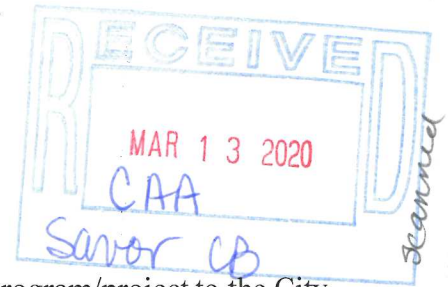


**Tourism and Arts Fund Recipient Evaluation
FY 2019-2020**



☐ 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

Evaluator Name/Position: Gary Hayes, Event Manager **Date:** March 11, 2020

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.



Tourism and Arts Fund Recipient Evaluation
FY 2019-2020
(Mid-Term)

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

Evaluator Name/Position: Gary Hayes, Event Manager

Date: March 11, 2020

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 and culinary festival scheduled for a pre-spring break weekend in March. The 2020 festival is March 12-15 and includes six 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 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. Other festival events include two events featuring wine and food pairings, one of which will highlight five local chefs; an educational event highlighting misunderstood wine varietals and proper wine tasting techniques; an evening wine and gallery walk featuring downtown galleries; and a special event where wineries have been asked to share special tastings including library selections, vertical and horizontal tastings.

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 participating wineries.

Participants and results related to overnight stays: We will continue to analyze data from ticket sales and participant surveys, but at the date of this report, 79% of available tickets had been sold. This reported quantity likely represents a minimum number since some participants plan to purchase tickets at the door. To encourage longer stays by guests, we offer our strongest culinary events on Thursday and Sunday. At this time, the Thursday event is over 90% full and the Sunday event is over 70% full. More than 77% of our current ticket purchasers report visiting from more than 50 miles away, but we will be conducting an empirical post-event survey to quantify how many room nights that represents. (‘Purchasers’ may represent groups of ticketholders or multiples room nights, therefore some calculations or a survey are needed for further quantification.) In addition to festival ticket purchasers, we confirmed 38 vendors (wineries) for the 2020 event. All wineries participate in the Saturday Wine Walk and 23 wineries are participating in additional events on other days. We will conduct an empirical post-festival survey to attempt to quantify how many additional room nights our vendors utilized.

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 Wine & Gallery Walk is now 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 the desired demographic of luxury and culinary travelers. 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 an advertising, public relations and social media campaign that positions the community as a premier culinary and arts destination.

We published a brochure to promote the event this year and get information in front of local businesses early. It was distributed throughout Cannon Beach starting during the holidays in an attempt to invite back visitors with an affinity for serious wine and culinary experiences and a love for the arts. We are also promoting Savor Dungeness Crab Month during March in Cannon Beach for the second year. We invited local restaurants to create a new crab menu item or promote an existing one via a brochure that is being circulated throughout town and on our website. 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.

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 success of the event is not dictated by the weather, as over 79% of our tickets have been purchased in advance. Our opening and closing events are showing strong sales, indicating participants are extending their stays. Additionally, Friday events have provided reasons for our vendors to increase their length of stay.

We have 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.

*Metrics scorecard will be provided with final evaluation.

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

Although much of our consideration about changes to the event in the future will wait until a final analysis has been conducted, we have had some initial thoughts about potential changes. As we hover at maximum capacity for some of our events, we will continue to expand and improve the offerings where possible. 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.

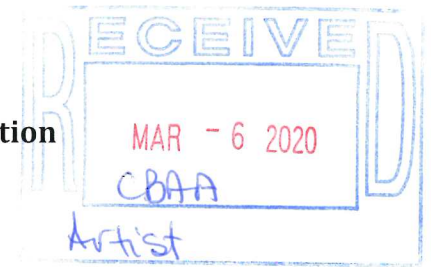
Our budget appears to be on track with our initial application.

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

Current budget attached.

Savor Cannon Beach 2020	Budget
INCOME	
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
Total	\$ 116,100.00
EXPENSES	
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
Total	\$ 116,100.00

**Tourism and Arts Fund Recipient Evaluation
Cannon Beach Arts Association
FY 2019-2020**



Mid-term Report

Program/Project Title: Artist Exhibits, Receptions and Artist Workshops

Evaluator Name/Position Date: Lila Wickham, President CBAA Board **Date:** March 4, 2020

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered:

Heads and beds information is collected for exhibits in several ways. All participating exhibit artists are surveyed and we ask them directly where they stay and how long they stay. Generally there are two to three trips for artists; one for drop off and one for pick up with some artists coming back for our receptions. A few artists stay for a week between drop off and reception.

Most of our artists are local to Clatsop and Tillamook Counties as that is our primary mission, but about 20% of our artists are from the Portland and Eugene area. We hosted the Rental Sales Gallery with 50 artists from Portland, many of whom spent the weekend of the reception. The majority of our reception audience is local to Clatsop and Tillamook Counties whereas the majority of our monthly visitor ship is coming from farther away than 50 miles. Most of the people, who travel greater than 50 miles away, specifically for our events, are artists and families and friends of artists.

We have implemented the following exhibits this fiscal year:

- Nicole Poole, Rachel Laura, Angelle Soans and Jeffery Olson, September 11th through October 13th with four artists and 612 visitors.
- Elizabeth Pattison, Jessica Sund, Orquidia Violeta and Yoshi Aoki October 16th through November 13th with four artists and 600 visitors.
- Miniatures November 13th through December 22nd with 86 artists and 110 visitors. The Zorn Method December 28th to current with 22 artists.
- Zorn Method Exhibit Jan 1 through Jan 26 with 34 artists and 122 visitors.
- Palette Puddlers Jan 29 through Feb 23 8 artists and 212 visitors.
- Group Show with 3 artists and Leslie Ann Butler, Victoria Colburn, Mary Garvy February 26th through March 29th.
- Exhibits are planned through December.

- A Labor Day Pop-Up with various artists and 124 visitors, September 20
 - Pop-Up with Dorota Haber LeHigh synchronized with the Earth and Ocean Festival.
 - Pop Up with Fisher Poets on March 1.
 - We offered a SOLD OUT watercolor class on January 25th and have a class planned for April 4th of Natural Science illustration. The participants are a mix of local and hotel staying population. We have changed our workshop program as a result of the changes to the Haystack Rock Awareness program and the number of classes offered by Trails End, the Hoffman Center and others. We continue to collaborate with the History Center.
- b. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.
- Our Gallery is on a main access point to Haystack Rock and is co-housed with a popular coffee shop so the majority of tourist activity is synchronized with visitors who come for the view and who come because we are known as an artist community.
 - We produce exhibits and events that cultivate the arts community in Cannon Beach by:
 - Hosting nine exhibits a year
 - Introducing new artists to the arts community and a new audience to local artists
 - Engaging quality regional artists
 - Providing a variety of art at multiple price points for visitors of all economic backgrounds
 - Providing arts grants to local artists
 - Providing opportunities for artists to perform
 - Coordinating with other local events, Savor Cannon Beach, Get Lit, Earth and Ocean.

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
- We have met our goals for the exhibit program. We hired a Gallery Director in October to replace Cara Mico after her resignation that same month. Scott Johnson is a well-known local artist and our sales of increased significantly over last year at this time; totaling \$20,139 for October through January.

- We reduced our goal for the number of classes offered due to the changes in the Haystack Rock Awareness program and a specific intent to focus on our key mission of supporting art and artists.
 - We offered two artist grants to Libby Pattison and Peter Greaver.
- b. Describe what could be done differently in the future to improve the program/event/project
- We are working on aligning our exhibits and events with other attractions in Cannon Beach and one of our Board members attends the Gallery Group meetings to maintain a strong presence with other Cannon Beach galleries.

3. Budget

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

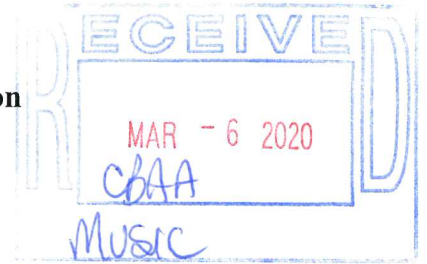
Our sales of increased significantly over last year at this time; totaling \$20,139 for October through January. We are focusing on maintaining our hours of operation, maintaining our space and managing our inventory and working closely with the artists to meet their needs.

- 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.

Exhibits Receptions and Workshops Budget

	Actuals	TAC Request
Expenses	10/1/19 to 3/1/19	10/1/19 to 9/30/20
Gallery Director/Marketing Support 1 person at 28 hours per week	\$8,000	\$6,500
Marketing/Printing/Marketing Support	\$590	\$7,500
Marketing Staff	\$2,500	\$11,700
Art Educator Payment	\$3,323	\$2,250

**Tourism and Arts Fund Recipient Evaluation
Cannon Beach Arts Association
FY 2019-2020**



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Program/Project Title Music Festival

Evaluator Name/Position Lila Wickham, President Cannon Beach Arts Association

Date: March 4, 2020

1. Project/Program Summary

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

The Fire Mountain Music Festival is collaboration with Cannon Beach and Manzanita/Nehalem to create a two week festival comprised of various opportunities for musically related events. The Cannon Beach Arts Association hired Ripping Glass LLC to support promotion and operations. Posters, social media, paid advertising and community events advertising are planned to promote the event. The 2020 event is scheduled for October 2-3-4 in Cannon Beach and October 9-10-11 in Manzanita/Nehalem Bay.

2. Program/Project Evaluation

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

The project is on schedule. The Program Committee comprised of three CBAA members, Lila Wickham, Brigitte Wahlbeck and Summer Peterson, and Dean Mueller and Julie Amici with Ripping Glass LLC have met twice for planning purposes. The venue, Sea Ranch in Cannon Beach and various venues in Manzanita and Nehalem Bay have been secured. A timeline for activities has been created. CBAA acquired marketing grant support from the Oregon Coast Visitors Association in the amount of \$5,000. A music festival is a very expensive undertaking but pre-planning is key and we are on target.

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



Plan and collaborate with all key partners. Create a Gantt chart for deliverables and assure the timelines are met.

3. Budget

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

Music Festival Budget Request Income

TAC Request 10/1/19-9/30/20	Actual 10/1/19 to 3/1/20	
\$7,500	\$5,000	Grants
\$1,000	0	Donations
\$1,500	0	Sponsorships
\$6,000	0	Ticket Sales
\$4,000	0	T Shirt Sales

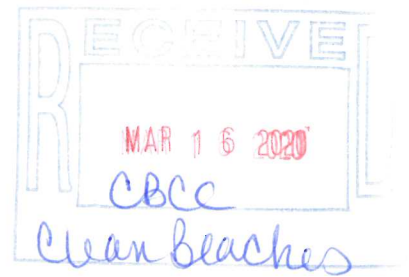
Music Festival Budget Request Expenses

TAC Request 10/1/19-9/30/20	Actual 10/1/19 to 3/1/20	
\$15,000	0	Artist Payment
\$8,400	0	Production Cost
\$5,000	\$1,500	Marketing
\$2,400	0	T Shirt Printing

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



☐ Final



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Program/Project Title: Clean Beaches Action Campaign (CBAC)

Evaluator Name/Position: Jim Paino, Executive Director **Date:** 3/9/20

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.

This program is intended to launch late spring or early summer. The Clean Beaches Action Campaign is a marketing program intended to promote Cannon Beach's clean beaches and encourage stewardship of Cannon Beach's natural areas by visitors. This marketing initiative relates to the overarching message within the Cannon Beach Chamber of Commerce destination marketing plan for Cannon Beach: Love It Like a Local. This will be a multi-faceted marketing campaign that will also support and promote other community and statewide projects related to beach clean-up and awareness of the issues of ocean debris.

2. Program/Project Evaluation

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

Not applicable. This program is intended to launch late spring or early summer.

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

Not applicable

3. Budget

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

The Cannon Beach Chamber has approved matching funding from marketing budget.



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

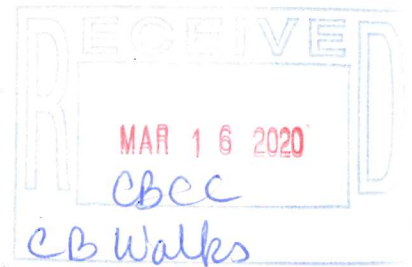
Original budget attached. This program has not begun

Clean Beaches Action Campaign	2019-2020 Budget
Project Management	\$ 1,560
Community Relations	\$ 1,560
Copywriting / Brochure	\$ 780
Photography	\$ 520
Design Brochure	\$ 650
Printing / Brochure	\$ 1,665
Web Page Creation	\$ 390
Social Media Management	\$ 975
Social Media Paid	\$ 600
Public Relations	\$ 1,300
TOTAL	\$ 10,000

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

☒ **Mid Term**

☐ **Final**



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Program/Project Title: Cannon Beach Walks

Evaluator Name/Position: Jim Paino, Executive Director **Date:** 3/9/20

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.**

Cannon Beach Walks is a year-round destination development and marketing campaign intended to partner with the City of Cannon Beach to identify great walks, contribute to the development of community trails and position Cannon Beach as one of the Northwest's best walkable destinations. This program will improve the experience of visitors and encourage walking rather than driving and parking.

The first four Cannon Beach Walks have been completed, can be found on the CannonBeach.org website (see detail below) and have been promoted on Facebook and in the Cannon Beach consumer E-newsletter. Print brochure design has been approved by the Cannon Beach Chamber of Commerce Marketing Committee for later printing.

Two of the walks are specifically arts related, promoting Cannon Beach as one of America's top 100 art towns.

2. Program/Project Evaluation

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

The Cannon Beach Walks program will not be complete until the end of the fiscal year, however, the first four "Walks" have been written and published on CannonBeach.org and



in the Cannon Beach consumer E-Newsletter reaching approximately 70,000 and driving nearly 2,000 web page visits to the content. Published pieces and results include:

Cannon Beach Gallery Tour

<https://www.cannonbeach.org/things-to-do/arts-museums-and-history/walking-tour-of-top-cannon-beach-galleries/>

Posted on Experience Cannon Beach Facebook page 1/30 and reached 19,024 with 468 link clicks. Also drove traffic to page from January consumer E-newsletter link.

Cannon Beach Public Art Tour

<https://www.cannonbeach.org/things-to-do/arts-museums-and-history/public-art/>

Posted to Experience Cannon Beach Facebook page, reaching 21,602 with 55 link clicks. Also drove traffic from May consumer E-Newsletter link

Best Beach Walks

<https://www.cannonbeach.org/things-to-do/beaches-and-parks/best-beach-walks-in-cannon-beach-oregon/>

Posted on Experience Cannon Beach Facebook Page 9/18, reached 13,604 with 460 link clicks. Also drove traffic from September consumer e-newsletter link

The Best of Cannon Beach on Foot

<https://www.cannonbeach.org/how-to-see-the-best-of-cannon-beach-on-foot/>

Posted on Experience Cannon Beach Facebook page 7/9, reached 17,462 with 621 link clicks. Also drove traffic from July consumer E-Newsletter link, encouraging walking.

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

Facebook page post as a video performed poorly compared to “link” posts. All future walks posts will be link posts.

3. Budget

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

This project measures results by click-through rates and offers long term value by positioning Cannon Beach as a great walking destination and encouraging walking during

visits to reduce traffic and parking issues. Initial reach and click-through rates (shown above) reflect significant awareness being built around these concepts. At this point in the project, expenditures are under \$1,000 (of approximately \$10,000 budget with matching funds provided by the Cannon Beach Chamber of Commerce) for content creation and some initial brochure design. The largest expense is yet to come with the printing of walks brochures.

- 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.**

Initial budget is attached with expenses estimated as stated in item a.

Cannon Beach Walks	2019-2020 Budget
Writing of Self-guided Tours	\$ 3,600
Maps / Graphic Design	\$ 1,560
Photos for Web / Social	\$ 900
Printing of Tours / Maps	\$ 625
Project Management	\$ 780
Social Media	\$ 975
Public Relations	\$ 1,170
Web Page Creation	\$ 390
TOTAL	\$ 10,000

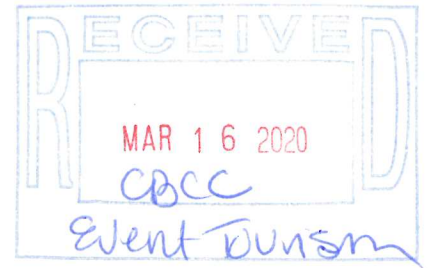
**Tourism and Arts Fund Recipient Evaluation
FY 2019-2020**



Mid Term



Final



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Program/Project Title

Event & Tourism Video Production

Evaluator Name/Position James Paino, Executive Director, Chamber of Commerce **Date** 3-13-20

1. Project/Program Summary

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

2. Program/Project Evaluation

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

3. Budget

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



Tourism and Arts Fund Recipient Evaluation

FY 2019-2020

Program/Project Title

Event and Tourism Video Production

Evaluator Name/Position James Paino, Executive Director, Chamber of Commerce **Date** 3-13-20

1) Project/Program Summary

- a) We are continuing to develop a series of video assets for integration with website, social media, and public relations efforts based on all of the events funded and supported by the Tourism Arts Committee. This project allows the Cannon Beach Chamber to further enhance our existing video library for use on CannonBeach.org, social media, primarily YouTube.com, and general promotion of Cannon Beach. Moreover, we will be providing these videos to the other events, members, and organizations for their own marketing and promotional use. The funding allows for the development, filming, and editing of videos that display the unique and wonderful events and activities that occur in Cannon Beach.
- b) Please note that this project is ongoing with new videos added as materials and opportunities present themselves. We currently have numerous videos that are up on our YouTube page. https://www.youtube.com/channel/UCULqJ5_yafJ1UJzaVoii_DA/videos
- c) Video has become the driving force of content on the internet. Every platform includes videos to help capture the attention of viewers and drive their interests to specific destinations. Having quality professional footage and videos to use in promotions is becoming more vital every year.
- d) Ultimately we hope that these videos will showcase many of the great aspects that our community and Cannon Beach has to offer. Video content truly allows the viewer to experience an event and Cannon Beach and spark an interest to visit.
- e) This project is designed to support the TAC funded recipients and provide them with additional tools to help them promote their events. This also provides the Chamber the ability to promote them as well. As the library of videos continues to increase it will also become a video record of how each event has grown and progressed through the years.

2) Program/Project Evaluation

- a) See Attached Summary Report

3) Budget

- a) See Attached Budget Information. Also, note that in the Chamber budget there are carry forward income and expenses included.



MORRISEY PRODUCTIONS

ESTIMATE

Morrissey Productions
P.O. Box 333
Seaside, OR 97138

Contact:
Seth@Morrissey.com

Cannon Beach Chamber
207 N Spruce St.
Cannon Beach, OR 97110
Date: 5/1/19
Invoice Number: 68949

Video Production + Event Photography + Editing Services

Description	Quantity	Price	Total Cost
Cottage Garden Tour Weekend	1	\$ 2,000	\$ 2,000
Earth & Ocean Arts 2020	1	\$ 2,000	\$ 2,000
Music Festival	1	\$ 2,000	\$ 2,000
Haystack Holidays	1	\$ 2,000	\$ 2,000
Savor Cannon Beach	1	\$ 2,000	\$ 2,000
Get Lit At The Beach	1	\$ 2,000	\$ 2,000
Fat Bike Festival	1	\$ 2,000	\$ 2,000
There Is Magic Here Version 2 (Food/Wine/ Art)	1	\$ 2,400	\$ 2,400
TAC Awarded Event 1 (TBA)	1	\$ 2,000	\$ 2,000
TAC Awarded Event 2 (TBA)	1	\$ 2,000	\$ 2,000
YouTube Marketing (Video Uploads, Optimization, SEO, ect..)	10	\$ 250	\$ 2,500
Subtotal			\$ 22,900
			\$ 0
Total			\$ 22,900

NOTE: Each video estimate includes multiple days of video production, photography, & post production editing.

DELIVERABLES: 2-5 minute video, 30 second video, & photography.

Video Production Project

<u>TAC</u>	<u>Qua.</u>	<u>Price</u>	<u>Total</u>	<u>Progress</u>
Gottage & Garden Tour Weekend	1	2,000.00	2,000.00	Post-Production
Earth & Ocean Arts 2020	1	2,000.00	2,000.00	Post-Production
Music Festival	1	2,000.00	-	Deferred
Haystack Holidays	1	2,000.00	2,000.00	complete
Savor Cannon Beach	1	2,000.00	-	Deferred
Get Lit at the Beach	1	2,000.00	-	Deferred
Fat Bike Festival	1	2,000.00	2,000.00	to be filmed
There is Magic Here V-2 (Food/Wine/Art)	1	2,400.00	2,400.00	Post-Production
YouTube Marketing	5	250.00	1,250.00	Minimized
TAC - TBA1	1	2,000.00	-	Deferred
TAC - TBA2	1	2,000.00	-	Deferred

Cannon Beach Chamber of Commerce
TAC Budget vs. Actual
February 2020

	Jul '19 - Feb 20	% of Budget	Annual Budget
Ordinary Income/Expense			
Income			
4005 · TAC Income			
40054 · TAC Activity			
400541 · TAC-North Coast Partnership	8,464.30	177.75%	7,143.00
400547 · TAC-Video Assets	11,223.60	142.3%	11,831.00
400548 · TAC - Fat Bike	12,883.60	133.55%	14,471.00
400549 · TAC - Cullinary Festival	23,085.55	120.1%	28,833.00
400550 · TAC - Cannon Beach Walks	2,657.40	90.0%	4,429.00
400551 · TAC - Clean Beaches	2,571.60	90.0%	4,286.00
Total 40054 · TAC Activity	60,886.05	128.65%	70,993.00
Total 4005 · TAC Income	60,886.05	128.65%	70,993.00
Total Income	60,886.05	128.65%	70,993.00
Gross Profit	60,886.05	128.65%	70,993.00
Expense			
60005 · TAC Expenses			
600059 · TAC N.CoastPartnership	8,483.00	178.14%	7,143.00
600064 · TAC-Video Assets	10,500.00	133.13%	11,831.00
600065 · TAC-Fat Bike	0.00	0.0%	14,471.00
600066 · TAC - Cullinary Festival	150.00	100.0%	28,833.00
600067 · TAC - Cannon Beach Walks	0.00	0.0%	4,429.00
600068 · TAC - Clean Beaches	0.00	0.0%	4,286.00
Total 60005 · TAC Expenses	19,133.00	103.65%	70,993.00
Total Expense	19,133.00	103.65%	70,993.00
Net Ordinary Income	41,753.05	144.63%	0.00
Net Income	41,753.05	144.63%	0.00

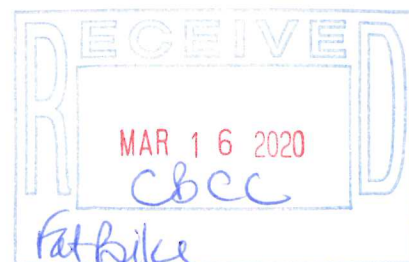
**Tourism and Arts Fund Recipient Evaluation
FY 2019-2020**



Mid Term



Final



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Program/Project Title

Fat Bike Festival

Evaluator Name/Position James Paino, Executive Director, Chamber of Commerce **Date** 3-13-20

1. Project/Program Summary

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

2. Program/Project Evaluation

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

3. Budget

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



Tourism and Arts Fund Recipient Evaluation
FY 2019-2020

Program/Project Title

Cannon Beach Fat Bike Festival

Evaluator Name/Position James Paino, Executive Director, Chamber of Commerce **Date** 3-13-20

1) Project/Program Summary

- a) 2020 is the third year of the Cannon Beach Fat Bike Festival. Participants from previous years are excited to return and bring other fat bike enthusiasts with them
- b) This event specifically targets 'fat bikes' which are built with 4 inch and wider tires that are designed to reduce the impact on the environment and help traverse the sand and snow. These bikes are popular for riding in sand and snow and have been featured by Travel Oregon for these two landscapes. Fat bikes are generally associated with a more laid back and adventuresome type of rider than normal bicycles. Our attendees will be out to enjoy the natural scenery that our beaches have to offer and are sure to be respectful of Haystack Rock. This entire event is a perfect fit for the relaxed coastal atmosphere here in Cannon Beach.

2) Program/Project Evaluation

- a) We are happy to be incorporating the Kloochoy Creek trail system this year and working with local NW Trail Alliance representatives to enhance the biking opportunities during the festival. This will help make for a bigger and more engaging event, while spreading out the cyclists who attend.
- b) We have included a copy of our rack card hand-out that outlines the events activities this year.
- c) Ticketing is currently open on the Chamber website that also lists many more of the details. <https://www.cannonbeach.org/events-and-festivals/fat-bike-festival/>

3) Budget

- a) See Attached Budget Information. Also, note that in the Chamber budget there are carry forward income and expenses included.



April 24-26

Friday, April 24th

5-7pm | Packet pick up & registration @ Cannon Beach Chamber, 207 N Spruce St, Cannon Beach, OR 97110

7-8pm | Fat Bike Meet Up - Meet @ Chamber @ 7pm to join us for a Sunset beach ride along Ecola Creek and to Haystack Rock to kick off the weekend.

Saturday, April 25th

9:30am | Meet @ Klootch Creek County Park for organization into group rides.

10am-12pm | Ride the Klootch Creek Trails led by members of the North Coast Trail Alliance. Beginner, Intermediate, and Advanced rides available.

(Free recreational permit required for registration-link on website)

2-4pm | Scavenger Hunt – Pick up your Scavenger Hunt Guide @ Cannon Beach Chamber Office and begin your adventure! Can be done by bike or on foot. Families are welcome to join you on this interactive scavenger hunt to find the hidden treasures and wonderful places of Cannon Beach!

7-9pm | Beach bonfire and Fat Bike games. Meet at Tolovana Beach State Recreation Site (in front of Mo's Restaurant) to enjoy bonfire, brews, & fat bike beach races & games.

Sunday, April 26th

9 – 9:30am | Meet at Cannon Beach Chamber of Commerce to check in for ride to waterfall.

9:30am -12:30pm | Fat Bike Beach Ride to Waterfall. Guided 13 mile Beach Ride to waterfall & back. Enjoy a picturesque beach ride past Haystack Rock, along the old "Oregon Beach Highway," and to the beautiful waterfall at Hug Point.

Registration Options:

\$45 for Weekend Pass: Includes all 3 days of events & a T-shirt (must register by April 6th to guarantee a t-shirt).

\$25 Saturday Only: Includes Klootch Creek Trail Ride, Scavenger Hunt in Cannon Beach, & Evening Beach bonfire & a T-shirt (must register by April 6th to guarantee a t-shirt).

Register at: cannonbeach.org/fatbike

Cannon Beach Fat Bike Festival Proposed Budget: 2020

Item:	Description:	Budgeted Amount:	Expense Description:	Total Spent:	Notes:
Web based marketing	Website, registration, logo & poster design.	\$250	Logo & poster updates		
Permits/Event fees	Permit fees for event	\$700	OBRA fees State Park permit		
Hard Copy marketing	Printing & posters, flyers & event materials.	\$1300	Printing & laminating of event materials.		
T-Shirts	Printing of shirts		Design & printing of t-shirts.		
Paid Advertising	Web, print, facebook, etc.	\$2000	Social media, newsletters, & advertising for event.		
Event support supplies	Porta potties, obstacle course materials, supplies for bonfire, etc.	\$750	Porta pottie (@ trailhead ?), supplies for scavenger hunt, food & beverages for bonfire, misc. event expenses.		
Event & Logistics Management	Hire an Event Director to run event.	\$9500	Event Management fee		

Total Budget for Event Expenses: (based on 100 participants)	\$14,500
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Cannon Beach Chamber of Commerce
TAC Budget vs. Actual
February 2020

	Jul '19 - Feb 20	% of Budget	Annual Budget
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Ordinary Income/Expense

Income

4005 · TAC Income

40054 · TAC Activity

400541 · TAC-North Coast Partnership

400547 · TAC-Video Assets

400548 · TAC - Fat Bike

400549 · TAC - Cullinary Festival

400550 · TAC - Cannon Beach Walks

400551 · TAC - Clean Beaches

Total 40054 · TAC Activity

Total 4005 · TAC Income

Total Income

Gross Profit

Expense

60005 · TAC Expenses

600059 · TAC N.CoastPartnership

600064 · TAC-Video Assets

600065 · TAC-Fat Bike

600066 · TAC - Cullinary Festival

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Total 60005 · TAC Expenses

Total Expense

Net Ordinary Income

Net Income

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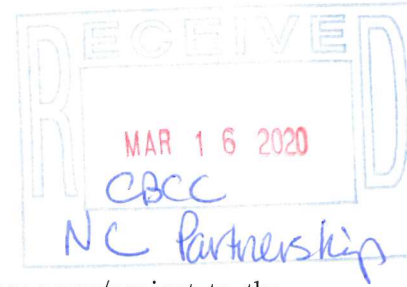
Tourism and Arts Fund Recipient Evaluation
FY 2019-2020



Mid Term



Final



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Program/Project Title

North Coast Partnership

Evaluator Name/Position James Paino, Executive Director, Chamber of Commerce Date 3-13-20

1. Project/Program Summary

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

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

Program/Project Title

North Coast Partnership

Evaluator Name/Position James Paino, Executive Director, Chamber of Commerce **Date** 3-13-20

1) Project/Program Summary

- a) The ONC marketing co-op was initially established in the fall of 2011 and the first campaign was launched in the spring of 2012. Each Community (Cannon Beach, Seaside, Astoria/Warrenton) has a seat to help make decisions and guide the direction of these efforts. We've utilized the expertise and creative direction of Worthy Marketing to help organize and manage the workload

i) **Social Media Presence** @northcoast.oregon

- (1) Destination inspiration lives on social media. Many of today's travelers find their next trip on social media, so the North Coast's presence as a destination that merits an overnight stay cannot be overstated. Our Instagram page has a **weekly reach of 9,000 users** and **19,000 weekly impressions**.

ii) **Web Seasonal content & Maintenance** <http://oregonsnorthcoast.com>

- (1) Oregon Coast is one of the top organic search terms tied to destination travel, along with Attractions, Things to Do, Activities. When it comes to the coast, city names do not bubble up to the top of the search list. This is why owning a URL, web presence, and active content creation around the Oregon Coast is crucial for the collective.
- (2) By pooling the area's attractions, events, activities and more, we drive longer stays and greater interest to the area.

iii) **Media**

- (1) Through digital media buys, email campaigns, and exploring video content for use, the ONC collective augments it's buying power and destination messages. Top-performing creative in the current ONC digital ad buy is related to Cannon Beach as a destination. That promotion is being funded in part by Astoria and Seaside, just as funding from Cannon Beach supports creative for their destinations as well. The partial contribution from each destination funds an annual budget that benefits all players. It gives visitors a scope of how much we have to offer as a region.

iv) **Crowdriff**

- (1) Platform to source visitor photos that feeds good destination marketing. It is photo-proof that we are home to incredible natural beauty, have dozens of outdoor activities, that our festivals are both well-attended and well-curated. Seeing is believing for new visitors and a powerful reminder to return again. By pooling our funds as a collective, we are drastically reducing the price burden of paying for Crowdriff as a single destination. This licensing deal and price are of great value to all members involved.

2) Program/Project Evaluation

- a) See Attached Report from Worthy Marketing

3) Budget

- a) See Attached Budget Information

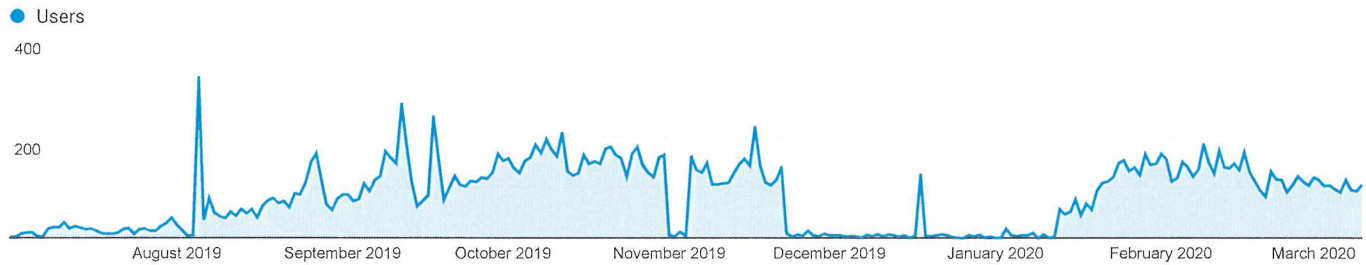
Location

All Users
100.00% Users

Jul 1, 2019 - Mar 10, 2020

Explorer

Summary



City	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	18,530 % of Total: 100.00% (18,530)	18,297 % of Total: 100.00% (18,297)	21,992 % of Total: 100.00% (21,992)	84.09% Avg for View: 84.09% (0.00%)	1.35 Avg for View: 1.35 (0.00%)	00:00:25 Avg for View: 00:00:25 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. Seattle	2,885 (15.26%)	2,765 (15.11%)	3,426 (15.58%)	89.11%	1.21	00:00:29	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Portland	1,854 (9.81%)	1,812 (9.90%)	2,280 (10.37%)	86.32%	1.47	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. (not set)	1,631 (8.63%)	1,612 (8.81%)	1,692 (7.69%)	47.22%	2.37	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Coffeyville	602 (3.19%)	601 (3.28%)	602 (2.74%)	47.84%	1.89	00:00:05	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Chicago	356 (1.88%)	355 (1.94%)	359 (1.63%)	98.61%	1.03	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Tacoma	348 (1.84%)	331 (1.81%)	424 (1.93%)	92.92%	1.08	00:00:10	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Vancouver	340 (1.80%)	336 (1.84%)	384 (1.75%)	93.49%	1.13	00:00:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Salem	317 (1.68%)	312 (1.71%)	389 (1.77%)	90.23%	1.15	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Everett	292 (1.54%)	277 (1.51%)	370 (1.68%)	87.84%	1.16	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Beaverton	284 (1.50%)	280 (1.53%)	339 (1.54%)	92.92%	1.13	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
11. Lacey	230 (1.22%)	219 (1.20%)	284 (1.29%)	92.61%	1.10	00:00:12	0.00%	0 (0.00%)	\$0.00 (0.00%)
12. Bellingham	227 (1.20%)	219 (1.20%)	288 (1.31%)	91.67%	1.20	00:00:26	0.00%	0 (0.00%)	\$0.00 (0.00%)
13. South Hill	227 (1.20%)	212 (1.16%)	286 (1.30%)	90.56%	1.16	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
14. New York	220 (1.16%)	220 (1.20%)	222 (1.01%)	24.32%	2.32	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
15. Bellevue	177 (0.94%)	170 (0.93%)	225 (1.02%)	93.33%	1.07	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
16. Ashburn	167 (0.88%)	167 (0.91%)	167 (0.76%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
17. Federal Way	164 (0.87%)	160 (0.87%)	201 (0.91%)	91.54%	1.12	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
18. Olympia	163 (0.86%)	158 (0.86%)	194 (0.88%)	91.24%	1.13	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
19. Kirkland	158 (0.84%)	151 (0.83%)	202 (0.92%)	94.55%	1.05	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)

20. Redmond	149 (0.79%)	143 (0.78%)	179 (0.81%)	89.39%	1.34	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
21. Gresham	147 (0.78%)	145 (0.79%)	177 (0.80%)	87.57%	1.16	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
22. Richmond	142 (0.75%)	142 (0.78%)	142 (0.65%)	82.39%	1.18	<00:00:01	0.00%	0 (0.00%)	\$0.00 (0.00%)
23. Hillsboro	134 (0.71%)	131 (0.72%)	151 (0.69%)	96.69%	1.07	00:00:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
24. Kent	130 (0.69%)	125 (0.68%)	147 (0.67%)	90.48%	1.16	00:00:21	0.00%	0 (0.00%)	\$0.00 (0.00%)
25. Bremerton	125 (0.66%)	119 (0.65%)	159 (0.72%)	93.08%	1.09	00:00:09	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 25 of 769

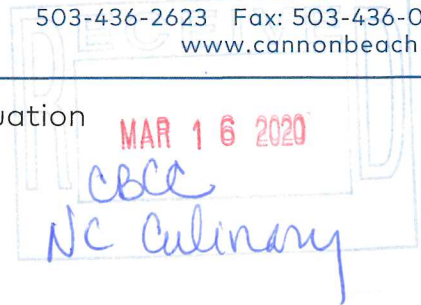
Oregon's North Coast - 2019-2020 Budget		
CrowdRiff Platform		
License for 4 destinations – Cannon Beach, Seaside, Astoria Warrenton, Oregon's North Coast	\$38,850	\$26,807
Digital Media Spend		
Retargeting and display advertising to 2 major drive markets – Seattle & Portland. Continue top performance from 2018-2019 media campaign.	\$15,000	\$10,350
Website Content & Optimization		
Build out seasonal content including itineraries, events/festivals, and activities to drive year-round visitation. Implement SEO practices to improve site ranking on search.	\$10,950	\$7,556
Social Media Content & Community Management		
Create monthly content calendar for @northcoast.oregon, follow emerging best practices on social media, post content and engage with followers.	\$19,800	\$13,662
Social Media Ad Spend		
Grow followership to drive visitation.	\$7,200	\$4,968
Project Management		
Manage vendors, payments, coordinate creative, and team consensus.	\$13,200	\$9,108
Total	\$105,000	\$72,450

Cannon Beach Chamber of Commerce TAC Budget vs. Actual February 2020

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Tourism and Arts Fund Recipient Evaluation
FY 2019-2020

Mid Term



Program/Project Title

North Coast Culinary Fest

Evaluator Name/Position James Paino, Executive Director, Chamber of Commerce **Date** 3-13-2020

1. Project/Program Summary

- a. The North Coast Culinary Fest will deliver a city-wide celebration of the Cannon Beach culinary experience with top chefs & purveyors at their restaurants, bakeries, and breweries.

The festival features workshops on Friday and Saturday around town, a progressive dinner with midtown and downtown rotations on Saturday night to celebrate, educate, and appreciate the outstanding culinary offerings Cannon Beach has to offer followed by a night market after party at the Chamber Community Hall. Sunday includes a brunch at the James Beard summer home in Gearhart, movie at the Times Theatre in Seaside, and themed dinner at EVOO in Cannon Beach. We anticipate nearly all the hotels in town will be booked for both Friday and Saturday night. The weekend of events will succeed in bringing in new and returning tourists from Washington, California, and even as far as Minnesota.

The website for this event and tickets link are:

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

<https://cannonbeachchamber.eventsmart.com/events/north-coast-culinary-fest/>

2. Evaluation

- a. The event has not happened yet, but we hope the event will attract 150+ culinary foodies from far and near. Tickets are on sale now.
- b. We have redesigned our Dinner from last year's event. We hope this new progressive dinner rotation format will be successful in showcasing local chefs in their own kitchens. We have a new event coordinator, Tracy Abel and started promotion significantly earlier than last year to hopefully increase ticket sales and awareness.
- c. Get your Tickets Now!

3. Budget attachments

- a. & b. See attached budget information attached.

NC Culinary Fest. Working Budget

				<u>Budget</u>	<u>Actual</u>
NC Culinary Fest. Income					
Grants					
	TAC			28,833.00	17,299.80
	County			12,510.00	-
	OCVA				
	Travel Oregon	Wine		50,000.00	
Sponsorship					
	Sponsors			6,500.00	3,500.00
	Donations			300.00	
	Other				
Workshops					
	f-Beer			300.00	132.00
	f-Cheese			500.00	
	Oyster			300.00	
	Wine			300.00	
	f-Whiskey #1			400.00	
	Whiskey #2			400.00	
	Forageing 2x			1,500.00	
	Tea			300.00	
	Other			300.00	
Dinners					
	Progressive 1			13,425.00	300.00
	Progressive 2			13,425.00	300.00
	After Movie			2,970.00	
Night Market					
	Vendors			300.00	
	Entry			750.00	80.00
	Raffle				
Sunday House Brunch					
	Tickets			2,970.00	180.00
Movie				-	8.00
Merchandise				3,000.00	
16%					
Total Income				139,283.00	21,799.80

NC Culinary Fest. Expense

Management Fee	18%	25,100.00	
Marketing			
Save the Date		300.00	
Advertising		15,000.00	
Production		5,000.00	750.00
Distribution		500.00	
Welcome			
Swag Bag		2,000.00	
Check-in		2,000.00	
Workshops			
Instructors		2,000.00	
Ticketing		180.00	120.00
Venue		2,000.00	
Decoration		2,250.00	
Dinner			
Progressive 1		9,000.00	
Progressive 2		9,000.00	
After Movie		1,500.00	
Marketing			
Night Market			
Food		1,000.00	
Beverages		2,000.00	
Entertainment		1,000.00	
Raffle		50.00	
Brunch			
Marketing			
Movie			
Venue			
Movie Cost		600.00	
Ticketing			
House Brunch			
Food		1,500.00	
Beverages		1,500.00	
Music		500.00	
Staffing		500.00	
Event Planner			
Crew		18,000.00	
Lodging		3,000.00	
Food			
Staff		7,000.00	
Permits		500.00	
Equipment		4,000.00	
Transportation		4,500.00	
Rentals		2,500.00	
School Donation / Scholarship		5,000.00	
Merchandise		2,500.00	
	20,578.52	Total Expenses	870.00
		Profit / Loss	20,929.80

Cannon Beach Chamber of Commerce

TAC Budget vs. Actual

February 2020

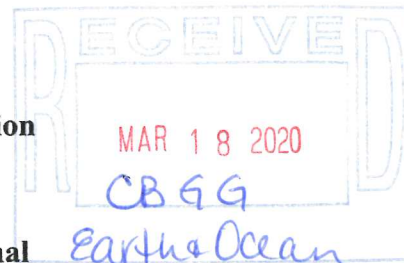
	Jul '19 - Feb 20	% of Budget	Annual Budget
Ordinary Income/Expense			
Income			
4005 · TAC Income			
40054 · TAC Activity			
400541 · TAC-North Coast Partnership	8,464.30	177.75%	7,143.00
400547 · TAC-Video Assets	11,223.60	142.3%	11,831.00
400548 · TAC - Fat Bike	12,883.60	133.55%	14,471.00
400549 · TAC - Cullinary Festival	23,085.55	120.1%	28,833.00
400550 · TAC - Cannon Beach Walks	2,657.40	90.0%	4,429.00
400551 · TAC - Clean Beaches	2,571.60	90.0%	4,286.00
Total 40054 · TAC Activity	60,886.05	128.65%	70,993.00
Total 4005 · TAC Income	60,886.05	128.65%	70,993.00
Total Income	60,886.05	128.65%	70,993.00
Gross Profit	60,886.05	128.65%	70,993.00
Expense			
60005 · TAC Expenses			
600059 · TAC N.CoastPartnership	8,483.00	178.14%	7,143.00
600064 · TAC-Video Assets	10,500.00	133.13%	11,831.00
600065 · TAC-Fat Bike	0.00	0.0%	14,471.00
600066 · TAC - Cullinary Festival	150.00	100.0%	28,833.00
600067 · TAC - Cannon Beach Walks	0.00	0.0%	4,429.00
600068 · TAC - Clean Beaches	0.00	0.0%	4,286.00
Total 60005 · TAC Expenses	19,133.00	103.65%	70,993.00
Total Expense	19,133.00	103.65%	70,993.00
Net Ordinary Income	41,753.05	144.63%	0.00
Net Income	41,753.05	144.63%	0.00

Tourism and Arts Fund Recipient Evaluation

FY 2019 -
2020

☒ Mid Term

☐ Final



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

Program/Project Title

EARTH AND OCEAN ARTS FESTIVAL

Evaluator Name/Position JAMES KINGWELL Date 3-16-20
TREASURER

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.

2. Program/Project Evaluation

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

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.



Earth and Ocean Arts Festival

1. Summary

This is our first ever event with a ticketed component. We sold 146 full event passes on line and an additional 6 concert tickets at the door. Our Saturday reception event was attended by more than 100 people.

Our occupancy data is derived from the Chamber record of available rooms for each day. They indicate occupancy of 86.6 % on Thursday, 91 % for Friday and 88.4 % on Saturday.

2. Evaluation

We found this initial event generated great enthusiasm among participants. We think it projects an image of our community that celebrates our environment.

We need better coordination with the City regarding appropriate usage of public space.

We also need more boots on the ground for preparation and clean up of event venues. This means paid services.

3. Budget

Please see the attached document.

7:23 PM

02/20/20

Cash Basis

The Gallery Group
Profit & Loss by Class
 July 2019 through June 2020

Ordinary Income/Expense	E&O	SU	SWAF	Unclassified	TOTAL
Income					
Membership Income	0.00	0.00	0.00	7,800.00	7,800.00
Merch	12,210.02	0.00	0.00	0.00	12,210.02
Sponsorship Income	0.00	0.00	0.00	11,000.00	11,000.00
TAC INCOME	15,577.17	23,234.96	9,079.17	0.00	47,891.30
Total Income	27,787.19	23,234.96	9,079.17	18,800.00	78,901.32
Gross Profit	27,787.19	23,234.96	9,079.17	18,800.00	78,901.32
Expense					
NON-TAC Advertising					
2019 E&O - NON	893.60	0.00	0.00	0.00	893.60
CB Design Co - NON	2,013.33	2,013.34	2,013.33	0.00	6,040.00
HipFish - NON	325.00	0.00	0.00	0.00	325.00
Meals and Entertainment - NON	255.00	0.00	0.00	0.00	255.00
OR Coast Mag - NON	277.00	0.00	277.00	0.00	554.00
Sea Level Bakery - NON	692.00	0.00	0.00	0.00	692.00
Sign One - NON	358.20	0.00	0.00	0.00	358.20
Total NON-TAC Advertising	4,814.13	2,013.34	2,290.33	0.00	9,117.80
Office - Admin					
CB Chamber	0.00	0.00	0.00	135.00	135.00
Computer and Internet Expenses	0.00	0.00	0.00	388.36	388.36
Dues & Memberships	0.00	0.00	0.00	339.99	339.99
PO BOX	0.00	0.00	0.00	56.00	56.00
Secretary of State	0.00	0.00	0.00	50.00	50.00
Stamps	0.00	0.00	0.00	69.34	69.34
Supplies	0.00	0.00	0.00	204.50	204.50
Total Office - Admin	0.00	0.00	0.00	1,243.19	1,243.19
Professional Fees					
Bookkeeper	0.00	0.00	0.00	625.00	625.00
Total Professional Fees	0.00	0.00	0.00	625.00	625.00
TAC - Advertising					
2019 E&O Art Fest - TAC	11,751.41	0.00	0.00	0.00	11,751.41
2019 SU - TAC	0.00	16,000.00	0.00	0.00	16,000.00
2019 SWAF - TAC	0.00	0.00	150.00	0.00	150.00
2020 E&O Art Fest - TAC	700.00	0.00	0.00	0.00	700.00
AAA Via Mag - TAC	0.00	0.00	3,750.00	0.00	3,750.00
CB Chamber - TAC	0.00	0.00	1,750.00	0.00	1,750.00
CB Design Co - TAC	7,390.00	156.25	325.00	0.00	7,871.25
CB Gazette - TAC	0.00	488.25	220.50	0.00	708.75
Coast Comm Radio - TAC	300.00	0.00	0.00	0.00	300.00

7:23 PM

02/20/20

Cash Basis

The Gallery Group
Profit & Loss by Class
 July 2019 through June 2020

	E&O	SU	SWAF	Unclassified	TOTAL
Coaster Theater - TAC	600.00	0.00	0.00	0.00	600.00
Country Media - TAC	0.00	0.00	325.00	0.00	325.00
Explorer Media Group - TAC	1,881.34	1,386.33	1,386.33	0.00	4,654.00
OCVA - TAC	310.00	85.00	310.00	0.00	705.00
OR Coast Mag - TAC	1,158.34	604.33	604.33	0.00	2,367.00
PA&M Mag - TAC	325.00	0.00	975.00	0.00	1,300.00
PADA - TAC	0.00	0.00	650.00	0.00	650.00
Preview Graphics - TAC	120.00	120.00	120.00	0.00	360.00
Preview Mag TAC	320.63	0.00	320.62	0.00	641.25
Seattle Met - TAC	500.00	500.00	500.00	0.00	1,500.00
Travel Portland - TAC	1,781.33	1,781.33	1,781.34	0.00	5,344.00
Website - TAC	0.00	0.00	0.00	1,750.00	1,750.00
Total TAC - Advertising	27,138.05	21,121.49	13,168.12	1,750.00	63,177.66
Total Expense	31,952.18	23,134.83	15,458.45	3,618.19	74,163.65
Net Ordinary Income	-4,164.99	100.13	-6,379.28	15,181.81	4,737.67
Other Income/Expense					
Other Income	700.00	0.00	0.00	0.00	700.00
Gift Certificate					
Total Other Income	700.00	0.00	0.00	0.00	700.00
Other Expense	4,742.70	0.00	0.00	0.00	4,742.70
DONATION	0.00	0.00	0.00	0.00	0.00
VOID					
Total Other Expense	4,742.70	0.00	0.00	0.00	4,742.70
Net Other Income	-4,042.70	0.00	0.00	0.00	-4,042.70
Net Income	-8,207.69	100.13	-6,379.28	15,181.81	694.97

Tourism and Arts Fund Recipient Evaluation

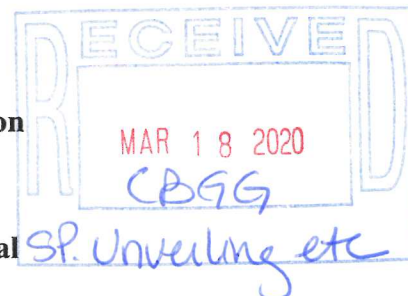
FY 2019 -
2020



Mid Term



Final



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Program/Project Title

SPRING UNVEILING ARTS FESTIVAL, and YEAR-ROUND FESTIVALS PROMOTION

Evaluator Name/Position JAMES KINGWELL Date 3-16-20

1. Project/Program Summary TREASURER

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

2. Program/Project Evaluation

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

3. Budget

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



The Gallery Group

Profit & Loss by Class

July 2019 through June 2020

	E&O	SU	SWAF	Unclassified	TOTAL
Ordinary Income/Expense					
Income					
Membership Income	0.00	0.00	0.00	7,800.00	7,800.00
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TAC INCOME	15,577.17	23,234.96	9,079.17	0.00	47,891.30
Total Income	27,787.19	23,234.96	9,079.17	18,800.00	78,901.32
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Expense					
NON-TAC Advertising					
2019 E&O - NON	893.60	0.00	0.00	0.00	893.60
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HipFish - NON	325.00	0.00	0.00	0.00	325.00
Meals and Entertainment - NON	255.00	0.00	0.00	0.00	255.00
OR Coast Mag - NON	277.00	0.00	277.00	0.00	554.00
Sea Level Bakery - NON	692.00	0.00	0.00	0.00	692.00
Sign One - NON	358.20	0.00	0.00	0.00	358.20
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Dues & Memberships	0.00	0.00	0.00	339.99	339.99
PO BOX	0.00	0.00	0.00	56.00	56.00
Secretary of State	0.00	0.00	0.00	50.00	50.00
Stamps	0.00	0.00	0.00	69.34	69.34
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2020 E&O Art Fest - TAC	700.00	0.00	0.00	0.00	700.00
AAA Via Mag - TAC	0.00	0.00	3,750.00	0.00	3,750.00
CB Chamber - TAC	0.00	0.00	1,750.00	0.00	1,750.00
CB Design Co - TAC	7,390.00	156.25	325.00	0.00	7,871.25
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Other Income/Expense					
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Total Other Income	700.00	0.00	0.00	0.00	700.00
Other Expense	4,742.70	0.00	0.00	0.00	4,742.70
DONATION	0.00	0.00	0.00	0.00	0.00
VOID					
Total Other Expense	4,742.70	0.00	0.00	0.00	4,742.70
Net Other Income	-4,042.70	0.00	0.00	0.00	-4,042.70
Net Income	-8,207.69	100.13	-6,379.28	15,181.81	694.97

Spring Unveiling Arts Festival, and Year-round Festival Promotion.

1. Summary

Spring Unveiling 2020 has not yet taken place. Meeting March 16 our Board of Directors has decided to postpone the event until proposed dates of June 26, 27, 28. A final decision will be made for Go or No Go at our April meeting. The corona virus makes this a very fluid situation. Our year round promotions continue apace and have featured the multiple festival aspect of Cannon Beach.

2. Evaluation

Our program is two fold. The event offer experience. The second aspect is the year round promotion of Cannon Beach. The majority of T A C funding for Spring Unveiling has always focused on promotion while the actual staging costs have been carried by the participating galleries. The promotion plan with mixed medias is fully engaged.

3. Budget

Please see the attached document for the accounting to date for financials.

Tourism and Arts Fund Recipient Evaluation
FY 2019-2020



☐ Final



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Program/Project Title Cottage Tour/ Cannon Beach History Center & Museum 2020

Evaluator Name/Position Executive Director/Elaine Trucke **Date** 03/08/2020

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 2019 Cottage Tour welcomed nearly 700 people from all over the PNW. According to data collected during advance ticket sales and at the check in booth, there were 335 confirmed night stays, 279 in hotels or vacation rentals. The average stay was 2.83 (or about three nights.) The average night stay in a second home was four nights. According to zip codes and advance ticket sales over five hundred people traveled over fifty miles (506 people) to attend the 2019 Cottage Tour.

The 2020 Cottage Tour will take place September 11-13. This year, we're doing things a little differently. For the first time in seventeen years, we will be including Arch Cape in the tour of homes. The weekend of events will begin with a concert on Friday night the 11th. Last year we had great attendance for this event. Saturday, September 12 will begin with a luncheon & lecture at the Chamber Hall at noon, with doors opening at 11:30 a.m. We are hoping that Doug Deur will be able to squeeze the lecture into his busy schedule. He was our 2017 speaker and was extremely popular and knowledgeable. The home tour will take place from noon until 5:00 p.m. We will be touring Tolovana and Arch Cape. We have confirmed six homes in Tolovana and Arch Cape. The goal is to have between 9 and 11 locations on the tour, that way everyone has enough time to see all of the locations.

The tour will close out with a post-tour reception and concert at the museum at 6:00 p.m. This event will take place at the museum and was attended by around 200 people last year. It was a very popular event!

The final event of the 2020 Cottage Tour will be the Garden Tea at the Cannon Beach Chamber Hall. The doors will open at 11:00 a.m. with a presentation at noon. The tea goes from 11:00 a.m. - 1:00 p.m. The speaker will be Debbie Teashon of **Rainy Side Gardeners**.



She is an author, master gardener and public speaker. We are very excited to partner with Beach House Teas to offer a wonderful selection of locally sourced teas served in real China teacups. This has become a very popular event. It sold out last year due to space limitations. We hope to accommodate more people in the Cannon Beach Chamber Hall, but it's still not as many as we would like. I think a lot of events in Cannon Beach contend with the size of event spaces, so we're not alone in this.

The 2020 Cottage Tour committee will have its first meeting Wednesday, March 18. We have many great additions and fun changes to the tour this year that we're excited to unveil these as the date get closer. Advertising has already appeared in the Cannon Beach Magazine, Oregon Coast Visitor Guide, and Travel Oregon. Advertising has been confirmed in Sunset Magazine, Coastal Living and Portland Monthly. We will continue with advertising in the other publications as the time allows with most advertising beginning in June or July.

We have just begun approaching area businesses about sponsoring the 2020 Cottage Tour.

A save the date mailer will go out to about 7,000 previous attendees, Sunset leads, museum members, and area businesses at the end of the month.

2. Program/Project Evaluation

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

We are very excited for the tour this year. Last year was the smoothest tour we've ever had and we feel that a lot of kinks have been worked out. We are looking forward to a smooth check-in and for tour-goers to learn some of the unique history of Arch Cape. We have reached out to local advertising publications early this year due to a lack of response from them last year. We hope to increase local visitors (TAF funds are not used for this.) All of the marketing funds approved by the committee are used to induce visitors from 50 miles or further away. We did notice an increase in length of stay by attendees last year and we hope to continue this fad in the 2020 year. p

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

The 2020 Cottage Tour plans are currently right on schedule. Last year was our smoothest tour to-date, we really feel like we got it figured out. We started approaching advertisers a lot earlier this year (particularly local ads, though funds are not used for this.) We hope adding Arch Cape will also draw new attendees, or maybe those who missed last year.

3. Budget

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

As mentioned above, the CBHCM is currently in the early stages of planning the 2020 Cottage Tour. Expenses associated with the tour have been paid to *Travel Oregon* and *Oregon Coast Visitor Guide*, *Cannon Beach Magazine* as well as any costs associated with online ads and e-newsletters.

- 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.

A financial report is attached. Expenses for the 2020 Cottage Tour have been for annual publications, a few online ads, and for our mailer. Most expenses will begin in May of this year.

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		Confirmed/ not paid \$5,000.00
Coastal Living		\$5,000.00		Confirmed/ not paid \$5,000.00
Travel Oregon/Online/ Newsletter		\$2,500.00	\$500.00	Confirmed/ Paid \$3,000.00
Social Media Ad		\$300.00	\$300.00	\$600.00
Beyond 50/Portland		\$400.00	\$100.00	\$500.00
OCVA Guide/Online/Newsletter		\$2,000.00		confirmed/ paid \$2,000.00
Hipfish			\$450.00	\$450.00
Portland Monthly		\$2,000.00		Confirmed/ not paid \$2,000.00
KMUN			\$250.00	\$250.00
Seattle Times/Online		\$1,700.00		Pending \$1,700.00
The Oregonian/Online		\$3,500.00		Pending \$3,500.00
Coast Weekend/Online			\$500.00	Pending \$500.00
Irvington Home Tour AD		\$350.00		Pending \$350.00
Total		\$22,750.00	\$3,000.00	\$25,750.00

Print Marketing

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

Event Costs

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

2019 CT Lodging Analysis

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

100%

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

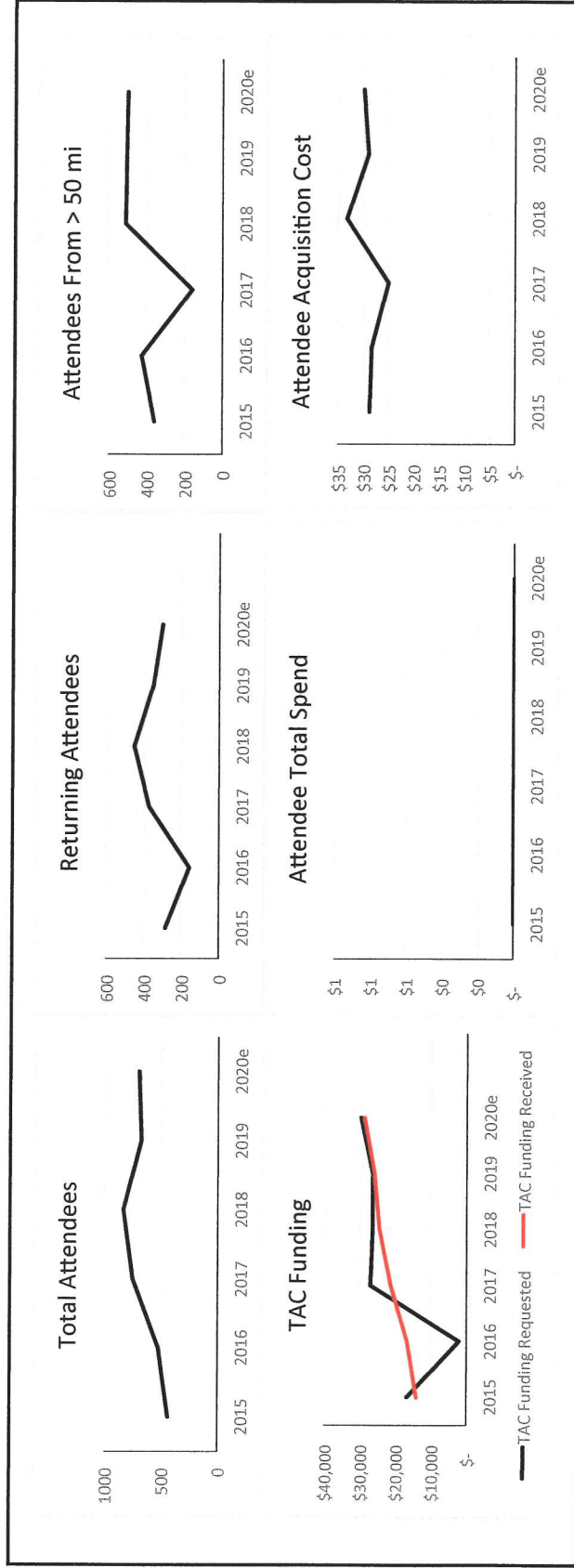
2019 Cottage Tour Marketing Analysis

Figures were taken from all ticket sales

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

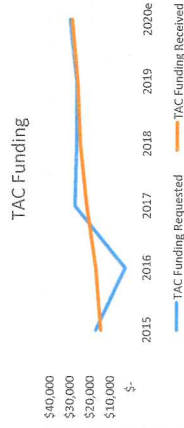
100%

Events Metrics Scorecard- EVENT NAME

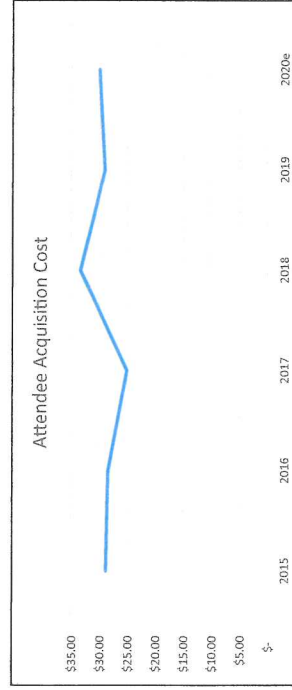


NOTE-Please input event data in the yellow cells

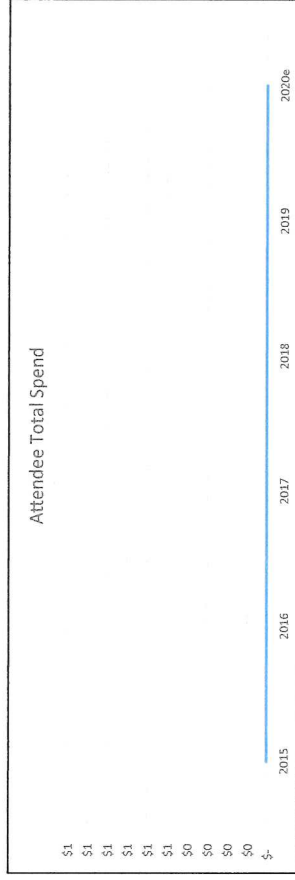
	2015	2016	2017	2018	2019	2020e
TAC Funding Requested	\$ 16,700	\$ 2,100	\$ 27,050	\$ 26,500	\$ 26,500	\$ 29,800
TAC Funding Received	\$ 14,090	\$ 16,726	\$ 21,295	\$ 24,500	\$ 25,929	\$ 28,786



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

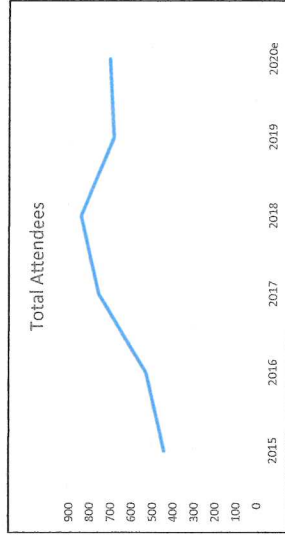


Average Attendee Spend	2015	2016	2017	2018	2019	2020e
Room Rental (Clatsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending-est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
Total	\$ 468	\$ 482	\$ 494	\$ 503	\$ 509	\$ 518
Avg Attendee Day Stays	-	-	-	-	-	-
Total Attendees	438	526	751	837	681	700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

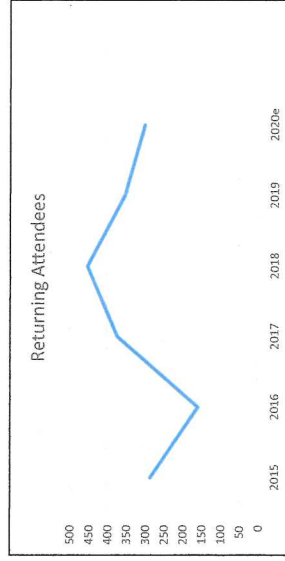


NOTE: Please input event data in the yellow cells

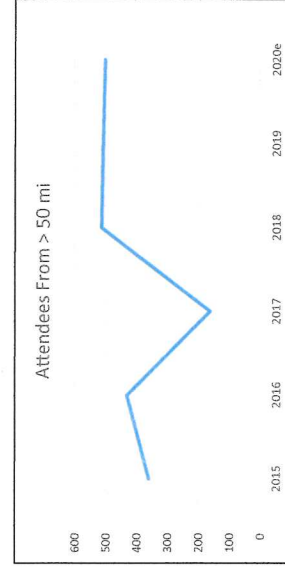
	2015	2016	2017	2018	2019	2020e
Total Attendees	438	526	751	837	681	700



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



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

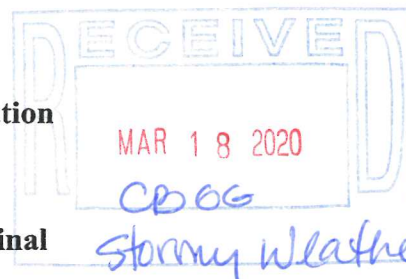


Tourism and Arts Fund Recipient Evaluation

FY 2019 -
2020

☒ Mid Term

☐ Final



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

Program/Project Title

STORMY WEATHER ARTS FESTIVAL

Evaluator Name/Position JAMES KINGWELL Date 3-16-20

1. Project/Program Summary TREASURER

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

2. Program/Project Evaluation

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

3. Budget

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



7:23 PM

02/20/20

Cash Basis

The Gallery Group
Profit & Loss by Class
 July 2019 through June 2020

	E&O	SU	SWAF	Unclassified	TOTAL
Coaster Theater - TAC	600.00	0.00	0.00	0.00	600.00
Country Media - TAC	0.00	0.00	325.00	0.00	325.00
Explorer Media Group - TAC	1,881.34	1,386.33	1,386.33	0.00	4,654.00
OCVA - TAC	310.00	85.00	310.00	0.00	705.00
OR Coast Mag - TAC	1,158.34	604.33	604.33	0.00	2,367.00
PA&M Mag - TAC	325.00	0.00	975.00	0.00	1,300.00
PADA - TAC	0.00	0.00	650.00	0.00	650.00
Preview Graphics - TAC	120.00	120.00	120.00	0.00	360.00
Preview Mag TAC	320.63	0.00	320.62	0.00	641.25
Seattle Met - TAC	500.00	500.00	500.00	0.00	1,500.00
Travel Portland - TAC	1,781.33	1,781.33	1,781.34	0.00	5,344.00
Website - TAC	0.00	0.00	0.00	1,750.00	1,750.00
Total TAC - Advertising	27,138.05	21,121.49	13,168.12	1,750.00	63,177.66
Total Expense	31,952.18	23,134.83	15,458.45	3,618.19	74,163.65
Net Ordinary Income	-4,164.99	100.13	-6,379.28	15,181.81	4,737.67
Other Income/Expense					
Other Income	700.00	0.00	0.00	0.00	700.00
Gift Certificate					
Total Other Income	700.00	0.00	0.00	0.00	700.00
Other Expense					
DONATION	4,742.70	0.00	0.00	0.00	4,742.70
VOID	0.00	0.00	0.00	0.00	0.00
Total Other Expense	4,742.70	0.00	0.00	0.00	4,742.70
Net Other Income	-4,042.70	0.00	0.00	0.00	-4,042.70
Net Income	-8,207.69	100.13	-6,379.28	15,181.81	694.97

7:23 PM

02/20/20

Cash Basis

The Gallery Group

Profit & Loss by Class

July 2019 through June 2020

	E&O	SU	SWAF	Unclassified	TOTAL
Ordinary Income/Expense					
Income					
Membership Income	0.00	0.00	0.00	7,800.00	7,800.00
Merch	12,210.02	0.00	0.00	0.00	12,210.02
Sponsorship Income	0.00	0.00	0.00	11,000.00	11,000.00
TAC INCOME	15,577.17	23,234.96	9,079.17	0.00	47,891.30
Total Income	27,787.19	23,234.96	9,079.17	18,800.00	78,901.32
Gross Profit	27,787.19	23,234.96	9,079.17	18,800.00	78,901.32
Expense					
NON-TAC Advertising					
2019 E&O - NON	893.60	0.00	0.00	0.00	893.60
CB Design Co - NON	2,013.33	2,013.34	2,013.33	0.00	6,040.00
HipFish - NON	325.00	0.00	0.00	0.00	325.00
Meals and Entertainment - NON	255.00	0.00	0.00	0.00	255.00
OR Coast Mag - NON	277.00	0.00	277.00	0.00	554.00
Sea Level Bakery - NON	692.00	0.00	0.00	0.00	692.00
Sign One - NON	358.20	0.00	0.00	0.00	358.20
Total NON-TAC Advertising	4,814.13	2,013.34	2,290.33	0.00	9,117.80
Office - Admin					
CB Chamber	0.00	0.00	0.00	135.00	135.00
Computer and Internet Expenses	0.00	0.00	0.00	388.36	388.36
Dues & Memberships	0.00	0.00	0.00	339.99	339.99
PO BOX	0.00	0.00	0.00	56.00	56.00
Secretary of State	0.00	0.00	0.00	50.00	50.00
Stamps	0.00	0.00	0.00	69.34	69.34
Supplies	0.00	0.00	0.00	204.50	204.50
Total Office - Admin	0.00	0.00	0.00	1,243.19	1,243.19
Professional Fees					
Bookkeeper	0.00	0.00	0.00	625.00	625.00
Total Professional Fees	0.00	0.00	0.00	625.00	625.00
TAC - Advertising					
2019 E&O Art Fest - TAC	11,751.41	0.00	0.00	0.00	11,751.41
2019 SU - TAC	0.00	16,000.00	0.00	0.00	16,000.00
2019 SWAF - TAC	0.00	0.00	150.00	0.00	150.00
2020 E&O Art Fest - TAC	700.00	0.00	0.00	0.00	700.00
AAA Via Mag - TAC	0.00	0.00	3,750.00	0.00	3,750.00
CB Chamber - TAC	0.00	0.00	1,750.00	0.00	1,750.00
CB Design Co - TAC	7,390.00	156.25	325.00	0.00	7,871.25
CB Gazette - TAC	0.00	488.25	220.50	0.00	708.75
Coast Comm Radio - TAC	300.00	0.00	0.00	0.00	300.00

Stormy Weather Arts Festival

1. Summary

The Gallery Group role is year round promotion and also the delivery of Gallery display and receptions that give our visitors a quality experience. This annual event is practically an institution of tradition that generates a surge of business throughout town at a time that is really helpful.

The galleries do not have ticketed events during the weekend so we become reliant on other means to gather occupancy data. That was not available for us at the Chamber this time

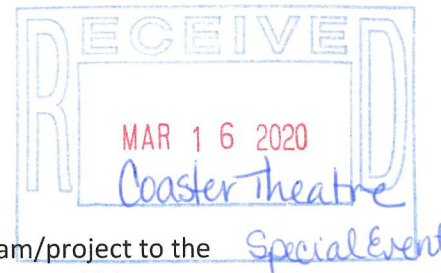
2. We experienced a very active event in the galleries. Art is the focus of the weekend and draws an appreciative crowd.

We hope to improve the quality of occupancy data. We have no confidence in the accuracy of information received from lodging sources.

3. Budget

Please see the attached document.

Tourism and Arts Fund Recipient Evaluation
FY 2019-2020
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: 3/16/2020

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 (*Con Fuego featuring Aaron Larget-Caplan*) so far with two events this spring (*Tom Grant & Shelly Rudolph | In Concert* on April 25 and *Curtis Salgado | In Concert* on May 31)

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. ¡Con Fuego! Featuring Aaron Larget-Caplan – Sunday, October 20, 2019

Total attendees: 42

From 50+ miles away: 31.5 attendees

Staying at a Cannon Beach Hotel, Vacation Rental or RV Park: 15.75 attendees

We were disappointed in the draw for this event and are continually looking to find artists that can draw an audience with calendar scheduling to maximize our attendance.

2. The Savannah Sipping Society – September 20 – October 26, 2019

Total Attendees: 1525

From 50+ miles away: 1078.45 (71%)

Staying at a CB Hotel, Vacation Rental or RV Park: 493.13 (46% of attendees from 50+ miles)

3. Annie – November 15 – December 22, 2019

Total Attendees: 2000

From 50+ miles away: 758.9 (38%)

Staying at a CB Hotel, Vacation Rental or RV Park: 362.22 (48% of attendees from 50+ miles)

4. A Bench in the Sun – January 31 – February 22, 2020

Total Attendees: 683

From 50+ miles away: 475.45 (70%)

Staying at a CB Hotel, Vacation Rental or RV Park: 260.68 (55% of attendees from 50+ miles)

5. Comedy Variety Show – February 29, 2020

Total Attendees: 99

From 50+ miles away: 79.2 (80%)

Staying at a CB Hotel, Vacation Rental or RV Park: 47.52 (60% of attendees from 50+ miles)

6. Play On! – April 3 – April 18, 2020 (opening postponed from March 13)

Total Attendees: TBD

From 50+ miles away:

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

7. Tom Grant + Shelly Rudolph | In Concert – April 25, 2020

Total Attendees: TBD

From 50+ miles away:

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

8. Six Dance Lessons in Six Weeks – May 8-30, 2020

Total Attendees: TBD

From 50+ miles away:

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

9. Curtis Salgado | In Concert – May 31, 2020

Total Attendees: TBD

From 50+ miles away:

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

10. Marketing & Promotion:

Broadway Across America Programs:

1. *Dear Evan Hansen* – performance dates: January 28 – February 8, 2020
Half-page ad featuring *Comedy Variety Show*, *A Bench in the Sun* and *Play On!*

2. *Frozen* – performance dates: March 5-22, 2020

Half-page ad featuring *Play On!*, *Tom Grant + Shelly Rudolph | In Concert* and *Curtis Salgado | In Concert*

- 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 continue to evaluate 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 are continuing the 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.

¡Con Fuego! Featuring Aaron Larget-Caplan on 10/20/19 was a wonderful show with Spanish Guitar and Flamenco dancing. Although we were disappointed in the house totals of 41, the numbers were up from our average of 30 for these events previously. The *Comedy Variety Show* house totals of 99 were encouraging and met our expectations. This was a high energy show with magic, juggling and comedy. Next up we have *Tom Grant and Shelly Rudolph | In Concert* on 4/25 and *Curtis Salgado | In Concert* on 5/31. We are encouraged by the increasing trend of attendees for our special events. The percentage of patrons staying at a Cannon Beach hotel, vacation rental or RV park continues to be around 60 percent of our patrons from 50+ miles away.

- 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 budget through January 2020. February 2020 – June 2020 will be included with our final evaluation.

THE SAVANNA SIPPING SOCIETY							
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			
20-Sep	80%	104	50%	52	130	10	dry
21-Sep	80%	111.2	50%	55.6	139	5	warmish with some sun
27-Sep	80%	68	50%	34	85	8	cool, breezy, damp
28-Sep	70%	56	50%	28	80	3	chilly, sunny
29-Sep	60%	84.6	30%	25.38	141	9	chilly, clear
4-Oct	75%	82.5	40%	33	110	3	rain, clear, downpour
5-Oct	50%	45	50%	22.5	90	8	cool, overcast
11-Oct	70%	48.3	50%	24.15	69	7	sunny and nice
12-Oct	75%	78.75	60%	47.25	105	7	sunny and nice
13-Oct	60%	64.8	40%	25.92	108	11	cooler with some clouds
18-Oct	80%	90.4	50%	45.2	113	5	cool with some drizzle
19-Oct	70%	79.1	30%	23.73	113	6	am rain, cool w/some sun
25-Oct	90%	100.8	50%	50.4	112	7	cool, dry
26-Oct	50%	65	40%	26	130	10	sunny and temperate
TOTALS	71%	1078.45	46%	493.13	1525	99	

SPECIAL EVENTS

Performance Date	Artist/Group	From 50+ miles away			Staying at a CB Hotel or VR		House Totals	Comps	Weather
		%	#'s	% of 50 m	% of 50 m	#'s of 50 m			
10/20/19	Con Fuego w/ Aaron Larget-Caplan	75%	31.5	50%		15.75	42	4	Cool + damp
02/29/20	Comedy Variety Show with Jason Andrews and Niels Duinker	80%	79.2	60%		47.52	99	6	Cool + damp
04/25/20	Tom Grant + Shelly Rudolph		0			0			
05/31/20	Curtis Salgado		0			0			
			0			0			
TOTALS		56%	79.2	60%		47.52	141	10	

ANNIE							
Performance Date	From 50+ miles away		Staying at a CB Hotel or VR		House Totals	Comps	Weather
	%	#'s	% of 50 m	#'s of 50 m			
15-Nov	25%	31.5	50%	15.75	126	18	cool & damp
16-Nov	50%	65.5	50%	32.75	131	9	warm & dryish
22-Nov	30%	31.2	50%	15.6	104	12	cool & clear
23-Nov	30%	41.1	50%	20.55	137	16	cool & dry
29-Nov	80%	152.8	60%	91.68	191	13	cold, dry & sunny
30-Nov	70%	135.8	60%	81.48	194	3	sunny, windy & cold
1-Dec	20%	35.6	50%	17.8	178	5	cold & drizzly
6-Dec	25%	32.75	40%	13.1	131	10	cool & dryish
7-Dec	30%	39.6	50%	19.8	132	11	cool & a little damp
13-Dec	15%	21.75	10%	2.175	145	9	cold & clear
14-Dec	60%	82.8	30%	24.84	138	15	cold & cloudy
20-Dec	Cancelled due to heavy rain, wind & high water on Hwy 101				33	7	Heavy rain & wind
21-Dec	30%	49.5	50%	24.75	165	15	cool & clearish
22-Dec	20%	39	5%	1.95	195	23	grey & cold
TOTALS	38%	758.9	48%	362.225	2000	166	

A BENCH IN THE SUN							
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			
31-Jan	50%	18	50%	9	36	7	windy, cool, damp
1-Feb	80%	31.2	75%	23.4	39	0	windy, cold, dampish
7-Feb	80%	31.2	30%	9.36	39	1	windy, cold, wet
8-Feb	80%	52.8	50%	26.4	66	1	cool, partly clear, windy
9-Feb	80%	40.8	60%	24.48	51	0	cool, sunny
14-Feb	75%	53.25	50%	26.625	71	3	clear & cool
15-Feb	60%	55.8	70%	39.06	93	6	rainy & cool
16-Feb	70%	61.6	60%	36.96	88	4	partly sunny
21-Feb	75%	54	50%	27	72	4	cool, clear, dry
22-Feb	60%	76.8	50%	38.4	128	6	cool, clear, dry
TOTALS	70%	475.45	55%	260.685	683	32	

WHO'S WHO in the COMPANY

DAVID KORINS (*Scenic Design*). *Hamilton* (Tony nom.), *War Paint* (Tony nom.), *Bandstand*, *Misery*, *Motown the Musical*, *Vanya and Sonia*..., *Annie*, *Bring It On*, *Magic/Bird*, *An Evening with Patti LuPone* and *Mandy Patinkin*, *Godspell*, *Chinglish*, *The Pee-wee Herman Show*, *Lombardi*, *Passing Strange* and *Bridge & Tunnel*. Opera: *Norma*, *Bel Canto*, *The Gospel of Mary Magdalene*, *Oscar*. TV: "Grease: Live!" Concert: Bruno Mars, Lady Gaga, Kanye West, Sia, Mariah Carey, Andrea Bocelli. Extensive Off-Broadway/regional theatre, hospitality, event & experience design. Recipient of an Emmy Award, Drama Desk and Lucille Lortel awards, three Henry Hewes Awards and an Obie Award for Sustained Excellence in Design. Dad: Stella & Vivian.
@davidkorins davidkorinsdesign.com

PETER NIGRINI (*Projection Design*). Broadway: *The SpongeBob Musical*; *A Doll's House, Part 2*; *Amélie*; *An Act of God*; *The Heidi Chronicles*; *The Best Man*; and *Fela!*. Elsewhere: *Grounded* and *Here Lies Love* (The Public Theater), *Wakey Wakey* (Signature Theatre), *Notes From Underground* (TFANA), *Grace Jones Hurricane Tour*, *Don Giovanni* and *Lucia di Lammermoor* (Santa Fe Opera), *Blind Date* (Bill T. Jones). For Nature Theater of Oklahoma: *No Dice* and *Life & Times* (Burgtheater, Vienna). Currently: *Ain't Too Proud* (pre-Broadway), *Beetlejuice* (National Theatre, Washington), *Dave* (Arena Stage) and *The Orphan of Zhao* (Beijing International Music Festival).

EMILY REBHOLZ (*Costume Design*). Broadway: *Gettin' the Band Back Together*; *Indecent*; *Dear Evan Hansen*; *Oh, Hello On Broadway*; *If/Then*; *Vanya and Sonia Masha and Spike*; *Bloody Bloody Andrew Jackson*. Recent: *Jagged Little Pill* (A.R.T.), *The Low Road* (The Public), *Winters Tale* (TFNA), *Mary Jane* (NYTW), *Twelfth Night* (CSC), *Brigadoon* (Encores!), *The Robber Bridegroom* (Roundabout), *Lucia Di Lammermoor* and *Don Giovanni* (Santa Fe Opera), *Orfeo ed Euridice* (Opera Theatre of St. Louis). MFA: Yale University.

JAPHY WEIDEMAN (*Lighting Design*). Broadway: *The Visit*, *The Nance*, *Of Mice and Men*, *Airline Highway* and *Dear Evan Hansen* were all Tony-nominated for Best Lighting Design. Other Broadway: *Lobby Hero*, *Significant Other*, *Sylvia*, *Old Times*, *The Heidi Chronicles*, *Macbeth* (Drama Desk nom.), *Cyrano de Bergerac* and *The Snow Geese*. Off-Broadway: Lincoln Center Theater, Roundabout, The Public Theater, NYTW, Second Stage, Playwrights Horizons, MTC, MCC, and Labyrinth. West End: *A Nice Fish* (Harold Pinter Theatre), *Blackbird* (Albery Theatre).

NEVIN STEINBERG (*Sound Design*). Recent Broadway: *Bandstand*, *Bright Star*, *Hamilton*, *It Shoulda Been You*, *Mothers and Sons*, *Rodgers + Hammerstein's Cinderella* (Tony nomination), *The Performers*, *Magic/Bird*. Off Broadway: *Smart People*, *The Landing*, *Far From Heaven*. Nevin is Audio Consultant for Carnegie Hall's Isaac Stern Auditorium.

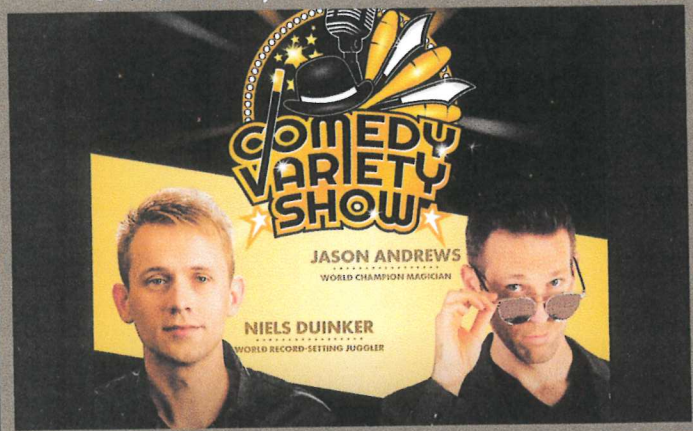
Over 30 Broadway productions with Acme Sound Partners and five additional Tony nominations: *The Gershwins' Porgy and Bess*, *Bengal Tiger at the Baghdad Zoo*, *Fences*, *Hair*, *In the Heights*.

DAVID BRIAN BROWN (*Hair Design*). Broadway highlights: *Moulin Rouge* (2019), *Frozen*, *Come From Away* (Canada & US Tour), *War Paint* (Drama Desk Award), *She Loves Me*, *Curious Incident*..., *Gigi*, *The Bridges of Madison County*, *If/Then*, *Macbeth*, *Death of a Salesman*, *Follies*, *Sister Act*, *A Steady Rain*, *Shrek*, *Legally Blonde*, *Spamalot*, *Nine*, *Gypsy*, *Sweet Smell of Success*, *Aida*, *The Iceman Cometh*, *Chicago*, *Side Show*, *Steel Pier*. Film credits: "Peter Pan Live!" NBC, "The Sound of Music Live!" NBC, *It's Complicated*, "Angels in America" (Emmy nominated), *Too Wong Foo*...

BEN COHN (*Associate Music Supervisor*). Broadway: *Dear Evan Hansen*, *Wicked*, *The Woman in White*, ...*Spelling Bee*, *Wonderful Town*, *In My Life*. Pre-Broadway: *The Book of Mormon*, *9 to 5*, *Anastasia*, *Finding Neverland*. MD for Clay Aiken, Lin-Manuel Miranda's *21 Chump Street*, Stephanie J. Block, BCEFA. Ben's arrangements have been heard on TV, albums, concerts, theme parks and cruise lines. Ithaca and NYU grad. Love to Sean and Allister.

GARRET HEALEY (*Music Director*) is thrilled to be taking over as music director after spending a year touring with the show as the associate conductor. Before *Dear Evan Hansen*, Garret toured with *Kinky*

SATURDAY, FEBRUARY 29, 2020



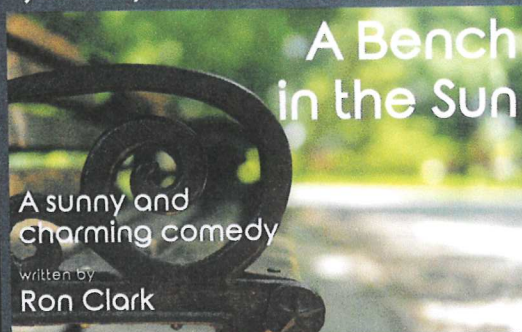
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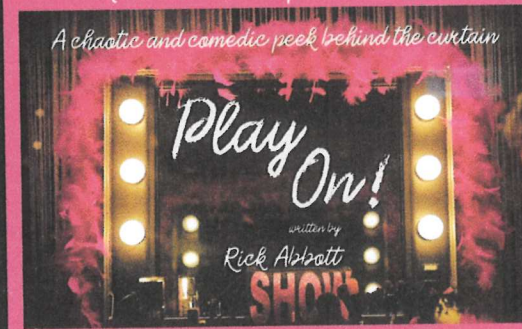
COASTER THEATRE PLAYHOUSE

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

January 31 - February 22, 2020



March 13 - April 13, 2020



Dear Evan Hansen

WHO'S WHO

BRIT WEST (*Bulda, Ensemble*). Broadway/tours: *The Color Purple*, *Dreamgirls*, *Priscilla Queen of the Desert*, *Legally Blonde*. Regional favorites: *Twelfth Night* (Yale Rep), *West Side Story* (Hollywood Bowl/LA Philharmonic), *Sister Act*. Infinite thanks to Telsey and Disney. @brit_west

NATALIE WISDOM (*Swing*). Broadway: *Groundhog Day*, *Billy Elliot*. Tours: *Matilda* (w/ Miss Honey, Mrs. Wormwood), *Billy Elliot* (dance captain). BFA: Webster Conservatory. Warm hugs to Mom, Dad, and Zach. Huge thanks to Kent, Stef, and Ashley. @natwisdom

KRISTEN ANDERSON-LOPEZ (*Music and Lyrics*). Co-writer of *Frozen*, co-creator/writer of *In Transit* (Broadway's first a cappella musical). Regional: *Frozen* (Denver Center); *Up Here* (La Jolla Playhouse); *Finding Nemo: The Musical* (Disney World, running since 2006). Film: *Frozen 2*, Pixar's *Coco* (Oscar® win, Best Original Song "Remember Me"), *Frozen* (Oscar and Grammy® Award wins, "Let It Go"), *Winnie the Pooh*. TV: songs for the 87th Academy Awards® (Emmy® nomination), "The Comedians" (Emmy nomination), "The Wonder Pets." 2014 recipient (and proud board member) of Lilly Awards. Williams College grad, BMI Workshop, Dramatists Guild Council. She lives in Brooklyn with husband Robert Lopez and their two daughters.

ROBERT LOPEZ (*Music and Lyrics*). Co-writer of *Frozen*, co-creator/writer of *The Book of Mormon* (9 Tony® Awards), co-creator/songwriter of *Avenue Q* (3 Tony Awards). Regional: *Frozen* (Denver Center), *Up Here* (La Jolla Playhouse), *1001 Nights* (Atlantic Theatre). Film: *Frozen 2*, Pixar's *Coco* (Oscar® nomination, Best Original Song "Remember Me"), *Frozen* (Oscar and Grammy® Award wins, "Let It Go"). TV: songs for the 87th Academy Awards®, "The Simpsons," "South Park," "Scrubs," "The Wonder Pets." One of only fifteen artists to win Emmy®, Grammy®, Oscar, and Tony Awards (EGOT). Yale University grad, BMI Workshop, Dramatists Guild Council. He lives in Brooklyn with wife and collaborator Kristen Anderson-Lopez and their two daughters.

JENNIFER LEE (*Book*) is the Academy Award®-winning writer of Walt Disney Animation Studios' *Frozen*, the #1 animated film of all time, which she also directed with Chris Buck. For her work on *Frozen*, Lee received numerous awards, including a Golden Globe, a Critics Choice Award, a BAFTA Award, and an Academy Award. Her Disney Animation career began as co-writer of the Oscar®-nominated *Wreck-It Ralph*. In June 2018, Lee became Disney Animation's chief creative officer, overseeing all feature length, short form, and streaming content created at the Studio. Lee recently completed her work as the director (with Chris Buck) and writer of Disney Animation's *Frozen 2*.

MICHAEL GRANDAGE (*Director*) is the recipient of Tony®, Olivier, Drama Desk, Evening Standard, British Critics' Circle and South Bank awards. His Olivier Award-winning musicals include *Merrily We Roll Along*, *Grand Hotel*, and *Guys and Dolls*. Grandage received a Tony Award for Best Direction for *Red* and Tony nominations for *Frost/Nixon* and *The Cripple of Inishmaan*. Grandage served as Artistic Director of London's Donmar Warehouse for ten acclaimed seasons before establishing the Michael Grandage Company (MGC) in 2012. As Artistic Director of MGC, he directed *Photograph 51*, *Henry V*, *The Cripple of Inishmaan*, *Peter and Alice*, and the feature film *Genius*. www.MichaelGrandageCompany.com. Instagram @michaelgrandage.

ROB ASHFORD (*Choreographer*) is a Tony®, Olivier, Emmy®, Drama Desk, and Outer Critics Circle award-winning director/choreographer. NYC: *Macbeth* (Park Ave Armory); *Cat on a Hot Tin Roof*; *Evita* (Tony nom.); *How to Succeed...* (Tony noms., direction, choreography); *Promises, Promises* (Tony nom.); *Cry-Baby* (Drama Desk, Outer Critics Circle, Astaire Award, Tony nom.); *Curtains* (Tony nom.); *The Wedding Singer* (Tony nom.); *Thoroughly Modern Millie* (Tony Award, Best Choreography). London: Kenneth Branagh Theatre Company: *The Winter's Tale* (Olivier nom., direction), *Romeo and Juliet*, *The Entertainer*; Donmar: *Anna Christie* (Olivier Award), *A Streetcar*

March 13 - April 18, 2020



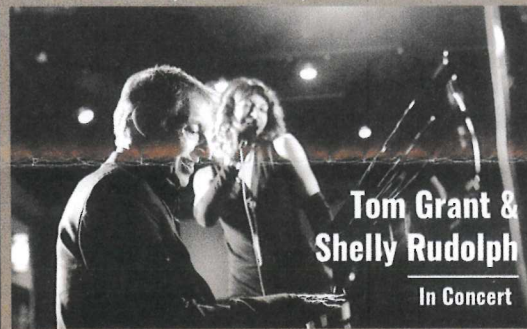
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SATURDAY, APRIL 25, 2020 | 7:30PM



SUNDAY, MAY 31, 2020 | 7:30PM



Frozen Ad

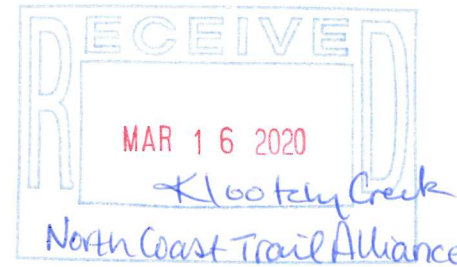
City of Cannon Beach Grant - 2019

Date	Vendor	Description	Income	New Events	Expense Marketing	Total Expense
7/8/19		Interest			1,472.00	1,472.00
7/22/19				4,500.00		4,500.00
7/31/19			0.07			0.00
8/31/19		Interest	0.03			0.00
8/26/19	City of CB	Grant Income	9,114.25			0.00
8/31/19	Explorer Media				735.00	735.00
9/30/19	Laser Print & Copy				27.00	27.00
9/30/19		Interest	0.07			0.00
10/11/19	Laser Print & Copy	Aaron Larget-Caplan		300.00	6.70	6.70
10/21/19	Bruce Smith			194.70		300.00
10/31/19	Aaron Larget-Caplan	Meal Reimbursement - Special Event				194.70
10/31/19		Interest	0.12			0.00
11/1/19	Aaron Larget-Caplan			476.66		476.66
11/1/19	Aaron Larget-Caplan			476.66		476.66
11/1/19	Aaron Larget-Caplan			466.69		466.69
11/25/19	City of CB	Grant Income	17,989.60			0.00
11/30/19		Interest	0.13			0.00
12/31/19		Interest	0.17			0.00
12/31/19	Travel Portland			570.00		570.00
1/15/20	Our Coast Magazine	1/2 page horizontal advertising			2,308.50	2,308.50
1/31/20		Interest	0.28			
Total Grant			27,104.72	6,984.71	4,549.20	11,533.91

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

Mid Term

Final



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

Program/Project Title: Klootchy Creek Trail Project

Evaluator Name/Position: Steven Blakesley **Date:** Ongoing

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.

The North Coast Trail Alliance (NCTA) has been building an extensive network of mountain biking trails in agreement with GreenWood Resources to build on Lewis & Clark Timberlands. These trails are accessed through Klootchy Creek County Park. Through volunteers and some paid professional trail builders, we had our grand opening with 2.7 miles of trail and currently have built 3.3 miles of trail and still building.

The trails require a permit to ride. In 2019, we had **529** bicycle specific recreational permit holders and to date we have **903**.

We held our grand opening in July 2019 and we counted over 200 people in attendance including adults and kids. We estimate that at least 25% came from the Portland Metro area and Washington state. We had music, food catered by Malia's Grill, shuttles to a Twin Peaks view point, and lots of trail riding.

Trailforks pulls data from ridelog gps data as well as Stava. The information on Klootchy Creek is mostly accurate but we are working on encouraging more riders to use the ridelog system as well as Strava to help provide data on where people are from that are riding the trails at Klootchy Creek. The data currently listed shows riders from both US and Canada as well as Seattle, Boise, Hood River, Lincoln City and Denver. We assume based on the distance these riders are probably spending the night. The pie chart shows us that 94.9% are visitors (based on 30km radius).

We purchased counters to put on the trail entrance so we can record the number of riders on the trails.

We are also hosting trail building clinics to teach volunteers the correct way to build sustainable, environmentally friendly trails and safety.

We partnered with the local Boy Scouts and they built a picnic table and a bike rack for a scout project.

Fundraising:

In 2019 we did a beer collaboration with Public Coast, Pelican Brewing Co. and Ft. George Brewery called Single Track with proceeds of sales going to fund the trails. We raised \$8327.50

In April 2019 Pelican Brewery did 25% donation of beverage and food sales.

We are selling shirts and socks.

We are applying for grants and applying again to OCVA. In 2019 we received a \$25,000 grant from OCVA. We continue to seek other sources of funding.

Marketing:

We received press in The Daily Astorian, Seaside Signal, and The Columbia Press, Bermstyle and Single Tracks have written articles about the new trail system, and we are listed on the REI website under MTB projects.

Northwest Trail Alliance (NWTa) publishes regular newsletters and emails with distribution of 1500 in the greater Portland area and beyond.

We are rebuilding our website and we use social media regularly.

We have monthly socials at local businesses rotating from Astoria to Cannon Beach and Big Digs. Our last two big digs have brought in 20-30 adults and children.

We plan to outreach to the Cannon Beach hotels with trail information.

We built a new Kiosk to welcome visitors and provide trail information.

We are working with the Cannon Beach Chamber of Commerce to provide trail rides at Klootch during their Fat Tire Festival in April.

2. Program/Project Evaluation

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

At this point we believe we are fulfilling our goal of creating sustainable, accessible, destination level off-road cycling experience for all ages and all skill levels. The large increase in GreenWood permits from the grand opening until now shows us that the trail

is being used. Many of us ride the trails and it is common to talk to people from Portland and Seattle also riding the trails.

Potential Economic Impact:

At this time studies on the economic impact of mountain biking development in other rural areas of Oregon (such as the 2014 assessment of Oakridge, Oregon found the following:

- \$2.3-\$4.9 million=the amount of direct spending by mountain bikers
- \$491=the average amount spent on a 3-night trip by 3 mountain bikers
- Three=the average number of mountain bikers on a mountain biking trip
- 25% = the percent of the Oregon economy that mountain bikers account for
- Three=the average number of nights mountain bikers stay on destination trips.

“If you build it they will come:” ~Field of Dreams

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

One goal is how to better capture where people are from who are riding the trails and what kind of economic impact they are having on the local communities and Cannon Beach specifically.

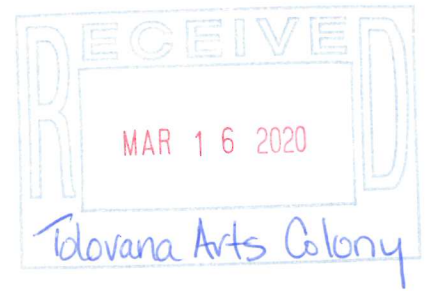
3. Budget

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 total Award was \$33, 214. Attached is our income and expenses to date.



Date	Description	Debit
11/15/19	TAC Grant initial funding	\$13,285.00
12/19/19	Trail Building Contract - Bros and Hoes <i>"Upper Chris Cross"</i>	(\$4,249.46)
01/22/20	TrafX Trail Counter	(\$2,280.00)
01/23/20	TrafX Install materials	(\$33.66)
02/21/20	Trail Building Contract - Morgan Soller Construction <i>"Greenwood Climbing Trail Extension"</i>	(\$2,400.00)
03/01/20	Trail Building Contract - Morgan Soller Construction <i>"Five Point Downhill Trail"</i>	(\$6,000.00)
	TOTAL EXPENSES TO DATE	(\$1,678.12)



March 16, 2020

Today, based on the CDC recommendations of postponing gatherings of 50 or more for 8 weeks, we have cancelled Get Lit at the Beach.

I don't know about rescheduling details at this time. After we are able to do the final accounting I will submit our final evaluation and final budget.

I will still submit our midterm which I prepared last week.

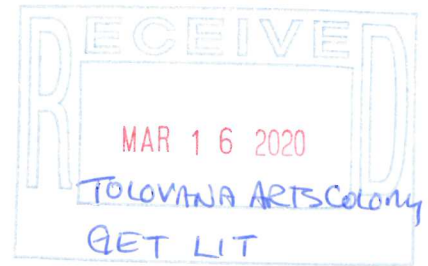
Sincerely,

Tracy Abel

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

Mid Term

Final



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

Program/Project Title: 9th Annual Get Lit at the Beach-A Gathering for Readers

Evaluator Name/Position: Tracy Abel/Event Coordinator **Date:** April 3-5, 2020

Tolovana Arts Colony

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.

"Get Lit at the Beach ~ a Gathering for Readers" is back for its 9th year with five acclaimed authors.

Popular authors **Terry Brooks, Omar El Akkad, Lyanda Lynn Haupt, Elise Hooper,** and **Lauren Kessler** will be present to mingle, sign books and tell stories to an enthusiastic crowd at the Surfsand Ballroom in Cannon Beach.

In addition, local author Mindy Hardwick will read at the Cannon Beach Library and Jon Broderick and Jay Speakman will play at MacGregor's Whiskey bar. This part of the event is free and open to the public.

Meet our Authors:

Omar El Akkad is an author and journalist. He has reported from Afghanistan, Guantanamo Bay and numerous other locations around the world. He is the recipient of a National Newspaper Award for Investigative Journalism and the Goff Penny Award for young journalists. His work has appeared in The Guardian, Le Monde, Guernica, and many other newspapers and magazines. His debut novel, American War, is an international bestseller and has been translated into thirteen languages. It won the Pacific Northwest Booksellers' Award, the Oregon Book Award for fiction, the Kobo Emerging Writer Prize and has been nominated for more than ten other awards. It was listed as one of the best books of the year by The New York Times, Washington Post, GQ, NPR, Esquire and more than a dozen other publications. He is one of 25 writers featured in the new anthology of speculative fiction, "A People's Future of the United States."

Lyanda Lynn Haupt is an award-winning author, naturalist, ecophilosopher, and speaker whose writing is at the forefront of the movement to connect people with nature in their everyday lives. Her newest book is *MOZART'S STARLING* (Little Brown, 2017). Lyanda's book, *THE URBAN BESTIARY* (Little, Brown in fall, 2013), was a finalist for the Orion Book Award; *CROW PLANET* (Little, Brown in July 2009), was the winner of the 2010 Sigurd F. Olson Nature Writing Award; and *RARE ENCOUNTERS WITH ORDINARY BIRDS* (Sasquatch), won the 2002 Washington State Book Award. Lyanda has created and directed educational programs for Seattle Audubon, worked in raptor rehabilitation in Vermont, and been a seabird researcher for the U.S. Fish and Wildlife Service in the remote tropical Pacific.

Elise Hooper, a native New Englander, spent several years writing for television and online news outlets before getting a MA and teaching high-school literature and history. Her main characters tend to be based on the lives of real women who have been frequently overlooked in history books. Many of these women, like May Alcott and Dorothea Lange, can help us better understand the past and draw important connections to our own times. Her previous books are *LEARNING TO SEE: A Novel of Dorothea Lange, the Woman Who Revealed the Real America*, and *THE OTHER ALCOTT: A novel*. In her new book, *FAST GIRLS: A Novel*, due out July 7, 2020, Elise explores the gripping, real life history of female athletes, members of the first integrated women's Olympic team, and their journeys to the 1936 summer games in Berlin, Nazi Germany.

Lauren Kessler is an award-winning author who combines lively narrative with deep research to explore everything from the gritty world of a maximum security prison to the grueling world of professional ballet; from the wild, wild west of the anti-aging movement to the hidden world of Alzheimer's sufferers; from the stormy seas of the mother-daughter relationship to the full court press of women's basketball. She is the author of ten works of narrative nonfiction, including *A Grip of Time: When Prison is Your Life*, based on more than three years of running a writers' group for men serving life sentences in a maximum security prison. Her other work includes *Raising the Barre: Big Dreams, False Starts and My Midlife Quest to Dance The Nutcracker*; *Counterclockwise: My Year of Hypnosis, Hormones, Dark Chocolate and Other Adventures in the World of Anti-Aging*; *My Teenage Werewolf: A Mother, A Daughter, A Journey Through the Thicket of Adolescence*; Pacific Northwest Book Award winner *Dancing with Rose*; Oregon Book Award winner *Stubborn Twig*; and two biographies of ill-behaved women: Washington Post bestseller *Clever Girl* and Los Angeles Times bestseller *The Happy Bottom Riding Club*.

Terry Brooks, Master of Ceremonies, has been awarded the Lifetime Achievement Award from World Fantasy and is one of the biggest-selling writers of fantasy living today. He is best known for his 26-book "Shannara" series.

The festivities will begin with an Author's Reception on Friday evening from 5:00pm to 6:30pm at Chamber Community Hall. There will be complimentary beverages, hors d'oeuvres and a chance to meet and chat with the authors and other attendees. After the reception guests can gather at the Cannon Beach Library at 6:45pm to hear author, Mindy Hardwick. At 7:45pm MacGregor's Whiskey Bar will host Fisher Poets and musicians Jon Broderick and Jay Speakman.

On Saturday, at the Surfsand Ballroom, the authors will present talks about their lives, craft, and almost anything else. Jupiter's Books will be selling books for authors to sign. Saturday evening is time for dinner at the Surfsand Resort and keynote speaker Omar El Akkad. We are also working with the City of Cannon Beach to honor Bill Steidel at this dinner.

Sunday morning at the Cannon Beach Coaster Theater, Get Lit will wrap things up with a panel discussion with the Saturday authors. This event is open to the public and free of charge. Audience participation is encouraged and pastries and coffee will be provided by Cannon Beach Book Company.

The cost to attend:

\$95 full registration. This includes all three events

\$30 Friday night reception only

\$65 Saturday night dinner only (this includes one free drink ticket)

Friday night after hour events are free and open to public and free of charge.

Tickets are available on-line through Eventbrite and two local businesses (Cannon Beach Book Company and Jupiter's Books.) We track ticket sales and capturing addresses of where attendees live in order to provide empirical data of "heads in beds". We use Eventbrite's on-line registration as well as track tickets sold in person. We have continued to use the website www.GetLitAtTheBeach.com and continue to actively post not only information about Get Lit on our Facebook page but also information and promotion of other events and Cannon Beach. On our website we have a sign-up form and continue to grow our email marketing list.

To date 61 full passes sold 51 will be traveling 50+ miles to attend.

Currently Hallmark Resort, Surfsand Hotel & Resort, Cannon Beach Hotel, The Waves, and Tolovana Inn have offered special rates to our attendees.

Marketing: We purchased four advertising spots (Top Banner, 3rd Fat Skyscraper, and two 3rd Insertion banners) in Shelf Awareness which is an email newsletter dedicated for the book trade ie: publishers, book sellers, libraries, and writers and readers. We are running ads in OCVA and Travel Oregon. We also bought eight weeks of skyscraper and banner ads with Pacific Northwest Booksellers Assoc. (PNBA) which includes book sellers from Oregon, Washington and Idaho. We are running four weeks of advertising in the newsletter for Beyond 50 radio, which includes our event ad for free on their events website www.AnnualOregon.com. Beyond 50 radio targets generation X and Baby Boomers. Explorer Media Group sent out our Press Release to media outlets in Washington and Oregon. The event is listed on KMUN Coast Radio and we bought

spots with Coast Radio Business Marketing including a web stream to target Portland and Seattle listeners.

We have asked each author to use the marketing materials on their personal websites and/or Facebook pages to target their fan base. On March 20 Carol Newman will interview us on her show KMUN Arts-Live. Coast Weekend Editor reached out to us and has a writer contacting out author Lauren Kessler for an interview.

2. Program/Project Evaluation

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

This year we were excited to confirm April Bauer from OPB as our guest host of the event, however in November she notified us that she was moving and could not attend the event. In addition, she wasn't sure the direction her show was going to take or who might replace her. Terry Brooks will serve as our Master of Ceremonies.

Last year in an effort to try and move people around town and provide more value to the event we added an additional event to the program called "Lit Crawl". It was very successful and both the Cannon Beach Library and Wine Shack were standing room only. Unfortunately, the name "Lit Crawl" was trademarked by a group in San Francisco and they requested that we pay them to use the name and provide them with all kinds of information that is reasonable for a big city event so we are not calling our Friday night event Lit Crawl this year. The library is hosting author, Mindy Hardwick and MacGregor's Whiskey bar is hosting Fisher Poets Jon Broderick and Jay Speakman who will play music.

Our goal is to build attendance both locally and to tourists. When ticket sales started we were pleased to see several new attendees as well as most people buying tickets lived 50+ miles away. Our ticket sales have recently slowed down and we are not sure if this is because of the Covid 19 outbreak. At this time don't plan to cancel the event unless mandated by the state and/or local government, and we will refund any attendee who is unable to attend because of the Coronavirus.

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. The schedule is designed 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.

This program is (also) designed to promote literary arts in Cannon Beach.

Potential Economic Impact:

Hotels (2 nights @ \$150/night) \$24K (80 attendees)

Food (3 days @ \$50/day) \$12K (80 attendees)

Shopping (2 days @ \$75/day) \$12K (80 attendees)

Total Economic Impact: \$48K

Pre-event & event production economic impact: \$10K

Print materials, speaker gifts, event management, venue rental and local services.

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

We can probably answer this question better after the event takes place, however next year we will celebrate ten years so we are already working on those plans. We can't keep the event on the first weekend of April since it is Easter but the Surfsand has agreed to contract us April 9-11, 2021. We are going to invite some of our previous authors back to celebrate ten years.

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 \$35,219. Since this event has not yet taken place an estimated budget with projected income and expenses is attached.

2020 Get Lit At The Beach (ESTIMATED)

Expenses

Total Expenses	Estimated
	\$47,900.00

Friday Reception	Estimated
Tables/Linens	\$700.00
Beverages	\$300.00
Sound System	\$300.00
Catering	\$2,000.00
Flowers	\$150.00
Namdebads/Bags	\$100.00
Totals	\$3,550.00

Author Expenses	Estimated
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
Totals	\$14,500.00

Saturday	
Dinner/Coffee Service	\$8,000.00
Bar	\$2,000.00
Totals	\$10,000.00

Publicity	
Poster/Brochures Design	\$1,200.00
Printing/Postage	\$1,000.00
Advertising	\$6,000.00
On-line Registration Fees	\$600.00
Photography	\$300.00
Totals	\$9,100.00

Miscellaneous	
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
Totals	\$10,750.00

2020 GLATB (ESTIMATED)

Income

Total income	Estimated	\$47,875.00
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Registration Fees

[illegible]

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	