

City of Bandon

CITY COUNCIL AGENDA DOCUMENTATION	DATE: June 1, 2020
SUBJECT: Chamber of Commerce Report	ITEM NO: 3.1

BACKGROUND:

Margaret Pounder, Executive Director, Bandon Chamber of Commerce is here to give a quick update on the TOT report and marketing information.

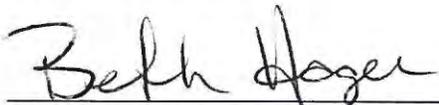
FISCAL IMPACT:

Not applicable

RECOMMENDATION:

Information only

SUBMITTED BY:



Beth Hager, Administrative Assistant

Bandon By The Sea Chamber of Commerce
Chamber BOD Proposed FY 2020 - 2021 TOT Budget

**Tourism &
Promotion
Budget**

Budget Category Identification

INCOME

400	TOT	\$	122,053.00	
AA	Carryover Income	\$	50,969.00	TOT carryover from FY19/20
	TOTAL INCOME	\$	173,022.00	
EXPENSES				
700	Advertising: Mixed Medium	\$	82,431.00	Mixed media and trade shows
	700-a Copy Writer	\$	2,500.00	
	700b-Design Services	\$	2,000.00	
	700c - Media	\$	1,500.00	
703	Public Relations	\$	1,000.00	Hosting of travel writers and tour organizations
711	Seminars / Meetings	\$	2,500.00	Attended by ED and BOD member(s) for industry updates & education
712	Memberships / Dues	\$	3,000.00	Chamber's membership in State Tourism and Promotion organizations
	SUBTOTAL	\$	94,931.00	69.1%
601	Janitorial	\$	1,800.00	Monthly maintenance of Visitor Center and bathroom
603	Insurance	\$	2,400.00	Comprehensive liability, volunteer, and SAIF coverage
608	Visitor Center Equipment	\$	9,000.00	Maintain and keep current existing office equipment/fixed assets*
702	Printing: Guides & Relocation	\$	4,700.00	In-house printing of brochures and master copies produced externally*
704	Office Supplies	\$	2,400.00	Supplies for the day to day operations of the Visitor Center
705	Property Tax	\$	857.00	Annual payment for the City owned property and Visitor Center building
707	Postage / Shipping	\$	2,000.00	Mailing of printed information
708	Office Machine Lease	\$	2,800.00	Machine to allow streamlined & cost effective Visitor Center operation
709	Utilities	\$	4,600.00	City of Bandon; Comspan
717	Building Maint & Services	\$	5,000.00	Physical upkeep & security of the Visitor Center building/new carpet
	SUBTOTAL	\$	35,557.00	20.6%
617	Prof Services / Bookkeeper	\$	200.00	Legal counsel, bookkeeping, income tax prep, payroll, etc.
699	Payroll: Employer Taxes / Expenses	\$	3,375.00	Monthly, quarterly and annual federal and state employment taxes & support
	600 -- Employee Gross Wages	\$	38,959.00	Gross pay for staff
	SUBTOTAL	\$	42,534.00	30.9%
	TOTAL EXPENSES	\$	173,022.00	
	INCOME vs. EXPENSES	\$	-	

**2020-21 Operation & Promotion Proposed Budget
#700, #703, #711, #712 -- PROMOTIONS**

#700 Promotion: Mixed Medium--\$900.00

- \$ 900.00 – Southwestern Airport Contract
 - Stand-up banner
 - Brochure space

- \$4,500.00 – Oregon Coast Visitor Association Magazine/Web & Newsletter (Official Coast Guide)
 - Distribution: 100,000+, State Welcome/Visitor Centers, Portland Airport, Lodging properties, Press Kits
 - Website: 1.8 million-page views per year
 - #1 on Google search for "Oregon Coast".
 - Google Analytics will show that the Oregon Coast Visitor Association is the top 1-2 referral behind Google
 - Get your message in front of exactly the right person at exactly the moment they are researching where to stay and what to do in your city.
 - Every visitor looking to OCVA for travel information
 -

- \$4,100.00 -- Oregon Coast Magazine
 - Distribution: Subscribers and State Welcome/Visitor Centers in OR, WA, CA & ID
 - Circulation: 48,000+ full color printed version published annually
 - Readers estimate that about 3.8 people on average read their copies of Oregon Coast, producing a readership of around 180,000.

- \$11,095.00– Travel Oregon
 - "Your Story" program
 - They want to know how to spend 36, 48, 72 hours in our area across all categories of food, drink, adventure, etc.
 - Content is a key part of an advertising package that sells a region as a travel destination for visitors.
 - The Your Story opportunity is like getting insider tips from a local. More of an advertorial, than advertising.
 - Your story will be promoted through paid media on Travel Oregon's Facebook page and Social Media outlets
 - Placed on Travel Oregon's Trip Ideas Landing Page
 - Travel Oregon – continuation of 2019/20 programs – all digital marketing on OCVA website and Travel Oregon Website, including e-newsletters for both organizations

- **\$3920.00 – Mile by Mile Guide**
 - The Oregon Coast fulfillment publication
 - Distribution: State Welcome Centers & Visitor Centers in OR, WA & CA as well as inquiry fulfillment
 - Circulation: 310,000 full color printed version published annually
 - Most valuable publication in the visitor center
 - Oregon Coast brings readers the beauty and grandeur of America's Most Beautiful Coastline, from lighthouses and tide pools to intriguing features articles on coastal history, personalities, outdoor destinations, and city profiles.

- **\$6,000.00– Multi Media campaign, including TV and Digital Marketing**
 - TV Media Campaign – (8-10 months)
 - #1 ABC affiliate KDRV in Medford Market
 - Reach to Curry, Josephine, Jackson, Klamath, Siskiyou and Lake Counties
 - Cable, Dish Network, Direct TV
 - Non-profit match 4 to 1
 - NBC affiliate Medford "Tank of Gas" promotion (7-9 months- longer than past campaigns – due to travel restrictions, as soon as allowed we will be running all campaigns heavy

- **\$16,000.00 – Digital Marketing Campaign – All of Oregon, Northern California, WA/ID**
 - Geo Targeting and Geo Fencing (driving business with geolocation)
 - Site Banners
 - Mobile Banners
 - Mid-Roll and Pre-Roll Video (Desktop, Tablet & Mobile)
 - Mobile Hyper Local Campaign
 - Extended Streaming Ads placement, OTT and smart tv ads, Hulu, Roku, Apple TV

- **Influential Oregon Publications**
 - \$2,500.00 – North West Magazine
 - \$5,000.00 – 1859 Magazine
 - \$3,800.00 – 101 Magazine

- **\$2,166.00 – Time Sensitive Opportunities at Reduced Cost**
 - Reserve for opportunities that may come up that fit the criteria for advertising and promotions with the use of TOT funds.

- **\$3,800.00– Promotions and Events**
 - New and Current Promotions/Events \$1500
 - Visitor profile studies \$2300

- **\$2,100.00 - Crater Lake Country Digital Marketing Campaign**
 - Exposure to 4 million customers
 - Interactive Map
 - Banner Ads
 - Focused PR Efforts
 - Drive people to Facebook and website

- **\$2,800.00 – Local Social Media - Friends and Family engagement**
 - Creating a Social Media Strategy and engaging an expert
 - Social media marketing programs centered on efforts to create content that attracts attention and encourages readers to share it with their social networks
 - Spreading our message from user to user
 - Third party websites, Facebook and Instagram platforms

- **\$4,000.00 – San Francisco Consumer Travel Show 2021**
 - As part of a Southern Oregon Coast group, headed by Travel Oregon, OSCRTN and OCVA, the 11th annual San Francisco/ Bay Area Travel & Adventure Show, the country's largest consumer travel event, will be creating a weekend travel adventure of its own as it is the first stop travelers need to make on their next trip. Where travelers discover thousands of authentic travel experiences and speak directly to the travel experts, give you the inside scoop, and save you money on exclusive travel deals. The marketing piece selling Bandon as a destination, is created to include a coupon for travelers to redeem upon arrival at the Visitors Center, for discounts at businesses/merchants in Bandon.

Media Content Packaging -- \$2750

- Create media pitches (including photography)
- Distribute to appropriate media
- Website packaging

#703 Public Relations -- \$1,000.00

Bandon receives approximately 5-8 visits annually from accredited Travel Writers & on occasion tour operators. It is expected that we set itineraries and transport writers to various Bandon attractions. Arrange interviews, provide research materials, high resolution photos, brochures and background material. Lodging and meals are expected as well. The Bandon Chamber members participate in providing complimentary experiences for these writers and tour operators, with in-kind dollars well over \$40,000 over the course of a year.

#711 Seminars/Meetings -- \$3,000.00

- [Southern Oregon Visitors Association](#): cooperation with all member communities for regional events, travel writer visits and promotional programs. Access to comprehensive survey information specific to Bandon. Representation in their annual publication, *Southern Oregon Visitor's Guide*, and website. Distribution: All State Welcome Centers, local visitor centers, hotels and attractions in seven counties, Medford & Eugene airports plus Northern California.
- [Oregon Coast Visitor's Association](#): cooperation with all member communities for regional events, travel writer visits and promotional programs. Information sharing with other coastal communities about advertising and promotion programs. Representation on their website and regional publications.
- [Travel Oregon/Governors Conference on Tourism](#): representation in their annual publication, *Oregon Scenic Byways & Tour Routes*, and website. Access to information about how state tourism monies are being spent in our area and advertising co-op opportunities. Weekly updates on state-wide tourism and promotion programs. Access to educational programs to support tourism development in Oregon. Distribution: 9 official State Welcome Centers, airports and visitor centers statewide.
- [Oregon Destination Marketing Organization](#): a state-wide association made up of destination marketing organizations and/or other associations that provide tourism marketing, sales services or information dissemination.

#712 Memberships/Dues --\$3,000.00

- [Southern Oregon Visitors Association \(SOVA\)](#): The Southern Oregon Visitors Association (SOVA) is a regional, non-profit marketing group formed in 1984. SOVA is a seven-county association of hospitality and tourism businesses and destination marketing organizations. SOVA's mission is to increase and lengthen visitor stays by marketing the region as a destination, and by encouraging cooperative efforts in the areas of outreach marketing, visitor research, education, and public relations.
- [Oregon Coast Visitors Association \(OCVA\)](#): The Oregon Coast Visitors Association (OCVA) is a seven-county destination marketing organization. OCVA is recognized by the Oregon Tourism Commission as the Regional

Destination Marketing Organization for Oregon's 363-mile coastline. OCVA jointly markets, advertises and promotes Oregon's coastal communities.

- [Oregon Destination Marketing Organization \(ODMO\)](#): ODMO is a state-wide association made up of destination marketing organizations (DMO's) and other associations that provide tourism marketing, sales services or information dissemination. ODMO organization is dedicated to ensuring the best Oregon visitors Experience while providing valuable, local expertise and information back to the visitor industry.
- [Travel Southern Oregon Coast \(TSOC\)](#): Makes strategic investments in development projects, promotions and relationships that lead to the Southern Oregon Coast becoming a stronger and more desired destination.

Resources for Tourism Advocacy & Recovery

Key Findings to Know:

- **American travelers continue a slow march towards feeling safer**
- **The pandemic has wreaked havoc on the industry's future, with significant declines in American travel intentions, spending and sentiments—and worse than what was seen in the Great Recession**
- **Air travel, non-private transportation and indoor attractions are seen as the least safe aspects of the common travel journey**
- **A majority of travelers still do not yet feel that either a hotel or Airbnb/vacation home rental experience are very safe right now**
- **Only 5.9% reported taking a Memorial Day weekend trip**
- **Younger travelers will very likely be key to many destinations' and travel providers' recovery**

Some of the Economic Impact & ROI of Tourism reports we are utilizing -

Destination Analysts has conducted a number of studies on the usage and economic impact of DMO-led marketing. You can use the averages from these studies to help estimate and report on what your DMO is likely bringing back to its community. If you need reports on the overall economic impact of tourism, estimates specific to your marketing assets, typical averages from destination advertising campaigns, or other related information, please don't hesitate to reach out.

- **A Study of DMO Visitor Guides:** User Profiles & Usage & Economic Impact (note: an updated version of this study is now ongoing.)
- User Profiles, Conversion & Economic Impact Study
- **How DMO Social Media Marketing Drives Travel Decisions:** Follower Profiles & Economic Impact Study
- The Usage and Impact of State Tourism Office Websites (coming June 18th)
- Coming soon: Insights on the Importance of DMO/State Tourism Office Websites during a Crisis, from the largest DMO cooperative research study ever

**Thank you to [Miles Partnership](#) and the [DMA West Foundation](#) for their sponsorship and support of these important research for destination marketing organizations*

Benchmarks

These reports can be importantly used to understand and report on benchmarks for travel and tourism—and the traveling consumer mindset—from pre-pandemic times.

- [The State of the American Traveler—Destinations Edition January 2020](#)—key insights into where, how and why Americans wanted to travel immediately before the pandemic took hold
- [The State of the American Traveler—Destination Management Edition October 2019](#)—important information illustrating the threats to travel prior to the pandemic and to guide a sustainable tourism future back from COVID-19
- 15 years of The State of the American Travelers study reports will be utilized

Research Services & Products

These research projects will provide critical insights to ongoing and future tourism strategy. We will be utilizing several of these in conjunction with other DMO's on the South Coast to learn more about where and how we need to market in the future.

- **Resident Research:** Local Travel + Business Patronage Intentions, Awareness & Sentiment towards Tourism
- **Brand Performance + Travel Intentions**—track the awareness, consideration and perceptions of our destination/organization brand, intentions to visit and by whom
- **Key Travel Audiences for Conversion**—learn the psychographic and demographic profiles of travel audiences that are most likely to convert to visitors and how to best message and market to them
- **Visitor Profile**—gain custom, actionable insights into who is visiting and, most critically, why
- **Visitor Activity Analysis & Segmentation Using Geolocation Data**—expertly analyzed geolocation data provides an important look at the “how” of visitor behavior
- **Profiles and Intentions of Customers/Owned Audiences**—learn from your most loyal audiences and gain important marketing insights that can be used to attract new visitors



Current Local Planned Strategies:

Working in conjunction with all South Coast DMO's – we are creating a well-executed roll-out of invitational marketing to visit the South Coast – featuring each city, one at a time, but with the same welcoming overview. Fresh air, rural, less crowded, outdoor activities abound, rolling into shoulder/winter. Additionally, inviting your **friends and family to visit** as well. This will be utilized in Phase 2, once the Governor lifts the "Stay Home" and/or 50 miles travel distancing.



<https://bandon.com/trip-ideas/>

TRIP ITINERARIES

- **Weekend Beach Tripping**
- **Lighthouse Tour**
- **Mixed-Media Bike Trip**
- **Bandon to Gold Beach**
- **Charleston to Bandon**
- **Discovery Drives**

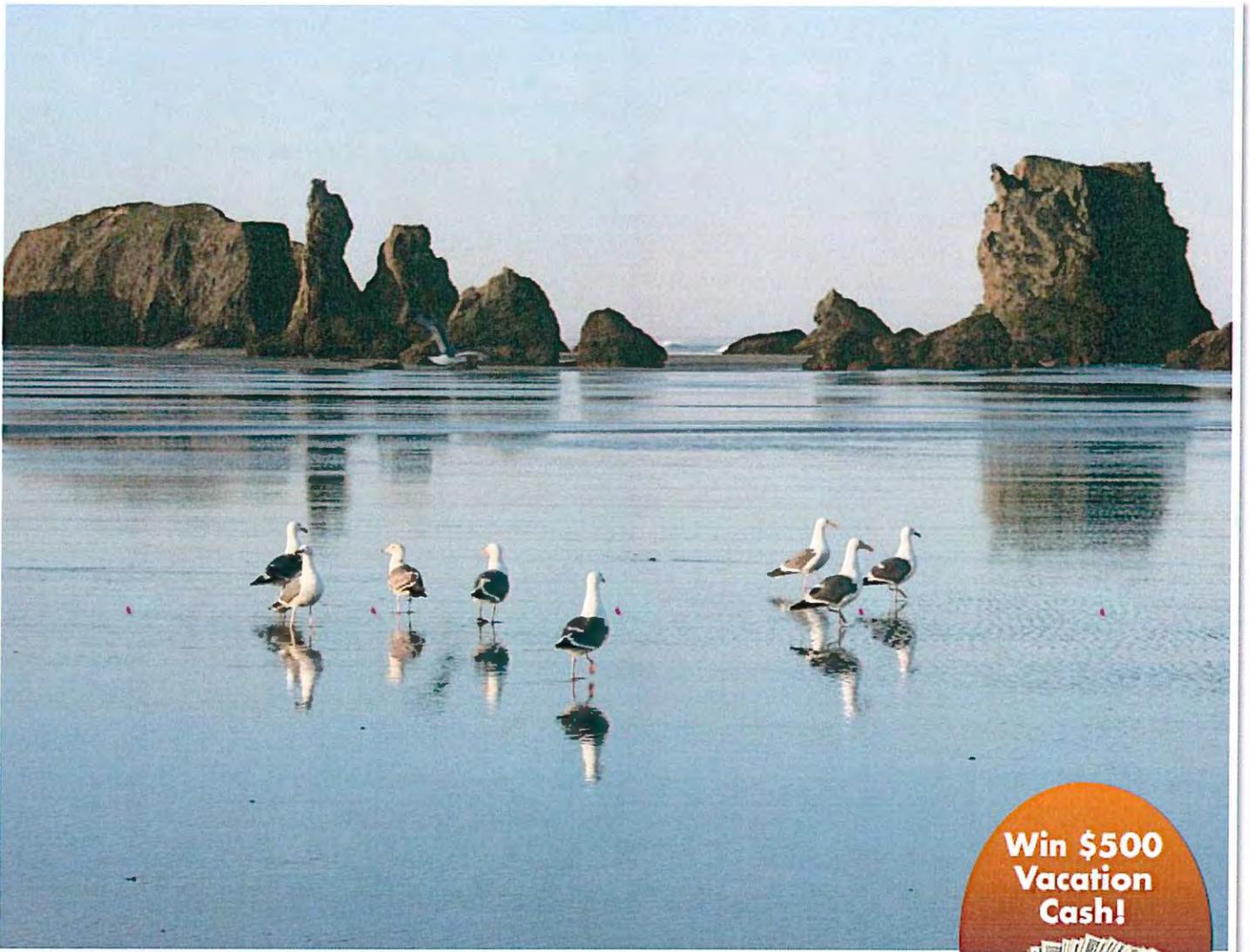
TRIP IDEAS IN AND **AROUND BANDON**

PACK YOUR **BAGS**

Bandon, in the center of the Southern Oregon Coast, is a great jumping off point for exploring this wild and scenic section of the world. Packed with fun adventures for all age groups, Bandon offers half-day to days-long trips for people with all interests.

So, pack your bags and head to Bandon where...

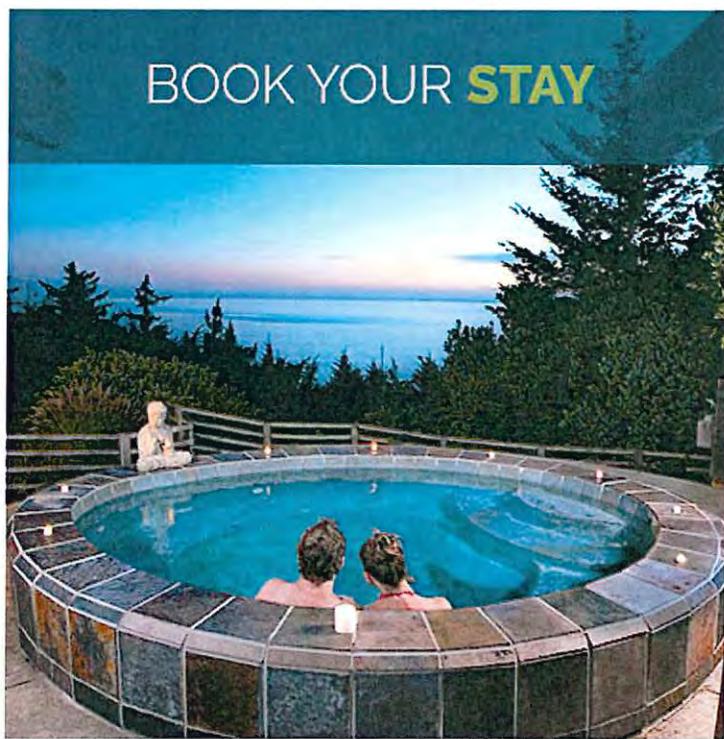
OUR **ATTRACTIONS** ARE ALWAYS OPEN!





TRIP **ITINERARIES,**

We've put together several 1/2-day to multi-day trip itineraries for a variety of interests. Whatever your passion, Bandon is sure to excite your wanderlust and rejuvenate your soul. Check the sidebar menu for the full list of trips Bandon has in store. Look below for more resources to help plan your stay.

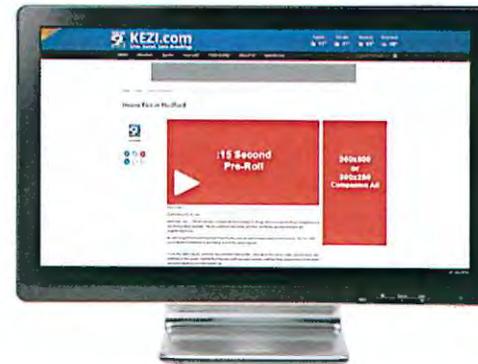


Bandon
·OREGON·

KEZI.com VIDEO & BANNER AD CAMPAIGN

VIDEO PRE ROLL

Your :15 second commercial will play prior to the video news on KEZI.com. A 300x250 or 300x600 companion ad can run simultaneously.



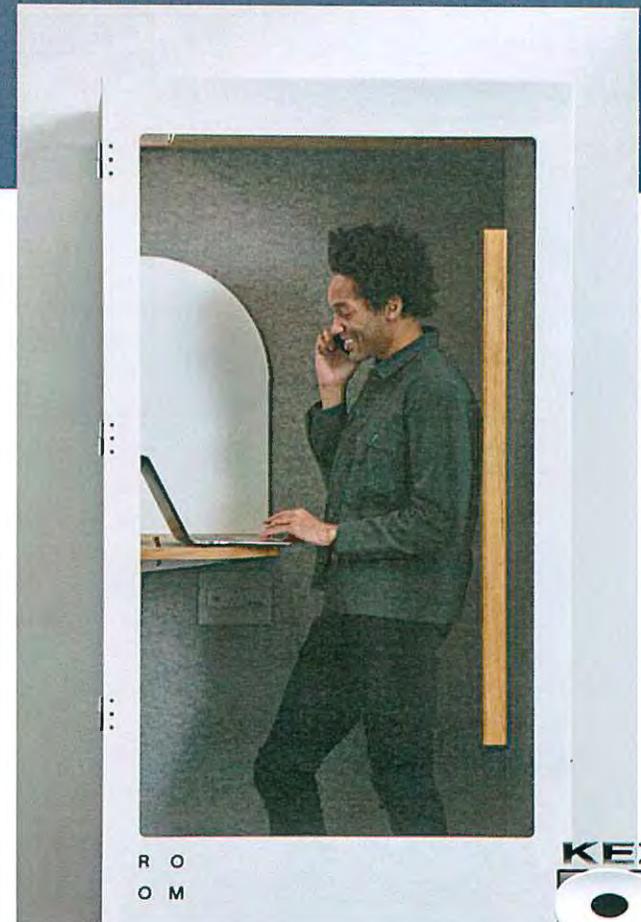
RUN OF SITE BANNER AD

These banner ads run through all content pages on KEZI.com in the 970x90 and the 300x250/300x600 positions.



Audience Targeting

- **Demographics:** Target your ads based on how well your products and services trend with users in certain locations, ages, genders, and device types.
- **In-market:** Show ads to users who have been searching for products and services like yours. These users may be looking to make a purchase, or have previously made a purchase and could still be interested enough to interact with your ads.
- **Custom intent:** Choose words or phrases related to the people that are most likely to engage with your site and make purchases by using "custom intent audiences." In addition to keywords, custom intent audiences lets you add URLs for websites, apps, or YouTube content related to your audience's interests.
- **Similar audiences:** Expand your audience by targeting users with interests related to the users in your remarketing lists. These users aren't searching for your products or services directly, but their related interests may lead them to interacting with your ads.
- **Remarketing:** Target users that have already interacted with your ads, website, or app so that they'll see your ads more often. These users can be in any stage of conversion, as long as they've visited your site or clicked on your ad before. These users may even return to complete a purchase.



High Impact Creative: Animated Banners

- 20+ sizes for maximum optimization
- All sizes animated to draw users attention
- Free creative edits throughout the flight of campaign

Play Me!



OTT/CTV Video

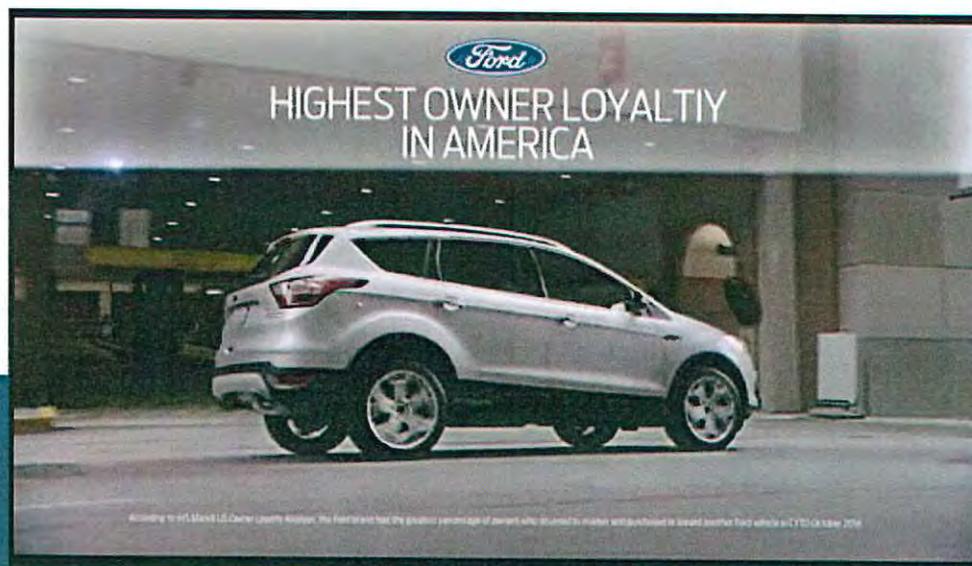
What is OTT (Over-the-Top) Video?

OTT Video is video programming (on-demand or live) streamed to a TV via the internet, using a streaming device, Blu-ray player, gaming console, or smart TV.

What is the opportunity for brands?

As video content delivered digitally to TV screens grows, so does the opportunity for brands on OTT video due to its unique combination of big screen addressability and consumer's tendency to lean back and engage with ads and longer form content.

- OTT video ads reach cord-cutters/shavers/nevers
- There is reduced risk of fraud because OTT is typically a closed, controlled ecosystem
- OTT video ads provide the full-screen TV experience on a large living-room device with co-viewing experiences



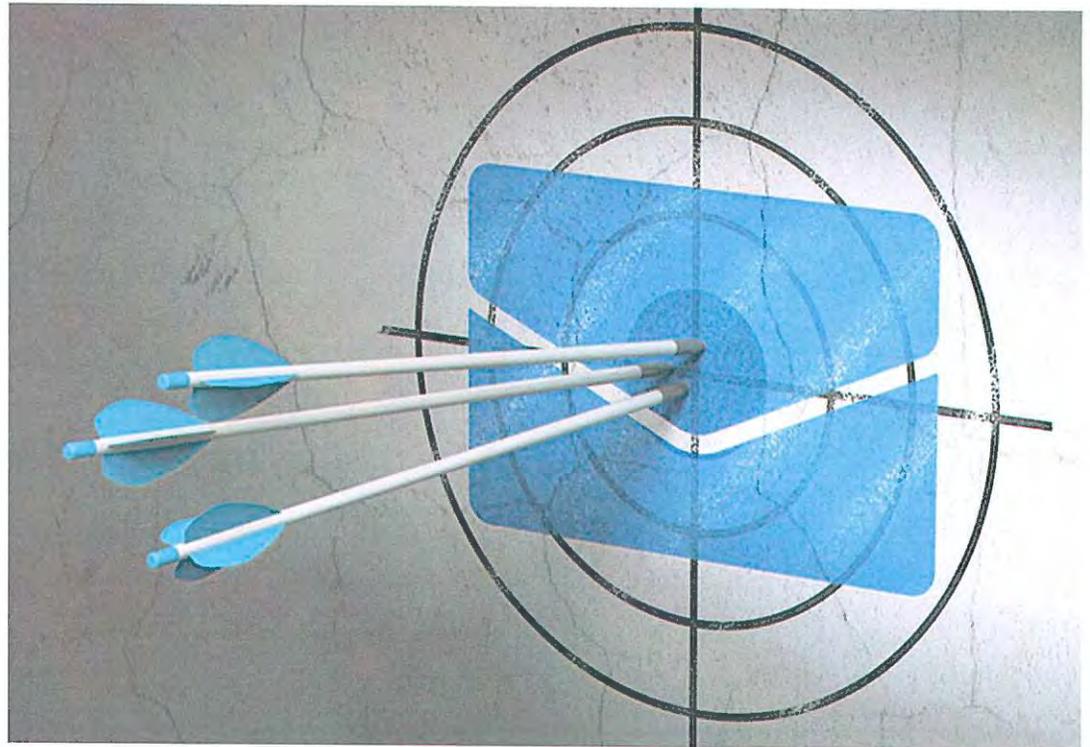
Real Time Dashboards

- Without proof there is no value
- Tracks conversions
- Identified trends
- Delivers insights and transparency



Why Targeted Email

- Double Opt-In Targeting
- Uncluttered Messaging
- Immediate Impact
- Track-able Results
- Simple & Easy to Understand
- Improved ROI (40-1)
- Guaranteed Results:
 - 15% Open Rate Guaranteed
- Re-Targeting-Ability to reach the exact same people who received your email across desktop, mobile and social platforms.



Monthly Budget Variations

These samples represent what each month's budget would look like on the months when we choose to use contesting and E-mail marketing. On those months, we would decrease Audience Reach in order to accommodate those initiatives- returning to the larger Audience reach amounts the other months.

October

Program	Creative	Budget
KEZI.com & mobile app	:15 Pre-roll and Mid-roll video ads 25,000 minimum monthly impressions	\$250
KEZI.com & mobile app	320 x 50, 300 x 250, 300 x 600, 728 x 90 banner ads 50,000 minimum monthly impressions	\$250
Audience Reach & OTT	Banner and video	\$3,000
PPC/SEM	Google Ads pay per click and search engine marketing	\$1,000
Monthly Budget Total		\$4,500

November

Program	Creative	Budget
KEZI.com & mobile app	:15 Pre-roll and Mid-roll video ads 25,000 minimum monthly impressions	\$250
KEZI.com & mobile app	320 x 50, 300 x 250, 300 x 600, 728 x 90 banner ads 50,000 minimum monthly impressions	\$250
Audience Reach & OTT	Banner and video	\$2,000
PPC/SEM	Google Ads pay per click and search engine marketing	\$1,000
Contesting	KEZI.com & Facebook ads	\$1,000
Monthly Budget Total		\$4,500

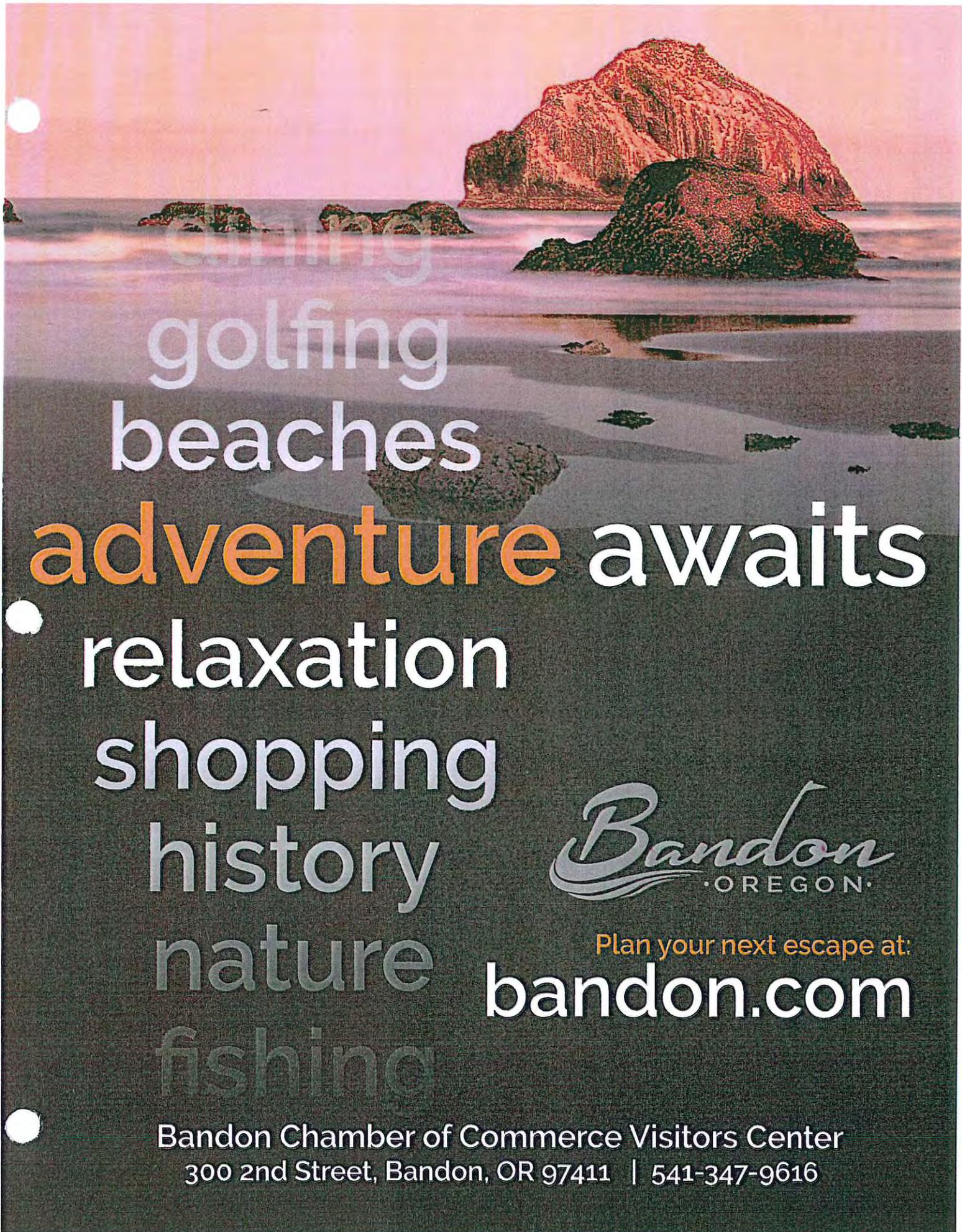
December

Program	Creative	Budget
KEZI.com & mobile app	:15 Pre-roll and Mid-roll video ads 25,000 minimum monthly impressions	\$250
KEZI.com & mobile app	320 x 50, 300 x 250, 300 x 600, 728 x 90 banner ads 50,000 minimum monthly impressions	\$250
Audience Reach & OTT	Banner and video	\$1,000
PPC/SEM	Google Ads pay per click and search engine marketing	\$1,000
Direct E- Mail	50,000 emails sent & retargeting emails	\$2,000
Monthly Budget Total		\$4,500

Thank you!

KEZI





surfing
golfing

beaches

adventure awaits

relaxation

shopping

history

nature

fishing

Bandon
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Plan your next escape at:

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Bandon Chamber of Commerce Visitors Center
300 2nd Street, Bandon, OR 97411 | 541-347-9616

escape to the coast in luxury

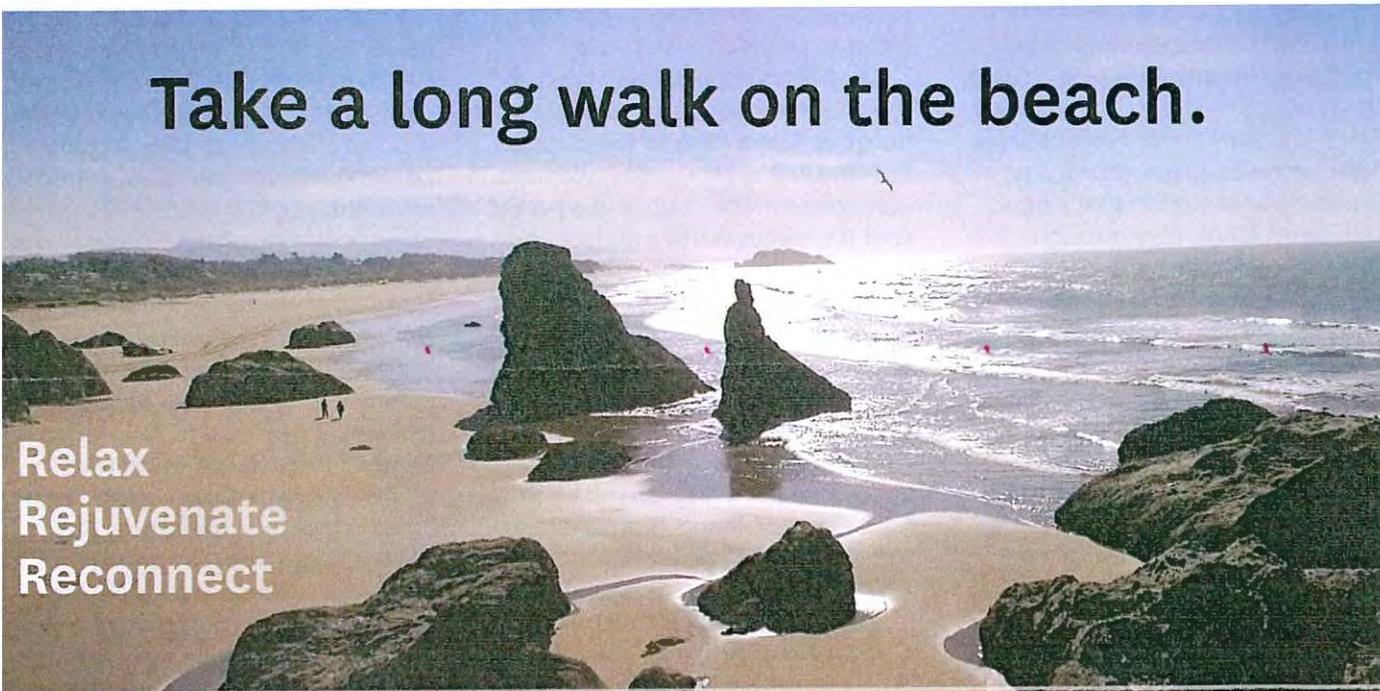
OREGON'S PREMIER DESTINATION VENUE



CORPORATE MEETINGS & EVENTS | WEDDINGS | VACATIONS
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714-417-6337 | SEAWINDSESTATE@GMAIL.COM

SeaWinds Estate
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Take a long walk on the beach.



Relax
Rejuvenate
Reconnect

Plan your next escape at:
bandon.com



Bandon Chamber of Commerce Visitors Center
300 2nd Street, Bandon OR 97411 | 541-347-9616



Samuel H. Boardman State Scenic Corridor

Find liquid refreshment in Old town Bandon with a tasting at Stillwagon Distillery, which produces more than a dozen types of craft rum — from cranberry and pineapple to walnut and fig. Bandon Brewing serves up wood-fired pizza in a cozy spot just a few blocks away.

For something unexpected, explore **West Coast Game Park Safari**, a wild-animal petting zoo home to more than 450 exotic birds and animals, including a snow leopard, chimps and African lions. Bird-watchers flock to **Bandon Marsh National Wildlife Refuge**, where blue heron, bald eagles and dabbling ducks are among the interesting species to be found.

Bandon's golf courses are world-renowned, attracting visitors from every corner of the globe. **Bandon Dunes Golf Resort** has five authentic links courses, perched on a bluff 100 feet (30.5 m) above the ocean. Expansive views, wind-blown grasses and craggy rocks give players a taste of the kind of course you'd find in Scotland; in fact, Scotsman David McLay Kidd had a hand in its design. **Bandon Crossings golf course**, dubbed a "Favorite Hidden Gem" by the PGA Travel Guide, rambles over streams and into an open coastal forest.

Floras Lake in Langlois, with its steady winds, shallow water and sandy bottom, is a hub for windsurfers and kiteboarders. Lessons and rentals are available April through mid-September.

Wild Rivers Coast Food Trail runs from Reedsport to Brookings and features 39 stops — farmers markets, farm stands, U-pick and specialty-food and spirit sellers — including **Dragonfly Farm & Nursery** and **Valley Flora** in the small community of Langlois.

Cape Blanco State Park is a great spot for hiking, camping and touring a lighthouse perched on the tip of the westernmost point of the contiguous United States. Rent a fat bike in Port Orford and

port) Stop in for a year-
n exclusive canine menu.
ual Brewer's Memorial Ale
ne late, beloved Labrador of

STATE PARK (Lane County)
in the state offers 2 miles
and two lakes for dog paddling.

s raw dog treats, dog-friendly
aches all make Bandon a

Stop here for healthy,
n smell so good you might be

In the Samuel H. Boardman
of Brookings, you'll find
nes, such as Thunder Rock
er in the sand.

Coast, state parks allow
-yurt rentals, but get on it —

BRYCE LADUC



*For the best of the spectacular south coast...
start here (yep, that could be you)*

An authentic small fishing town in the middle of it all. Hiking, fishing, kayaking, art galleries, good food and nice people...all without the crowds.

www.EnjoyPortOrford.com

Bandon
OREGON

Reconnect. Restore. Renew.
Take a long walk on the beach
Bandon-by-the-Sea | www.bandon.com

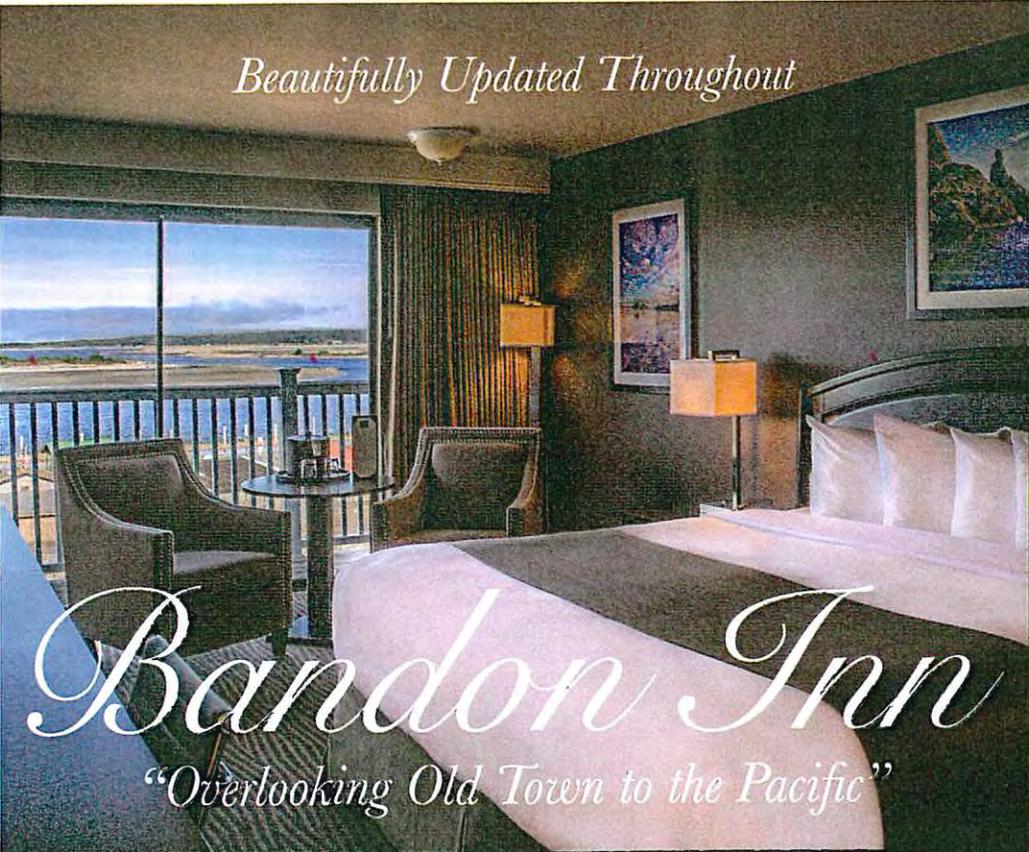
Take a long walk on the beach.

Relax,
Rejuvenate,
Reconnect . . .
in Bandon by the Sea.

For a complete list of activities, events, lodging, and restaurants
www.bandon.com/ocmag • 541-347-9616



PHOTO BY ERIK UDOHL



Beautifully Updated Throughout

Bandon Inn

"Overlooking Old Town to the Pacific"



*Awarded No. 2
out of 100 Best
in Oregon!*

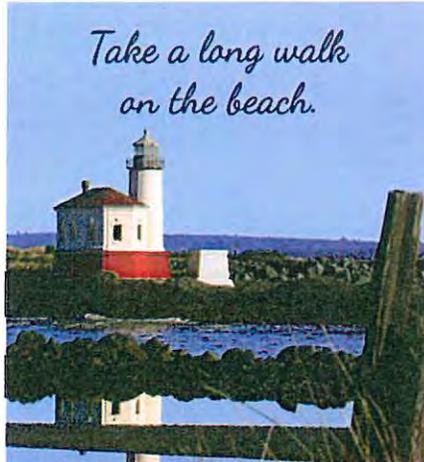


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COASTAL HAPPENINGS

*Take a long walk
on the beach.*



*Relax,
Rejuvenate,
Reconnect...
in Bandon by the Sea.*

Bandon
OREGON

www.bandon.com



SUNSET
Oceanfront Lodging



Ocean Front Rooms • Ocean View Rooms
Private Decks • Fireplaces & Kitchens
Spa & Indoor Pool • Wi-Fi in Rooms

Music

OCTOBER
NOVEMBER
BANDON

EVERY YEAR
Showcase
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Award
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**Cranberry
Cornucopia**

SEPTEMBER
BANDON

IN THE FALL
celebrates
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