wise (Web)	\$52,454.66
Check 5/01/19	1940	\$	-	\$	-	\$	3,600.00 CB Design Company (Promotional T-Shirts)	\$49,129.66
Check 5/01/19	1941	\$	-	\$	-	\$	295.00 CB Desing Company (Mailer)	\$48,834.66
		\$	-	\$	-	\$	-	\$48,834.66
End of TAC year 7/31/19								
	Deposits		Non Tac Spending		Tac Spending			\$48,834.66

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

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

TAC	
Granted >>>	\$56,750.00

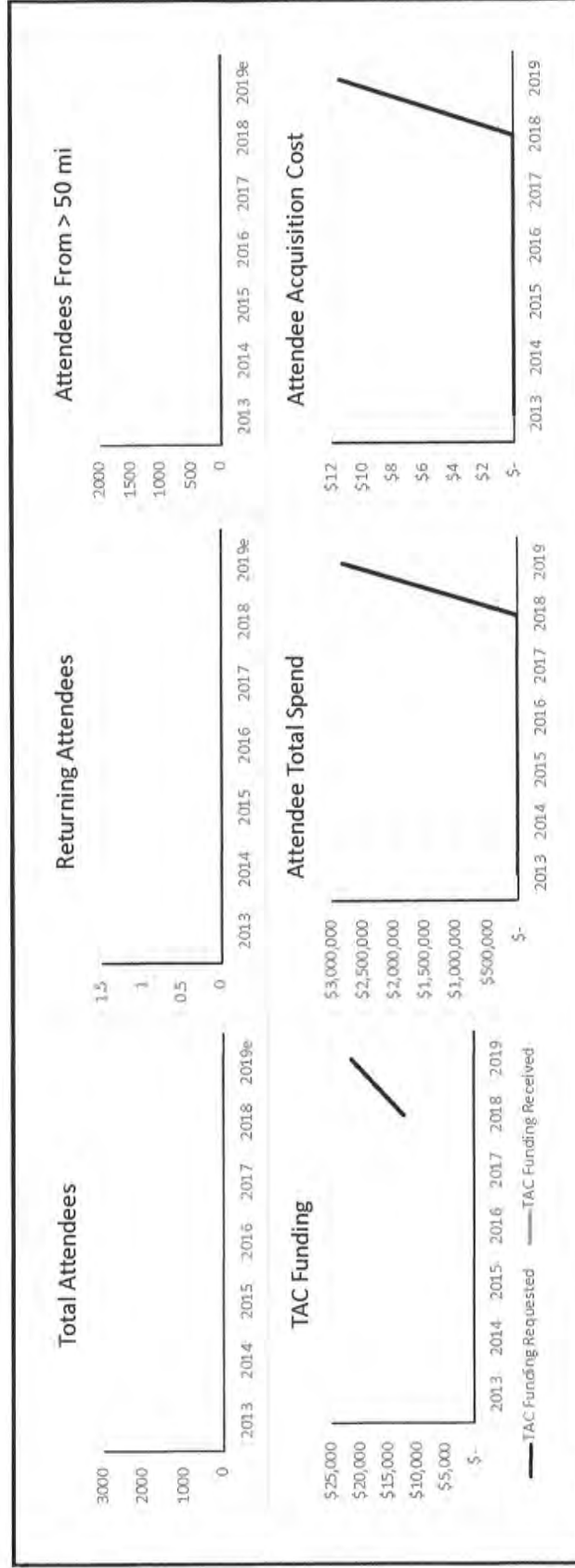


Respectfully Submitted - Mark Sokol - CBGG Treasurer

Wednesday, May 1, 2019



## Events Metrics Scorecard- Earth and Ocean



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

DEPARTMENT OF THE TREASURY

Date: JUN 27 2003

THE GALLERY GROUP  
PO BOX 54  
SEASIDE, OR 97138

Employer Identification Number:  
47-0848781

DLN:  
17053148090043

Contact Person:  
JULIE CHEN

ID# 31261

Contact Telephone Number:  
(877) 829-5500

Internal Revenue Code  
Section 501(c)(6)

Accounting Period Ending:  
December 31

Form 990 Required:  
yes

Addendum Applies:  
No

Dear Applicant:

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

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

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

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

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

Letter 948 (DO/CG)

THE GALLERY GROUP

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

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

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

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

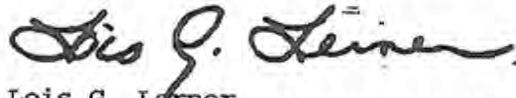
If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

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

THE GALLERY GROUP

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

Sincerely yours,



Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements



## Evaluation Criteria

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

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

## Application Checklist and Receipt for TAF Funding Request

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

JK

Receipt of Ordinance 10-06

JK

Receipt of ORS 320.350

JK

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

JK

Receipt of Tourism and Arts Funding (TAF) Award Agreement

JK

Receipt of W-9 form

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

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

Please type or print. Use additional sheets as necessary.

CBGG  
R  
MAR  
ED

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

☒ **Mid Term**      ☐ **Final**

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

**Program/Project Title**    19th Annual Spring Unveiling, 1st Annual Earth and Ocean and co-host Stormy Weather

**Evaluator Name/Position** Mike Brumfield, President of Cannon Beach Gallery Group **Date** 3/15/2019

**1. Project/Program Summary**

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

- *Spring Unveiling will not be completed until May 5, 2019. Earth & Ocean will not be completed until September 22, 2019. Progress in these projects is detailed in Attachment 1.*
- *We successfully partnered with Cannon Beach Chamber to deliver gallery events for Stormy Weather 2018, and have begun promotion of Stormy Weather 2019, which will not be completed until November 3, 2019. Further detail is available in Attachment 1.*

**2. Program/Project Evaluation**

- a. Describe whether the program/project was successful and met the original program/event/ project goals. Include supporting documentation.
- *As we partnered with the Cannon Beach Chamber of Commerce for Stormy Weather 2018, we have included a review of CBGG events in Attachment 1*
  - *Spring Unveiling information will be made available in our final report following the delivery of the Spring Unveiling Arts Festival.*
  - *The progress of the Earth and Ocean and Stormy Weather 2019 will also be reported in our final report, but delivery of these will be completed after the scheduled date for the final TAC review and may be the subject of additional funding applications in the next TAC funding cycle.*
- b. Describe what could be done differently in the future to improve the program/project.
- *We did not have a PR and Festival Coordinator at the time of Stormy Weather Arts Festival 2018. With this contract now filled we hope to: better coordinate CBGG event information with the Cannon Beach Chamber to improve presence on their website and identify marketing opportunities for Stormy Weather 2019. We have also put a Gallery Group member in charge of regularly updating CBGG information on the Chamber site.*
  - *The Cannon Beach Chamber does not have a scheme to collect actual tourist data during the Stormy Weather event – although they have supplied us with on-line reservation data from their website. Our Group has approved providing a gallery sponsored gift certificate for next years event in order to collect actual data as we are doing during Spring Unveiling.*

*GALLERY G.C.  
NOT TAC funds*



**2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group  
Attachment 1**

**New Board Elections**

As of January 1, 2019 changes to the Board are as follows: Mike Brumfield (Imprint Gallery) stepped up from Treasurer to take the position of President; Mark Sokol (CBAA) has become Treasurer and Lindsey Oyala-Bond (Archimedes Gallery) agreed to remain as Secretary; Jim Kingwell (Icefire Gallery) remained as Past President due to Jeff Hull requesting a 'time-out' from Board duties.

**PR, Marketing and Festivals Coordinator**

The PR, Marketing and Festivals Coordinator has a key role in the delivery of our TAC funded projects, and constitutes the largest single line entry of our budget from TAC funding totaling \$20,000.

- A Succession Committee was formed to: review the groups marketing, PR and event support requirements; research appropriate remuneration; develop a role description and draft contract prior to the TAC grant application. Once funds were confirmed the post was advertised in September 2018.
- A separate Hiring Committee was formed to review the contract, shortlist from 24 applicants, and interview candidates. They made a recommendation to the board, and Alexis Jackson from Hillsboro, OR was contracted on January 18, 2019 as CBGG's new PR, Marketing and Festivals Coordinator.
- Alexis is working in conjunction with the Marketing Committee, the Board and the gallery representatives to plan, market and deliver CBGG's 2019 projects.
- Utilizing TAC funding for this position we are able to cover the PR & Event Coordination of all three 2019 Gallery Group events, thus providing continuity in the advertisement and management of the events throughout the sequential event season.

**Festival Marketing**

- A Brochure Committee was formed to develop CBGG's annual Gallery Guide to better promote the festivals. A 24 page Art Guide has been produced giving over a page to each festival. \$850 of TAC funding helped to supplement the \$5100 cost of this expanded guide. The new brochure also includes a guide to the town's public sculpture. The previous guide had only 12 pages and listed the festivals on one single page. The timing of the guide was also changed to begin distribution at the Stormy Weather Festival and list the three 2019 Festivals in the correct order. Previously it had been produced and distributed before Stormy Weather, making the sequential Stormy Weather listing - in keeping with our other 2 festivals - redundant before the new season had even begun.
- A Marketing Committee was formed in the absence of a PR person, and will now work collaboratively with Alexis Jackson on our 2019 events advertising plus design, print and the distribution of our different event materials.
- Two half page ads have been produced promoting the 2019 festivals, one for the Cannon Beach Magazine and one for the Spring issue of Coast Explorer. We also have a current listing for all 3 events in Pamplin Media Group's annual events guide. To-date we have continued our association with the Oregon Coast Visitors Guide, Travel Portland, Portland Art Dealers Association and Northwest Travel.
- For 2019, we are offering a \$600 gift certificate to the visitors of Spring Unveiling, spendable at any one of the participating galleries in Cannon Beach. This is offered as a prize in a draw designed to assist collecting data on our event visitors. We also have plans in place to do the same for the new Earth & Ocean, and Stormy Weather Festivals.

**Recap of Stormy Weather Arts Festival 2018**

- CBGG had two members on the Stormy Weather Arts Festival committee
- Eleven member galleries organized openings and events through out the weekend of Stormy Weather 2018.
- The member galleries produced their own event invitations and marketing material.
- We partnered with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- The Chamber of Commerce reported that they do not yet have the software program developed to track zip codes provided by our tourists; but their online registration information was reported at 4141 total attendees of which 1730 were within 50 miles and 2411 were beyond 50 miles.



**2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group  
Attachment 1**

- The feedback from the member galleries was that it was a slower event generally, in sales and attendance, to the previous year. However, they all reported a good audience attendance at the Friday and Saturday night receptions.
- As part of CBGG's year round promotion of the town's festivals, it has retained \$4,000 of event specific TAC funding to be used towards the promotion of Stormy Weather 2019, which will be spent in this budget cycle.

**SPRING UNVEILING ARTS FESTIVAL 2019**

The Cannon Beach Gallery Group will host its 19th annual Spring Unveiling Arts Festival, May 3,4,5 2019. Member galleries will continue to provide evening receptions and an art walk, as well as our own individual mail campaign to thousands of current gallery patrons, as done in previous years.

**TAF Spending plans for Spring Unveiling**

- \$20,000 is attributed to our PR / Events Coordinator (although this time will be shared across the 3 events, the actual cost is attributed on a single event for grant accounting purposes)
- \$9000 is attributed to PR (magazine adverts and listings) to kick off the new event season
- \$5000 is attributed to design, print and distribution of event specific materials
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

35250

**EARTH AND OCEAN ARTS FESTIVAL 2019**

The Cannon Beach Gallery Group will host the 1st annual Earth & Ocean Arts Festival September 20, 21, and 22, 2019. This is a new planned event for the Gallery Group and for Cannon Beach, therefore we are dedicating more PR time to assist developing the concept and putting advertising in place for this event in spring / summer of 2019. There is an Earth & Ocean Arts Festival development committee chaired by Eeva Lsantela (DragonFire Gallery). They are producing great ideas to get our galleries & businesses in Cannon Beach involved, in partnership with 5 non-profits to support this new event. The focus for the event is on ecology, our landscape and wildlife. The popular raku beach firing, which was a part of Plein Air & More, will also be part of this event for 2019. Plans are in place to promote the event for Earth Day in April 2019.

Members of The Cannon Beach Gallery Group will provide our own individual direct mail campaign to thousands of current gallery patrons promoting this new event.

**TAF Spending plans for Earth & Ocean**

- \$6,000 is attributed to PR (magazine adverts and listings)
- \$5000 is attributed to design, print and distribution of event specific materials in time for Earth Day, April 22, 2019, and to be further utilized throughout the summer of 2019
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

12250

**STORMY WEATHER ARTS FESTIVAL 2019**

- CBGG will continue to co-host this event in partnership with the Chamber of Commerce.
- CBGG will again have two members on the Stormy Weather Arts Festival committee.
- One member of our Group is dedicated to ensuring the CBGG information and page on the Chamber's website is up-to-date with current events and plans.
- Our eleven member galleries will continue to organize openings and events through out the weekend of Stormy Weather 2019.
- The member galleries will continue to produce their own event invitations and marketing material.
- We will continue to partner with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- With the help of our new PR consultant we have already begun advertising for this event.

# Application for TAC Funding

## Contact Information

Organization Name Cannon Beach Gallery Group

Nonprofit Tax ID #: 47-0848781

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

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

Contact Name Jim Kingwell Email: \_\_\_\_\_

Name of Events: Stormy Weather Arts Festival, Visual Arts & Gallery Events

Date of Event Nov 1 - 3, 2019

Amount of funding you are requesting \$7,250

Amount of funding from TAC you were given last year \$8,350\* (\*as part of a multi project grant of \$56,750. It should be noted that much of this budget contributed to shared marketing costs of three festivals.)



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

Cannon Beach Gallery Group is a partner in presenting the Cannon Beach Chamber's Stormy Weather Arts Festival. CBGG plans and delivers a program of artist demonstrations, receptions and events over the first weekend of November to compliment the Chamber's program of concerts. In addition to attracting visitors to the event itself, the group uses the event as part of a program of festivals. This program acts as a focus around which we can construct a year-round marketing plan that helps to promote Cannon Beach as a culturally rich destination.

We will work with a PR, Advertising and Festivals Coordinator (subject to a separate TAC funding application) to coordinate our marketing plan, along side our marketing committee. Funding of this application will give added value to the consultant's contract by adding further events to promote.

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

Stormy Weather Arts Festival has been running for 32 years. Last year was the first time CBGG added the festival into its multi-project TAC funding application. The group had not contracted a PR consultant at the time of Stormy Weather Arts Festival 2018, and events were delivered in a similar way to



previous festivals. The funding was split between the 2018 event and beginning promotion for the 2019 event, for cost incurred or committed during the City's financial year 2018/19.

With this grant CBGG is looking to better developing their partnership in the delivery of Stormy Weather Arts Festival 2019, and to continued year-round promotion of this ongoing festival.

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

100% of rooms available

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

As a partner in this festival we relied on the Cannon Beach Chamber for the collection of data. The Chamber of Commerce reported that they do not yet have the software program developed to track zip codes provided by our tourists; but their online registration information was reported at 4141 total attendees of which 1730 were within 50 miles and 2411 were beyond 50 miles.

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

We recognize that we need to improve data collection for this event. In the coming year we will complete the lodging survey as we do for Spring Unveiling Arts Festival, and plan to do for the new Earth & Ocean Festival. We will also be conducting an active survey during the festival, asking people where they have traveled from, where they are staying, how many in their party, number of nights, and times they have attended the festival. We are making entry cards available at all member galleries over that weekend and asking visitors to deposit the cards in boxes in each gallery. To entice participation and use of the polling card, there will be two \$300 gift certificates available to be won by participants - redeemable at any Cannon Beach Gallery Group member gallery. Each gallery has donated an equal amount to these gift certificates. This is our strategy for collecting the data necessary to meet the metrics reporting requirement.

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

Non TAC	\$ 4,300
TAC	<u>\$ 7,250</u>
Total	\$11,550

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

For Line Item Budget: See Attachment A1

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

62.8 %

Please note that the main costs for the CBGG participation in this festival is the mounting costs of gallery events, which are bore by the individual galleries and are not included in this group budget.

Rev.03/19



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

The funding is essentially for an event, however we are using this event as the focus of a year-round marketing promoting the galleries and Cannon Beach as a culturally rich destination year round.

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

We continue to seek funding from both sponsors and gallery group members. Last year we had 30 sponsors. This is a good indicator of the level of local support from local businesses for the Cannon Beach Gallery Group's events. Our member dues and sponsorships form our core budget, with is almost exclusively used for the delivery of arts events in the town

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

Promotions of The Cannon Beach Gallery Group's events have been broad based. This includes advertising, public relations, direct mailing, social media and printed brochures. Our new PR, Advertising and Festivals coordinator is currently working on the new year-round marketing plan with our newly formed marketing committee.

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

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

**Marketing Budget notes**

- For the year 2018/19 we received TAC funding of \$18000 specifically for marketing three festivals, in addition CBGG budgetted \$14,855 and individual galleries added their own gallery specific marketing.
- This year we are asking for \$6,000 for Stormy Weather Arts Festival, and will be committing \$3000 from the CBGG budget. Individual galleries will continue to contribute substantially from their own budgets, expanding the overall paid media budget.
- This year, the Gallery Group would like to achieve more coverage for the festivals in 2019-2020 and explore and employ more online advertising.

For Publicity Overview: See Attachment A2



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

The mission of the Cannon Beach Gallery Group is to create awareness of the vitality of the arts in Cannon Beach. Twelve galleries currently make up the group: Archimedes Gallery, Bronze Coast Gallery, Cannon Beach Arts Association, Dragonfire Gallery, Icefire Glassworks, Imprint Gallery, Jeffrey Hull Gallery, Jewelry by Sharon Amber, Modern Villa Gallery, Northwest By Northwest Gallery, Images of the West, and White Bird Gallery. Together, with our PR, Advertising and Festivals Coordinator, we collaborate to promote the arts in Cannon Beach. Utilizing this extensive group, with its long-standing history, the board of directors & committee members are tasked with the organization of each event.

List of Board Members in Attachment A6

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

The Cannon Beach Gallery Group will continue to focus on the expansion and development of three off-peak and shoulder season, multi-day arts events. In a brief summary, tourist overnight stays, art exposure, art education, art sales and art enhancement are directly and clearly improved by the hosting of our events. The economic impact provided by past CBGG's events has proven to be substantial.

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

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

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

## Acknowledgment

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

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

James M. Kingwell

Signature

5-1-19

Date

JAMES M. KINGWEL PRESIDENT

Print Name and Title

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

May 1, 2019 to July 31, 2019

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

## Attachment A 1

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

The Cannon Beach Gallery Group will co-host the "Stormy Weather Arts Festival" in conjunction with the Cannon Beach Chamber. The current **Non-TAC** dedicated funding is \$3700, which is provided by the associated galleries and sponsors **(See 2018-2019 detailed expense budget Attachment A3)**. TAC funding levels requested below will provide our PR, Advertising and Festivals Coordinator the opportunity to further and more broadly promote "Stormy Weather". To achieve this in the 2019-2020 event season we are requesting \$9,850. We will use the funds in the following manner:

Funding of year-round ad campaign with newspapers, travel websites, magazines, broadcast media, and expanded social media, to include some cooperative media placements with the Chamber.	\$3,600
Event mounting costs	\$ 5,000
Web page design expansion, promotion and web site maintenance	\$ 1,250

**Total Ask: \$9,850**



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

### Submissions in 2018-2019

#### Oregon:

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

#### National:

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

#### Airline Magazines:

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

#### Washington:

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

## TAC financial year August 2018-July, 2019

## 2018-2019 line item budget

	Original TAC Request Grant	2018-2019 Budget	Expenses to Date	Contracted Expenses
Fund PR, advertising and event management coordinator (10 month salary)	\$ 20,000.00	\$ 20,000.00	\$ 8,000.00	\$ 12,000.00
Expand production/distribution of Spring Unveiling information	\$ 5,000.00	\$ 5,000.00	\$ 520.35	\$ 4,479.65
Breakdown (example)				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
4 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Creating new concept: Earth & Ocean Arts Festival	\$ 5,000.00	\$ 5,295.00	\$ 815.36	\$ 4,479.64
Breakdown (example)				
1 Fund graphic artist for event specific material		\$ 1,604.00	\$ -	\$ 1,604.00
2 Print and distribution of event specific material (in time for Earth Day 2019 and to be further utilized throughout the summer of 2019)		\$ 2,875.00	\$ -	\$ 2,875.00
3 CB Desing Co - Promotional Mailer		\$ 295.00	\$ 295.00	\$ -
4 Entry into annual ART brochure		\$ 283.00	\$ 283.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.36	\$ 0.64
Expand prod./distrib. of Stormy Weather information and event hard costs	\$ 5,000.00	\$ 5,000.00	\$ 521.35	\$ 4,478.65
Breakdown (example)				
1 Fund graphic artist for event specific material		\$ 603.00	\$ -	\$ 603.00
2 Print and distribution of event specific material		\$ 2,875.00	\$ -	\$ 2,875.00
3 Daily Astorian insert - cost shared with Chamber		\$ 1,000.00	\$ -	\$ 1,000.00
4 Entry into annual ART brochure		\$ 284.00	\$ 284.00	\$ -
5 Hiring of PR / events coordinator - shared cost per event		\$ 238.00	\$ 237.35	\$ 0.65
Web design expansion, promotion and web site maintenance	\$ 3,750.00	\$ 3,750.00	\$ 2,112.50	\$ 1,637.50
Breakdown				
1 Taryn's yearly wage		\$ 2,400.00	\$ 2,000.00	\$ 400.00
2 Croworks - web site maintenance / security updates		\$ 900.00	\$ 112.50	\$ 787.50
3 Uncommitted funds		\$ 450.00	\$ -	\$ 450.00
2018-2019 Media Campaign	\$ 18,000.00	\$ 18,000.00	\$ 8,544.00	\$ 9,456.00
Breakdown (example)				
1 VIA		\$ 3,750.00	\$ -	\$ 3,750.00
2 PADA		\$ 950.00	\$ 900.00	\$ 50.00
3 Mile by Mile Guide (Oregon Coast - Florence)		\$ 990.00	\$ -	\$ 990.00
4 CB Desing Co (Earth and Ocean Promotional T-Shirts)		\$ 3,600.00	\$ 3,600.00	\$ -
5 Preview Magazine		\$ 1,155.00	\$ -	\$ 1,155.00
6 Coast Explorer - 1/2 page ad in Spring Issue (Explorer Media Group - Seaside)		\$ 1,259.00	\$ 1,259.00	\$ -
7 OCVA Website (MEDIaAmerica)		\$ 225.00	\$ 225.00	\$ -
8 Oregon Coast Visitors Guide (MEDIaAmerica)		\$ 1,990.00	\$ 1,990.00	\$ -
9 Northwest Travel (Explorer Media & Marketing - Tacoma)		\$ 595.00	\$ -	\$ 595.00
10 Travel Portland		\$ 570.00	\$ 570.00	\$ -
11 Seattle Times		\$ 1,260.00	\$ -	\$ 1,260.00
12 Uncommitted funds		\$ 1,656.00	\$ -	\$ 1,656.00
Requested >>	\$ 66,750.00			
Granted >>		\$ 57,045.00		
Spent >>			\$ 20,513.56	
Remaining >>				\$ 36,531.44

# Cannon Beach Gallery Group Expense Budget for 2018-2019

## CBGG NON TAC BUDGET BREAKDOWN

	Budget	Expenses To Date	Remaining Contracted
2019 Gift certificate (sponsored by CBGG)	\$ 600.00	\$ -	\$ 600.00
Creation of map for use in annual ART brochure	\$ 175.00	\$ 175.00	\$ -
Printing of CBGG Annual ART Brochures (20 pg brochure, 10,000 copies)	\$ 4,250.00	\$ 4,250.00	\$ -
Web hosting and Domain Name	\$ 39.99	\$ 39.99	\$ -
Dues	\$ 220.00	\$ -	\$ 220.00
Accounting	\$ 175.00	\$ 175.00	\$ -
Postage, office expense, state fillings	\$ 270.00	\$ 186.29	\$ 83.71
Bookkeeping	\$ 900.00	\$ 750.00	\$ 150.00
Legal fees for Bylaw review	\$ 600.00	\$ -	\$ 600.00
Advertising for new PR, events coordinator position	\$ -	\$ -	\$ -
Media Campaign (breakdown example below)			
Media Campaign: CB Magazine - 1/2 page ad in Yearly issue	\$ 2,096.00	\$ -	\$ 2,096.00
Media Campaign: Southwest Art Ad (F&W Media, Inc)	\$ 2,600.00	\$ -	\$ 2,600.00
Media Campaign: Rain Magazine	\$ 100.00	\$ -	\$ 100.00
Media Campaign: Pamplin Media Annual Events Guide	\$ 267.00	\$ 267.00	\$ -
Uncommitted funds	\$ 5,309.07	\$ -	\$ 5,309.07
Festival Music (sponsored by Hallmark & Pelican)	\$ -	\$ -	\$ -
Event insurance and permits	\$ 550.00	\$ -	\$ 550.00
Accrued expenses from 2017-2018 (Gallery gift certificate to be used by customer)	\$ 500.00	\$ 500.00	\$ -
Accrued expenses from 2017-2018 (Bonnie's overnight stay for final TAC reporting)	\$ 600.00	\$ 585.56	\$ 14.44
<b>Total:</b>	<b>\$ 19,252.06</b>	<b>\$ 6,928.84</b>	<b>\$ 12,323.22</b>

## BUDGET FOR SPONSOR, GALLERY INCOME

Additional =GG SU gift donation


TAC FUNDING	\$ 57,045.00
CBGG FUNDING	\$ 18,670.00
SU GIFT CERTIFICATE FUNDING	\$ 600.00
<b>TOTAL PROJECTED INCOME</b>	<b>\$ 76,315.00</b>
TAC INCOME TO DATE	\$ 34,050.00
SPONSOR, GALLERY INCOME TO DATE	\$ 18,670.00
CBGG DONATION FOR SU GIFT CERTIFICATE	\$ -
<b>TOTAL INCOME TO DATE</b>	<b>\$ 52,720.00</b>
TAC INCOME OUTSTANDING	\$ 22,700.00
CBGG SU GIFT CERTIFICATE PAID	\$ 100.00
CBGG SU GIFT CERTIFICATE OUTSTANDING	\$ 500.00
<b>TOTAL PROJECTED INCOME</b>	<b>\$ 76,020.00</b>

Sponsor \$	Gallery\$	Sponsors + GG	\$ 18,670.00
\$ 11,250.00	\$ 7,420.00	<b>Final Total =</b>	<b>\$ 19,270.00</b>
\$ -	\$ 600.00		

TAC EXPENSES TO DATE  
 SPONSOR, GALLERY EXPENSES TO DATE  
 TOTAL EXPENSES TO DATE  
 TOTAL BUDGET REMAINING

\$ 20,513.56
\$ 6,928.84
\$ 27,442.40
\$ 48,854.66

Revised 5/01/19 by MJS



Respectfully Submitted - Mark Sokol - CBGG Treasurer

Wednesday, May 1, 2019

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

	Deposit	Non Tax Spending	Tax Spending	Beginning Balance	\$11,048.81
Deposit 08/01/18	\$ 500.00			Dena's Shop on the Corner	\$11,548.81
Deposit 08/01/18	\$ 250.00			Haystack Lodgings	\$11,798.81
Deposit 08/01/18	\$ 650.00			Icefire Gallery	\$12,448.81
Deposit 08/01/18	\$ 250.00			Driftwood Restaurant	\$12,698.81
Deposit 08/01/18	\$ 250.00			Arbor Care	\$12,948.81
Check 08/01/18	1896	\$ 75.00		Melinda Ward (Bookkeeping)	\$12,873.81
Check 08/01/18	1897		\$ 200.00	Taryn Wise (Web)	\$12,673.81
Deposit 08/02/18	\$ 650.00			Sharon Amber Gallery	\$13,323.81
Deposit 08/02/18	\$ 650.00			Jeff Hull Gallery	\$13,973.81
Deposit 08/02/18	\$ 500.00			EVOO	\$14,473.81
Deposit 08/03/18	\$ 650.00			Bronze Coast Gallery	\$15,123.81
Deposit 08/04/18	\$ 650.00			Dragonfire Gallery	\$15,773.81
Deposit 08/06/18	\$ 250.00			Polican Brewing	\$16,023.81
Deposit 08/07/18	\$ 500.00			ReMax	\$16,523.81
Deposit 08/09/18	\$ 250.00			Hallmark Resort	\$16,773.81
Deposit 08/09/18	\$ 500.00			Ocean Lodge	\$17,273.81
Deposit 08/09/18	\$ 250.00			Cannon Beach Hotel	\$17,523.81
Deposit 08/11/18	\$ 650.00			Imprint Gallery	\$18,173.81
Deposit 08/13/18	\$ 500.00			Pizza a Fetta	\$18,673.81
Deposit 08/13/18	\$ 500.00			Bruce's Candy Kitchen	\$19,173.81
Deposit 08/15/18	\$ 500.00			Land's End	\$19,673.81
Check 08/15/18	1898		\$ 112.50	Croworks LLC	\$19,561.31
Deposit 08/16/18	\$ 250.00			The Warren House	\$19,811.31
Deposit 08/17/18	\$ 650.00			Modern Villa Gallery	\$20,461.31
Deposit 08/17/18	\$ 11,583.25			4th quarter TAC payment	\$32,044.56
Deposit 08/20/18	\$ 250.00			Columbia State Bank	\$32,294.56
Deposit 08/23/18	\$ 500.00			The Waves Motel	\$32,794.56
Deposit 08/24/18	\$ 250.00			Morris' Fireside	\$33,044.56
Deposit 08/24/18	\$ 500.00			Mariner Market	\$33,544.56
Deposit 08/24/18	\$ 250.00			Beachcomber Vacation Rentals	\$33,794.56
Deposit 08/24/18	\$ 650.00			Whitebird Gallery	\$34,444.56
Check 09/01/18	1899		\$ 200.00	Taryn Wise (Web)	\$34,244.56
Check 09/01/18	1900	\$ 75.00		Melinda Ward (Bookkeeping)	\$34,169.56
Deposit 09/02/18	\$ 500.00			CB Vacation Rentals	\$34,669.56
Check 09/04/18	1901	\$ 185.56		Bonnie for hotel - Final TAC review	\$34,484.00
Deposit 09/05/18	\$ 650.00			NWxNW Gallery	\$35,134.00
Deposit 09/05/18	\$ 1,000.00			Martin North (Martin Hospitality)	\$36,134.00
Deposit 09/05/18	\$ 1,000.00			Fresh Foods	\$37,134.00
Check 09/10/18	1902	\$ 400.00		Jeff reimbursement for Bonnie's thank you certificate	\$36,734.00
Deposit 09/12/18	\$ 650.00			Archemedies Gallery	\$37,384.00
Deposit 09/15/18	\$ 250.00			Sweet Basil	\$37,634.00
Deposit 09/15/18	\$ 650.00			CBAA Gallery	\$38,284.00
Deposit 09/16/18	\$ 250.00			The Bistro	\$38,534.00
Deposit 09/15/18	\$ 250.00			The Wine Shack	\$38,784.00
Deposit 09/20/18	\$ 250.00			La Luna Loca	\$39,034.00
Deposit 09/24/18	\$ 250.00			B Boutique	\$39,284.00
Check 09/26/18	1903	\$ 39.99		Mike Brumfield for Network Solutions domain name	\$39,244.01
Check 09/26/18	1904	\$ 175.00		Taryn Wise - creation of ART brochure map	\$39,069.01
Check 10/01/18	1905	\$ 75.00		Melinda Ward (Bookkeeping)	\$38,994.01
Check 10/01/18	1906		\$ 200.00	Taryn Wise (Web)	\$38,794.01
Check 09/21/18	1907		\$ 570.00	Travel Portland (media)	\$38,224.01
Deposit 10/02/18	\$ 250.00			Seasons Café	\$38,474.01
Deposit 10/11/18	\$ 250.00			Cannon Beach Hardware	\$38,724.01
Check 10/19/18	1908	\$ 4,250.00	\$ 850.00	Brown Printing Inc (ART brochure)	\$33,624.01
Check 11/01/18	1909	\$ 75.00		Melinda Ward (Bookkeeping)	\$33,549.01
Check 11/01/18	1910		\$ 200.00	Taryn Wise (Web)	\$33,349.01
Check 11/09/18	1911		\$ 2,215.00	MediaAmerica (OCVA advertising)	\$31,134.01
Deposit 11/16/18	\$ 22,700.00			First quarter TAC payment	\$53,834.01
Check 11/30/18	1912		\$ 312.06	Imprint Gallery for PR recruitment	\$53,521.95
Check 12/01/18	1913	\$ 75.00		Melinda Ward (Bookkeeping)	\$53,446.95
Check 12/01/18	1914		\$ 200.00	Taryn Wise (Web)	\$53,246.95
Check 12/14/18	1915	\$ -	\$ 200.00	CB Chamber of Commerce (rent space for interviews)	\$53,046.95
Check 12/21/18	1916	\$ -	\$ 1,259.00	Explorer Media Group (Coast Explorer advertising)	\$51,787.95
Check 01/01/19	1917	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)	\$52,971.95
Check 01/01/19	1918	\$ -	\$ 200.00	Taryn Wise (Web)	\$52,771.95
Check 01/10/19	1919	\$ -	\$ 54.00	US Postmaster (Post box rental)	\$52,717.95
Check 01/20/19	1920	\$ -	\$ 200.00	Lisa Kerr (legal service, contract review)	\$52,517.95
Check 02/01/19	1921	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)	\$52,442.95
Check 02/01/19	1922	\$ -	\$ 200.00	Taryn Wise (Web)	\$52,242.95
Check 02/01/19	1923	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)	\$50,242.95
Check 02/06/19	1924	\$ -	\$ 50.00	Secretary of State Corporation Division	\$50,192.95
Check 02/06/19	1925	\$ -	\$ 267.00	Pamplin Media Group	\$49,925.95
Check 02/15/19	1926	\$ -	\$ 900.00	PADA	\$48,025.95
Check 02/12/19	1927	\$ -	\$ 175.00	William J MacLean PA	\$47,850.95
Deposit 02/15/19	\$ 11,350.00	\$ -	\$ -	TAC INCOME 2nd Quarter Payment	\$59,200.95
Deposit 2/16/19	\$ 270.00	\$ -	\$ -	Images of the West (Dues)	\$59,470.95
Deposit 2/16/19	\$ 50.00	\$ -	\$ -	Images of the West (Gift Cert)	\$59,520.95
Check 2/24/19	1928	\$ -	\$ 62.29	Pizza A Fetta - split - COSTCO	\$59,458.66
Deposit 2/28/19	\$ 50.00	\$ -	\$ -	Dragonfire (Gift Cert)	\$59,508.66
Check 3/01/19	1929	\$ -	\$ 200.00	Taryn Wise (Web)	\$59,308.66
Check 3/01/19	1930	\$ -	\$ 75.00	Melinda Ward (Bookkeeping)	\$59,233.66
Check 3/01/19	1931	\$ -	\$ 2,000.00	Alexis Jackson (PR consultant)	\$57,233.66
Check 3/22/19	1932	\$ -	\$ -	VOIDED CHECK Gift Cert Redeem	\$57,233.66
Deposit 3/24/19	\$ 50.00	\$ -	\$ -	IceFire Glassworks for Gift Cert	\$57,283.66
Check 3/24/19	1936	\$ -	\$ 500.00	Bronze Coast Gift Cert Redeemed	\$56,783.66



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

End of TAC year 7/31/19

Deposits	Non Tax Spending	Tax Spending
----------	------------------	--------------

\$48,834.66

INCOME AND EXPENSES THIS YEAR (Fiscal 2019)	Non Tax	Tax	Combined
Total Expenses to date	\$ 6,929.84	\$ 20,513.56	\$ 27,442.40
Total INCOME to date	\$ 19,320.00	\$ 45,633.25	\$ 64,953.25

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

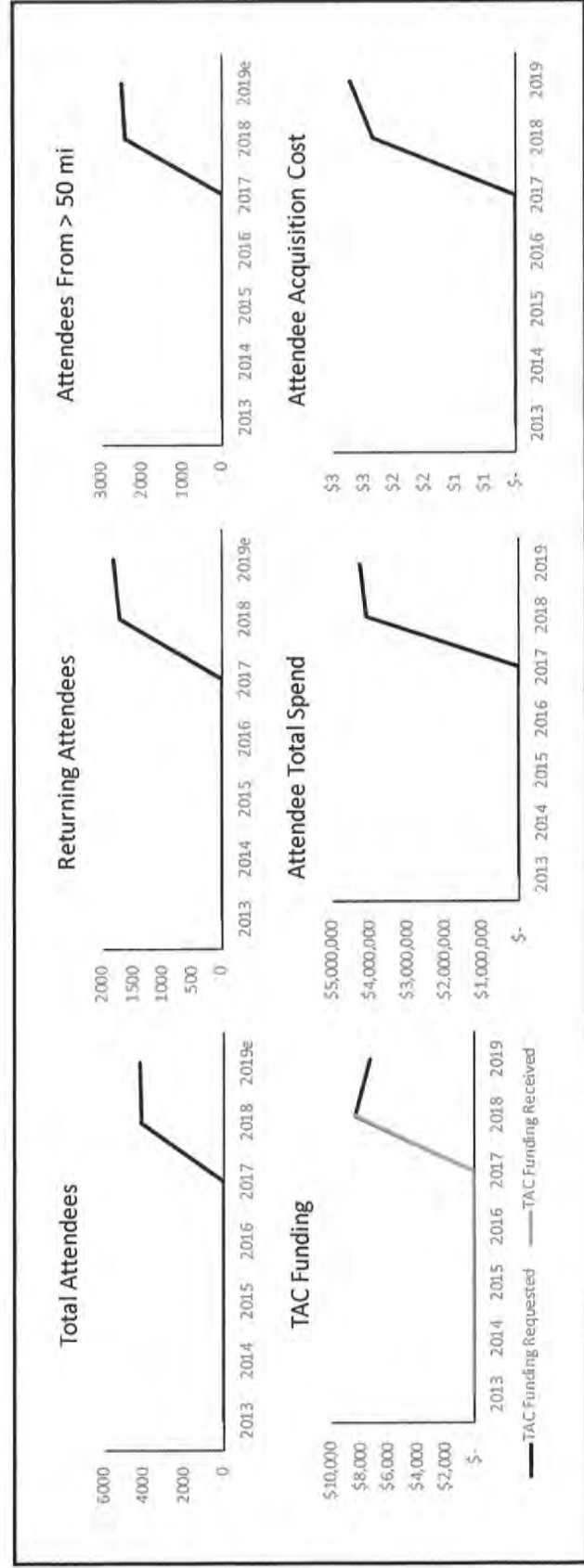
TAC	
Granted >>>	\$56,750.00



Respectfully Submitted - Mark Sokol - CBGG Treasurer

Wednesday, May 1, 2019

# Events Metrics Scorecard- Stormy Weather Arts Festival 2018



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

DEPARTMENT OF THE TREASURY

Date: JUN 27 2003

THE GALLERY GROUP  
PO BOX 54  
SEASIDE, OR 97138

Employer Identification Number:  
47-0848781

DLN:  
17053148090043

Contact Person:

JULIE CHEN

ID# 31261

Contact Telephone Number:  
(877) 829-5500

Internal Revenue Code  
Section 501(c)(6)

Accounting Period Ending:  
December 31

Form 990 Required:  
yes

Addendum Applies:  
No

Dear Applicant:

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

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

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

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

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

Letter 948 (DO/CG)

THE GALLERY GROUP

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

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

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

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

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

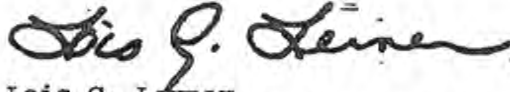
Because this letter could help resolve any questions about your exempt status, you should keep it in your permanent records.



THE GALLERY GROUP

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

Sincerely yours,

A handwritten signature in dark ink, reading "Lois G. Lerner". The signature is fluid and cursive, with the first name "Lois" and last name "Lerner" clearly legible. The middle initial "G." is smaller and less distinct.

Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

**Tourism and Arts Fund (TAF) Application  
Criteria and Checklist  
FY 2015-2016**

**Application Criteria**

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

1. Applicants must be a qualified tax-exempt organization.
2. Priority will be given for events within Cannon Beach during the shoulder and winter tourist season. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350 and Ordinance 10-06) included as part of the TAF application for award shall be for facilities located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
3. All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and the Tourism and Arts Fund (TAF).
4. Applications must be complete and received or postmarked by the deadline advertised.
5. Applicant agrees to provide the City with an evaluation of the program/event/project within 30 days of completion of the program/event/project, or the end of the fiscal year, whichever occurs first. Evaluation must include a description of the events and services, audience, number of participants, and a final financial statement showing line-item income and expenses for the project, with supporting documentation attached. Empirical evidence of "heads in beds" or tourists that traveled more than 50 miles.
6. Applicant understands that a Mid-Term Evaluation is required to be submitted by March 15, 2016.
7. Applicant understands that a TAF Award Agreement must be signed by the Applicant prior to receipt of any TAF award disbursements.
8. The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF awards and misrepresented their application or has not utilized the award funds in a manner consistent with their application.
9. Former TAF recipients who have not submitted a completed evaluation will not be considered for future TAF awards.

## Evaluation Criteria

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

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

## Application Checklist and Receipt for TAF Funding Request

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

J.K.

Receipt of Ordinance 10-06

J.K.

Receipt of ORS 320.350

J.K.

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

J.K.

Receipt of Tourism and Arts Funding (TAF) Award Agreement

J.K.

Receipt of W-9 form

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

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

Please type or print. Use additional sheets as necessary.



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

☒ **Mid Term**      ☐ **Final**



All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

**Program/Project Title** 19th Annual *Spring Unveiling*, 1st Annual Earth and Ocean and co-host Stormy Weather

**Evaluator Name/Position** Mike Brumfield, President of Cannon Beach Gallery Group **Date** 3/15/2019

**1. Project/Program Summary**

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

- *Spring Unveiling will not be completed until May 5, 2019. Earth & Ocean will not be completed until September 22, 2019. Progress in these projects is detailed in Attachment 1.*
- *We successfully partnered with Cannon Beach Chamber to deliver gallery events for Stormy Weather 2018, and have begun promotion of Stormy Weather 2019, which will not be completed until November 3, 2019. Further detail is available in Attachment 1.*

**2. Program/Project Evaluation**

- a. Describe whether the program/project was successful and met the original program/event/ project goals. Include supporting documentation.
  - *As we partnered with the Cannon Beach Chamber of Commerce for Stormy Weather 2018, we have included a review of CBGG events in Attachment 1*
  - *Spring Unveiling information will be made available in our final report following the delivery of the Spring Unveiling Arts Festival.*
  - *The progress of the Earth and Ocean and Stormy Weather 2019 will also be reported in our final report, but delivery of these will be completed after the scheduled date for the final TAC review and may be the subject of additional funding applications in the next TAC funding cycle.*
- b. Describe what could be done differently in the future to improve the program/project.
  - *We did not have a PR and Festival Coordinator at the time of Stormy Weather Arts Festival 2018. With this contract now filled we hope to: better coordinate CBGG event information with the Cannon Beach Chamber to improve presence on their website and identify marketing opportunities for Stormy Weather 2019. We have also put a Gallery Group member in charge of regularly updating CBGG information on the Chamber site.*
  - *The Cannon Beach Chamber does not have a scheme to collect actual tourist data during the Stormy Weather event – although they have supplied us with on-line reservation data from their website. Our Group has approved providing a gallery sponsored gift certificate for next years event in order to collect actual data as we are doing during Spring Unveiling.*

*GALLERY G.C.  
Not TAC funds*



## **2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group Attachment 1**

### **New Board Elections**

As of January 1, 2019 changes to the Board are as follows: Mike Brumfield (Imprint Gallery) stepped up from Treasurer to take the position of President; Mark Sokol (CBAA) has become Treasurer and Lindsey Oyala-Bond (Archimedes Gallery) agreed to remain as Secretary; Jim Kingwell (Icefire Gallery) remained as Past President due to Jeff Hull requesting a 'time-out' from Board duties.

### **PR, Marketing and Festivals Coordinator**

The PR, Marketing and Festivals Coordinator has a key role in the delivery of our TAC funded projects, and constitutes the largest single line entry of our budget from TAC funding totaling \$20,000.

- A Succession Committee was formed to: review the groups marketing, PR and event support requirements; research appropriate remuneration; develop a role description and draft contract prior to the TAC grant application. Once funds were confirmed the post was advertised in September 2018.
- A separate Hiring Committee was formed to review the contract, shortlist from 24 applicants, and interview candidates. They made a recommendation to the board, and Alexis Jackson from Hillsboro, OR was contracted on January 18, 2019 as CBGG's new PR, Marketing and Festivals Coordinator.
- Alexis is working in conjunction with the Marketing Committee, the Board and the gallery representatives to plan, market and deliver CBGG's 2019 projects.
- Utilizing TAC funding for this position we are able to cover the PR & Event Coordination of all three 2019 Gallery Group events, thus providing continuity in the advertisement and management of the events throughout the sequential event season.

### **Festival Marketing**

- A Brochure Committee was formed to develop CBGG's annual Gallery Guide to better promote the festivals. A 24 page Art Guide has been produced giving over a page to each festival. \$850 of TAC funding helped to supplement the \$5100 cost of this expanded guide. The new brochure also includes a guide to the town's public sculpture. The previous guide had only 12 pages and listed the festivals on one single page. The timing of the guide was also changed to begin distribution at the Stormy Weather Festival and list the three 2019 Festivals in the correct order. Previously it had been produced and distributed before Stormy Weather, making the sequential Stormy Weather listing - in keeping with our other 2 festivals - redundant before the new season had even begun.
- A Marketing Committee was formed in the absence of a PR person, and will now work collaboratively with Alexis Jackson on our 2019 events advertising plus design, print and the distribution of our different event materials.
- Two half page ads have been produced promoting the 2019 festivals, one for the Cannon Beach Magazine and one for the Spring issue of Coast Explorer. We also have a current listing for all 3 events in Pamplin Media Group's annual events guide. To-date we have continued our association with the Oregon Coast Visitors Guide, Travel Portland, Portland Art Dealers Association and Northwest Travel.
- For 2019, we are offering a \$600 gift certificate to the visitors of Spring Unveiling, spendable at any one of the participating galleries in Cannon Beach. This is offered as a prize in a draw designed to assist collecting data on our event visitors. We also have plans in place to do the same for the new Earth & Ocean, and Stormy Weather Festivals.

### **Recap of Stormy Weather Arts Festival 2018**

- CBGG had two members on the Stormy Weather Arts Festival committee
- Eleven member galleries organized openings and events through out the weekend of Stormy Weather 2018.
- The member galleries produced their own event invitations and marketing material.
- We partnered with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- The Chamber of Commerce reported that they do not yet have the software program developed to track zip codes provided by our tourists; but their online registration information was reported at 4141 total attendees of which 1730 were within 50 miles and 2411 were beyond 50 miles.



**2019 Midterm Review of TAC funding for the Cannon Beach Gallery Group  
Attachment 1**

- The feedback from the member galleries was that it was a slower event generally, in sales and attendance, to the previous year. However, they all reported a good audience attendance at the Friday and Saturday night receptions.
- As part of CBGG's year round promotion of the town's festivals, it has retained \$4,000 of event specific TAC funding to be used towards the promotion of Stormy Weather 2019, which will be spent in this budget cycle.

**SPRING UNVEILING ARTS FESTIVAL 2019**

The Cannon Beach Gallery Group will host its 19th annual Spring Unveiling Arts Festival, May 3,4,5 2019. Member galleries will continue to provide evening receptions and an art walk, as well as our own individual mail campaign to thousands of current gallery patrons, as done in previous years.

**TAF Spending plans for Spring Unveiling**

- \$20,000 is attributed to our PR / Events Coordinator (although this time will be shared across the 3 events, the actual cost is attributed on a single event for grant accounting purposes)
- \$9000 is attributed to PR (magazine adverts and listings) to kick off the new event season
- \$5000 is attributed to design, print and distribution of event specific materials
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

35250

**EARTH AND OCEAN ARTS FESTIVAL 2019**

The Cannon Beach Gallery Group will host the 1st annual Earth & Ocean Arts Festival September 20, 21, and 22, 2019. This is a new planned event for the Gallery Group and for Cannon Beach, therefore we are dedicating more PR time to assist developing the concept and putting advertising in place for this event in spring / summer of 2019. There is an Earth & Ocean Arts Festival development committee chaired by Eeva Lsantela (DragonFire Gallery). They are producing great ideas to get our galleries & businesses in Cannon Beach involved, in partnership with 5 non-profits to support this new event. The focus for the event is on ecology, our landscape and wildlife. The popular raku beach firing, which was a part of Plein Air & More, will also be part of this event for 2019. Plans are in place to promote the event for Earth Day in April 2019.

Members of The Cannon Beach Gallery Group will provide our own individual direct mail campaign to thousands of current gallery patrons promoting this new event.

**TAF Spending plans for Earth & Ocean**

- \$6,000 is attributed to PR (magazine adverts and listings)
- \$5000 is attributed to design, print and distribution of event specific materials in time for Earth Day, April 22, 2019, and to be further utilized throughout the summer of 2019
- \$1,250 is attributed to a shared cost of website presence along with updates and maintenance

12250

**STORMY WEATHER ARTS FESTIVAL 2019**

- CBGG will continue to co-host this event in partnership with the Chamber of Commerce.
- CBGG will again have two members on the Stormy Weather Arts Festival committee.
- One member of our Group is dedicated to ensuring the CBGG information and page on the Chamber's website is up-to-date with current events and plans.
- Our eleven member galleries will continue to organize openings and events through out the weekend of Stormy Weather 2019.
- The member galleries will continue to produce their own event invitations and marketing material.
- We will continue to partner with Cannon Beach Chamber to produce the annual advertising insert in the Daily Astorian.
- With the help of our new PR consultant we have already begun advertising for this event.



Application for Funding  
Tourism and Arts Fund (TAF)  
FY 2019-2020



**Contact Information:**

**Organization Name:** Tolovana Arts Colony

**Nonprofit Tax ID #:** 20-3451097

**Address:** PO Box 76 Cannon Beach, OR 97110

**Telephone:** 206-914-1255

**Website:** [www.TolovanaArtsColony.org](http://www.TolovanaArtsColony.org)

**Contact Name:** Tracy Abel, Coordinator

**Committee:**

Terry and Judine Brooks

Jeff Womack

Watt Childress

Deb Mersereau

Maureen Dooley-Sroufe

Email: cannonbeachgirl@gmail.com

**Name of Event:** Get Lit at the Beach-A Gathering for Readers

**Date of Event:** April 3-5, 2020

**Duration of Event:** 3 days

**Amount of funding you are requesting:** \$31,000

**Amount of funding from TAC you were given last year:** \$29,143.00

**1. What is the nature and purpose of your event?**

Get Lit at the Beach-A Gathering for Readers is a three- day event featuring 8-9 best-selling authors from a variety of literary genres. The authors will participate in author presentations, book signings, and Q & A sessions. The festivities begin with a meet and greet Friday evening with wine and hors d'oeuvres. We will also do the "Cannon Beach Lit Crawl" which will take place at 2-3 various locations. 2-3 local authors will do a reading on Friday evening and possibly ending with music. We will also partner with the Coaster Theatre to offer admission to a play Friday evening. On Saturday, authors will speak, answer questions and sign books. We will continue to host two authors/moderator for the afternoon session. In the evening, a keynote speech will accompany a catered dinner at the Surfsand Resort. On Sunday the event concludes with a moderated question-and-answer panel with coffee and morning treats. The cost to attend is \$95 dollars for a full event pass, \$35 for the opening reception/Friday activities (excluding tickets to theater) and \$65 for the dinner and Keynote only. The event on Sunday is free and open to the public.

**Goals and Objectives:** The selection of authors is designed to attract avid readers, writers, book lovers and students who relish the opportunity to meet and speak with authors whose work they admire or introduce them to emerging authors who's work merits greater attention. Guests will have the opportunity to eat in our restaurants, support local independent bookstores, shop in art galleries, clothing and gift shops while taking in the beauty of the Oregon Coast and all it has to offer. The event is designed to attract overnight tourists and guests from a distance of more than 50 miles as well as



offer the local community the opportunity to participate in a unique event of literary art. It is one of only a handful like it in the entire country - a literary festival that brings together authors and readers to celebrate a mutual love of books and reading, without the long lines. Some festivals offer classes that teach writing and publishing. Many talk about craft and experience. But few exist solely for the pleasure of listening to writers talk about their work and sharing conversations and thoughts about the importance of reading.

Since the event is yet to take place we don't know the exact economic impact. However, an estimate can be made by valuing 100 room nights at \$200 average per night (\$20,000), food and beverage at \$150 per person (\$15,000), shopping and other services (approximately \$10,000) for a total of \$45,000. Using local services for design, website, printing, catering etc. we put approximately \$20,000 back into the community.

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

2020 will be the ninth year for this event. This event has occurred mostly because of TAC funds. Continued funding will help build and continue to grow this event.

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

Our goal for this event is 100 total room nights. The average stay for this event is Friday and Saturday nights.

**4. If this is a repeat event how many room nights did the event generate the previous year? At this time, final numbers are not in but we are estimating 60+ room nights in 2019. I believe we generated around 70 room nights in 2018.**

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

Through our registration system we ask our attendees to provide address and lodging details when they register for the event. We will also ask attendees to provide lodging information along with event feedback in the post survey questionnaire. I have also asked our hotel partners to provide details of attendees booking rooms within our block.

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

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

64%

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

The funding requested is for an event.

**9. Are you seeking other sources of funding?**

TAC funding is our main source of revenue to conduct this event. A portion of costs are covered by ticket sales. We also seek in-kind donations of time and services and event

sponsorship opportunities. This event is designed to comply with the intent of the ordinance by presenting authors of regional and national acclaim who can attract visitors from outside Cannon Beach. It is also in compliance with the mission of the Tolovana Arts Colony by keeping the cost of art affordable by connecting artists with our community in a way that is affordable to participants.

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

We plan to target readers so we will reach out to local book clubs, libraries and bookstores. We will again advertise with Shelf Awareness. This publication was created to provide a range of people in the industry—booksellers, librarians, book buyers at non-traditional stores, media, publishers and readers information about new books, media buzz, and author appearances. We will promote our website and our Facebook page. Our posts on our Facebook page not only include information about our event, but also upcoming events and information about Cannon Beach. We have created a new mail/e-mail list of Independent book stores in Oregon, Washington and Idaho and will send our marketing materials to this list. We also created a sign-up form on our website to add to our mailing list. In 2019 we added over 30 new subscribers and we continue to get new subscribers to our email list every day. We will continue to use Facebook to promote this event with targeted campaigns on Facebook. We will continue to advertise with Travel Oregon, and we will run 4 weeks of advertising on Beyond 50 Radio and events page [www.AnnualOregon.com](http://www.AnnualOregon.com). Their audience includes thousands of listeners in the Portland metro-Vancouver-Salem area and outlying areas of Oregon and Southwest Washington and is syndicated on 150+ podcast networks and directories. We will pay a service to distribute posters/flyers in the Portland Metro area including libraries and grocery stores. We did an event announcement and webstream to reach Portland/Seattle listeners with KMUN and will do this again. We will produce a Save the Date card in December that we will mail out to all past participants. We will also use the marketing arm of the Chamber to send out six and three-month press releases in advance, as well as sending out press releases to our own media list. We try to choose authors who have a larger social media presence to target to their fans/audiences. We found that local bookstores and libraries do not have or will not share mailing lists so we are trying to work cooperatively with bookstores and libraries so they share this event with their customers. We will continue to try and target libraries, and book clubs and writing groups in the Portland/Metro and Seattle/Metro area with press releases, posters and promotional brochures. We will continue to produce professional brochures and posters to display in businesses, libraries, bookstores, and hotels. We hope to be able to partner with several hotels to offer special rates to our attendees. We will collaborate with the local businesses to provide a warm welcome and added value once our attendees arrive in town.

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

We have an event committee that meets on a regular basis to discuss author choices, event logistics, and finances. They report to the Tolovana Arts Colony Board who help promote the event and provide on-site staffing for registration and other duties as necessary. There is a paid event coordinator who provides the planning and execution

of the event. Last year we worked with Surfsand Hotel, Cannon Beach Book Company, Jupiter's Books, Cannon Beach Library, The Wine Shack, Coaster Theater, The Waves, Tolovana Inn, Cannon Beach Hotel Lodgings, Cannon Beach Vacation Rentals, KMUN, and Cannon Beach Chamber of Commerce to help with marketing to readers and customers.

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

Cannon Beach is a well-known arts destination that features many different media including drawing, painting, sculpture, music, dance, theater, culinary and literature. We have two amazing independent bookstores, a fantastic local library and many resident writers as well as visitors coming to our area just to write and/or read. Our attendees get to meet writers up close and personal as well as meet other readers and writers. Attendees will feel inspired by hearing from and meeting those who have made a career as writers and share their experiences. This is an intimate experience to share with the authors as well as offering networking opportunities for readers and writers. We firmly believe what we do is important to the life of the literary arts in the community. There are many festivals built around the wonderful artwork offered in our local galleries. Aside from the monthly community library talks, and Cannon Beach Reads Book Club, there is almost nothing dealing with books and reading. We think of ourselves as a community of artistic programs, and for that to be true we need to give books and reading a larger share of our attention.

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

We plan to do this event every year but are not sure if it can be self-sufficient if we want to continue to seek world-renown authors outside the Pacific NW. Currently due to limited funding for travel costs we have only been using Northwest Authors but our goal is to branch out nationally to create a broader reach and attract more readers and writers.

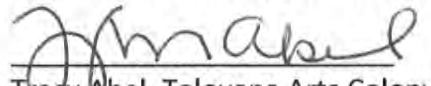
Also, we can only add the number of attendees that the venue(s) can hold so ideally, we would like to be self-sufficient but also still allow for the event to be affordable. The TAC funding is critical to help with logistics, promotion and getting more participants outside the area.

**Acknowledgment**

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

By signing this application, I certify that the facts, figures, and representations made in this application are true and correct, that I am an authorized representative of the

organization listed on this application and that this application is made with authorization and approval of the organization's Board of Directors.

  
Tracy Abel, Tolovana Arts Colony

April 29, 2019  
Date



## **TOLOVANA ARTS COLONY**

---

### **BOARD MEMBERS & AFFILIATION:**

**Watt Childress (Board Chair)** – phone: 503-368-5886

Owner – Jupiter's Rare and Used Books

**Tracy Abel (Treasurer)** – phone: 206-914-1255

Owner – Abel 2 Manage consulting

**Debra Carnes (Vice President)** – phone: 503-739-3604

Artist

**Leslie McClanahan (Secretary)** – phone: 503-440-1491

Owner – Arcadia Landscaping

**Allyn Cantor** – phone: 415-971-8279

Owner – White Bird Gallery

**Scott C Johnson** – phone: 503-310-6151

Artist

**Sharon Amber** – phone: 503-436-1494

Owner – Sharon Amber Jewlery

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

DEPARTMENT OF THE TREASURY

Date:

**AUG 07 2007**

TOLOVANA ARTS COLONY

PO BOX 65  
CANNON BEACH, OR 97110

Employer Identification Number:  
20-3451097

DLN:

607198044

Contact Person:

GARY L DOTKINS

ID# 31463

Contact Telephone Number:

(877) 822-5500

Accounting Period Ending:

August 31

Public Charity Status:

509(a)(2)

Form 990 Required:

Yes

Effective Date of Exemption:

September 1, 2005

Contribution Deductibility:

Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

If you distribute funds to other organizations, your records must show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), you must have evidence the funds will be used for section 501(c)(3) purposes.

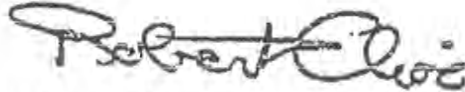
If you distribute funds to individuals, you should keep case histories showing the recipient's name and address; the purpose of the award; the manner of selection; and the relationship of the recipient to any of your officers, directors, trustees, members, or major contributors.

Letter 947 (DO/CG)

TOLOVANA ARTS COLONY

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in dark ink, appearing to read "Robert Choi". The signature is fluid and cursive, with the first name "Robert" and last name "Choi" clearly distinguishable.

Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

1:38 PM  
04/08/19  
Cash Basis

**TOLOVANA ARTS COLONY**  
**Profit & Loss Budget Overview**  
September 2018 through August 2019

	Sep '18 - Aug 19
<b>Income</b>	
40001 · Class Tuitions	
400011 · Dance	2,500.00
400012 · Cooking	
4000121 · Cooking Tuition	500.00
400012 · Cooking - Other	0.00
Total 400012 · Cooking	500.00
400014 · Workshop Classes	1,000.00
Total 40001 · Class Tuitions	4,000.00
42200 · Event Income	
42240 · Get Lit @ the Beach	
42242 · GLAB Admin Fee	5,000.00
Total 42240 · Get Lit @ the Beach	5,000.00
42290 · Holiday Art Show	3,000.00
42300 · Founders' Party	500.00
42400 · Comedy Festival	
42410 · Comedy Ticket Sales	0.00
42420 · Comedy Donations at the Door	0.00
42430 · Comedy Bar Donations	0.00
Total 42400 · Comedy Festival	0.00
Total 42200 · Event Income	8,500.00
43500 · Fundraising Income	
43520 · Putz	
43521 · Hole Sponsors	600.00
43522 · Putz Raffle	500.00
43523 · Putz Auction	2,700.00
43524 · Putz Fees	700.00
Total 43520 · Putz	4,500.00
Total 43500 · Fundraising Income	4,500.00
Total Income	17,000.00
<b>Expense</b>	
60010 · Classes Expense	
60011 · Dance Instructors	2,125.00
60012 · Cooking Instructor	375.00
60015 · Workshop Instructors	750.00
Total 60010 · Classes Expense	3,250.00
62200 · Event Expenses	
62220 · Summer Concerts	
62222 · SC Musicians	6,000.00
62225 · SC Printing	100.00
Total 62220 · Summer Concerts	6,100.00
62250 · Holiday Art Show	
62251 · Art Show	500.00
62254 · Artists	2,500.00
Total 62250 · Holiday Art Show	3,000.00
62257 · Children Program	2,000.00
62258 · Comedy Festival	0.00
Total 62200 · Event Expenses	11,100.00
63500 · Fundraising Expense	



1:38 PM

04/08/19

Cash Basis

**TOLOVANA ARTS COLONY**  
**Profit & Loss Budget Overview**  
September 2018 through August 2019

---

	Sep '18 - Aug 19
63530 - Putz Expenses	
63531 - Puttz Printing	50.00
63532 - Putz Posters	50.00
Total 63530 - Putz Expenses	100.00
63550 - Founders Day	100.00
Total 63500 - Fundraising Expense	200.00
Total Expense	14,550.00
Net Income	2,450.00

8:38 AM  
04/30/19  
Cash Basis

TOLOVANA ARTS COLONY  
Profit & Loss Get Lit @ the Beach  
April 2019

		Sep '18 - Apr 19
<b>Income</b>		
42200 · Event Income		
42240 · Get Lit @ the Beach		
42241 · GLB Tickets	7,689.88	
42243 · GLB Sponsorships	3,250.00	
42244 · GLB Canvas Bag Sale	10.00	
44820 · TAF - Get Lit @ the Beach	17,485.80	
Total 42240 · Get Lit @ the Beach		28,435.68
Total 42200 · Event Income		28,435.68
Total Income		28,435.68
<b>Expense</b>		
62200 · Event Expenses		
62240 · Get Lit @ the Beach		
62241 · GLB Ballroom	0.00	
62242 · GLB Author Gifts	0.00	
62243 · GLB Event Coordination		
622432 · GLB Admin Fees	4,000.00	
62243 · GLB Event Coordination - Other	6,000.00	
Total 62243 · GLB Event Coordination		10,000.00
62244 · GLB Printing	61.33	
62246 · GLB Advertising	7,758.66	
62247 · GLB Marketing Collateral	1,393.94	
62248 · GLB Lodging	1,845.90	
62249 · GLB Supplies	934.23	
622490 · GLB Banquet	9,142.11	
622492 · GLB Reception	1,602.00	
622495 · GLB Prof. Services	0.00	
622496 · GLB Speaker Gifts	0.00	
622497 · GLB Author Honorarium	2,500.00	
Total 62240 · Get Lit @ the Beach		35,238.17
Total 62200 · Event Expenses		35,238.17
Total Expense		35,238.17
Net Income		-6,802.49

# 2020 Get Lit At The Beach (ESTIMATED)

## Expenses

<b>Total Expenses</b>	<b>Estimated</b>
	<b>\$47,900.00</b>

<b>Friday Reception</b>	<b>Estimated</b>
Tables/Linens	\$700.00
Beverages	\$300.00
Sound System	\$300.00
Catering	\$2,000.00
Flowers	\$150.00
Namebadges/Bags	\$100.00
<b>Totals</b>	<b>\$3,550.00</b>

<b>Author Expenses</b>	<b>Estimated</b>
Author (travel, honorarium, hotel)	\$2,000.00
Author (travel, honorarium, hotel)	\$2,000.00
Author (travel, honorarium, hotel)	\$2,000.00
Author (travel, honorarium, hotel)	\$2,000.00
Author (travel, honorarium)	\$1,000.00
Author (travel, honorarium)	\$1,000.00
Speaker Gifts	\$500.00
Author Dinner	\$2,500.00
<b>Totals</b>	<b>\$14,500.00</b>

<b>Saturday</b>	
Dinner/Coffee Service	\$8,000.00
Bar	\$2,000.00
<b>Totals</b>	<b>\$10,000.00</b>

<b>Publicity</b>	
Poster/Brochures Design	\$1,200.00
Printing/Postage	\$1,000.00
Advertising	\$6,000.00
On-line Registration Fees	\$600.00
Photography	\$300.00
<b>Totals</b>	<b>\$9,100.00</b>

<b>Miscellaneous</b>	
Poster Delivery Charges	\$150.00
Coordinator Fees	\$6,000.00
Bank Charges	\$200.00
Professional Fees (Accounting)	\$400.00
Tolovana Arts Admin fee	\$4,000.00
<b>Totals</b>	<b>\$10,750.00</b>

## 2020 GLATB (ESTIMATED)

## Income

Total income	Estimated	\$47,875.00
--------------	-----------	-------------

## Registration Fees

Estimated		Estimated
	125	\$11,875.00
	10	\$650.00
	10	\$350.00
	15	\$0.00
		<b>\$12,875.00</b>

## Sponsorship

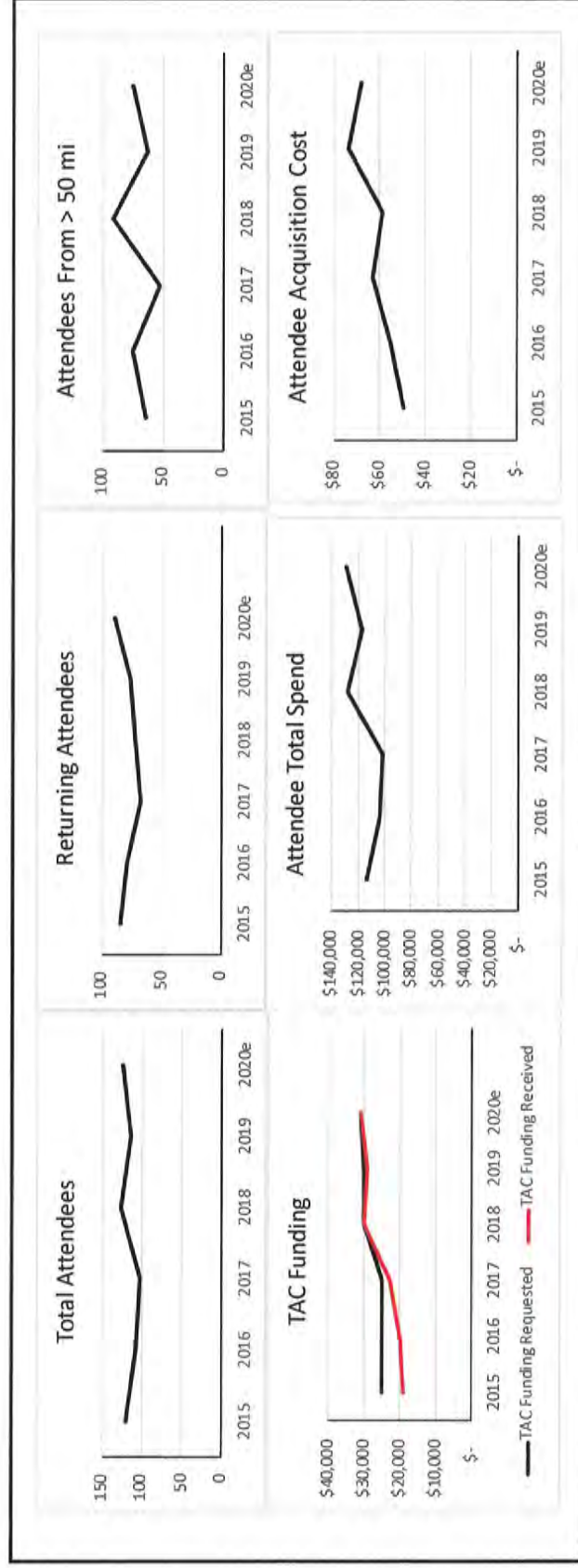
	Estimated	
TAF Grant	\$31,000	\$31,000.00
Sponsorship	\$4,000	\$4,000.00
In-Kind Donations (not cash)	\$1,500	

**\$35,000.00**

**TOTAL INCOME**



## Events Metrics Scorecard- Get Lit At The Beach



## Evaluation Criteria

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

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

## Application Checklist and Receipt for TAF Funding Request

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

*JA*  
*JA*  
*JA*  
*JA*  
*JA*  
*JA*

Receipt of Ordinance 10-06

Receipt of Ordinance 15-01

Receipt of ORS 320.350

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

Receipt of Tourism and Arts Funding (TAF) Award Agreement

Receipt of W-9 form

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

*ja*  
*ja*  
*ja*

Completed application form, signed by an authorized representative of the organization

Copy of Board of Directors list

A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed

*ja*  
*ja*  
*ja*  
*ja*

A line-item budget for proposed program/project

A copy of line-item organizational budget for the current fiscal year

A financial statement for the most recent fiscal year

Evaluation for last TAF award received, if applicable

*n/a*

W-9 for City of Cannon Beach Finance Department (if applying for the first time)

*ja*

Initialed copy of this Application Checklist and Receipt

*ja*

Metrics Addendum

*ja*

**All information is on white 8 ½" x 11" sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.

## Tourism and Arts Fund Recipient Evaluation

FY 2017-2018

Mid Term

Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional "8 1/2 x 11" sheets as necessary.

**Program/Project Title:** 7th Annual Get Lit at the Beach-A Gathering for Readers

**Evaluator Name/Position:** Tracy Abel/Event Coordinator **Date:** April 5-7, 2019

### 1. Project/Program Summary

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

This year we had 8 distinguished authors including Terry Brooks, Carol Cassella, Pierce Brown, Leni Zumas, Sophia Shalmiyev, Keynote Deb Caletti and Peter Lindsey and Paul Zitarelli for the Lit Crawl. On Friday, April 5 at the Cannon Beach Chamber of Commerce Community Hall, attendees were able to pick up registration materials, meet the authors and get books signed, enjoy wine donated by Steven and Maryann Sinkler/The Wine Shack and snack on appetizers catered by Simplicity of Good Taste. On Saturday, April 6 at the Surfsand Resort Ballroom, Carol Cassella, Pierce Brown and each gave one-hour talks with Q&A and signed books. In the afternoon our authors were Leni Zumas and Sophia Shalmiyev who had a panel discussion called "Women and Place: Feminist Writers Discuss Borders, Boundaries and Audacious Exploration. It was moderated by Magan Librise who is an author and reviewer for Kirkus Reviews which is considered the most trusted and authoritative voices in book Discovery. Terry Brooks served as Master of Ceremonies. That evening featured a lovely, thoughtful inspiring Keynote given by Deb Caletti with a delightful prime-rib buffet at the Surfsand Resort. The weekend concluded on Sunday, April 7 with a Q&A session with all the authors, with the exception of the Lit Crawl authors, at the Coaster Theatre. This event was free to the public and approximately 8 new people participated in this event.

We added a new event this year and called it The Cannon Beach Lit Crawl. We decided to keep it somewhat small and only use two venues, The Cannon Beach Library and The Wine Shack. We were concerned of having this added event go too long but we think just based on the feedback we could arrange for overlapping, or additional events added to the Lit Crawl. For the most part the only complaint about the Lit Crawl was that the venues were too small and it was hard to hear.

#### **Number of participants:**

115 total attendees (86 at author talks/115 keynote/dinner



86 full passes sold

10 Saturday only

19 comp tickets for committee, sponsors, authors and author's family

Both Lit Crawls had approximately 40-45 people. This event was free and open to the public so a few people may have attended that didn't buy tickets.

Sunday was open to the public and free of charge. Approximately 68 people attended.

We used Eventbrite to manage our on-line ticket sales as well as having tickets for sale at Cannon Beach Book Company, Copies & Fax, and Jupiter's Books.

### **Audiences Served:**

63 out of the 86 full passes sold traveled 50+ miles to attend or approximately 73.26%. The previous year it was 72.44%. Surfsand Reported 30 room nights and The Waves approximately 20 room nights. Other places listed where people stayed included Haystack Lodgings, The Inn at Haystack Rock, Beaches Inn, Cannon Beach Hotel, Seastar with Beachcomber Vacation Rentals, and Inn at the Prom.

### **Marketing:**

This year we ran six different sized ads with Shelf Awareness. (**Attachment A**). This periodical was created to provide a range of people in the book industry with information about new titles, media buzz, and author appearances. The targeted audience includes booksellers, librarians, book buyers at non-traditional stores, media, publishers and readers. Although we spent more on advertising than we originally budgeted, we felt that we needed larger ads with prime placement considering that some of the advertising would spill over for 2020 attendee recruitment. We promoted our Website, Facebook page via email blasts and purchased targeted advertising on Facebook. Our posts on our Facebook page not only included information about our event, but also upcoming events and general information about Cannon Beach. We emailed our poster and brochure to independent bookstores in Oregon, Washington and Idaho. We created a sign-up form on our website to add to our mailing list and we added over 30 new subscribers and we continue to get new subscribers. We purchased the Travel Oregon event package which includes over 20,000 impressions on their website. and we ran 4 weeks of advertising on Beyond 50 Radio and events page [www.AnnualOregon.com](http://www.AnnualOregon.com). Their audience includes thousands of listeners in the Portland metro-Vancouver-Salem area and outlying areas of Oregon and Southwest Washington and is syndicated on 150+ podcast networks and directories. We paid for distribution service who distributed posters/flyers in the Portland Metro (**Attachment B**). We did an event announcement and web-stream to reach Portland/Seattle listeners with KMUN. We produced a save-the-date card, registration brochures and event posters in two sizes. Deb Caletti, Carol Cassella, Sophia Shalmiyev, and Terry Brooks used social media to target their fans/audiences. Pelican productions sent out three press releases October 15 (brief), January 22 and March 11. From the survey results we discovered the following when we asked "how did you hear about the event" 1. Past Attendee 2. Friends 3. Social Media (Facebook) 4. Website 5. Book Club and 6. Newspaper, Poster, Library, Surfsand direct email.

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

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

We feel that we did meet our goals of the program which is to be attractive and affordable to avid readers, book lovers, authors, and their families and friends in addition to exposing more people to Cannon Beach and keep them coming back each year. Most people said they were repeat attendees but we definitely had some first-time attendees also. We raised our ticket price for a full-pass to \$95 instead of \$85. We did not pass on the ticketing fees to attendees but we will consider it in 2020. This event is hosted by nationally acclaimed author and (part time) resident, Terry Brooks, which enables us to invite best-selling authors at minimal cost to the event. This year we received sponsorship from Bruce's Candy Kitchen, Cannon Beach Arts Association, Cannon Beach Hardware & Public House, Cannon Beach Vacation Rentals, Bill's Tavern/Warren House, Martin North, Escape Lodging and Withnell Motor Company. We received in-kind sponsorship from Bruce's Candy Kitchen, Cannon Beach Book Company Cannon Beach Library, FOUND, Jupiter's Books, Sleepy Monk Coffee Roasters, and The Wine Shack.

Jupiter's Books sold books at the event and offered substantial discounts.

Our hotel partners who offered reduced room rates for our attendees were Cannon Beach Hotel Lodgings, Surfsand Resort, Tolovana Inn and The Waves.

Another goal of this program is to provide (potential) economic benefits to the city. The attendees will stay in area hotels, vacation rentals and with friends and shop in our shops and eat in the restaurants. We try to design the schedule for attendees to go out to dinner on Friday evening, eat lunch at a local restaurant on Saturday, and shop during the free time on Saturday and Sunday. We provided Cannon Beach Magazine and recommended local businesses for breakfast, lunch and dinner.

### **Potential Economic Impact:**

Hotels/Rental Homes (2 nights @ \$150/night) \$15K

Food (3 days @ \$50/day) \$15K (100 attendees)

Shopping (2 days @ \$75/day) \$15K (100 attendees)

Total Economic Impact: \$45K

Pre-event & event production economic impact: \$10K

Print materials, speaker gifts, event management, venue rental and local services.

This program is (also) designed to promote literary arts in Cannon Beach and support and promote additional Tolovana Arts Colony programs. We strongly believe what we do is important to the life of the literary arts in the community. There are many festivals built around the wonderful artwork offered in our local galleries but aside from our monthly community library talks, there is almost nothing dealing with books and reading.

We think of ourselves as a community of artistic programs, and for that to be true we need to give books and reading a larger share of our attention.

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

We will definitely look at more and/or larger venues for the "Lit Crawl", or whatever added events will be on Friday. We hope to partner with more local businesses on this event and continue to partner with existing businesses.

We always continue to look creative ways to reach readers, book clubs, bookstores, and fans of writers. We plan to partner with the owners of "Lit Crawl" which was started in San Francisco and may give us more marketing opportunities. Another goal is to have a more diverse group of authors in the future.

Overall, we felt like we had very positive feedback (**Attachment C**)

### **3. Budget**

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

The TAF Award was \$29,143. We tried to follow the budget very closely. Our projected expenses were \$43,000 and we spent about \$41,000. Our projected income was \$43,000 and actual income was almost \$42,000 so we came close to our projections, but without the generous financial support from Tourism Arts Commission we would not be able to put together this event

# 2019 Get Lit At The Beach

## Expenses

Total Expenses	Estimated
	<b>\$40,872.00</b>

Friday Reception	Estimated
Tables/Unens	\$673.00
Beverages	\$300.00
Sound System	\$264.00
Catering	\$1,765.00
Flowers	\$90.00
Nambebadges/Bags	\$100.00
<b>Totals</b>	<b>\$3,192.00</b>

Author Expenses	Estimated
Author (travel, honorarium, hotel)	\$1,300.00
Author (travel, honorarium, hotel)	\$1,300.00
Author (travel, honorarium, hotel)	\$800.00
Author (travel, honorarium, hotel)	\$800.00
Author (travel, honorarium)	\$300.00
Speaker Gifts	\$300.00
Author Dinner	\$2,000.00
Author Lunch	\$300.00
<b>Totals</b>	<b>\$8,600.00</b>

Saturday	
Dinner/Coffee Service	\$7,200.00
Bar	\$1,450.00
<b>Totals</b>	<b>\$8,650.00</b>

Publicity	
Poster/Brochures Design	\$1,170.00
Printing/Postage	\$1,000.00
Advertising	\$6,720.00
On-line Registration Fees	\$420.00
Photography	\$400.00
<b>Totals</b>	<b>\$9,710.00</b>

Miscellaneous	
Poster Delivery Charges	\$120.00
Coordinator Fees	\$6,000.00
Bank Charges	\$200.00
Professional Fees (Accounting)	\$400.00
Tolovana Arts Admin fee	\$4,000.00
<b>Totals</b>	<b>\$10,720.00</b>



## Income

Registration Fees		Estimated	Estimated
		86	\$8,170.00
		10	\$650.00
		10	\$350.00
		19	\$0.00
Sponsorship			\$9,170.00

<b>TOTAL INCOME</b>	
---------------------	--

# Attachment A



## Shelf AWARENESS

*daily enlightenment for the book trade*

### AD STATISTICS

### Shelf Awareness for Readers

**Placements:** Number of times your ad appeared to subscribers (total impressions)

**Other** Number of times your ad was viewed in the archived issues on our website, plus views by someone not

**Views:** signed up for the newsletter who had it forwarded to them

**Clicks:** Number of subscribers who clicked through to your website

**Click Rate:** Number of clicks divided by all placements

**Comparison:** Ranks & percentiles (100%=best) of total clicks vs. this year's and last year's campaigns & daily ads. "n" is the number of comparison ads

### Get Lit at the Beach Get Lit at the Beach Festival 2019 03.08.19

Statistics:		Position	Placements	Other Views	Total Views	Clicks	Click Rate	Ranking Comparison vs. READERS Ads vs. This Year   vs. Last Year			
								Rank	Percentile	Rank	Percentile
<b>CAMPAIGN TOTALS</b>			2,743,392	31,234	2,774,626	746	0.03%	(n=130) 24	82%	(n=655) 79	88%
<b>DAILY STATS</b>								(n=224)		(n=972)	
8-Mar-19	Friday	Top Banner	460,419	8,603	469,022	340	0.07%	56	75%	213	78%
12-Mar-19	Tuesday	Insertion 5	459,549	4,369	463,918	97	0.02%	138	39%	660	32%
15-Mar-19	Friday	Top Insertion	455,425	4,260	459,685	166	0.04%	112	50%	523	46%
19-Mar-19	Tuesday	Insertion 4	454,638	4,310	458,948	50	0.01%	184	18%	858	12%
22-Mar-19	Friday	Insertion 4	456,913	5,318	462,231	52	0.01%	181	19%	844	13%
26-Mar-19	Tuesday	Insertion 7	456,448	4,374	460,822	41	0.01%	199	10%	907	7%

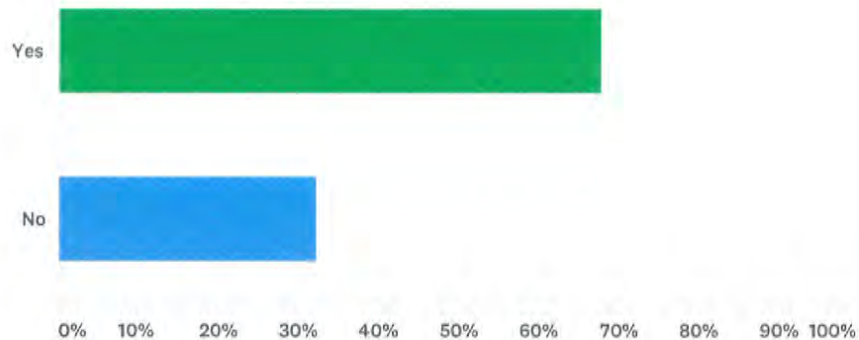
# Attachment B

Shipment Received evening of 3/11

Event	Area	Poster	Handbill	Completed
LIT	Killingsworth/Interstate	12	0	12-Mar
LIT	Mississippi District	7	8	12-Mar
LIT	Williams/Vancouver	6	3	12-Mar
LIT	N Portland/St. Johns	15	2	14-Mar
LIT	Alberta Arts District	14	4	14-Mar
LIT	42nd/Freemont/Sandy	12	2	14-Mar
	TOTAL	66	19	

## Q2 Do you live more than 50 miles form Cannon Beach?

Answered: 59 Skipped: 1



## ANSWER CHOICES

Yes

No

TOTAL

## RESPONSES

67.80%

32.20%

40

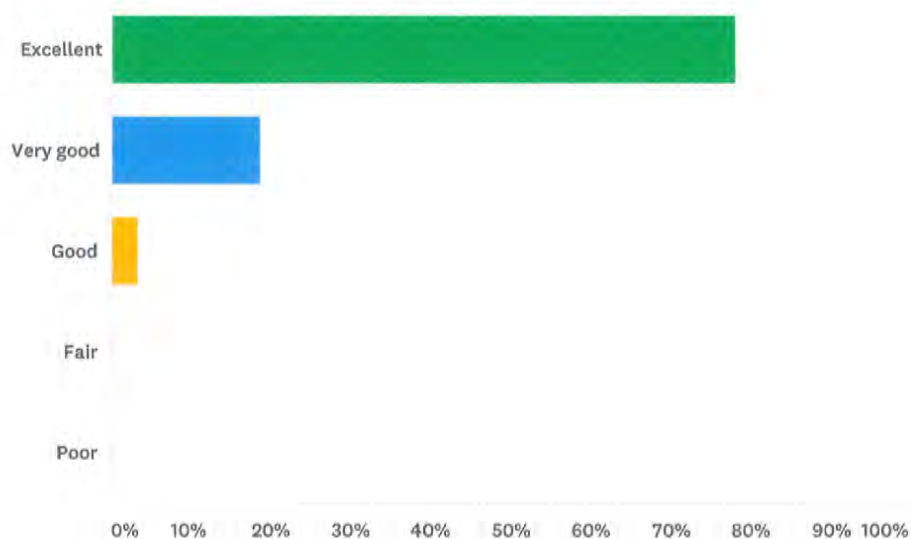
19

59



## Q4 Overall, how would you rate this event?

Answered: 59 Skipped: 1



## ANSWER CHOICES

Excellent

Very good

Good

Fair

Poor

TOTAL

## RESPONSES

77.97%

18.64%

3.39%

0.00%

0.00%

46

11

2

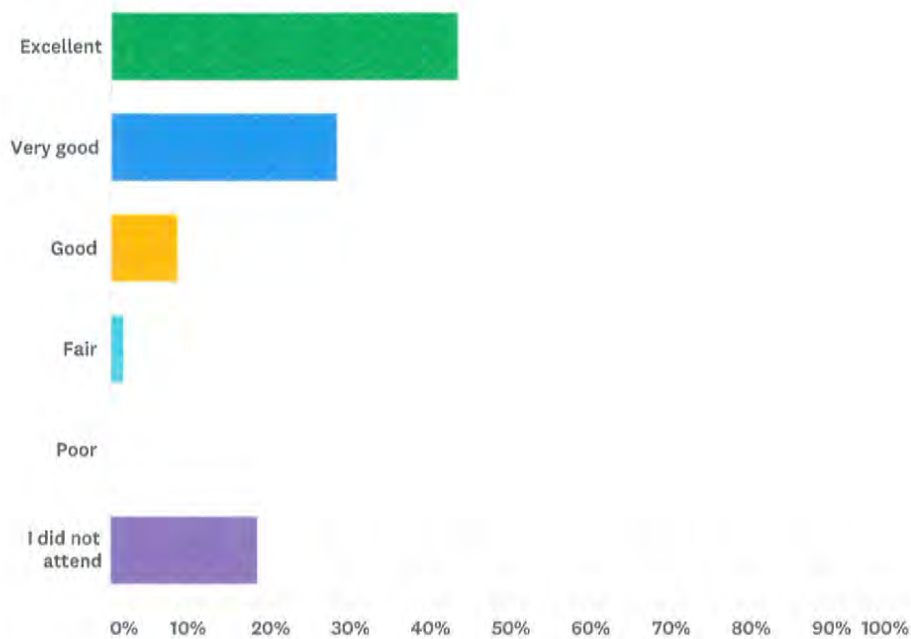
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0

59

Q5 How would you rate the welcome reception?

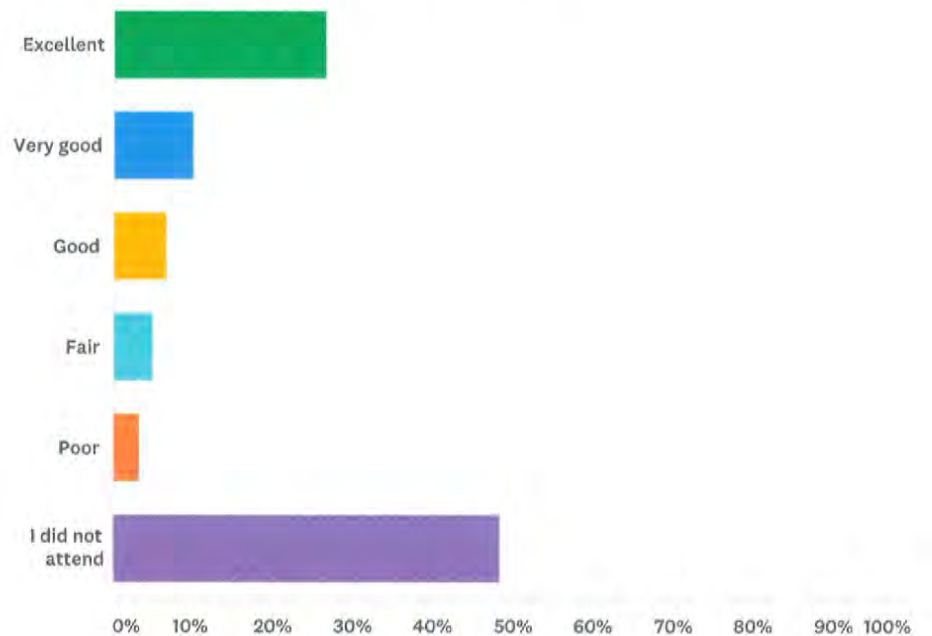
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	43.33%	26
Very good	28.33%	17
Good	8.33%	5
Fair	1.67%	1
Poor	0.00%	0
I did not attend	18.33%	11
TOTAL		60

Q6 How would you rate the "Lit Crawl" at the Cannon Beach Library with Peter Lindsey?

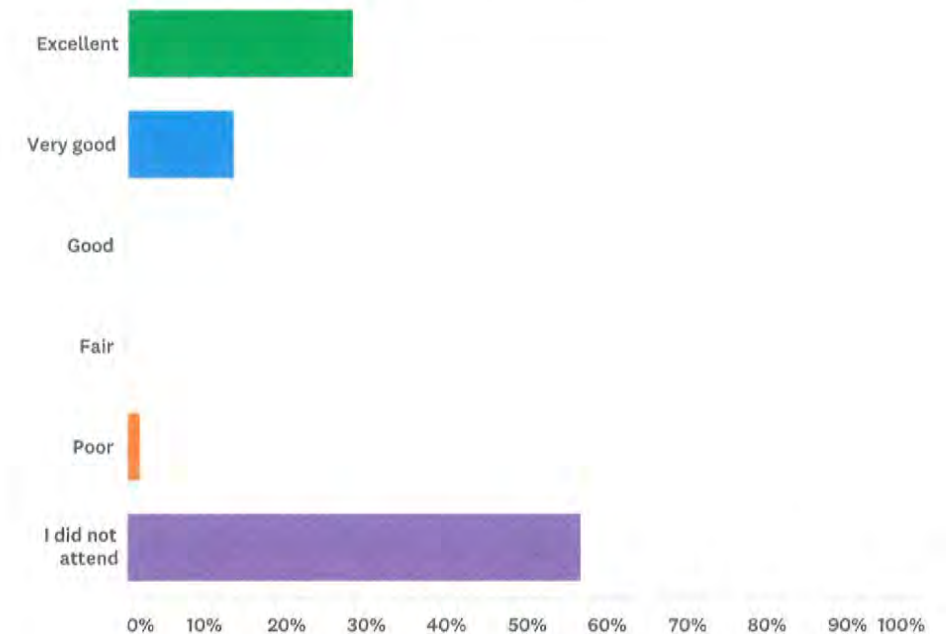
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	26.67%	16
Very good	10.00%	6
Good	6.67%	4
Fair	5.00%	3
Poor	3.33%	2
I did not attend	48.33%	29
TOTAL		60

Q7 How would you rate the "Lit Crawl" at The Wine Shack with Paul Zitarelli?

Answered: 60 Skipped: 0

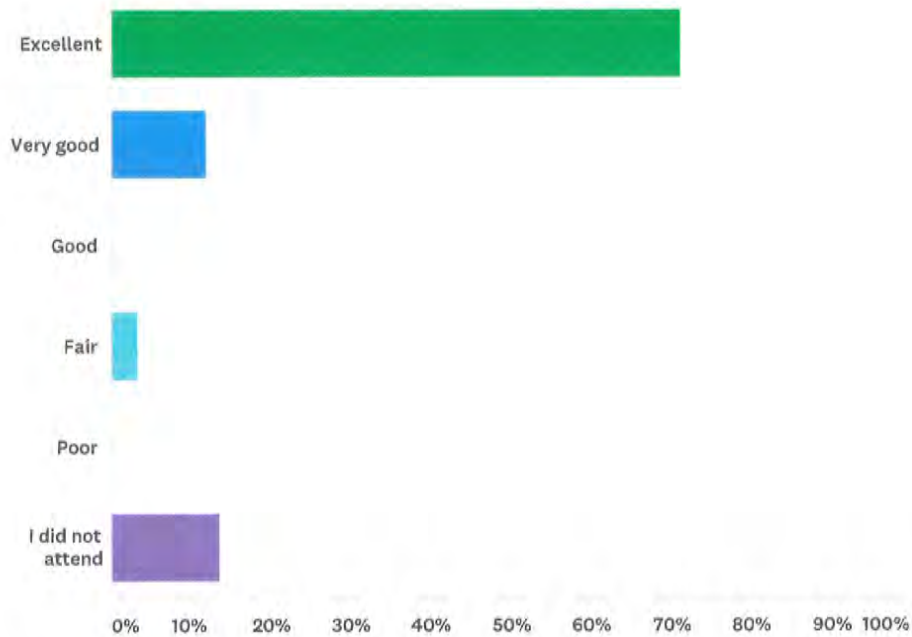


ANSWER CHOICES	RESPONSES	
Excellent	28.33%	17
Very good	13.33%	8
Good	0.00%	0
Fair	0.00%	0
Poor	1.67%	1
I did not attend	56.67%	34
TOTAL		60



## Q9 How would you rate Carol Cassella's presentation?

Answered: 59 Skipped: 1



## ANSWER CHOICES

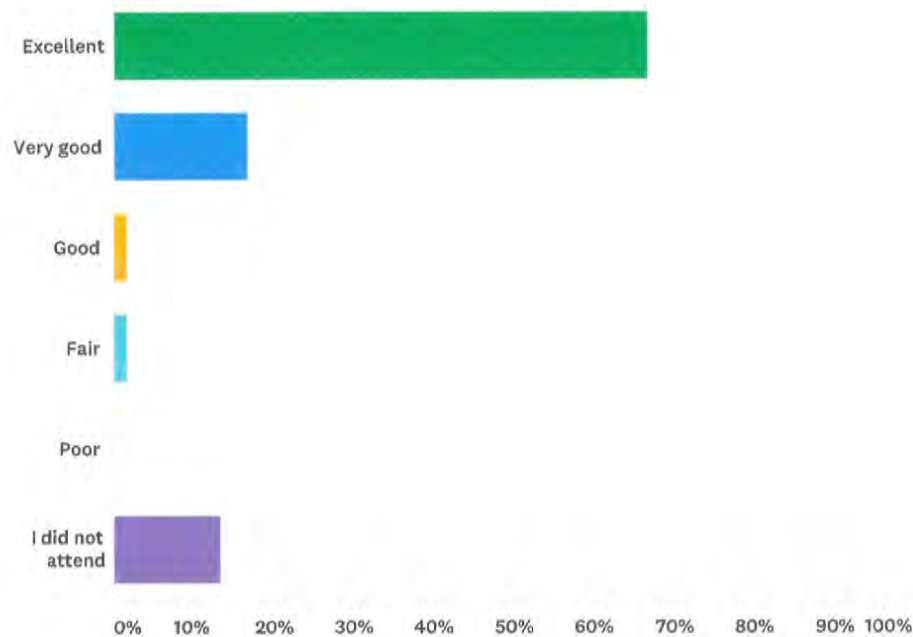
Excellent  
Very good  
Good  
Fair  
Poor  
I did not attend  
TOTAL

## RESPONSES

71.19%	42
11.86%	7
0.00%	0
3.39%	2
0.00%	0
13.56%	8
	59

Q10 How would you rate Pierce Brown's presentation?

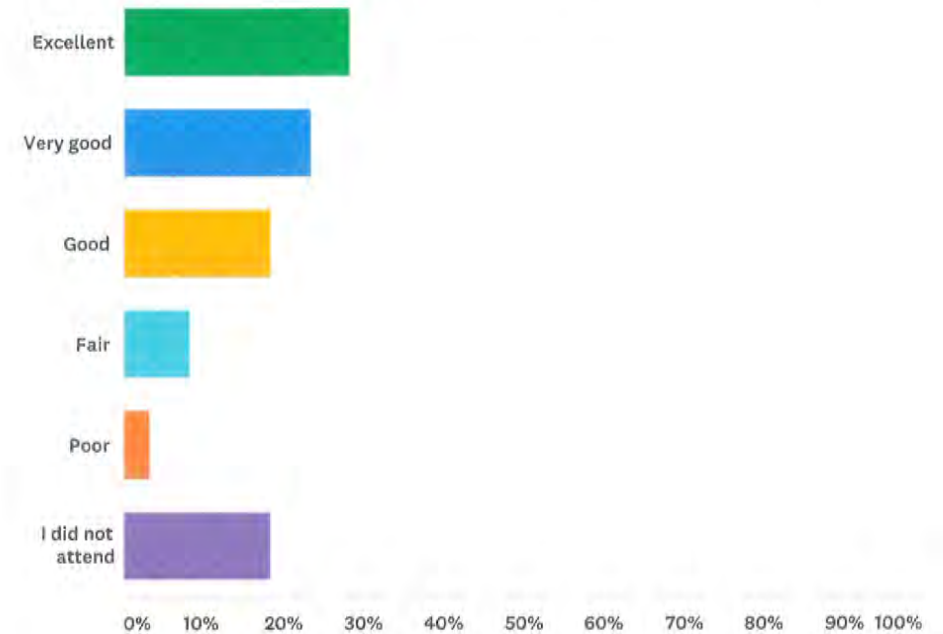
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	66.67%	40
Very good	16.67%	10
Good	1.67%	1
Fair	1.67%	1
Poor	0.00%	0
I did not attend	13.33%	8
TOTAL		60

Q11 How would you rate the panel discussion with Leni Zumas and Sophia Shalmiyev? (moderated by Megan Labrise)

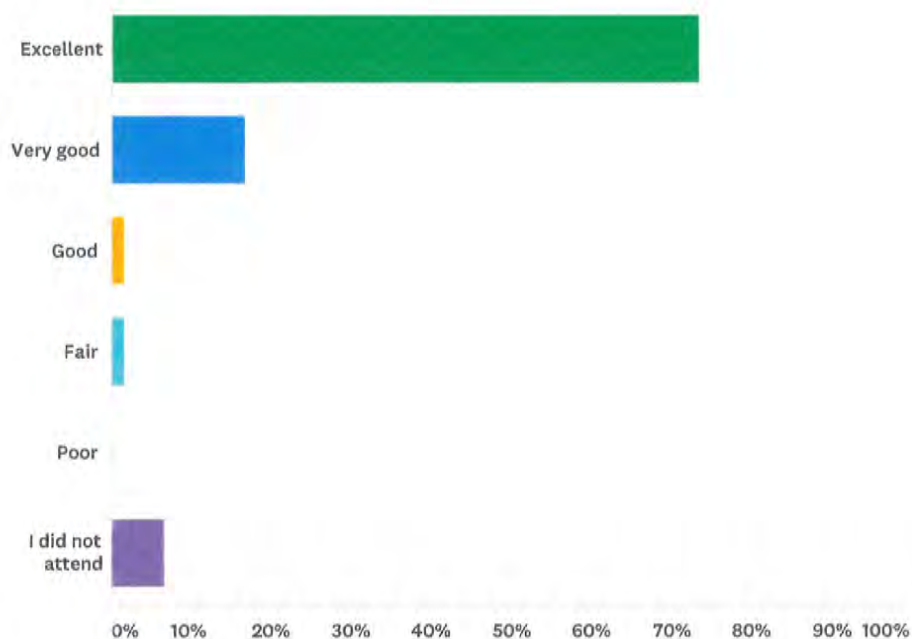
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	28.33%	17
Very good	23.33%	14
Good	18.33%	11
Fair	8.33%	5
Poor	3.33%	2
I did not attend	18.33%	11
TOTAL		60

## Q12 How would you rate the Keynote by Deb Caletti?

Answered: 60 Skipped: 0

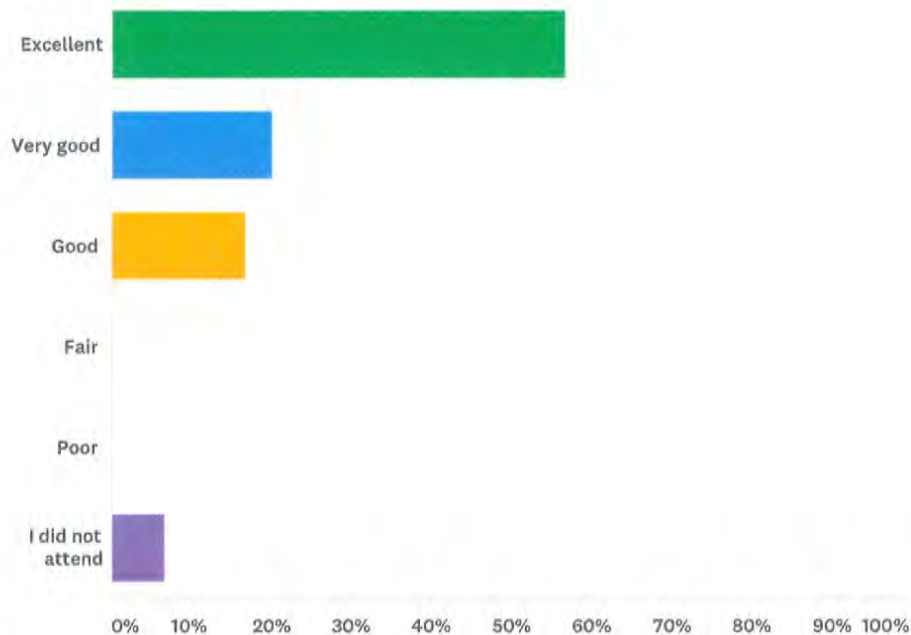


ANSWER CHOICES	RESPONSES	
Excellent	73.33%	44
Very good	16.67%	10
Good	1.67%	1
Fair	1.67%	1
Poor	0.00%	0
I did not attend	6.67%	4
TOTAL		60



Q8 How would you rate the dinner at the Surfsand Resort?

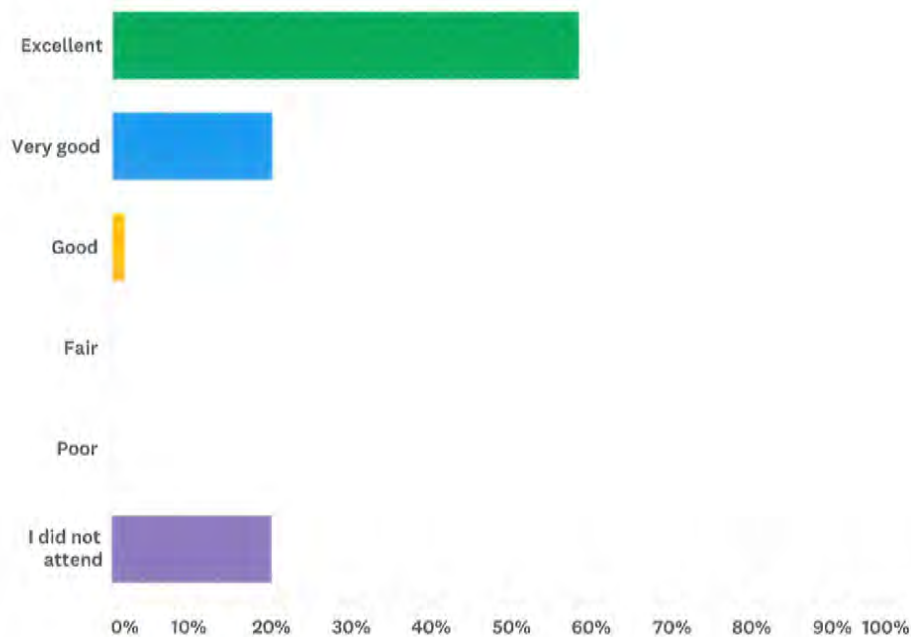
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	56.67%	34
Very good	20.00%	12
Good	16.67%	10
Fair	0.00%	0
Poor	0.00%	0
I did not attend	6.67%	4
TOTAL		60

Q13 How would you rate the Q&A on Sunday at the Coaster Theatre?

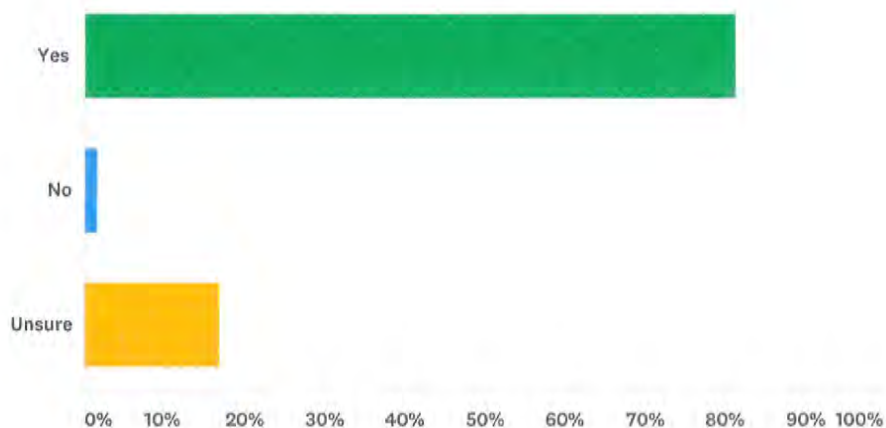
Answered: 60 Skipped: 0



ANSWER CHOICES	RESPONSES	
Excellent	58.33%	35
Very good	20.00%	12
Good	1.67%	1
Fair	0.00%	0
Poor	0.00%	0
I did not attend	20.00%	12
TOTAL		60

## Q16 Will you attend this event next year? (April 3-5, 2020)

Answered: 59 Skipped: 1



## ANSWER CHOICES

Yes

No

Unsure

TOTAL

## RESPONSES

81.36%

1.69%

16.95%

48

1

10

59

## Overall Comments

Best of the bests! Loyal and attentive audience, passionate readers, so well organized there was not one hitch. AND,

Would rather have another speaker than a panel on Saturday morning. I thought the panel was a weak point.

I thoroughly enjoyed Get Lit. My third time attending and found the authors to be interesting and engaging.

the panel idea was great I really enjoyed it

Well organized. Stayed on schedule. Interesting discussions.

This was my fourth Get Lit and for me, the best yet.

Great speakers, great events, an wonderful opportunities to meet and chat with the authors.

I particularly like that the line up of authors is changed from year to year.

The authors were a fantastic mix of personalities and each presentation was a different experience. I left each one pon

This was my first year attending and I literally had no expectations. I was mostly just coming to the event to spend th

It is one of the most enjoyable events I have ever attended. I used to love Wordstock in Portland - but I don't do that

I love Get Lit like Christmas.

Loved the Lit Crawl.

Great selection of speakers with a chance to interact with theta various times over the 2 days.

I particularly enjoyed the wide range of authors, all of high caliber in their particular genre.

You should add an "amazing" category, because it was!



## Overall Comments

Loved the talks, esp the one from the anesthesiologist : ) The genres (feminist, YA, sci fi) are not my interest but I bro represented. Learned that independent booksellers can thrive, and thank a God for that!

It was a wonderful event! I enjoyed hearing about the authors and the panel discussions. I also really enjoyed the cha

The discussion with the feminist and their books was different.

The variety of writers is always excellent!

## Reception Comments

A bit crowded. A bigger venue would be nice.

Friendly, low key, truly "welcoming."

You do a wonderful job with this event. It really raises my enthusiasm for the event.

would enjoy the reception more if the authors mingled with the attendees more.

I do not drink alcoholic beverages so I appreciated the non-alcoholic choices.

Thank you for providing non-alcoholic, sugar free drinks. MUCH appreciated! And the food was great.

Was pleasantly surprised by the nice spread!

Struck by the homogeneity of participants

We didn't know there would be food and wine, so we left early to get dinner. If there was any kind of presentation, we missed had trouble finding the location, even though we had the address, so some signage might be helpful.

It was a lovely setting, delicious food, nice to have a sip of wine and we met some great people seated at our table.

Lots of fun to meet up with Get Lit friends again this year.

Missed it due to Duck women's basketball semifinal

Outstanding that we were able to purchase books prior to going in, and meeting the writers

Enjoyed the food!

I miss the chocolate strawberries.

Venue too small, hard to hear

Was unable to attend. Love the idea

Just a little crowded

Did not go, but heard it was good, if you have that event next year I will go.

Peter was very amusing, although a little hard to hear.

We hope to attend in 2020

I misunderstood the crawl aspect as to be ore of a drinking event so I did not attend I will check it out next year

It was not appreciated that someone from The Wine Shack came over to break into Peter's time to invite "folks to the ready v

Couldn't see or hear him.

It was too crowded in the room

Rainy and stormy evening.

Nice venue, and fun reading

The generosity and kindness of Wine Shack was so appreciated and my book club plans on being loyal patrons in the future

We were late and as a result, we could not hear or see the author. We were not sure about the cookies that were set out. It lc  
were still in plastic bags) and no one arranged them. Had we arrived early, it may have been arranged better. It looked like tr

## Lit Crawl Comments

I was so moved by listening to the author read from his works in his own voice. It was a very moving moment for me. I'm a r 1960's so I felt an odd kinship with Mr. Lindsey and absolutely felt honored to listen to him. What a treasure of a human!

Need to have it in main room. Children's area was too small.

Space was a bit tight for the actual turn-out

I enjoyed Peter so much! I could tell he was having fun and that was the best.

Enjoyed Peter's reading, though it was so packed it was stuffy.

We tried to attend the second meeting but when we got there at the appointed time, it seemed to have already started and v

Need a bigger venue for Peter Lindsay to give a reading.

Too crowded and hard to hear

He was the sleeper author. A great story teller. Such a nice person.

Absolutely LOVED the readings by the professor but I wish he had stood up : )Maybe a lit crawl including the local bookstore booksellers survive in this market??

The event rarely has extended book readings without audience participation. It felt a little odd when compared to the rest not enough seating, suggest expanding choice and offering local authors overlapping the schedule some.

I've heard they were fantastic and an excellent addition to the event!

We tried to go to the one at the Wine Shack but it was filled and looked like it started before the start time. Maybe more veni



Enjoyed the tasting and Paul's stories. Compliments and gratitude to the Wine Shack for being such a supporter of Get Lit.

I purchased 2 books, one for a gift.

It was a fun experience hearing about this cookbook and having the wine pairings.

LOVED this! What a ton of fun!

I have enjoyed many wine tastings and still learned something new. This was a great experience and I look forward to learnin

This was fun!!

great event

I left because there were not enough seats. A friend stayed and said it was excellent. I didn't mind not staying. The reception

Paul was articulate, entertaining, and gave a well paced presentation. It was fun to have a wine tasting.

Good wines were offered. Would suggest the staff pour the first tasting ahead of time.

Lots of fun and good wine. Great speaker and entertaining

Not a wine drinker so I felt left out but greatly appreciated the expertise of the presenting author. The local wine shop owner \

Paul gave a very straight forward presentation about wine and his book is excellent.

## Dinner Comments

Too much idol time before Buffett & speaker. Let people know if the time was planned as a social hour.

It is a good place to have it. Food was very good, crowd congenial.

Good food, enjoyable conversation, and wonderful presentation. As I'm typing this, I realize we did not have an author at our timely and the speaker was fabulous the food was very good

The prime rib was wonderful. The tossed green salad could have used more vegetables, less greenery.

Huge improvement!

Could we also have non-alcoholic and sugar free drinks? Something like La Croix is what I have in mind.

Meat was not very good.

Thank you for the many gluten-free options.

The food was better than I was expecting. This was my first time at the event and I was confused why dinner was scheduled announcing the schedule as people are arriving would be helpful.

he food was fresh but I don't eat beef and just didn't find the other options interesting.

It felt like being a queen. Everyone was so gracious. The food was delicious.

Terrific meal, loved the chocolate mousse especially. The service was efficient and amiable.

Excellent!! Probably the best dinner I have ever had a conference or a fund-raiser.

The food was excellent

Delicious!

Incredible food, and I sat with Eldon Thompson and Terry Brooks. Best night of my life

Solid buffet-style food, can't complain

The veggies ran out fast.

It is the same dinner we have had the last couple times.

Variety of foods was great, maybe variety of desserts next time?

To keep it cost effective, a lunch buffet and then on our own for dinner (instead of the other way around)?

The moderator was astounding. Witty, informed, respectful even when referred to as a capitalist pig. You should try to get hired. Terry did a great job with good questions. It would be interesting to get the audience more involved, but then you wouldn't be asked. Very provocative.

Sophia livened the conversation and there was good participation. Terry's questions kept the dialogue moving. I suggest you ask questions (every second or third question). It might keep the audience more engaged. .

The best part as always. Terry did such a good job of including everyone. The questions were unique and kept the "ball rolling."

I liked Terri's use of questions to spirit discussion, both from the panel and the audience.

Again, this was the best one of these sessions I have been to. Terry's questions brought the whole group alive, both the author and the audience. Again, super fun. It was an excellent opportunity to relax with the authors and ask questions.

Thought moderator was condescending to some of the panelists. Not woke!

Always a favorite! Humanizes the authors and Terry is fabulous!

Work called and we had to leave early so were not able to attend the Sunday morning event. I live in Central Oregon and the forecast for the mountain passes...isn't this April...?

Always enjoy this

I clicked excellent due to all speakers (with the exception of Shalmiyev). Zumas was so genuine.

Terry is a consummate host, using a variety of questions to keep things moving along, while inviting the audience in during their presentations, allowing personalities to emerge. Even Sophia went from pulled back with arms crossed to smiling and laughing and hope she does. She's smart as a whip but often employs the sting of a whip as fallback.) Kudos to all.



Very fun and lively!

Love the questions Terry Brooks asks. He gets participation and fun banter, etc. I really enjoyed it.

Intimate setting. Spirited discussion with the varied opinions. Terrific.

Lots of insight into how writers think of topics and organize or not. I think it could be a half hour shorter

I like the informality of this event.

I enjoyed the questions to the writers. And the audience.

The event felt particularly well-moderated this year, everyone got ample floor time and were able to discuss a variety of subjects.

Excellent x2

I did not attend this year. Some of the other guests asked rather rude and selfish questions that did not pertain to the reason for the discussion.

Lively!!!

### What Did You Like Best About This Event?

Meeting my favorite author!

Speaker presentations with the exception on Sophia.

Camaraderie, passion for books, focus

As always, the talks and the sense of camaraderie with the attendees.

Love the interaction with the authors and the exposure to new books I may never have found on my own Everything. I hope I can always attend.

Authors presentations

Sunday's Q & A.

the authors were fun engaging and keep your interest

So many things...I enjoyed it immensely! Thank you. I know a few work very hard to make this a wonderful event.

Learning about what an uphill slog this has been for all the writers to become recognized.

Different voices telling their stories.

I enjoyed the writers and meeting new people.

All the various authors.. age differences, writing style, etc.

That's hard to answer. Really, I so enjoyed the whole weekend I don't think I can pick a favorite.

Surfsand is a perfect spot for this gathering.

Deb Caletti

Getting to meet and mingle with other authors and bask in their experiences.

Location and arrangement of and timing of each section.

Sophia

Sophia

It was all great!

Hearing from the authors. Many of their comments sparked greater discussions between my friend and me, both on Saturday morning and on the drive home.

The opportunity to immerse myself into the creative energy, meet new people and spend time unspooling in the salt air!

Adding new things to do such as the lit crawl

I love listening to authors talk about themselves and their books. They are all so personable and informative.

I get to attend

Listening to the authors speak

Well organized and organizers were so warm and welcoming!

The writers

Terry Brooks and friends!

Loved them all. That's like asking which child is your favorite. I did like the addition of the Lit Crawl.

The variety of things happening, and the space to meet the authors.

variety of speakers

The talks the authors give. Love being introduced to authors that I am not familiar with. Also love having the opportunity to be on the site.

Exposure to new authors, thoughts

Again, the ability to interact with the speakers.

Gorgeous setting, fantastic people. What's not to love?

I thought all the writers were interesting and varied in their subject matter. Fun to have so many woman writers!

The people

The opportunity to hear from different authors in a small, intimate venue.

Author presentations



Everything!!!

Meeting Terry Brooks.

The authors!

Terry Brooks as moderator of the Sunday q&a

size

I like the variety of authors, perspectives, and genres. So much to talk about after!

The Saturday night key note by Deb Calletti

## How Can We Improve?

Library venue

The moderator

Did not really embrace the feminist discussion. Thought it was interesting how two of the authors spoke so highly about the feminist discussion was a little off-putting. Felt like some of the comments were purely for shock value.

Would have liked another speaker in the afternoon on Saturday.

The Saturday afternoon discussion. Narrowly focused so on the fringe of my interest.

Enjoyed it all.

It ended

Tossed green salad.

I would have liked to have heard from at least one of each author's books read by them.

Not being able to see or hear Peter.

nothing

Something fun to drink at dinner

Not enough Terry Brooks

The food

I can't think of anything...

nothing

Lack of diversity

LOL, the rain!

Sophia Shalmiyev - there is value in having someone who creates conflict. That said, she was too much for me. I was interested in her comment.

Spring break and too many people in Cannon beach. Just kidding. I still wish Cannon Beach was a sleepy village and Bill's - disliked about the conference. It was so well done and organized.

Shalmiyev potty-mouth and angry outbursts.

This isn't a dislike, just wish we had an author at our table.

Hard to say. Really love this event!

Lack of racial/age/handicap variety among the speakers - an ongoing issue.

I can't think of any negatives. As unhelpful as that may be, I hope everyone involved can take pride in their efforts!

I liked it all. My first time coming

The fact we missed the Friday events, as we live in Portland and couldn't make it in time. Next time!

When the presenters sat down it was expensive for just one meal...

Nothing

Peter Lindsey's reading. It wasn't bad but in a lineup of 'great' features this was just 'good'

By-in-large these authors and their works were unknown to me

The panel authors due to the heavy subject and too much political from them.



### **Additional Comments**

Would be nice to have an assortment of baked goods and mimosa or Bloody Mary bar on day one. Even if not hosted. I would love the speaker series!

I would attend every year if I could. Really appreciated everyone's hard work to make this such an inspiring weekend.

More roast beef, please

I attend this event with my sister, and look forward to it each year. It provides a really wonderful opportunity for us to share c and challenged. Thank you for all the effort you put into making this a really wonderful weekend

I look forward to "lit" . It's very interesting and a lot of fun.

Even though I did not attend the Friday night Lit Crawl event, I was thrilled that it was a new addition to Get Lit. I hope that you

Please thank all the people involved this is my favorite event of the year

I always come away from the conference energized. I am always reinforced with the concept that some goals take super det

Thank you for the well-organized and executed program.

Thanks for all the work putting it on.

I was unable to attend the full weekend of events due to being gone a week for Spring Break.

I don't believe I'll stay at the SurfSand again. It's very convenient, but just not worth the money they charge for the room.

I love this program. I hope it continues for years.

This was my first Get Lit event, and I was absolutely blown away by the quality of the speakers and the event itself. A million incredible event! Can't wait for next year!

I just love your event and appreciate you continuing to change things up

I intend to come next year, and hope to bring friends.

Many thanks to the event coordinators, volunteers and anyone who had a hand in organizing/sponsoring this event. It was ve

Keep up the good work.

Keep the crawl

Really appreciate the team that organizes and drives this event.

I've attended every year. I'll be there next year too, with bells on for sure.

Thank you! Love this event!!

Keep it going! Really like the Surf Sand location! Might want to consider an advertising in Portland media.

I loved the event!

It'd be nice to have the Seaside bookstore involved...

Hope to make it to a future event. Thanks! :)

Have speakers that are as intensely into books and literature as they are into their own political agenda. I go there to learn no

We were gobsmacked by how interesting, delightful, and inspiring the authors were, as well as by the accessibility and friendliness of the staff. Thank you so much for putting something like this on requires an incredibly amount of work and we're most grateful!

Thank you for inaugurating this! Very good first year!

Overall excellent, I will be attending again

Well done team! I really had a great time this year