

City of Rockaway Beach City Council Meeting Minutes



Date: Wednesday, February 9, 2022
Time: 6:00 P.M.
Location: Rockaway Beach City Hall, 276 HWY 101 -Civic Facility

Join Zoom Meeting

<https://us06web.zoom.us/j/84036686212?pwd=d1ZPdVVrY3BpYXJidEkzcWlGbVlZUT09>

Meeting ID: 840 3668 6212

Passcode: 598613

Dial by your location

+1 253 215 8782 US (Tacoma)

Meeting ID: 840 3668 6212

Passcode: 598613

CALL TO ORDER – Sue Wilson, Mayor

PLEDGE OF ALLEGIANCE

ROLL CALL

Mayor - Sue Wilson: Present

Position #3 - Kristine Hayes: Absent

Position #4 - Terry Walhood: Present

Position #1 - Mary McGinnis: Present

Position #5 - Penelope Cheek: Present

Position #2 - Tom Martine: Present

CONSENT AGENDA

Walhood made a motion, seconded by Martine to approve the January 2022 minutes and check register.

Position #4 - Terry Walhood: Motion

Position #2 - Tom Martine: 2nd

Position #3 - Kristine Hayes: Absent

Position #4 - Terry Walhood: Approve

Position #1 - Mary McGinnis: Approve

Position #5 - Penelope Cheek: Approve

Position #2 - Tom Martine: Approve

CITIZEN INPUT ON NON-AGENDA ITEMS

Rockaway Lions presented the 2022 Weenie Wagon schedule to the council. The council made a pending approval of the schedule until the City staff receives an application.

Daniel Howlett, 132 N Grayling, relayed his concerns about housing in Rockaway Beach and the city's water and sewer System Development Charges.

PRESENTATIONS, GUESTS & ANNOUNCEMENTS

City Planner Scott Fregonese will present an overview of the master planning process for development of the City's 10-acre Public Facilities lot.

Fregonese gave a presentation discussing the overview of the master planning process for the Rockaway Beach "High Grounds". McGinnis asked Fregonese to send her the presentation. He will work with the Planning Commission and city staff to develop this plan. This will include public outreach.

STAFF REPORTS

Undersheriff, Matt Kelly discussed the calls for service received over the month of January. Kelly mentioned that new deputy Kevin Grogan should be out the academy in a month and be on duty in Rockaway. Wilson complimented the way the report was written.

Fire Chief, Todd Hesse went over the January report, and mentioned the department skill building training and beach safety program. Hesse mentioned the department is still recruiting for a full-time position. Hesse stated the awards banquet went very well.

Public Works Superintendent Dan Emerson stated the department is recruiting to fill the Plant Operator position. Emerson mentioned the department made repairs to the boardwalk and thanked the public for informing the department about fallen trees during storms. Emerson said the department has scheduled annual sewer line cleaning in February. Walhood thanked the department for picking up the Holiday items from the train.

City Manager, Luke Shepard stated Public Works will have the open position filled shortly. Shepard said housing is an important issue and that he has met with the Tillamook County Housing Coordinator and will invite him to speak at an upcoming city council meeting. Shepard mentioned there is a budget committee vacancy, and this quarter will be the last time the city will collect transient room tax payments. The Department of Revenue will collect TRT on the city's behalf beginning with payment due for the first quarter of 2022.. Shepard said the Fire Department banquet was very well done and he thanked the Fire and Medical volunteers for all they do for Rockway Beach.

OLD BUSINESS

APPROVAL OF ADMINISTRATIVE TASK LIST 2022-23

Wilson read the following: City Manager recommends work begin on items shown in Administrative Task List 2022-23. This list comprises topics discussed at recent City Council Meetings and practical steps to move these items forward. The City Manager would like to work with the City Council to refine and approve the list so work to tackle these issues can begin.

Shepard made a presentation of the Task list that the council has discussed from previous meetings. McGinnis asked if the emergency preparedness is still active, Shepard stated the emergency preparedness group will be starting from scratch.

Cheek made a motion, seconded by Martine to approve the administrative task list 2022-23; motion carried.

[Position #5 - Penelope Cheek: Motion](#)

[Position #2 - Tom Martine: 2nd](#)

[Position #3 - Kristine Hayes: Absent](#)

[Position #4 - Terry Walhood: Approve](#)

[Position #1 - Mary McGinnis: Approve](#)

[Position #5 - Penelope Cheek: Approve](#)

[Position #2 - Tom Martine: Approve](#)

NEW BUSINESS

APPROVAL OF INTERGOVERNMENTAL AGREEMENT (IGA) WITH THE OREGON DEPARTMENT OF TRANSPORTATION

Wilson read the following: This is an ODOT Delivered Federal Project Agreement on Behalf of the City of Rockaway Beach. Agreement No. 35244: Salmonberry Trail – Rockaway Beach Connector. City Manager to review this IGA and overall project scope with the City Council.

Shepard briefed the council on the IGA with the Oregon Department of Transportation. McGinnis thanked Shepard and other city staff that put time into this agreement, Wilson stated she is very excited for the trail.

Martine made a motion, seconded by McGinnis to approve the Intergovernmental Agreement with the Oregon Department of transportation: motion carried.

[Position #2 - Tom Martine: Motion](#)

[Position #4 - Mary McGinnis: 2nd](#)

[Position #3 - Kristine Hayes: Absent](#)
[Position #4 - Terry Walhood: Approve](#)
[Position #1 - Mary McGinnis: Approve](#)
[Position #5 - Penelope Cheek: Approve](#)
[Position #2 - Tom Martine: Approve](#)

COUNCIL CONCERNS

McGinnis thanked all staff for their hard work.

Walhood stated she is excited for the task list.

Cheek mention the Salmonberry trail will be challenging but it will be great when its done.

Martine said the fire department put together a great banquet.

MAYOR'S REPORT

Wilson spoke on the Fire Banquet and said it was very professional and thanked Chief Hesse.

ADJOURNMENT

Meeting adjourned at 7pm.

MINUTES APPROVED THIS 9th
DAY OF MARCH 2022.

Mayor, Sue Wilson

City Manager, Luke Shepard



TILLAMOOK COUNTY SHERIFF'S OFFICE

CONSERVATORS OF THE PEACE

Sheriff Joshua Brown

Rockaway Beach Patrol

Month of February

In the month of December, the Tillamook County Sheriff's Office Deputies responded to 150 calls within Rockaway Beach. Those calls included some of the following: 19 Civil Service, 7 suspicious calls, 17 traffic stops, 2 motor vehicle crashes, 2 disturbances, and 16 follow up calls.

02/11/22 Deputies responded to a Burglary in progress in the area of south Anchor St. A male had broken into multiple houses. The male fled and ran up into the woods behind Victoria St. The male was located and taken into custody.

02/03/22 Deputy Rondeau and Detective Ross investigated a death that occurred in the area of NW 23rd. Deputies determined that the victim died of natural causes. During the investigation Detective Ross found evidence of a child pornography. At this point the investigation doesn't show any link locally other than the deceased subject visiting Rockaway.

02/04/22 Shed broken into

02/06/22 Someone attempted to get into a house

02/11/22 3 Burglaries

02/13/22 Burglary

02/13/22 Theft of video cameras

02/16/22 Theft of tools

02/27/22 Theft of propane tanks

There has been an increase in burglaries and thefts in the last couple of months. Most of the incidents have been linked to one person, who is currently in custody, but this would be a good time to remember to take steps to secure your property.

Lock doors and windows

Consider adding lights to entry points cut back bushes to prevent people from being secluded. This prevents people from hiding in the dark areas. Cut back bushes to prevent people hiding.

Video/Security camera- Consider a quality security camera that allows you to monitor your property.

Undersheriff Matt Kelly

Rockaway Beach Fire Rescue

276 Hwy 101 S
PO Box 5
Rockaway Beach OR 97136
503-374-1752



Date March 2, 2022

Honorable Mayor, City Council and City Manager of Rockaway Beach

Fire Department Council Report:

The following is a summary of the activities and operations of the Rockaway Beach Fire and Rescue Department for the month of February 2022.

The Department responded or participated in 55 events during the month of February, the breakdown is listed below.

911 calls for Service: 30	Trainings: 12	Non-Emergent: 13
24- Medical	Strategy and Tactics	4- Beach Safety
1- Fire Alarm	EMT	1- Public Assist
3- Structure Fire	Fire Operations	1- Lift Assist
1- Water Rescue		3- Burn Complaints
1- MVA		4- Radio call-ins
0- Outside Fire		0- Special Assignments
0-Vehicle Fire		

Year to Date	<u>2021</u>	<u>2022</u>
911 Calls	44	74
Non-Emergent	22	28
Trainings	8	21
Total	74	123

Training update- The Department focused February training on Strategy and Tactics used on Structure Fires and implemented practical exercises to enhance the skills needed for structural firefighting. The EMT class in conjunction with TBCC is nearing the mid-term and has 16 students attending class each Wednesday night and all-day Saturday until May. Drone training for water rescues and Search and Rescue are being planned for April.

Beach Safety continues to be a priority of the department. The focus continues to be on education and safety. During the month of February crews were on the beach 4 times providing information to citizens and visitors.

	February	YTD
Fire safety\Educational Moments-	2	4
Water Safety Messages\Out of Water-	3\2 persons	20\6
Stickers to kids-	0	0
Educational signs reset-	0	0
Education Signs Replaced-	0	0
Fires extinguished-	0	0
Volunteer Hours	6	14

I am still actively in the process of recruitment for a position of a full-time Position. I will keep the council informed of the progress.

Overall, my mission and goals have not changed. I continue to take care of the immediate safety of my crew and public needs as my highest priorities. If you have any questions, concerns or thoughts please let me know.

Respectfully submitted,



Todd Hesse

Fire Chief

Rockaway Beach Fire Rescue

City of Rockaway Beach, Oregon
276 S. Highway 101, PO Box 5
Rockaway Beach, OR 97136
(503) 374-1752 FAX (503)374-0601



March 1, 2022

Dear Mayor and City Council Members,

During the month of February Public Works have been focused on street maintenance and storm damage in addition to the normal daily operation. Spring is coming so public works will be shifting some time from storm drainage to building maintenance, fire hydrant flushing, mowing, and painting.

Two of our employees participated in training this month through the Oregon Association of Water Utilities as part of their job certification, which is back in person now. This training is required for them to maintain their respective Operator Certifications. As a community water system, Oregon Health Authority requires an employee be trained and certified in cross connection control. The city manager Luke Shepard has been the only person certified in the past years. So, I also had training and got certified as a cross connection specialist.

Public Works is excited to be welcoming a new member to our crew this month. Milton Hoffman will be joining us as a Treatment Plant Operator, providing much-needed help at our water and wastewater treatment plants while freeing up our utility workers to spend more time in the field addressing needs around town. With all the challenges our crew has faced over the winter on top of daily operational duties we have been stretched extremely thin at times, and another good set of hands will be a welcome addition. last month, we had training on how to rebuild pumps. With this training we were able to rebuild our sewer pump, saving money and mostly time. In return our department is confident and more resilient to pump fail issues.

Public Works has been working on the city's Wastewater NPDES permit and has sent out a completed permit renewal application for review. Finally, annual flushing of the City's water mains will be conducted during the last week of March this year. During this time, you may see City workers around town opening fire hydrants and blowoff valves to let dead-end water flow from the mains. This takes about a week. Sometimes cause a drop-in water pressure and cloudy water, but please run the tap until it clears up. Water remains safe to drink. This exercise is necessary to maintain the water quality our customers expect, and it also allows us to operate valves and fire hydrants in the system to ensure they work properly when needed in an emergency.

If there are no questions, that is all that I have thank you.

Dan W. Emerson, Superintendent
City of Rockaway Beach Public Works
P: 503.374.0586 / C: 503.457.6094
PublicWorks@corb.us



2021-2022 Off-Season Tourism Marketing Grants

Funding Recommendation
March 9, 2022
Rockaway Beach City Council Meeting

Available Funding \$30,000

Proposed Funding: \$20,553

Applicant	Organization Contact	Project Description & Budget	Grant Request	Total Project	Business Type
A Firecracker Wiener Nationals	Eli Newell	Project Description: 4th of July Weiner Dog Race Event - A fundraiser for the Tillamook Animal Shelter Budget: Design, social media, and event production	\$3,000	\$4,350	Charitable Event
B International Police Museum	Ed Wortman	Project Description: New location marketing materials Budget: Update rack cards, brochures, and produce 2-5 videos highlighting museum exhibits	\$2,725	\$2,725	Non-Profit
C Pennyfulness	Penny Cole	Project Description: Social media boosts/ads to promote business Budget: Facebook and Instagram advertising	\$3,000	\$3,000	Retail
D Rockaway Beach Resort, Inc	Angie Vandercreek	Project Description: Purchase/installation of webcam linked to website highlighting Twin Rocks Budget: Webcam and cabling	\$2,828	\$2,828	Not-for-Profit (HOA)
E Sea Breeze Ice Cream Shop	Corinne Rupp	Project Description: Creating a brand kit and coordinating signage Budget: Facebook and Instagram advertising	\$3,000	\$5,220	Retail
F Troxel's Gem & Jewelry	Victor Troxel	Project Description: Social media boosts/ads to promote business Budget: Logo design, indoor/outdoor signage and installation	\$3,000	\$3,000	Retail
G RB Little Store LLC	Shannon Mills	Project Description: Storefront signage Budget: Alphabet signs, storefront signage	\$3,000	\$3,719	Market & Deli
Totals			\$20,553	\$24,842	



Grant Program Managed By
Tillamook Coast Visitors Association

Contact Amy Blackburn
503-842-2672 Ext 3
amy@tillamookcoast.com

1 BUSINESS INFORMATION



Business Name Firecracker Wiener Nationals

Contact Name Eli Newell

Title Top Dog

Phone Number (917)568-3821

Email elinewell@gmail.com

Business Type Charity Wiener Dog Race

Business Industry Wiener Dog Racing?

Physical Address City Park, Rockaway Beach

Mailing Address 2832 Avenel st, #2, Los Angeles, CA 90039

Employer Identification Number (EIN) Provided on request

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership	
Eli Newell	Emcee/Organizer	0.00%	
Tiffany Armstrong	Chief Organizer	0.00%	
Chad Carter	Emcee/Organizer	0.00%	
Bob Newell	Consigliere	0.00%	

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request \$ 3,000.00

Total Project Cost \$ 4,350.00

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

The Firecracker Wiener Nationals is a charity wiener dog race that started 16 years ago and now draws over 1000 spectators (and their money) to Rockaway Beach every 4th of July. We hope you recognize the unique appeal of our event, the tremendous benefit it has to the city and community, and will give our application special consideration. Our out of pocket costs to put on this event exceeds \$3000 per year. We do it because of the deep connection to the city - over 50 years of tradition in our family (100 years to the Tillamook region). Without the parade, our races are now the main daytime event bringing people to Rockaway Beach this 4th of July.

In order to fit within the purview of this grant, we have broken down our major expenses into three categories. First, we seek to defray the out of pocket expenses by way of a speaker's fee. The emcees and organizers are bona fide professionals in the field. Both have 20 years of major on-screen television credits and national touring experience and their standard rate to emcee this would be between \$3000 to \$5000 per person plus travel expenses. We are asking for \$750. Second, without the parade, we need to greatly expand our marketing and PR efforts. This will include design and social media consultation fees, targeted ad buys, email campaigns, printing, and traditional media outreach. Finally, our day-of operational costs. This includes tents, tables, boundary markers etc.

3 GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

Our goal is to make Rockaway Beach the most popular tourist destination in the Pacific Northwest. We will target tourists in a variety of markets across the PNW using dynamic & micro-targeted FB and IG ads. As the event approaches, our social media and website will get the word out and on the weekend of the event, signs and fliers will guide spectators to the races.

Our targets include dog lovers/owners, young couples with kids, old couples with kids, people who 'like' anything to do with the Oregon Coast, anyone who has come to our races in past years...

Our goal is to raise awareness of the races and give Rockaway Beach a unique advantage when people are deciding where to spend their time and money on the 4th of July.

Why come to Rockaway Beach now that the parade is gone? For the races.

What are the anticipated challenges in completing this project or holding this event?

This is an incredibly difficult event to put on. Now that we won't have the crossover traffic from the parade, we're facing the challenge of attracting tourists to our event. This is on top of our normal challenges organizing/planning, crowd/event management, designing/ordering/selling merchandise, food compliance, permits, equipment rentals, travel to Oregon from LA and Seattle, finding volunteers... You name it. We have years of experience rolling with the punches and making it work. Our track record shows we're good at it. This year is going to be especially tough though and we need your support.

What are the anticipated benefits to the community?

Without the parade, our event is what will convince people to spend their day in Rockaway Beach over any other beach town. These 1000+ people who come to our event are going to eat at restaurants, stay at hotels, play mini-golf, and buy birdhouses in Rockaway Beach.

The Firecracker Wiener Nationals is also the largest yearly fundraiser for the Tillamook Animal Shelter. All proceeds from our event go directly to help their mission of caring for animals in need across the region. They need our support so they can continue supporting this community.

Finally, a quirky, fun event like this helps to elevate the image of Rockaway Beach as an attractive, family friendly town and makes it more attractive than other Oregon beach towns that don't have their very own wiener dog races.

4

PROJECT BUDGET

INCOME	
	BUDGET
City of Rockaway Tourism Marketing Grant	\$ 3,000.00
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
TOTAL INCOME	\$ 3,000.00

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1	Design	Patchmarks	y	\$ 500.00
2	social media advertising	FB & IG	n	\$ 500.00
3	DIY media campaign design platfor	Canva	n	\$ 100.00
4	Speaker/Emcee fee (750x2)			\$ 1,500.00
5	Printing			\$ 150.00
6	Equipment			\$ 200.00
7	Permits			\$ 50.00
8				
9				
10				

Total Expenses \$ 3,000.00

****Total income should equal total expenses.**

Additional Comments to Budget

We put hundreds of volunteer hours and thousands of out-of-pocket dollars into this event every year. For a minimal investment, you can help us in our mission of bringing tourists and their tourist money to town. Thank you for your consideration.

1 BUSINESS INFORMATION



Business Name International Police Museum

Contact Name Ed Wortman

Title VP/Director

Phone Number 206 999-8474

Email EdL195@aol.com

Business Type Museum

Business Industry Education / Tourism

Physical Address 320 S. Highway 101, Rockaway Beach, OR 97136

Mailing Address PO Box 165, Rockaway Beach, OR 97136

Employer Identification Number (EIN) 475022259

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name Paul D(Doug) Tharp	Title President	% Ownership
Name Edward Wortman	Title Vice President / Director	% Ownership
Name Craig Zuck	Title Treasurer	% Ownership
Name Josephine (Jane) McClain	Title Secretary	% Ownership

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request \$2725

Total Project Cost \$2725

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

International Police Museum (IPM), with the expertise of Appaloosa Business Services (ABS) of Clackamas, will update rack cards, brochures and produce a 2 to 5 minute video highlighting museum exhibits. The video will be compatible with cell phone and tablet, and will showcase the depth and variety of the museum artifacts. ABS has been our web site consultant for over two years and has experience producing advertising, videos, and documentaries like this project. ABS is committed to keeping us within budget and has offered additional in-kind time if needed to ensure our success. This combination of written and video material will make it more interesting for viewers and entice them to stop - particularly during the shoulder seasons - rather than drive through on the Highway 101, the main street of Rockaway Beach.

IPM also wishes to upgrade our special event sandwich board sign with waterproof panels and continue our print advertising in Venture Coastward magazine.

3 GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

The target audience is tourists traveling the north Oregon Coast, participants or users of the local parks and campgrounds, and local residents who have an interest in history - particularly history of policing in Oregon, the US, and the world. By creating a media that could be easily viewed as a print document or through video on mobile devices, we will make better and more exciting contact with the people traveling or anticipating traveling to the area. This is particularly true in the shoulder season when inclement weather may impact their ability to see or learn what is available in the area.

What are the anticipated challenges in completing this project or holding this event?

Timing with available ABS team for review of the current inventory pictures to create print media and video to highlight specific artifacts or areas. Unanticipated delays caused by equipment challenges, and possible need to re-photograph specific artifacts could cause delay. Combining print and electronic advertising is used by many, but a relatively new concept for IPM; therefore, we are proceeding somewhat cautiously with the expert assistance and guidance of Appaloosa Business Systems (ABS).

What are the anticipated benefits to the community?

Highway 101 is the main street of the City of Rockaway Beach, making it a challenge to slow or stop tourists so they can view the natural historic beauty and heritage of the area, and partake of the many opportunities and food available within the city. While tourists flock to the beach in the summer, many do not know what is available in shoulder season, January through May and September through December. Once stopped, tourists may get coffee, a meal, or consider the history of the area which dates to the early 1900's. IPM provides an attraction which can be enjoyed during inclement weather, an opportunity enjoyed by many of IPM's 6,984 visitors in 2021. IPM is now located inside the Washed Ashore Craft Mall, along with Ringing Anvil Design and expects to be attraction in Rockaway Beach.

4

PROJECT BUDGET

INCOME	
	BUDGET
City of Rockaway Tourism Marketing Grant	2725
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
TOTAL INCOME	2725

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1	Develop and production (15@\$95)	ABS	Yes	1425
2	Printing rack card, 2,500	Coast	Yes	362
3	Printing Brochure, 1,000	Coast	Yes	268
4	Waterproof sandwich board pannels	PSI	No	130
5	Venture Coastward magazine ad	VTC/TC	Yes	540
6				
7				
8				
9				
10				

Total Expenses 2725

****Total income should equal total expenses.**

Additional Comments to Budget

Since IPM has no paid staff, we anticipate a contribution of 30 hours volunteer time to assist the consultant. Rack cards and brochures will be distributed through affiliated museums and contacts on the coast as well as Oregon State Historical Society. Sandwich board signs will be used to draw attention to special events such as a book signing or childrens fingerprint event. Using both print and electronic media helps to reach the broad spectrum of travelers to the Oregon Coast. Venture Coastward, distributed in conjunction with VTC and Tillamook Chamber, has proven a valuable resource over the past five years.

1 BUSINESS INFORMATION



Business Name Pennyfulness

Contact Name Penny Cole

Phone Number 510-862-5657

Business Type Sole Proprietor

Physical Address varies

Mailing Address 209 S 4th Ave. Rockaway Beach, Or 97136

Employer Identification Number (EIN) SSN

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Title Proprietor

Email pennyfulness@gmail.com

Business Industry Retail

Company Principals

Name Penny Cole	Title Proprietor	% Ownership	100.00%
Name	Title	% Ownership	0.00%
Name	Title	% Ownership	0.00%
Name	Title	% Ownership	0.00%

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request \$ 3,000.00

Total Project Cost

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

This grant would be used to promote social media posts on Facebook and Instagram to entice members of my target consumer to not only come to Rockaway Beach to shop my products, but also will bring consumers to Simply Charming, the store I sell out of in the off-season, and other Rockaway businesses.

I would also use my social media reach to promote local activities that are happening in the off-season

3 GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

The target audience would be women who live within the PNW, as well as those who like to travel solo and attend girls trips. Girls trips are very popular now, and the shopping component of these are important. Getting the word out that Rockaway has so much to offer will be a priority.

What are the anticipated challenges in completing this project or holding this event?

I don't believe there will be any challenges in completing this, as I will be participating in all aspects, from Photography to content writing to performance analysis.

What are the anticipated benefits to the community?

A successful marketing campaign such as this will bring more female visitors to the coast, and will benefit all businesses, from retail to restaurants and lodging. With the versatility of social media, I will be able to adapt quickly to what is working and what isn't.



PROJECT BUDGET

INCOME	
	BUDGET
City of Rockaway Tourism Marketing Grant	\$ 3,000.00
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limit, use this section to add additional funding sources.)</i>	
TOTAL INCOME	\$ 3,000.00

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1	social media post boosts/ads	FB/Insta		\$ 3,000.00
2				
3				
4				
5				
6				
7				
8				
9				
10				

Total Expenses \$ 3,000.00

****Total income should equal total expenses.**

Additional Comments to Budget

1 BUSINESS INFORMATION



Business Name Rockaway Beach Resort, Inc

Contact Name Angie Vandercreek

Title General Manager

Phone Number 503-355-2191

Email angiev@ezrbr.com

Business Type Not-for-Profit Corp

Business Industry Hospitality-lodging

Physical Address 615 N Pacific St, Rockaway Beach, OR, 97136

Mailing Address 615 N Pacific St, Rockaway Beach, OR, 97136

Employer Identification Number (EIN) 93-0822664

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership	
Dennis Erickson	Board President	0.00%	
Janet Johnson	Board Vice President	0.00%	
Alicia Glass	Board Treasurer	0.00%	
Cathy Yost	Board Secretary	0.00%	

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request \$ 2,828.00

Total Project Cost \$ 2,828.00

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

Many communities along the Oregon Coast have webcams showcasing their area's splendor. Some of those communities, such as Lincoln City, Newport and Seaside have a broader reach because they have partnered with television stations in the valley who then feature the live webcam shots on their newscasts multiple times each day. We here at Rockaway Beach Resort then asked ourselves "Why not here in Rockaway Beach?"

Our beachfront resort currently has a webcam linked to our website that shows the beach area directly in front of the resort, but far and away the best view to showcase the town would be of Twin Rocks!

Rockaway Beach Resort plans on using these grant funds to:

- * Purchase an HD webcam recommended by our I.T. partner
- * Place the webcam on the highest point of our South Building to face Twin Rocks
- * Link the webcam to our website so any site traffic could see the view in real-time
- * Pursue a partnership with a television station in Portland to broaden the town's reach

3

GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

The main intent of this project is to reach those within a 2-3 hour drive of Rockaway Beach who would otherwise have gone to Seaside or Lincoln City looking for good stormwatching or sunny winter day adventure opportunities. People who are spontaneous, who may be able to take a trip to Rockaway Beach on a whim or a moment's notice and enjoy what Rockaway has to offer when things are a little quieter and less crowded. People who enjoy observing the wind and rain or the King Tides from a cozy vantage point as well as hunting for the latest beach treasures found in the calm afterwards.

Seeing all the "action" via the Twin Rocks webcam would encourage these adventurers to come to Rockaway Beach and experience it for themselves, finding a charming community that is less commercialized and more welcoming, thereby leading to repeat visits.

What are the anticipated challenges in completing this project or holding this event?

As with any project, we do anticipate some minor challenges.

Those we have identified and considered are:

- * Protecting the webcam from the wind and elements since the view of Twin Rocks is to the South of our location. Much of the harsh weather comes from this direction.
- * Ease of regular cleaning of the webcam as we want it to show the most clear view of Twin Rocks at all times.
- * The potential of having to use other funds from our regular RBR budget to pay for a partnership with a Portland area TV station.

What are the anticipated benefits to the community?

With the increased exposure of Rockaway Beach provided by a Twin Rocks webcam partnership, the businesses, workers and visitors all benefit.

Businesses in Rockaway Beach, whether it be restaurants, cafes, shops, motels, vacation rentals or various attractions would see increased foot traffic, especially during the slowest times of the year. This increases revenues which can then be used, among other things, to support the vital workers already in our community and to attract others to fill vacant positions with attractive compensation packages. This would allow some businesses to extend their hours.

Expanded hours of business and happier workers make visitors want to return to our small community again and again, whether stopping by for a few hours or staying for a few days.

4

PROJECT BUDGET

INCOME	
	BUDGET
City of Rockaway Tourism Marketing Grant	\$ 2,828.00
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
N/A	\$ 0.00
N/A	\$ 0.00
TOTAL INCOME	\$ 2,828.00

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1	Purchase and set-up of webcam	Zen Tech	Yes	\$ 2,078.00
2	Cabling (wiring) for the webcam	Ore-Com	Yes	\$ 750.00
3				
4				
5				
6				
7				
8				
9				
10				

Total Expenses \$ 2,828.00

****Total income should equal total expenses.**

Additional Comments to Budget

* Company Principals are Board officers as we are a "not-for-profit" HOA with multiple owners

* Estimate from Ore-Cable was a "rough" estimate and the above was on the low end of the range provided.

* Estimates available upon request

1 BUSINESS INFORMATION



Business Name Sea Breeze Ice Cream

Contact Name Corinne Rupp

Title Co-Owner

Phone Number 503.355.3335

Email rockseaoregon@gmail.com

Business Type Ice cream and gifts

Business Industry retail

Physical Address 102 Highway 101 South RB OR 97136

Mailing Address PO Box 540 RBOR 97136

Employer Identification Number (EIN) 86-3222540

Do not enter Social Security Number, Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership	
Corinne Rupp	co-owner	% Ownership	5,100.00%
Donald Allgieier	co-owner	% Ownership	4,900.00%
Name	Title	% Ownership	0.00%
Name	Title	% Ownership	0.00%

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request \$ 3,000.00

Total Project Cost \$ 5,220.00

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

This project would create a new logo and branding kit for our business, with corresponding window and outdoor signage and lighting.

3 GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

Sea Breeze Ice Cream is a new venture for us but a familiar brand here in Rockaway. We purposely retained the DBA name of Sea Breeze for continuity, but having a new logo and outdoor signage would alert returning visitors that something new is happening inside. Having an entire branding package created would assist with brand recognition away from the shop as well, as it will come with a full digital package for social media marketing. Print-ready graphics that can be put onto shirts, bags, etc. will also be created during this process. New sandwich board signage would advertise the products we currently sell; the current sign is outdated and can cause confusion. Having new signage would alert the folks walking by what we offer and draw in more customers.

What are the anticipated challenges in completing this project or holding this event?

The challenges will be mostly logistical, as anything involving electrical and this old building has been so far.

The process of creating a logo and new signage with the logo should be fairly straightforward, even with supply chain issues. Oh Creative! is a brand we have worked with before in designing graphics for shirts. The bid comes with clearly outlined steps and timelines that fit within the grant's window for spending.

What are the anticipated benefits to the community?

By having better lighting and updated signage, both guests and locals will have an easier time in the dark months knowing where we are and what we sell.

Rockaway Beach is growing, and the proliferation of remote working means we have more folks coming for longer getaways, even in the winter months. We are open year-round and serve full time, part time, and non-resident visitors. Having a recognizable brand will make finding us easier.

4

PROJECT BUDGET

INCOME	
	BUDGET
City of Rockaway Tourism Marketing Grant	\$ 3,000.00
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
General Operating Funds	\$ 2,220.00
TOTAL INCOME	\$ 5,220.00

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1	Logo creation	Oh Creative!	Yes	\$ 2,500.00
2	Outdoor hanging logo sign	Beaverton Sig	Yes	\$ 900.00
3	Indoor window logo signage	Beaverton Sig	Yes	\$ 600.00
4	Outdoor light fixture for logo sign	Rosenburgs	No	\$ 200.00
5	Electrician	Miami Cove	No	\$ 800.00
6	Business Cards	Oh Creative!	Yes	\$ 100.00
7	Sandwich Sign	Beaverton Sig	Yes	\$ 120.00
8				
9				
10				

Total Expenses \$ 5,220.00

****Total income should equal total expenses.**

Additional Comments to Budget

We have been using Miami Cove electric for all our projects to date, the estimate provided in this grant request is based on previous projects completed.

The light fixture estimate is based on comparable items available online. The final selection of the fixture would be in conversation with our electrician to ensure compatibility both with our sign and our electrical panel.

1 BUSINESS INFORMATION

F



Business Name Troxel's Gem & Jewelry

Contact Name Victor Troxel

Title Owner

Phone Number 541-418-2842

Email rockawayrocks@gmail.com

Business Type Retail

Business Industry Jewelry

Physical Address 146 Highway 101 S, Rockaway Beach, OR 97136

Mailing Address po box 353 Rockaway Beach, OR 97136

Employer Identification Number (EIN) 26-3226319

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership	
Jen Troxel	owner	50%	50%
victor Troxel	owner	50%	50%
		0.00%	0.00%
		0.00%	0.00%

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request \$ 3,000.00

Total Project Cost \$ 3,000.00

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

The Rockaway Beach Nature Preserve (aka, the Big Cedar) is the newest attraction in the city but is not well known (yet). I have been collecting pictures, maps and history for the last 5 years and I believe a website would be the best way to showcase the treasure.

I have looked at website developers that can provide the starting point for an outstanding representation for the attraction. I plan to have history of the area starting more that 100 years ago, detailed maps and construction plans, environment and ecology reports, plus pictures and videos added to the website.

There will

3

GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

I see this website used for:

- Rockaway Beach tourist resource
- Self-guided tours with location pointers provided along the boardwalk
- Field trips from all over the country, from high schools to colleges and universities
- Forestry management information

The website will be easy to access as cell phone coverage is very good at the preserve.

What are the anticipated challenges in completing this project or holding this event?

The content has already been collected.

The website designer will provide the framework and training so I can maintain the site at no additional cost. It is expected to be completed in less than 2 months.

The URL has already been purchased (<https://bnaturepreserve.com>).

What are the anticipated benefits to the community?

This will be a powerful marketing website showcasing not only the preserve but Rockaway Beach as an ADA accessible destination. It is currently used every day all year by hundreds of visitors every day, locals and tourists alike. This will also enhance the Salmonberry Trail project by connecting the trail to two attractions, the Nature Preserve and the Wayside and beach.

4

PROJECT BUDGET

INCOME	
	BUDGET
<i>City of Rockaway Tourism Marketing Grant</i>	\$ 3,000.00
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
TOTAL INCOME	\$ 3,000.00

EXPENSES				
Line item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1	Website development	GW Designs	Yes	\$ 3,000.00
2				
3				
4				
5				
6				
7				
8				
9				
10				

Total Expenses \$ 3,000.00

****Total income should equal total expenses.**

Additional Comments to Budget

This will be a one-time expense.
Ongoing work and maintenance will be done by volunteers.

1 BUSINESS INFORMATION



Business Name RB Little Store LLC

Contact Name Shannon Mills

Title Managing Member

Phone Number 503-250-3609

Email rblittlestore@gmail.com

Business Type market and deli

Business Industry restaurant/convenience :

Physical Address 1720 HWY 101 N, Rockaway Beach OR 97136

Mailing Address 1028 NE 13th Ave, Rockaway Beach OR 97136

Employer Identification Number (EIN) 475479585

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership	
Shannon Mills	Managing Member	100.00%	
		0.00%	
		0.00%	
		0.00%	

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request \$ 3,000.00

Total Project Cost

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

RB Little Store LLC is looking to attract more business by increasing awareness of our location and what our business has to offer. We desperately need new signage and lighting in order to be seen in the winter months. We are looking to add our name to our building front, install flags at our parking lot edge and add additional lighting in order to increase visibility.

We would also like to install benches and picnic tables so it will be more evident that we make food. Our hope is that potential customers driving by or walking from nearby homes and rentals will have a place to rest and enjoy a beverage, as well as, some of the wonderful food we make.

Our greatest intent is to draw in people who are not aware that we exist. We need to be seen. The addition of a new sign, lighting and tables will help to facilitate that goal.

3 GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

Our target audience is for tourists and people visiting the community, as well as locals who are unaware of who we are, what we offer and what we do. We are not located in the center of town and struggle to be seen.

What are the anticipated challenges in completing this project or holding this event?

Funding is our greatest challenge. The pandemic has taken a toll on our business and we are struggling. Increasing our customer base is key to survival. We are in desperate need of signage, lighting and curb appeal to draw new customers in, but do not have the budget to accomplish that at this time.

What are the anticipated benefits to the community?

RB Little Store LLC will be attracting new customers, tourists and increasing local movement on the north end of town. By drawing people to the north end, it will create a business opportunity for others who cannot afford a downtown location. As small businesses we can help to expand our focal point to involve all of Rockaway Beach. This helps to make vacation rentals more appealing by making people aware of additional walking destinations and the convenience of a nearby store. We also help to reduce the traffic congestion in town by offering food and basic staples at our location at the north end of Rockaway Beach.

4 PROJECT BUDGET

INCOME	
	BUDGET
<i>City of Rockaway Tourism Marketing Grant</i>	\$ 3,000.00
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
Personal money	\$ 718.00
TOTAL INCOME	\$ 3,718.00

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1	Signage for store front	Alphabet Sign	yes	\$ 3,148.83
2	lighting	costco	yes	\$ 50.00
3	flags	amazon	yes	\$ 220.00
4	picnic tables	brighton beac	no	\$ 300.00
5				
6				
7				
8				
9				
10				

Total Expenses \$ 3,718.83

****Total income should equal total expenses.**

Additional Comments to Budget