

Cannon Beach chamber hopes to draw off-season tourism

By LYRA FONTAINE
EO Media Group

Cannon Beach Chamber of Commerce members unveiled a new destination marketing campaign, to the tune of \$72,000, that aims to bring more overnight visitors to the city during between September and mid-June.

"We've assembled a great group of people over the last

year, stronger than I've ever seen," Chamber of Commerce Executive Director Court Carrier said. "I'm excited to work with them to make some progress on this new eventuality to bring Cannon Beach more business during the shoulder and the off-season."

The marketing contract that the chamber signed with the city includes larger ads on more

marketin platforms, attracting business conferences and meetings, and hiring a marketing specialist.

The plan will use 70 percent of funds from the recently added 1 percent transient room tax, designated for tourism development and promotion. At the Feb. 2 meeting of the Cannon Beach City Council, Carrier and Chamber of Commerce Pres-

ident Steve Sinkler presented marketing and spending plans for the fiscal year.

Sinkler said the chamber has set aside \$20,000 on destination advertising such as larger ads across more platforms; \$15,000 for marketing to conferences and meetings; \$13,000 for "more robust" web content with images and up-to-date information; and \$6,000 for

a branding guide for businesses with consistent colors, words and imagery.

The chamber also plans to spend \$5,800 on expand Cannon Beach's social media presence to Instagram and eventually Pinterest, \$5,000 on familiarization trips for travel writers, and \$3,900 on email marketing. There is a \$2,800 reserve for future opportunities

that may come up, Sinkler said.

In addition to marketing, the chamber will spend money on staffing and facilities. The chamber is recruiting a destination marketing specialist and expects the full-time position, which includes benefits and "comparable" pay, to be filled within the next 45 days. The specialist would help promote meetings and conferences.

TV LISTINGS

THE DAILY ASTORIAN

Evening listings
FRIDAY-SUNDAY
FEBRUARY 19-21, 2016

FRIDAY EVENING													FEBRUARY 19		
A	L	6 PM	6:30	7 PM	7:30	8 PM	8:30	9 PM	9:30	10 PM	10:30	11 PM	11:30		
2	KATU	(2) KATU News at 6		Jeopardy!	Wheel of Fortune	Last Man St (N)	Dr. Ken (N)	Shark Tank (N)		20/20		KATU News at 11	(35) Jimmy Kimmel		
3	KRCW	(3) Seinfeld Pt. 2 of 2	Seinfeld	Modern Family	Modern Family	Vamp.Diaries "This Woman's Work" (N)	The Originals "Heart Shaped Box" (N)	The Originals "Heart Shaped Box" (N)		KGW News at 10	(35) Access H.	Met Your Mother	Met Your Mother		
4	KOMO	(4) KOMO 4 News		Wheel of Fortune	Jeopardy!	Last Man St (N)	Dr. Ken (N)	Shark Tank (N)		20/20		KOMO 4 News	(35) Jimmy Kimmel		
5	KING	(5) NBC Nightly News	KING 5 News	KING 5 News	Evening	Caught on Camera "High Powered" (N)	Grimm "Map of the Seven Knights" (N)	Grimm "Map of the Seven Knights" (N)		Dateline NBC		KING 5 News	(35) Tonight (N)		
6	KOIN	(6) KOIN 6 News at 6	CBS Evening News	Extra	Ent. Tonight	Race "You Look Like Gollum" (N)	Hawaii Five-0 "Ke Koa Lokomaika'i" (N)	Hawaii Five-0 "Ke Koa Lokomaika'i" (N)		Blue Bloods "Fresh Start" (N)		KOIN 6 News @ 11	(35) S.Colbert		
7	KIRO	(7) KIRO 7 News	CBS Evening News	The Insider	Ent. Tonight	Race "You Look Like Gollum" (N)	Hawaii Five-0 "Ke Koa Lokomaika'i" (N)	Hawaii Five-0 "Ke Koa Lokomaika'i" (N)		Blue Bloods "Fresh Start" (N)		KIRO News	(35) S.Colbert		
8	KGW	(8) KGW News at 6:00 p.m.		Live at Seven	Inside Edition	Caught on Camera "High Powered" (N)	Grimm "Map of the Seven Knights" (N)	Grimm "Map of the Seven Knights" (N)		Dateline NBC		KGW News at 11	(35) Tonight (N)		
9	KOPB	(9) Travels With Darley	Business (N)	PBS NewsHour		Wash. Week (N)	Hollywood Idols	Scott & Bailey "Loyalty"		Luther "Episode 5"		Luther "Episode 2"			
10	KPTV	(10) 6 O'Clock News		Family Feud	Family Feud	Sleepy Hollow "Kindred Spirits" (N)	Second Chance "Palimpsest" (N)	Second Chance "Palimpsest" (N)		10 O'Clock News		11 O'Clock News	Loves Ray		
11	KPDZ	(11) Mike & Molly	Mike & Molly	Big Bang Theory	Big Bang Theory	FOX 12's 8 O'Clock News on PDX-TV	FOX 12's 9 O'Clock News on PDX-TV	FOX 12's 9 O'Clock News on PDX-TV		Bones "The Feet on the Beach"		Bones "The Pinocchio in the Planter"			
12	KPCO	(12) Name Game	Modern Family	Big Bang Theory	Big Bang Theory	Sleepy Hollow "Kindred Spirits" (N)	Second Chance "Palimpsest" (N)	Second Chance "Palimpsest" (N)		Q13 News at 10		Most Wanted	Modern Family		
13	TBS	(13) Seinfeld	Seinfeld	Seinfeld	Seinfeld	2 Broke Girls	2 Broke Girls	2 Broke Girls	2 Broke Girls	*** Killers (2010, Action) Katherine Heigl, Tom Selleck, Ashton Kutcher.		Big Bang Theory	Big Bang Theory	Friends Pt. 2 of 2	Friends
14	KZJO	(14) Two and Half Men	Two and Half Men	The Simpsons	The Simpsons	Modern Family	Modern Family	Q13 News at 9		Big Bang Theory	Big Bang Theory	Friends Pt. 2 of 2	Friends		
15	ESPN	(15) NBA Basketball	Indiana vs Oklahoma (L)	NBA Basketball	NBA Basketball	Boston Celtics at Utah Jazz Site: Vivint Smart Home Arena -- Salt Lake City, Utah (L)				SportsCenter		SportsCenter			
16	ESPN2	(16) The Fab Five		SportsCenter	SportsCenter					NBA Tonight	Jalen & Jacoby (N)	NFL Live			
17	NICK	(17) The Thundermans	The Thundermans	Paradise Run (N)	OddParents	HarveyBeaks	Pig Goat (N)	Full House	Full House	Full House	Full House	Friends	Friends		
18	DISN	(18) Liv Maddie	(35) Liv Maddie	Bunk'd	Mako Mermaid (N)	Bunk'd	Girl Meets W. (N)	Gravity Falls (F) (N)		K.C. Undercover	Friends Whenever	Bunk'd	Girl Meets World		
19	FAM	(19) Back to the Future	Michael J. Fox. (15) *** Back to the Future II (1989, Sci-Fi) Christopher Lloyd, Lea Thompson, Michael J. Fox.							Shadowhunters "Of Men and Angels"		The 700 Club			
20	FMC	(20) Seven Pounds	(08) Will Smith. (20) ** Seven Pounds (2008, Drama) Rosario Dawson, Woody Harrelson, Will Smith.							** Knight and Day (2010, Action) Tom Cruise, Cameron Diaz.					
21	LIFE	(21) The Rap Game	"Shakin' Things Up"	Rap Game "Fights, Camera, Action!"	Bring It! "Bucking Bride"	Bring It! (N)				Rap Game "The Final Battle" (SF) (N)	LW Atlanta "Birthday Blowout"				
22	ROOT	(22) NCAA Basket.	UEFA Soccer Champions League Chelsea vs. Paris Saint-Germain			UEFA Soccer Champions League FC Zenit vs. Benfica				UEFA Europa League Highlights (N)	UEFA Mag. (N)				
23	FST	(23) NASCAR Truck Racing		Untold Stories: Daytona		Fox Sports Live		TMZ Sports (N)	Fox Sports Live	Fox Sports Live		Fox Sports Live			
24	SPIKE	(24) Cops		Cops	Kimbo Slice: The Truth			Mixed Martial Arts	Ken Shamrock vs. Royce Gracie						
25	COM	(25) Futurama	(55) ** Big Daddy	(1999, Comedy) Joey Lauren Adams, Jon Stewart, Adam Sandler.		(55) ** Billy Madison	(95) Bradley Whitford, Bridgette Wilson, Adam Sandler.	Big Daddy '99, Comedy) Adam Sandler.		Million Dollar Genius (N)		Big Daddy '99, Comedy) Adam Sandler.			
26	HIST	(26) Pawn Stars	Pawn Stars	Pawn Stars	American Restoration	American Restoration		American Restoration				Join or Die	Join or Die		
27	A&E	(27) The First 48	Duck Dynasty	Duck Dynasty	Duck Dynasty	Duck Dynasty	Duck Dynasty	Duck Dynasty	Duck Dynasty	Jep and Jessica	Jep and Jessica	Duck Dynasty	Duck Dynasty		
28	TLC	(28) Say Yes Dress	Say Yes Dress	Say Yes Dress	Say Yes Dress	Say Yes Dress	Say Yes Dress	Say Yes Dress	Say Yes Dress	Love, Lust or (N) Love Swipe (N)		Say Yes Dress	Say Yes Dress		
29	DISC	(29) Gold Rush	"Dead Even"	Gold Rush "Golden Bombshell"	Gold Rush: The Dirt (N)	Gold Rush: The Dirt (N)	Gold Rush: The Dirt (N)	Gold Rush: The Dirt (N)	Gold Rush: The Dirt (N)	Deadliest Job Interview (N)		Gold Rush "Oregon Gold"	Gold Rush "Oregon Gold"		
30	NGEO	(30) Brain Games	Brain Games	Brain Games	Brain Games	Brain Games	Brain Games	Brain Games	Brain Games	Gen. X "Alternative Goes Mainstream"		Brain Games	Meet the Brain		
31	TNT	(31) Bones	"The Girl With the Curl"	Bones "The Woman in the Sand"	*** A Time to Kill (1996, Drama) Samuel L. Jackson, Sandra Bullock, Matthew McConaughey.							The Da Vinci Code (06, Dra) Tom Hanks.			
32	AMC	(32) The Green Mile	(1999, Drama) David Morse, Bonnie Hunt, Tom Hanks.			*** King Kong (1976, Fantasy) Jeff Bridges, Charles Grodin, Jessica Lange.									
33	USA	(33) Law & Order: S.V.U.	"Russian Brides"	Modern Family	Modern Family	Modern Family	Modern Family	Modern Family	Modern Family	Modern Family	Modern Family	Modern Family	Modern Family		
34	FOOD	(34) Diners, Drive-Ins	Diners, Drive-Ins	Diners, Drive-Ins	Diners, Drive-Ins	Diners, Drive-Ins	DinerRevival (N)	Diners, Drive-Ins	Diners, Drive-Ins	Guy & Hunter (N)	Burgers, Brew (N)	Diners, Drive-Ins	Diners, Drive-Ins		
35	HGTV	(35) House Hunters	House Hunters	House Hunters	House Hunters	House Hunters		House Hunters	House Hunters	House Hunters Int'l		My Dream Home	House Hunters		
36	FX	(36) Riddick	(2013, Sci-Fi) Karl Urban, Katee Sackhoff, Vin Diesel.			Fast and Furious 6 (2013, Action) Paul Walker, Dwayne Johnson, Vin Diesel.						Fast and Furious 6 (13, Act) Vin Diesel.			
37	CNN	(37) CNN Tonight With Don Lemon		CNN Special Report "Terror In Paris"		Blindsided: How ISIS Shook the World		Presents "In the Footsteps of Bin Ladin"		CNN Special Report		CNN Special Report			
38	FNC	(38) The Kelly File	With Megyn Kelly	Hannity		The O'Reilly Factor		The Kelly File with Megyn Kelly		Hannity		On the Record			
39	CNBC	(39) American Greed	"The Dirtiest Con"	American Greed "The Sky's The Limit"		American Greed: Scam "The Cash King"		American Greed "Easy Being Green"		Greed "A Con Man's Deadly Revenge"		Paid Program	Paid Program		
40	BRAV	(40) Men in Black	(1997, Sci-Fi) Tommy Lee Jones, Vincent D'Onofrio, Will Smith.	*** Men in Black (1997, Sci-Fi) Tommy Lee Jones, Vincent D'Onofrio, Will Smith.		*** Men in Black (1997, Sci-Fi) Tommy Lee Jones, Vincent D'Onofrio, Will Smith.		*** Men in Black (1997, Sci-Fi) Tommy Lee Jones, Vincent D'Onofrio, Will Smith.		The People's Couch (N)		The People's Couch			
41	TCM	(41) A Day at the Races	Groucho Marx. (45) *** The Thin Man (34, Myst) William Powell, Myrna Loy. (45) *** The Best Years of Our Lives (1946, Drama) Fredric March, Dana Andrews, Myrna Loy.			*** The Best Years of Our Lives (1946, Drama) Fredric March, Dana Andrews, Myrna Loy.		*** The Best Years of Our Lives (1946, Drama) Fredric March, Dana Andrews, Myrna Loy.							
42	SYFY	(42) Silent Hill	(2006, Horror) Radha Mitchell, Deborah Kara Unger, Sean Bean.	*** Silent Hill (2006, Horror) Radha Mitchell, Deborah Kara Unger, Sean Bean.		*** The Box (2009, Mystery) James Marsden, Frank Langella, Cameron Diaz.		*** The Box (2009, Mystery) James Marsden, Frank Langella, Cameron Diaz.							
43	RFD	(43) Country Reporter	Postcards	Joey Canyon	Roping and Riding	TruCountry	Rural Eve. News	C. Reunion "Tribute: Bill Anderson"		Country Reporter	Virginia Dreams	Time Life Library			

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