



## OCCIT Tourism Grant Application for Funds July 1, 2014 through June 30, 2015

Before filling out this form, please read the OCCIT Grant Application Information for complete submittal instructions and to be sure that your proposal qualifies for funding. Applications must be received by 5:00 pm on Friday, February 28, 2014 to be considered for funding. Applications received after the deadline will not be accepted. Liability insurance coverage may be required. Limit answers to the space provided.

Project Title : **Museum of the Oregon Territory's Visitors Services Expansion Plan 2014-2015**

Organization: **Clackamas County Historical Society**

Is this a Non-Profit Organization? **Yes X**

Non-Profit Federal tax exempt ID Number **93-6024919**

Address: **PO Box 2211 (for mailing) or 211 Tumwater Drive, Oregon City, OR 97045**

Project Coordinator: **R.E. Pennington** Phone: **(503) 655-5574 or (503) 487-7789 cell**

Email: **Programs@clackamashistory.org**

Chairperson of Governing Board (If Applicable) **Dr. T. Michael Norris**

Phone **(503) 655-5574 (Museum)**

Signature *Dr. T. Michael Norris, MD*

(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

**\*\*\*Complete the budget sheet on page 7 first.**

**Column totals from that sheet will auto fill into this table\*\*\***

**Grant Amount Requested: \$16,875**

**+Matching Funds (Cash): \$11,142**

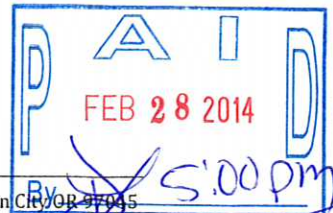
**+In-Kind Matching Funds: \$8,856**

**= Total Cost of Project: \$36,873**



# OREGON CITY

625 Center Street | PO Box 3040 | Oregon City, OR 97045  
Ph: (503) 657-0891 | Fax (503) 657-7892



## OCCIT Tourism Grant Application for Funds July 1, 2014 through June 30, 2015

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Project Title Museum of the Oregon Territory - Full Time Expansion in 2014  
Organization Clackamas County Historical Society  
Is this a Non-Profit Organization? Yes ☒ No ☐  
Non-Profit Federal tax exempt ID Number \_\_\_\_\_  
Address PO Box 2211  
City, State, Zip Oregon City, OR 97045  
Project Coordinator R. Pennington Phone (503) 655-5574  
Email programs@clackamashistory.org  
Chairperson of Governing Board (If Applicable) T. Michael Norris  
Phone (503) 655-5574  
Signature T. Michael Norris  
(The person authorized to represent the organization must sign the application with a digital signature or actual signature on a hard copy.)

*Not used all prior page*

\*\*\*Complete the budget sheet on page 7 first.

Column totals from that sheet will auto fill into this table\*\*\*

Grant Amount Requested: \$16,875  
+Matching Funds (Cash): \$11,142  
+In-Kind Matching Funds: \$4,428  
= Total Cost of Project: \$32,445

1. Is this your first grant application to the Oregon City Civic Improvement Trust (OCCIT)?

Yes \_\_\_\_ No ☒ X

Have you received an OCCIT grant in the last 3 years?

Yes ☒ X \_\_\_\_ No \_\_\_\_

**If yes, please describe the projects/programs for which you received funding.** Three years ago, the Clackamas County Historical Society received a 2011-12 grant from OCCIT for the Ralph Eddy Historic Photo Exhibit timed with our grand re-opening. A second (2013-2014 cycle) grant to create a public viewing plaza outdoors on the Museum of the Oregon Territory's bluff overlooking Willamette Falls (The Latourette Park Improvement: McCullough Scenic Plaza at MOOT) was awarded last year.

**If you received an OCCIT grant last year, what is the status of the project?** Ground excavation & second draft of architectural plans (by Todd Iselin) were completed in Winter of 2013. Installation of salvaged McConde Cullough Pylons is scheduled to begin in March 2014, with concrete work by Contractor David Salisbury. Full House Electric will supply electrical engineering. Interpretive bronze plaque has been arranged through Architectural Metalcrafters, and the bike rack has been installed. We are on track for 6/14 completion.

Will this grant funding request be used for the first phase of a project, with possible grant requests for future phases? **NO**

**Project Description: a detailed description of the proposed event or project:**

This project is designed to expand the days and hours that the Museum of the Oregon Territory (MOOT) is open to the visiting public, by supplementing and increasing the days/hours of the CCHS Volunteer Coordinator, as well as funding a simple marketing strategy proven to reach 225,000 annual visitors to the Portland Airport, Portland Hotels, and all State Welcome Centers and Travel Information Centers in Oregon.

Clackamas County Historical Society (CCHS) is a primarily volunteer-run organization with a non-paid to paid staff ratio of approximately 30 to 1. Our volunteers are dedicated, long-term, historically knowledgeable and reliable. However, it is still necessary for a Volunteer Coordinator (one of our only 1.5 FTE paid core staff) to be responsible for training, supervising, and recruiting volunteers. When museum traffic is exceptionally high due to special events or tour groups, or when volunteers are absent due to travel, health concerns, or holiday/family time, the Volunteer Coordinator must be immediately available to cover the volunteer role as receptionist, greeter, tourism information specialist, museum docent, historic interpreter, or museum opener/closer - until a "sub" or additional unpaid staff can be enlisted. This grant will insure retention and expansion of this valuable position, allowing MOOT to open its doors 5 to 6 days per week, by increasing the days/hours of our modestly paid Volunteer Coordinator. Secondly, this project intends to stimulate increased tourism to the area through an affordable and far-reaching advertising plan which will promote Willamette Falls and CCHS museums as scenic and educational cultural tourism destinations (while simultaneously publishing our improved hours to visitors) as they enter from Idaho, California, or Washington State highways, when they arrive at the PDX Airport, and as they plan their trips online via google-type searches leading to [travelportland.com](http://travelportland.com) and [traveloregon.com](http://traveloregon.com).

**2. Project Objective: How would this project help promote tourism in Oregon City? Who is the target audience?**

The target audience for this project is the lucrative market of “Cultural Tourists” seeking a meaningful, educational and historic destination when visiting Oregon. A cultural traveler is defined as “a person who travels to experience the places, people, activities and things that authentically represent the past and present, including cultural, historic and natural resources.”

Recent research studies (ie:2009; Mandala Inc., for the U.S. Cultural & Heritage Tourism Marketing Council, in conjunction with the U.S. Department of Commerce, and Heritage Travel, Inc., subsidiary of The National Trust for Historic Preservation Office of Travel and Tourism Industries) reveal that 78% of all U.S. leisure travelers participate in cultural and/or heritage activities while traveling, and 40% of all leisure travelers state that cultural and heritage activities had a greater impact on their destination choice than other factors.

Additionally, Cultural and Heritage Travelers are more frequent travelers (5 leisure trips per year vs. 4 for non-cultural/heritage travelers). And among this important segment of tourists, more than half agree that they prefer their leisure travel to be “educational.”

The same study group was employed by the Oregon Heritage Commission and Oregon Cultural Trust in October 2012. Findings showed: Oregon cultural heritage travelers spend nearly 60 percent more than the national average. Kyle Jansson, coordinator of the Oregon Heritage Commission, states: “This study proves that cultural heritage travelers spend hundreds of dollars for lodging, restaurants, transportation and other services, and that means jobs for Oregonians.” These travelers contributed an estimated \$19.6 billion to the Oregon state economy on their most recent trip to the state, according to the study’s findings.

Additionally, cultural and heritage travelers are more likely than most, the study says, to participate in culinary activities, such as sampling artisan food and wines, visiting farmers’ markets, and unique dining experiences. Other cultural and heritage activities identified by travelers include visiting historic sites (66%); visiting state/national parks (41%); and exploring urban neighborhoods (30%).



The report concluded that it is important for Oregon to capture the past sense of place, and to weave this iconic place into the present and future. That, in a nutshell, is what the Museum of the Oregon Territory and other Oregon City heritage destinations do every day.

If the vast majority of these travelers (65%) say that they seek travel experiences where the “destination, its buildings and surroundings have retained their historic character,” then it appears vital that Oregon City continues to promote its key heritage destinations which continuously “brand” and interpret the city as a meaningful historic destination, as they reach out to travelers through advertising their public educational services, and communicate to those travelers an authentic “sense of place,” in order for the community to benefit from their increased tourism revenue. (Complete study available at [www.oregonheritage.org](http://www.oregonheritage.org).)

**3. Organization Description: a detailed description of your organization:** Clackamas County Historical Society (CCHS) is a private, debt-free non-profit 501 (c)(3) regional educational facility, in operation since 1952. Our mission is to preserve, protect, and present the history and cultural treasures of Clackamas County. CCHS includes the Museum of the Oregon Territory, Tumwater Event Center, Stevens Crawford Heritage House, and Clackamas County Family History Research Library. Collections include significant, original items of the area's Native American heritage (baskets, stone-age tools, trade beads, petroglyphs), original documents from the development of Oregon's Early Territorial Government (the plat maps of Oregon City and San Francisco, records, newspapers, land deeds, cemetery and pioneer records), geological elements (a portion of the Willamette Meteorite and local fossils), thousands of original historic photos, clothing, hardware and personal effects of early settlers, and biographical records of life in the 1800's - 1900's. Exhibits interpret the site of the nation's original transmission of electricity and hydropower on the Willamette with documentary films and theatre seating, the story of our local mills and industries, steamboats, and the political, social & industrial development of the area. We house Oregon's largest antique pharmacy collection/exhibit, and are poised over the area's greatest scenic wonder – Willamette Falls. In close proximity to historic Main Street, the museum was modernized in 2014 with an all new, exciting paint scheme, new signage, and new comfortable seating in each gallery.

Attendance is up 300% in the past two years, and continues to rise. Since our last OCCIT grant application, we have increased attendance by an additional 50%, and have expanded our open days from 3 per week to 4, as promised, in part due to increased summer visitation tracked to the “Things to See and Do in Oregon Brochure.” Attendance to both CCHS museums is still free to the public, due to continued yet small gifts of support of from our private and corporate partners.

**4. Project Personnel: List the primary people involved, their positions and qualifications.**

**Briefly describe prior experience managing similar projects.** Key leadership is provided by T. Michael Norris (Board President, Principal at ~~Volunteer~~ Volunteers), former Board President Craig Danielson (Parker Properties/Hilltop Mall), Marilyn Morrissey (CPA and Board Treasurer) and Wade Byers (Mayor, City of Gladstone, 39th year). New Board Members now include Jim Tompkins (expert area Historian, Clackamas County Community College), Jamie Johnk (Land Use Planner and others, forming a team with hundreds of years of combined experience in sound financial, civic and institutional management. Paid staff remains limited to: Ms. Roxandra Pennington (experience in Museum Administration, Visitors Services, Museum Education, and Non-Profit Marketing) and Mark Hurlburt (B.A. in History, Portland State University, Volunteer Coordinator and Exhibit Manager.)

**5. Project Timeline: Describe the timeline for the project. List anticipated project milestones and dates.**

~ Immediate expansion of Volunteer Coordinator hours and days from 16 hours/week to 20, allowing MOOT to open on Tuesdays for the first time this decade.

~Immediate reservation of Museum of Oregon Territory spot in OR Things to See and Do Brochure and Discover Portland Hotel Book, for May of 2015 printing.

~Customer Survey (June 1, 2014 through Sept 1, 2014) to track attendance resulting specifically from above named brochure and/or corresponding web page provided via partnership with Travel Oregon.

~October-December 2014: Review of daily attendance trends to identify success of 5<sup>th</sup> day opening. Review of volunteer data to assess success of extra recruitment time on part of Volunteer Coordinator.

~January 2014: Review of utilities cost to estimate impact of opening a 5<sup>th</sup> day on MOOT's heating/cooling bills.

6. What community resources will be used as support for this project (i.e. community, cityowned property, city departments, transportation services or other civic groups)? **N/A**

7. **An exit report will be included as part of the OCCIT agreement. Describe the measurements you will use to assess the program/project effectiveness. In other words, how will the effectiveness of the program/project be tracked and evaluated (i.e. number of tourists; number of people served; number of volunteers attracted, etc.)? Be sure to describe project goals, changes and noticeable benefits that will come about as a result.**

CCHS will measure the effectiveness of project goals in three ways. First, we will conduct peak-month surveys (June, July, and August) to assess the effectiveness of the "Things to See and Do in Oregon Brochure" through sampling of customers in a verbal "How Did you Hear of Us Survey," a practice continued from 2013. This will provide quantifiable results to the granting agency. Secondly, we will track numbers of visitors who attend on the new day that we open. And third, growth of volunteer department will be monitored and recorded in terms of both volunteer hours and recruitment numbers.



8. List sources of support for in-kind matching support (e.g. volunteer hours and donations). In order to estimate the value of donated volunteer hours use \$22.14 (the value of volunteer labor time as of 1/12/14, according to the Independent Sector and The Bureau of Labor Statistics).

Item	Source of Support	Estimated Value (\$)
Volunteer Management & Administration of Volunteer Coordinator Position, including Human Resources, Accounting, Payroll, and Supervision	Morrissey and Associates, LLC CPA and Dr. T. Michael Norris	4 hours/week= 400 per year = <b>\$4,428</b>
Administration of Grant, Statistical Analysis of Results, Graphic Design and Advertising Copywriting for proposed advertising measures	R.E. Pennington, CCHS paid staff	160 hours = <b>\$3,542</b>
Utilities, extra opening day	Portland General Electric	(Applied- for assistance, granted) Spring 2015, anticipating <b>\$2000</b> , verbal confirmation only.

9. List all grants applied for in support of this project and commitments confirmed to date. N/A

10. What is the percentage of OC Tourism Grant funds to be used for personnel services or administrative costs? 0%

11. Will the administrator be a paid position? No X (No additional position will be created to administer this grant).

12. Proposed Budget—on the following page please complete the proposed budget. Modify line items as needed to reflect proposed expenses.

- Column A: Show grant monies needed for the program/project.
- Column B: Show cash matching funds.
- Column C: Show donations or in-kind volunteer labor (from question 12).
- Column D: Totals for each category.

### Proposed Budget

<b>COSTS – Projected</b>	<b>(A) OC Tourism Grant Dollars</b>	<b>(B) Matching Funds (Cash)</b>	<b>(C) In-Kind Matching</b>	<b>(D) Total</b>
<b>Personnel Wages: Volunteer Coordinator</b> @ \$15/hour (with payroll taxes included ) X 20 hours per week. To open/staff MOOT from 11 a.m. to 4 p.m., 5 days a week)	\$ 9,000	\$ 6,600	\$ 0	\$15,600
<b>Administrative Supervision &amp; Payroll Administration</b> related to employment management of Volunteer Coordinator	\$0	\$0	\$ 8,856	\$8,856
<b>Utility Costs, for 5<sup>th</sup> day at</b> \$125/day x 46 weeks/year – approximate 25% increase	\$3,750	\$ 2,000	\$0	\$ 5,750
<b>Project clerical costs:</b> grant documentation, advertising text scripting, graphics design, survey quantification, recordkeeping, survey management, data entry	\$ 2,000	\$ 1,542	\$0	\$3,542
<b>Things to See and Do in Oregon Brochure 2015 w/</b> associated website & Discover Portland Hotel Book Ads & distribution: MediAmerica	\$2,125	\$1,000		\$3,125
<b>Totals</b>	\$ 16,875	\$ 11,142	\$ 8,856	\$36,873

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<b>Totals</b>	\$ 16,875	\$ 11,142	\$ 4,428	\$32,445

## Michele Beneville

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**From:** Roxandra Pennington [programs@clackamashistory.org]  
**Sent:** Monday, March 03, 2014 2:07 PM  
**To:** Michele Beneville  
**Subject:** Re: corrected Grant App, OCCIT, CCHS/MOOT

8,856. I'm sorry.

**Roxandra E. Pennington**

*Director of Programs & Marketing*

**Clackamas County Historical Society**

MUSEUM OF THE OREGON TERRITORY  
**503-655-5574**

New Cell #:  
**503-487-7789**

On Mon, Mar 3, 2014 at 1:53 PM, Michele Beneville <[mbbeneville@ci.oregon-city.or.us](mailto:mbbeneville@ci.oregon-city.or.us)> wrote:

Hi Roxy,

Thanks for the correction, however is it \$8,864 or \$8,856 as shown on the application?

Michele

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**From:** Roxandra Pennington [mailto:[programs@clackamashistory.org](mailto:programs@clackamashistory.org)]  
**Sent:** Monday, March 03, 2014 1:43 PM  
**To:** Michele Beneville  
**Subject:** corrected Grant App, OCCIT, CCHS/MOOT

Dear Michele:

I made a math error in the grant I submitted in person on Friday to your office.

400 X 22.14 = **8,864**, not 4,428.

For the clarity of the grant review board, I hope you might accept this revised PDF. The corrections are highlighted in yellow, as they affect the first & last page 'bottom line'.

Thank you for your consideration,

***Roxandra E. Pennington***

*Director of Programs & Marketing*

**Clackamas County Historical Society**

MUSEUM OF THE OREGON TERRITORY

[503-655-5574](tel:503-655-5574)

New Cell #:

[503-487-7789](tel:503-487-7789)



# Canemah Neighborhood Association

302 - 3<sup>rd</sup> Avenue, Oregon City, OR 97045

Date: February 26, 2014

To:

Michelle Beneville  
Oregon City Tourism  
625 Center Street  
Oregon City, OR 97045

From:

Canemah Neighborhood Association  
Paul Edgar, Land Use Chair  
211 5<sup>th</sup> Avenue,  
Oregon City OR 97045

Dear Ms. Beneville and the OCCIT Grant Review Board,

This letter, as required by the conditions of your grant, is to express the ongoing support of the **Oregon City's Canemah Neighborhood Association** for the Clackamas County Historical Society's Museum of the Oregon Territory, a key tourist and community service destination in our district, and their attached grant proposal.

The proposed project, as it has been described to us by CCHS, aims to provide improved public service by **opening MOOT's doors an additional day--per week, to total five (Tuesday through Saturday).**

Museum services during the period of this grant will remain free of charge to the general public. This will be achieved through supplementing the required additional hourly wages of the Volunteer Supervisor/Coordinator, as well as other resulting costs.

In addition, we agree that **representation in key travel brochures** (to be placed at the Portland Airport, Oregon State Travel Welcome Centers and Metro Area hotels and attractions) at a cost of under \$3,000 per year may be an investment vital to protecting Clackamas County's rarest historical artifacts, documents and photos, by maximizing public support and exploration of to CCHS museums, through a broadened stream of new and returning visitors to the Museum of the Oregon Territory and Canemah Neighborhood.

There are few non-profit organizations in our neighborhood more worthy of your assistance. Appreciation for (and travel to) the Willamette Falls is key to developing cultural, business, and recreational tourism in this area, which in turn leads to economic sustenance and growth. We assert that support of the Museum of the Oregon Territory is a worthwhile investment in Oregon City. Thank you.

Sincerely,



Mr. Paul Edgar, Land Use Chair

Canemah N. A.



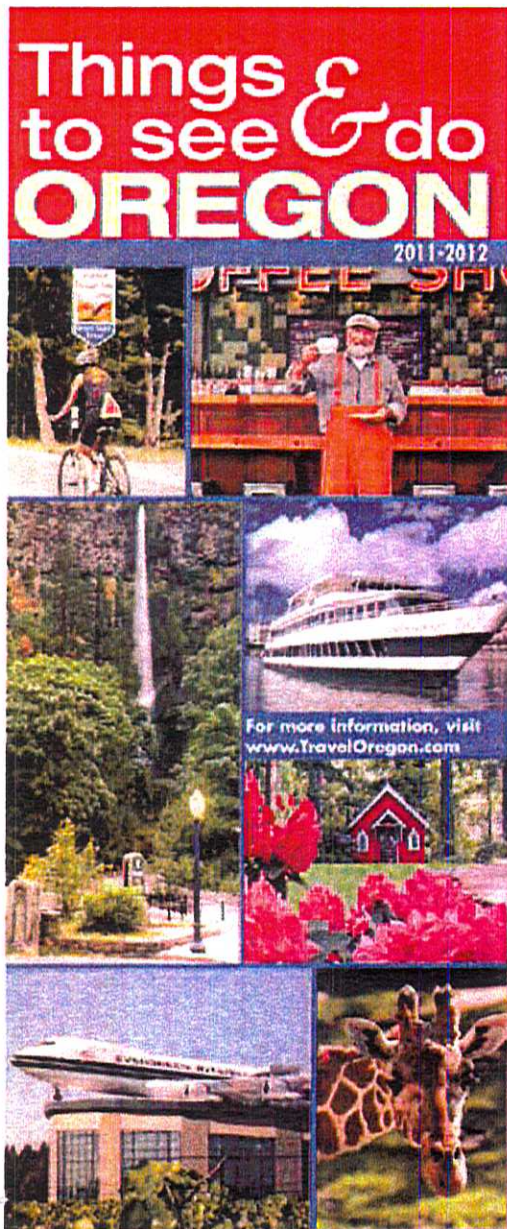
Attachments:

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- PDF – Things to See and Do in Oregon Brochure
- PDF – Draft (sample) of Proposed Ad
- Contracts (with invoice price) for Brochure & Magazine
- CCHS Rack Card (please see both side, PDF pages 1&2

# Things to see & do OREGON

2012-2013



**Things to See & Do** showcases Portland and Oregon attractions for vacationers and conventioners. Designed primarily for “rubber-tire visitors” traveling the I-5 highway corridor and main points of entry into Oregon, the brochure features full-color photos and snappy descriptions of attractions, museums, performing arts groups and Oregon product outlets.

## THE AUDIENCE

65.7 million travelers visited Oregon in 2010, leaving behind over \$4.6 billion in direct revenue.

(Source: Longwoods International, “Oregon Visitor Report, June 2010.”)

## PARTNERSHIP WITH TRAVEL PORTLAND

- Through our partnership with Travel Portland, the Convention Services department uses *Things to See & Do* as a key visitor information tool for convention delegates.
- The Travel Portland visitor information staff distributes the *Things to See & Do* brochure, assisting more than 716,038 visitors during fiscal year July 2010-July 2011.
- Plus – A link to the digital edition will be available on Travel Portland’s Things to See & Do landing page. In 2010, TravelPortland.com boasted 1,597,305 unique visits!



## DISTRIBUTION: 225,000

*Things to See & Do* is distributed to vacationers and convention delegates year-round via:

- Portland International Airport Visitor Information booth
- Rest areas along I-5 in Oregon and Washington
- All nine of the official Oregon State Welcome Centers
- More than 20 key Visitor Centers statewide
- More than 240 hotels in the Portland metro area — Over 68% of all visitor spending in the Portland Metro area in 2010 was attributable to those visitors who stayed at lodging properties including hotels, motels and B&Bs.
- Hotels throughout southern Oregon — reaching visitors as they cross into the state from California
- Hotels in the Hood River/Dalles area along the high-traffic I-84 corridor
- Oregon Convention Center
- Sidewalk Ambassadors in downtown Portland
- Mailings to convention delegates through Travel Portland
- The Travel Portland Information Center in Pioneer Square
- Portland State University International Students program
- More than 30 major attractions across the state
- AAA travel offices



# DISCOVERPORTLAND

The hotel book

DISCOVERPORTLAND.NET



Travel spending in the Portland Metro area reached over **\$3.8 billion in 2011**. And visitors who stayed at lodging properties (hotels, motels and B&B's) accounted for **over 68%** of that spending.

**Don't miss out on the opportunity to reach this highly motivated audience!**

## TESTIMONIALS



"The team at *Discover Portland*...is friendly, professional and technically proficient but beyond that, they have an **imagination and courage** to offer something new. Their advice in creating an advertising framework has been invaluable and we have seen the results in sales. People regularly come into the Janice Griffin Gallery with the *Discover Portland* publication in hand and ask to see the very paintings they have seen in the book."

— Janice Griffin (artist and owner) and Thomas Augustine (director), Janice Griffin Gallery



"Consistently, 45 to 55% of my gallery's annual sales are to people who live outside the Portland Metro area. *The Discover Portland Hotel Book* and website are now part of my regular marketing plan. They help to get my business information in front of as many travelers as possible. Their high quality production and massive distribution are unbeatable."

— Charles Froelick, owner of Froelick Gallery and president of the Portland Art Dealers Association



"*Discover Portland and the Pacific Northwest* is a very important marketing tool for Mt. Hood Railroad. They have also provided us with excellent editorial coverage through the years, including Mt. Hood Railroad event listings in their e-newsletter and web calendar. I recommend Mediamerica at the highest of levels."

— Michelle Marquart, business consultant for Mt. Hood Railroad



"It works! Wanted you to know we had a customer come to our shop because she saw our ad in the *Discover Portland Hotel Book*. Having customer feedback really lets a small business owner know they spent their advertising dollars in the right place. This terrific book is our best showcase. We get hundreds of tourists coming to the store every year because of *Discover Portland*."

— Jo Hartman, owner of Yarn Garden

## DISCOVER PORTLAND FACTS

- Premier in-room hotel guest guide, delivering the visitor market to you
- Readership of over 2.7 million hotel guests annually
- Distributed in nearly 11,000 hotel rooms
- Provides an advertising message that works for you 24/7 – 365 days a year

## FREE ADDED VALUE

- Each advertiser listing is duplicated on the website
- Live links to each listing are included in every one of Discover Portland's monthly e-newsletters
- Options to be a headlining feature business in one of the monthly e-newsletters is also available. We work with you to pick the best month for your business.
- Added online distribution through the digital edition

**2012-13 EDITION  
PUBLISHED IN AUGUST 2012.**

## CLOSING DATES

Sales close: June 15, 2012  
Materials due: June 22, 2012

## CONTACT

Terra Moreland  
503.445.8830  
terram@mediamerica.net



MEDIAmerica  
715 SW Morrison, Suite 800  
Portland, Oregon 97205



# DISCOVER PORTLAND 2011-12 NET RATES

SPACE UNIT	ANNUAL	PREMIUM POSITIONS	
One-twelfth page	\$1,200	Inside front	\$8,500
One-sixth page	2,300	Inside back	8,500
One-third page	3,300	Table of contents	8,500
One-half page	4,200	Back cover	9,500
Two-thirds page	5,400		
Full page	6,500		

## SPECIAL SECTIONS

**Neighborhoods** (select neighborhoods)  
Showcase your offerings with a photo and a 30-word description. Cost: \$495

**Green Business** Include your green business in this section with a photo and 30-word description. Cost: \$495

**Performing Arts** Include your performing arts venue with a 50-word description and four event listings. Cost: \$750

**Gallery Listings** Featuring the region's finest contemporary art, includes a 75-word description and a photo. Cost: \$650

**Get Up & Go** Promotes the region's must-see attractions with a 100-word description, photo and attractions index listing. Cost: \$800

**Coffee, Brewery Or Distillery** Promote your coffee house, brewery or distillery with a photo or logo, 25-word description and map plotting. Cost: \$400

*Payment due upon publication.*

## SHIPPING INSTRUCTIONS

Send all advertising production materials to:

Attn: Production

MEDIAmerica

715 S.W. Morrison, Suite 800

Portland, OR 97205

503.223.0304 • FAX 503.221.6544

email: production@mediamerica.net

## CLOSING DATES

Sales close: June 15, 2012

Materials due: June 22, 2012

## PUBLICATION DATE

2012-13 edition published in August 2012.

## MECHANICAL SPECIFICATIONS

Space unit      Width      Depth

### Full page

Trim ..... 8 $\frac{3}{8}$ " ..... 10 $\frac{7}{8}$ "

Bleed ..... 8 $\frac{3}{8}$ " ..... 11 $\frac{1}{8}$ "

Non-bleed ..... 7 $\frac{1}{2}$ " ..... 10

Two-thirds page ..... 4 $\frac{3}{8}$ " ..... 10

One-half page vertical .. 4 $\frac{3}{8}$ " ..... 7 $\frac{1}{2}$ "

### One-third page

Vertical ..... 2 $\frac{1}{4}$ " ..... 10

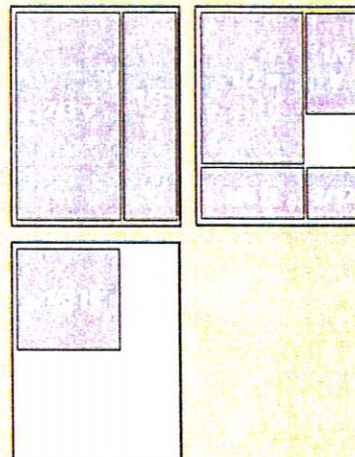
Horizontal ..... 4 $\frac{3}{8}$ " ..... 4 $\frac{7}{8}$ "

### One-sixth page

Vertical ..... 2 $\frac{1}{4}$ " ..... 4 $\frac{7}{8}$ "

Horizontal ..... 4 $\frac{3}{8}$ " ..... 2 $\frac{1}{4}$ "

One-twelfth page ..... 2 $\frac{1}{4}$ " ..... 2 $\frac{1}{4}$ "



## READERSHIP REACH

HOTEL  
ROOMS

OCCUPANCY  
RATE\*

HOTEL GUESTS/  
NIGHT

HOTEL GUESTS/  
YEAR

Downtown	5,727	73.7%	4,221	1,540,592
Suburbs (including airport)	5,132	66.6%	3,418	1,247,538
Totals	10,859		7,639	2,788,130

\*Figures represent actual 2011 occupancy rates. Source: Travel Portland.

## FOR MORE INFORMATION CONTACT:

Terra Moreland, 503.445.8830, terram@mediamerica.net



MEDIAmerica  
715 SW Morrison, Suite 800  
Portland, Oregon 97205