



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA  
OCTOBER 3, 2018, 4:00 PM  
NEWBERG CITY HALL, 414 E FIRST STREET**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. MINUTES OF THE MARKETING SUBCOMMITTEE – AUGUST 16, 2018**
- IV. PUBLIC COMMENTS**
- V. MARKETING PROPOSAL**
- VI. WAKE UP IN WINE COUNTRY PROGRAM**
- VII. STATUS OF DESTINATION DEVELOPMENT-MARKETING GRANTS FY 17/18  
(PROGRESS REPORT NEWBERG DOWNTOWN WINERIES ASSOCIATION, CHEHALEM  
CULTURAL CENTER, AND WOLVES & PEOPLE)**
- VIII. STATUS OF SMALL GRANTS FY 17/18 (FINAL REPORT HOOVER-MINTHORN HOUSE  
MUSEUM MARKETING PLAN AND EXHIBIT)**
- IX. TLT MEMBER UPDATES**
- X. NEXT MEETING NOVEMBER 7, 2018**
- XI. ADJOURNMENT**

*ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the Office Assistant II of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the Office Assistant II at (503) 544-7788. For TTY services please dial 711.*



**TRANSIENT LODGING TAX AD HOC COMMITTEE  
MARKETING SUBCOMMITTEE  
August 20, 2018, 2018 8:30 am  
Newberg City Hall, 414 E First Street**

The meeting was called to order by Chair Rob Felton at 8:35 a.m.

**ROLL CALL:**

Members Present: Rob Felton, Chair Dennis Lewis  
Shelia Nicholas Shannon Buckmaster

Members Absent: Jessica Bagley, Ashley Lippard

Staff Present: Doug Rux, Community Development Director

Guests: Carr Biggerstaff

**APPROVAL OF MINUTES**

Approval of the minutes of July 16, 2018.

**MOTION:** Nicholas/Lewis moved to approve the July 16, 2018 meeting minutes. The motion carried 4 Yes/ 0 No).

**PUBLIC COMMENTS:**

None.

**TOURISM MARKETING**

CDD Rux outlined for the City Council meeting that evening he would provide a brief introduction and overview then turn the presentation over to Member Lewis and the other members (Nicholas and Felton). He suggested the group address Exhibits A-E and summarize them for the City Council. He also recapped the financial projections that show \$353,000 - \$390,000 annually to spend on tourism marketing over the next five-years.

Member Lewis noted he can provide the summary of the proposal before the City Council.

CDD Rux reminded the Committee that the decision for the City Council is whether to establish or not a tourism organization

Member Lewis noted that in the fall will be the time to work on the process to establish the tourism organization and appoint the initial members.

Chair Felton indicated he could see someone bringing up grants, and where do dollars come from for grants.



Carr Biggerstaff noted that in Chamber Destination Marketing Plan it had some dollars for festivals noted pages 13-15 of packet.

CDD Rux indicated that the tourism organization would have to decide if the \$202,000 – \$211,000 for marketing could be used for local festivals to attract visitors.

Member Nicholas shared the emphasis is not pulling the rug out on every single grant opportunity.

CDD Rux noted the Executive Director could work with local festivals to go after Travel Oregon grant funds.

Member Buckmaster shared that the strategy could be to spend dollars on events and letting that occur through new tourism organization.

Member Lewis noted it is a mindset shift for directing dollars.

### **WAKE UP IN WINE COUNTRY**

Chair Felton recapped that on the City Council agenda is the consent item and inquired if he should make comments under public comments.

CDD Rux noted he put the action on the Consent calendar as it is a straight forward request and there are funds available.

Member Buckmaster inquired on what the City Council thought about the Rain or Shine program.

Member Lewis asked if we could show City Council the Rain or Shine Video. There was a group discussion on merits of showing the video or not.

Chair Felton indicated he thought there was an 85% chance that the request gets approved by consent.

Member Buckmaster noted \$10,000k out of \$121,000 marketing budget is a small ask.

CDD Rux indicated if the Committee wanted to show the video he needs it now to get to the City Recorder.

Carr Biggerstaff shared he thought it was better to talk about Wake up in Wine Country and talk about what you want to do, not what's been done.

Member Buckmaster noted when she watched the video she felt cold. If Council does not like video previously done then they could say no to the request for funds to match the grant request.

Member Lewis shared DNA did a quality performance in the video. He asked about the Pair Visuals video material.

CDD Rux noted he has all of the Pair Visuals material on thumb drives that need to be down loaded to the City storage system.

Chair Felton concluded no comments should be provided under public comments.



## CHEHALEM VALLEY CHAMBER OF COMMERCE DESTINATION MARKETING PLAN

CDD Rux indicated the material was in the packet at the request of the Chair from a previous meeting.

Member Buckmaster indicated Option 3 is the preference if City Council goes with new tourism organization.

Carr Biggerstaff recapped that the Mayor was uncomfortable on the three options when presented and the pending changes on focusing on tourism marketing that were under discussion.

CDD Rux noted Option 3 would need to be modified to cover the time period until a new tourism organization is established.

Carr Biggerstaff noted the Mayor said he liked the plan, but not three alternative budgets.

### MISCELLANEOUS ITEMS

CDD Rux noted he will not be at the September TLT Ad Hoc Committee meeting and Cheryl Caines will be there to take minutes. On the agenda will be a topic on what do you spend on marketing from September through December until a tourism organization is established.

Carr Biggerstaff commented on Digital Management Assets grant proposal was started and dropped. It was a three year program and put on hold. The TLT Committee and Chamber should have a discussion on this topic.

CDD Rux shared information on discussions on the County Tourism Committee through the Strategic Doing program and a group working on surveying businesses then surveying visitors.

Carr Biggerstaff noted his Strategic Doing group the County Tourism Committee is working on a newsletter. Jeff Knapp is on the Willamette Valley Visitor Association Board. Travel Yamhill County group and Ted Crawford and others are working on Bylaws. He shared Willamette Valley Visitor Association is changing, and a strategic planning session was held. Travel Oregon is also changing its relationship and metrics with Willamette Valley Visitor Association.

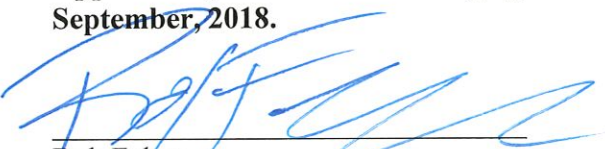
### NEXT MARKETING SUBCOMMITTEE MEETING

September 17, 2018

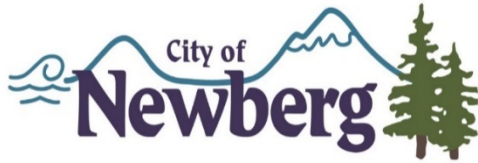
### ADJOURNMENT

Chair Felton adjourned the meeting at 9:35 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17<sup>th</sup> day of September, 2018.**

  
\_\_\_\_\_  
Rob Felton  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

  
\_\_\_\_\_  
Doug Rux, Community Development Director



**City of Newberg 2017 - 2018  
 Transient Lodging Tax – Destination Development and Marketing  
 Promotion Grant Program Reports**

To be completed and returned: Progress Report by **September 7, 2018**.

To be completed and returned by \_\_\_\_\_: Final Report 30 days after project, program or event.

*Attach receipts, paid invoices for monies spent and a check to the City of Newberg for an unspent funds.*

Project Title: Newberg Downtown Wineries Strategic Multi-Media Presence

Name of Organization requesting funds: Newberg Downtown Wineries Association

Mailing address: 501A N. Howard St, Newberg, OR 97132

Contact name: **Sheila Nicholas, sheila@anamcaracellars.com**  
**Michelle Fritts, michellef@chehalemwines.com**

Phone: **Sheila: (503) 550-8686 c Michelle: (503) 250-3013 c**

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

NOTE: Please attach receipts or a spreadsheet that documents both income and expenses

Budgeted Income Sources	Amount	Actual Income Sources	Amount
Membership Dues	6,600.00	Membership (to date)	5,293.94
Events	2,000.00	Events HMH, 8.11.18	260.92, after expenses
		Events: Night Market	TBD
		Events: Passport	TBD
Total Budgeted Project/Program/Event Income		Total Actual Project/Program/Event Income	

Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Marketing		Prepared Marketing	Awaiting invoice
		Rose City Marketing*	\$500
Total Budgeted Project/Program/Event Expenses		Total Actual Project/Program/Event Expenses	

2. Do you have unused City funds remaining? If so how much?

Yes. With regard to the \$6,666.66 check that was received and deposited on 8/10/18, less than \$1,000 has been used for marketing purposes. We have been progressively researching and interviewing marketing companies over the busy summer months. After serious review, we are deciding on Rose City Marketing. Amanda has a wealth of experience in the tourism and analytics to back up our endeavors. We are aggressively putting actionable items, specifically driven through marketing endeavors such as stated in our notes below.

3. Date project, program or event was (or will be) completed:

Events under NDW | Summer – Winter 2018:

**Club Crawl:** 2<sup>nd</sup>, 3<sup>rd</sup> & 4<sup>th</sup> weekends in June

**Hoover Minthorn House | Picnic in the Garden:** August 11, 2018

**Newberg Night Market:** September 29, 2018 (1500 FB likes, 58 attending as of 9.7.18)

**NDW Case Raffle 2018:** begins Labor Day to Nov. 18<sup>th</sup>

\*Plans for 2019 include: Newberg Night Market - March/April, HMM Garden Picnic - June, Allison Harvest - September.

**Ongoing: Marketing endeavors, see notes below, as impact re: grant**

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

Ongoing. Our concentrated efforts from all nine (9) downtown wineries are showing a unified front for driving customers to the downtown Newberg area. This can be noted from our zip code retrievals (as attached). While we aim to increase our SEO, we will continue to provide engagement with our visitors, while sharing the opportunities and availability of lodging within our community.

5. Please include data that supports how many tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

Attached you will find data from most of the NDW organizations with summer months of zip code data. We feel this is providing a great value of information regarding our visitors to the Willamette Valley, specifically to the city of Newberg.

Additional notes regarding marketing efforts: as under Rose City Media

Tourism Promotion:

**Advertising:** daily posting to FB page/Instagram, bi-weekly boost and event promotions.

**Strategic Planning:** researching other similar associations and assure we are staying in the know and up with current marketing trends.

**Operating Tourism promotions agencies:** working on getting NDW Assoc. in publications that are relevant to the wine connoisseurs (working on Portrait Magazine)

**Marketing Special Events:** making efforts to purchase tickets easy, understandable, minimize confusion. Making calendar up-to-dated from all 9 wineries.

**Website Migration** – working on current & functional details from all 9 wineries  
Additions for restaurants, lodging links: adding appropriate links & pixels to maximize marketing audience.

**SEO/Mobile website improvement:** Now working with a specialist on the SquareSpace platform to identify and secure SEO optimization verbiage, making adjustments more adaptable for our needs, especially with requests of tracking data and leads. Aiming for better commerce experience. Progressing rapidly and will have a much more robust site to share at our next reporting period.

**Google Analytics:** utilizing Google AdWords and will be aiming to have updated reports on a monthly basis.

POS	Portland	OR	97221
POS	Sherwood	OR	97140
POS	Milwaukie	OR	97229
POS		OR	97062
POS	Cooperburg	PA	18036
POS	Half Moon B	CA	94018
POS	Tracy	CA	95304
POS	Portland	OR	97229
POS	Denver	CO	80210
POS	Portland	OR	97268
POS	Portland	OR	97239
POS	Sherwood	OR	97140
POS	West Chester	OH	45069
POS	Portland	OR	97210
POS	Portland	OR	97219
POS	Portland	OR	97239
POS	manchester	MO	63021
POS	Chandler	AZ	85248
POS	Portland	OR	97221
POS	Portland	OR	97239
POS	Beaverton	OR	97006
POS	Tualatin	OR	97062
POS	Albany	NY	12208
POS	Portland	OR	97213
POS	Dallas	TX	75248
POS	Breckenridge	CO	
POS	Tualatin	OR	97062
POS	Rocklin	CA	95677
POS	Dundee	OR	97115
POS	Hillsboro	OR	97123
POS	Portland	OR	97229
POS	Sussex	WI	53089
POS	Portland	OR	97214
POS	Portland	OR	97202
POS	McMinnville	OR	97129
POS	Lake Oswego	OR	97034
POS	Oklahoma Ci	OK	73120
POS	Portland	OR	97239
POS	Mission Hills	KS	66208
POS	Annapolis	MD	21401
Club	Seattle	WA	98133
POS	Salem	OR	97306
POS	Fort Collins	CO	80525



POS	Scio	OR	97374
POS	Rocklin	CA	95765
POS	Tigard	OR	97224
POS	Portland	OR	97229
POS	New York	NY	10006
POS	Bluffton	SC	29910
POS	Denver	CO	80210
POS	Hillsboro	OR	97123
POS	Rocklin	CA	95677
POS	Albany	OR	97321
POS	Golden Valle	MN	55422
POS	Orange	CA	92869
POS	Philadelphia	PA	19107
POS	Tigard	OR	
POS	Alpharetta	GA	30022
POS	Tigard	OR	97224
POS	manchester	MO	63021
POS	Portland	OR	97229
POS	Portland	OR	97213
POS	Marlton	NJ	8053
POS	Sherwood	OR	97140
POS	hoboken	NJ	7030
POS	Dundee	OR	97115
POS	Reinholds	PA	17569
POS	Tigard	OR	
POS	Milwaukie	OR	97229
POS	Eugene	OR	97405
POS	Tigard	OR	
POS	Denver	CO	80210
POS	Beaverton	OR	97008
POS	Beaverton	OR	97006
POS	Portland	OR	97239
POS	Wilsonville	OR	97070
POS	Beaverton	OR	97007
POS	Sherwood	OR	97140
POS	Hillsboro	OR	97123
POS	Rocklin	CA	95677
POS	hobe sound	FL	33455
POS	Turner	OR	97392
POS	Dallas	TX	75206
POS	Denver	CO	80210
POS	Portland	OR	97229
Club	Hampton	FL	32044

POS	Portland	OR	97209
POS	Flagstff	AZ	86001
POS	Durham	NC	27704
POS	Portland	OR	97221
POS	Portland	OR	97212
POS	Oregon City	OR	97045
POS	Salem	OR	97308
POS	Wilsonville	OR	97070
POS	hobe sound	FL	33455
POS	Keizer	OR	97303
POS	Portland	OR	97229
POS	Wilsonville	OR	97070
POS	Aurora	OR	97002
POS	Chicago	IL	60612
POS	McMinnville	OR	97128
POS	Portland	OR	97212
POS	Mableton	GA	30126
POS	Wilmington	DE	19807
POS	Huntington	NY	11743
POS	hoboken	NJ	7030
POS	Dundee	OR	97115
POS	Portland	OR	97229
POS	Hillsboro	OR	97123
POS	Oklahoma Ci	OK	73120
POS	Tampa	FL	33556
POS	Oklahoma Ci	OK	73120
POS	Beaverton	OR	97008
POS	Portland	OR	97213
POS	Dundeee	OR	97115
POS	Milwaukie	OR	97229
POS	Beaverton	OR	97006
POS	Orlando	FL	32824
POS	Sherwood	OR	97140
POS	Orange	CA	92869
POS	Troutdale	OR	97000
POS	San Francisco	CA	94132
POS	Portland	OR	97233
POS	Hampton	FL	32044
POS	Wilmington	DE	19807
POS	Aloha	OR	97007
POS	McMinnville	OR	97129
POS	Dundee	OR	97115
POS	Portland	OR	97231

POS	Half Moon B; CA	94018
POS	Lake Oswego OR	97035
POS	Golden Valle MN	55422
POS	Portland OR	97213
POS	Cornelius OR	97113
POS	Beaverton OR	97006
POS	Portland OR	97229
POS	Corona Del N CA	92625
POS	Bend OR	97701

Artisanal Wine Cellars – June 2018

Location	June
Arlington, TX	2
Bethany, OK	2
Blaine, WA	1
Boerne, TX	2
Charlotte, NC	1
Chicago., IL	2
Detroit, MI	2
Elk Grove Village, IL	2
Eugene, OR	1
Guilderland NY	2
Houston, TX	1
Johnson City, TN	1
Knoxville, TN	2
Long Beach, CA	2
Los Angeles, CA	2
McFarland, WI	1
Milwaukie, OR	2
Newberg, OR	6
Okanagan, BC	1
Pente Vedra, FL	2
Portland, OR	3
Redway, CA	2
Rochester, MI	2
Saint Paul, MN	2
Salt Lake City, UT	5
San Diego, CA	2
Seattle, WA	2
Seattle, WA	2
Sherwood, OR	1
Sonora, CA	2
Surprise, AZ	2
Tomball, TX	2
Tualatin, OR	1
Wheaton, IL	3

NDW -  
Grant data

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City of Newberg TLT Grant Visitor Data - April

# Visitors	Zip Code	# Visitors	Zip Code
2	92116	2	97219
1	92081	2	29910
2	92009	2	17257
2	85003	2	90266
2	47220	2	90048
2	89129	2	97132
1	97212	1	60616
2	97070	2	97132
1	97132	1	97206
2	97213	1	97132
2	93940	2	97267
1	859109	2	47217
1	97132	2	02360
4	99362	2	91607
2	97004	2	97123
1	97013	2	97006
1	97008	2	88345
2	97219	2	97217
1	80917	1	92591
3	98682	1	90703
4	97132	10	97132
1	97403	2	97068
1	97202	1	97070
2	97068		
1	97223		
1	75605		
1	97301		
2	97128		
2	97132		
2	60661		
2	91239		
2	97106		
1	29464		
2	97132		
1	97267		
	97008		

2

City of Newberg TLT Grant Visitor Data - June 2018

# Visitors	Zip Code	# Visitors	Zip Code
5	04101	2	43206
2	95106	2	90265
2	99709	1	90263
4	76103	1	46550
2	02747	1	83616
1	78723	2	97526
2	85335	1	22903
2	55111	1	52554
2	55119	1	80070
*	<del>98953</del>	1	60611
	<del>95897</del>	1	44118
1	93953	2	70563
2	60610	2	60603
1	48315	1	28803
1	53718	2	96130
2	37013		
2	04064		
1	98115		
1	33761		
2	45208		
2	99352		
2	83702		
2	75214		
2	22015		
2	33635		
2	76107		
2	27520		
1	99360		
1	64145		
2	41203		
1	90026		
2	78738		
2	63104		
2	48137		

## City of Newberg TLT Grant Visitor Data - June

### Purple Cow Vineyards & VinTyr

# Visitors	Zip Code	City/State	Country
2		Beaverton	
2			Netherlands
2		Scappoose, OR	
3		Seattle, WA	
1		Kaizer OR	
1		Bend OR	
1		Missigan	
1		Georgia	
3		Florida	
2		Seattle, WA	
1		Bottle WA - OR wine passport might want	
4		Colorado	Wine shipped once she gets home
2		Sherwood, OR	
2		San Diego, CA	
1		Wichita, Kansas	
3			Brazil
2		Tacoma, WA	
2		Camas, WA	
2		Happy Valley	
2		Beaverton	
4		Boulder, CO	
1		Atlanta, Georgia	
1		North Carolina	
3		Vancouver WA	
2		Dundee OR	
1		Denver Co	
2		London	
2		Denver, CO	
2		Misquite NU	
2		Selma OR	

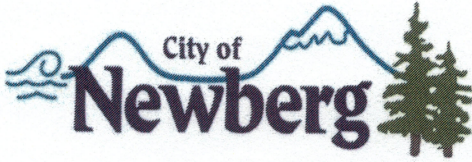
# City of Newberg TLT Grant Visitor Data - April

# Visitors    Zip Code    # Visitors    Zip Code

2	AZ Phoenix		
2	CO Denver		
2	Lincoln City OR		
1	CO moved to OR		
2	Tigard		
1	Tigard		
6	OR		
2	Beaverton		
2	PDX		
3	Tualatin		
2	Beaverton		
2	Beaverton		
2	Beaverton OR		
2	colorado		
1	PDX		
2	CA		
1	PDX		
2	Albany		
2	Colorado		
1	PDX Groupen		
2	Los Angeles CA		
2	Aurora OR		
2	PDX		
2	Kansas City		
5	Seattle, WA		
1	Toronto, Canada		
1	France		
	Seattle		
2	Los Angeles CA		
4	Bolder Co		
4	Colorado		
2	Gehart OR		
2	San Diego CA		
2	Baltimore		

May ↓





**City of Newberg 2017 - 2018  
Transient Lodging Tax – Small Grant Program Reports**

To be completed and returned: Progress Report by \_\_\_\_\_.

To be completed and returned by September 15, 2018: Final Report 30 days after project, program or event.

*Attach receipts, paid invoices for monies spent and a check to the City of Newberg for an unspent funds.*

Project Title: Hoover-Minthorn House Museum Marketing Plan and Exhibit at Chehalem Cultural Center

Name of Organization requesting funds: The Hoover-Minthorn House Museum, owned and operated by The National Society of The Colonial Dames of America in the State of Oregon

Mailing address: PO Box 1212, Newberg, OR 97132

Contact name: Sarah B. Munro

Phone: 503-806-7286 Email: sarahmunro@comcast.net

Alternate Phone: 503-538-6629

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

NOTE: Please attach receipts or a spreadsheet that documents both income and expenses

Budgeted Income Sources	Amount	Actual Income Sources	Amount
City of Newberg, TLT Small Grant	\$7,500	\$2,500	\$2,500
Yamhill County Cultural Coalition	\$1,000	\$1000	\$1,000
NSCDA-OR (estimate: cash for exhibit; actual: digital images & printed panels)	\$4,000	\$535.01	\$535.01
NSCDA-OR (actual: 84.5 hours in-kind @ \$23/hour)	\$1,610	\$1,943.50	\$1,943.50
Community Volunteers (10 hours in-kind @ \$23/hour)	\$230	\$0	\$0
Newberg Historical Society (10 hours in-kind @ \$23/hour)	\$230	\$0	\$0

Chehalem Cultural Center (estimate: 10 hours in-kind @ \$23/hour; actual 11 hours in-kind)	\$230	\$253	\$253
Total Budgeted Project/Program/Event Income	\$14,800.00	Total Actual Project/Program/Event Income	\$6,231.51

Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Marketing Consultant – free-lance consultant to assist in developing brand identity, presentation materials for schools, tagline evaluation, website and social media interactions (invoices attached)	\$2,500	\$2,500	\$2,500
Flash drive for graphic materials for consultant (receipt not located)		\$11.99	\$11.99
Refreshments for stakeholders meeting (receipts attached)		\$45.88	\$45.88
Printed fliers (receipt attached)	\$2,000	\$400	\$400
Printed copies of branding document from NSCDA (receipt attached)		\$127.20	\$127.20
Facebook ads for exhibit at Chehalem Cultural Center (estimate: \$638/month for 2 months)	\$1,276	\$0	\$0
Digital images for exhibit (estimate: 30 @ \$30 each; actual \$189 for 9 images – receipt attached)	\$900	\$189	\$189
Design and printing of display boards 32"x40" (estimate: 8.89 sq ft x \$7/sq ft = \$62.23 x 30; actual: \$552 for printing on 4 pieces of gator board – receipt attached)	\$1,869	\$522	\$522
Design and printing of display boards, mounting and dismantling exhibit (includes 84.5 hours donated time valued at \$23/hour = \$1,943.50 – documentation attached)		\$1,943.50	\$1,943.50
Mat board for display boards (estimate: 24 x 30)	\$720	0	0
Poster board and foam core (expense list attached)	0	\$89.05	\$89.05
Dry mounting on mat board (estimate: \$85/board x 30)	\$2,550	\$0	0
Printing and enlargements (expense list attached)	0	\$149.89	\$149.89
Reception to open exhibit on June 1 (In kind: includes 11 hours of time provided by Chehalem Cultural Center)	\$500	\$253	\$253

personnel valued at \$23/hour – documentation attached)			
Speaker on Herbert Hoover at opening or during exhibit at Chehalem Cultural Center	\$2,450	\$0	\$0
Total Budgeted Project/Program/Event Expenses	\$14,765.00	Total Actual Project/Program/Event Expenses	\$6,231.51

2. Do you have unused City funds remaining? If so how much?

No money remains from the TLT small grant given to the Hoover-Minthorn House Museum.

3. Date project, program or event was (or will be) completed:

The Marketing Plan was completed on August 5, 2018; the exhibit at the Chehalem Cultural Center was on view from May 28 through August 5, 2018.

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

The project was to complete a marketing plan for the Hoover-Minthorn House Museum. The plan identified visitor goals, target audiences, branding, messages, and a schedule for improving outreach. The Museum met its goal of completing the plan. The Museum completed an exhibit about Herbert Hoover's Oregon Boyhood that was on view at the Chehalem Cultural Center during June and July. Maps were provided to direct visitors through downtown Newberg to the Museum. Anecdotal evidence indicates that the exhibit was well received by visitors to the CCC. The Museum has a continuing relationship with the marketing consultant to implement the plan. The Museum's goals of the project were realized.

5. Please include data that supports how many tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

The Hoover-Minthorn House Museum does not have data that supports tourists and room nights helped generated by this project.



709 S.W. Graystone Place  
Dundee, OR 97115

*Helping Companies  
Communicate Better.*

**INVOICE**

No: 00006644  
Date: 5/28/18  
Ship Via: Deliver  
Page: 1

Bill To:

Ship To:

NSCDA-OR, Hoover Minthorn House Museum  
115 S. River Street  
Newberg, OR 97132

NSCDA-OR, Hoover-Minthorn Houser  
Museum  
115 S. River Street  
Newberg, OR 97132

Description	Amount	Tx
HMHM 70925a MarketingPlan Administrative & Consultation	\$1,250.00	

Freight: \$0.00

Sales Tax: \$0.00

**Total Amount: \$1,250.00**

Happy Memorial Day!

Your Order #: Sarah Munro

Shipping Date:

Terms: Net 10

Amount Applied: \$1,250.00

**Balance Due: \$0.00**



709 S.W. Graystone Place  
Dundee, OR 97115

*Helping Companies  
Communicate Better.*

**INVOICE**

No: 00006647  
Date: 8/21/18  
Ship Via: Deliver  
Page: 1

Bill To:

Ship To:

NSCDA-OR, Hoover Minthorn House Museum  
115 S. River Street  
Newberg, OR 97132

NSCDA-OR, Hoover-Minthorn House  
Museum  
115 S. River Street  
Newberg, OR 97132

Description	Amount	Tx
HMHM 70925a Marketing Plan Second half of project completed Consultation	\$1,250.00	

We appreciate your business.

Your Order #: Sarah Munro

Shipping Date:

Terms: Net 10

Freight:	\$0.00
Sales Tax:	\$0.00
<b>Total Amount:</b>	<b>\$1,250.00</b>
Amount Applied:	\$1,250.00
<b>Balance Due:</b>	<b>\$0.00</b>

**OREGON HISTORICAL SOCIETY**

**Photo Order Receipt**

1/10/18

Sarah Munro

**Email:** sarahmunro@comcast.net

**Phone:** 503-806-7286

*The images in this order are issued for reference use only. They are not to be copied for resale or digitally transferred. Permission for use in a publication, film or for any other commercial use must be requested*

**Turn-Around:** *Normal* *in writing from the Oregon Historical Society.*

**Usage:** *Personal*

**Shipping:** *dropbox*

**Payment:**

**Order # 2004-18**

1200 SW Park Avenue  
 Portland, Oregon 97205  
 PhotoOrders@ohs.org  
 Phone: 503-896-5177 Fax:503-896-5194

Shipped **1/12/18**

Total Photo Sales	210.00
Rush Charges	0.00
Rights and Pemiissions	0.00
Discount	-21.00
CD Charge	0.00
Shipping and Handling	0.00

**Total Paid \$189.00**

**OHS Reproductions Requested**

OHS Neg #	OHS Dig #	Description	Notes	Size	Price
52969	bb016581	Dr. Minthorn and family		1_300*	30
CN 000317	bb016580	Nye Beach showing Na		1_300*	30
CN 000980	bb016579	Hot Lake		1_300*	30
CN 006308	bb016578	Jesse Edwards		1_300*	30
CN 020189	bb010960	Scotts Mill		1_300*	30
72922	bb016583	Blacksmith Dayton		1_300*	30
73012	bb016582	Yamhill River Dayton La		1_300*	30

OREGON BLUE PRINT COMPANY

W.H.C.  
NSCDA-OR  
**Invoice**

PITTMON MAP AND TRAVEL Home Blvd.  
825 SE HAWTHORNE BLVD  
PORTLAND, OR 972140000 97214

Date	Invoice #
1/19/2018	307707

01/19/2018

11:02:04

DEBIT CARD

DEBIT SALE

Card # XXXXXXXXXXXX2999  
Network: Sarah Munro MAESTRO  
Chip Card: 806 7286 US DEBIT  
AID: A000000980840  
ATC: 0012  
TC: BFF0A87EBE034472  
SEQ #: 5  
Batch #: 33

INVOICE  
Approval Code: 131341  
Entry Method: Chip Read  
Mode: Issuer - PIN Verified

P.O. No.	Terms	Rep	Ship Via
	Due on Receipt	H	Will Call

Item	Qty / Sq	Description	Rate	Amount
<b>SALE AMOUNT \$522.00</b>				
D 1/2" Gator	1	9 5"x 4" Print / W-B-B / Z-Cut	30.00	30.00
D 1/2" Gator	1	48"x 60" Print / W-B-B / Z-Cut	200.00	200.00
D 1/2" Gator	1	18"x 19" Print / W-B-B / Z-Cut	30.00	30.00
D 1/2" Gator	2	30"x 60" Print / W-B-B / Z-Cut	130.00	260.00
F Velcro / Applied	1	White Hook and Loop	2.00	2.00
Museum Signs				

NSCDA-OR  
CUSTOMER COPY  
Acct

Phone: 503-232-1161	Fax: 503-232-6677	jan.driggs@oregonblueprint.com	<b>Total</b>	\$522.00
---------------------	-------------------	--------------------------------	--------------	----------

The UPS Store - #6470  
4931 SW 76th AVE  
PORTLAND, OR 97225  
(503) 292-1006

08/08/18 03:37 PM

We are the one stop for all your  
shipping, postal and business needs.

We offer all the services you need  
to keep your business going.



001 037103 (010)		TO \$ 400.00
Color File Print	QTY 500	
Reg Unit Price	\$ 0.80	
002 037007 (010)		TO \$ 127.20
DS Color Copy	QTY 212	
Reg Unit Price	\$ 0.60	
	SubTotal	\$ 527.20
	Total	\$ 527.20

US DEBIT \$ 527.20  
ACCOUNT NUMBER \* \*\*\*\*\*2999

Verified By PIN

ENTRY METHOD: ChipRead  
MODE: Issuer  
AID: A0000000980840  
TVR: 8080048000  
TSI: 6800  
AC: 9D2FF6E2559912B5  
ARC: 00

Receipt ID 83104862287548887269 712 Items  
CSH: ARMANDO Tran: 5970 Reg: 001

Sale

\*\*\*\*\*2999  
Debit Entry Method: EMV

Trace: Appr Code:022103  
Retrieval #:MK1306301422 Batch #:

Amount	\$ 527.20
	=====
Merchant Total	\$ 527.20

Approved

Thank you for visiting our store.  
Please come back again soon.



Hmblm

# NEW SEASONS MARKET

The friendliest store in town.  
Raleigh Hills - 503.292.6838  
Join us at [www.newseasonsmarket.com](http://www.newseasonsmarket.com)

Sign up for e-receipts at the pinpad  
**GET A \$5 COUPON AND SAVE TREES**

### PURCHASES

2 @ 4.49		
	CALIFIA ALMDMILK	8.98 F
2 @ 4.99		
	GRVAL PLAIN YGRT	9.98 F
	WILDHAR BUTTER	4.99 F
1.52 lb @ 3.99 /lb		
WT	HONEYCRISP APPLE	6.06 F
	OATMEAL COOKIES	5.99 F
	SNICKERDOODLES	5.99 F
**** DISCOUNTABLE TOTAL		41.99
	10% Discount	4.20-
	TAX	0.00
**** BALANCE		37.79

5 37137 371  
Date: 05/23/18 Time: 06:15pm  
Amount: \$37.79  
\*\*\*\*\*0047  
APPROVED 02335D 02335D

Visa 37.79  
CHANGE 0.00

TOTAL NUMBER OF ITEMS SOLD = 8  
05/23/18 06:15pm 1 5 371 37137  
**Your cashier today is: Robin**

We want you to be happy with your purchase. If something's amiss, let us know: we'll make sure you're taken care of. Items in excess of \$25 may require proof of purchase.

Hmblm

STARBUCKS Store #415  
4735 SW 77th Avenue  
Portland, OR (503) 291-7191

CHK 711652  
05/23/2018 06:26 PM  
2127320 Drawer: 2 Reg: 1

Coffee Traveler	16.95
Coffee Traveler	16.95
Reload Card	40.00
Visa	40.00
XXXXXXXXXXXX0047	
Sbux Card	33.90
XXXXXXXXXXXX2812	
Subtotal \$73.90	
Total \$73.90	
<b>Change Due</b>	<b>\$0.00</b>

----- Check Closed -----  
05/23/2018 06:26 PM

SBUX Card x2812 New Balance: 17.66  
Card is registered.

Join our loyalty program  
Starbucks Rewards®  
Sign up for promotional emails  
Visit [Starbucks.com/rewards](http://Starbucks.com/rewards)  
Or download our app  
At participating stores  
Some restrictions apply

Expenses for materials... Elizabeth Rocchia.....May 22, 2018

Willamette Heritage Center and Chehalem Cultural Center:

Salem Printing and Blueprint...prints and mounting	87.50
“ “ “ map enlargement	11.20
Ted's vintage maps	40.94
Michael's ...black poster board	19.35
Columbia Drafting.....foam core, paper	22.35
“ “ colored pens, rice paper	24.37
Office Depot ....black foam core	22.98
Fed Ex copies of 50 map handouts	8.00
“ map of Salem enlargement	2.25

TOTAL

-----  
238.94

Elizabeth Rocchia  
957 Willamette Falls Drive  
West Linn OR 97068

Hours involved in CCC exhibit: Herbert Hoover's Oregon Boyhood

planning, drawing, mounting, shopping, printing, etc  
over 4 weeks (see below)

appx: 24 hours

trips from West Linn to Newberg 40mins each way  
80 minutes plus 90 mins visit = 170 mins x 7 trips =

appx: 19 hours

record of expenses attached

\$236.94

list of exhibit items provided attached

dates and work performed:

April 2018

travel and visits to Salem Blueprint and Printing  
prepping fishing poles, artwork for panels

appx 4 hours

ordering, drawing for Newberg and Salem maps

appx 6 hours

April 12 trip to SB&P printers

April 23 picked up, mounted Newberg and Salem panels

May 23 prepped printed map flyers for exhibit

May 28 installed CCC exhibit

May 29 introduced exhibit to Newberg Historic society

June 8 checked condition of exhibit at CCC

June 28 repaired map in exhibit at CCC

July 11 repaired map yet again!

August 6 packed up exhibit

*53 hours*

Susan Bodin Portland OR

2/27/2018	2 1/2 hours	in Newberg, meeting with Carissa Smith-Burkett at Chehalem Cultural Center
3/30/2018	3 hours	to Salem to the Willamette Heritage Center to evaluate the space requirements of the HMHM exhibit and to determine how the elements would fit in the allotted area at the CCC.
4/08/2018	2 hours	in Portland, planning and composing text for CCC exhibit
4/09/2018	2 hours	in Portland, at Oswego Blue Print to be advised what copy and printing options would be available
4/23/2018	3 hours	to Salem to take down WHC exhibit and transfer elements to Portland
5/28/2018	3 1/2 hours	in Newberg, installation of exhibit at CCC
5/29/2018	3 1/2 hours	in Newberg, presentation and tour of exhibit for Newberg Area Historical Society
6/01/2018	3 hours	in Newberg, checked on exhibit and added wall text, visited with fellow exhibitors at CCC First Friday reception
6/13/2018	4 hours	in Newberg, conducted tour of exhibit for several Colonial Dames
7/26/2018	2 hours	in Newberg, conferred with Carissa about how exhibit was holding up
8/06/2018	2 hours	in Newberg, took down and packed up exhibit.

Driving time Portland to Newberg, round-trip, is recorded as 1 1/2 hours and Portland to Salem is 2 hours round-trip.

30.5

From: Carissa Burkett

carissa@chehalemculturalcenter.org

Subject: Re: TLT Grant Report

Date: Aug 7, 2018 at 11:10:16 AM

To: Sarah B. Munro sarahmunro@comcast.net

Hi Sarah,

Here are some estimated hours of help for you:

May 28: 9-1 install exhibition

June 1: 5-8 reception

Over the course of the exhibit: 3 hours of maintenance

Aug 6: 1 hour de-install

Carissa Smith-Burkett, MFA

Arts & Public Programming  
Chehalem Cultural Center

<http://www.chehalemculturalcenter.org/>



The **Chehalem Cultural Center** celebrates the arts, community, education, and heritage. Our mission is to inspire and enrich lives by connecting community and culture.

**Coming soon to the CCC**

- Art Harvest Studio Tours Exhibition Aug 14, 2018 – Oct 20, 2018
- Latin American Heritage Month Events October 5- November 2