

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

| MEETING DATE | AGENDA ITEM NUMBER |
|---------------------|---------------------------|
| August 4, 2015 | |

TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant

Through: Rodger Craddock, City Manager

ISSUE: Coos Bay-North Bend Visitor & Convention Bureau Quarterly Report by Director Cindy Rawlings

BACKGROUND:

The City of Coos Bay, the City of North Bend, and the Coquille Indian Tribe created an intergovernmental agreement with the Coos Bay/North Bend Visitor Convention Bureau (the Bureau). The purpose of the Bureau is to engage in activities designed to promote events and attractions in the Coos Bay/North Bend area. Semi-annual reports are a required component of the agreement with the Bureau. The reports are to be detailed activities of the Bureau, events, and attractions that have been promoted and funds that have been spent to date.

BUDGET IMPLICATIONS:

N/A

ADVANTAGES:

A report keeps the Council up-to-date on activities of the Coos Bay-North Bend Visitor & Convention Bureau.

DISADVANTAGES:

None

BUDGET IMPLICATIONS:

N/A

ACTION REQUESTED:

None



Coos Bay – North Bend Visitor & Convention Bureau

Coos Bay City Council Report – August 4, 2015

Outline of Report

1. Staff Change, introduction and background
2. Status of promotions and statewide partnership
3. Bring it Home campaign
4. New marketing opportunity with Coos History Museum
5. Good Press in Oregonian and Bend Bulletin
6. Newsletter and Events List
7. Advertising plans
8. Lodging trends

Slide show is just photo illustrations and not informational content

2015 season of change

The Oregon Coast: a Winter Odyssey

The Oregon Coast is the perfect place to enjoy the winter season. From the rugged coastline to the charming towns, there's something for everyone. Discover the beauty of the Oregon Coast and enjoy the winter season in a new way. From the rugged coastline to the charming towns, there's something for everyone. Discover the beauty of the Oregon Coast and enjoy the winter season in a new way.



3A. Tournament

Over 650 posts about the games/area
Reach of 67,000 people

Sample on-line advertising

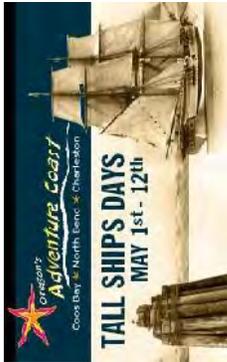
tripadvisor Oregon Coast

Home Based Tourism Best of North Bend

United States Oregon Oregon Coast North Bend Oregon

Search for in US, North Am.

| | |
|----------------------|---|
| Lodging (6) | 3 |
| Vacation Rentals (3) | 3 |
| Flights | 3 |
| Attractions (8) | 3 |
| Restaurants (47) | 3 |
| Forum | 3 |



Sample Trip Advisor Ads



Facebook activity

| PAGE | Profile Picture | Page Likes | From / and Where | Posts This Week | Engagement This Week |
|------|--------------------------|------------|------------------|-----------------|----------------------|
| 1 | Travel Oregon | 25.1K | +2.5% | 7 | 67% |
| 2 | The Oregon Coast | 11.1K | 0% | 6 | 86% |
| 3 | Oregon's Adventure Co... | 11.0K | +3.1% | 7 | 67% |
| 4 | Travel Southern Oregon | 36.4K | 0% | 0 | 0% |
| 5 | The Mill Casino | 14.4K | +3.2% | 5 | 41% |
| 6 | Red Lion Hotel Coos Bay | 3.7K | 0% | 5 | 6% |





Advertising Print



Coos Bay • North Bend • Charleston

ADVENTURE IS WAITING

Oregon's Adventure Coast

WORLD-CLASS FISHING • UNTAMED DUNES

CLAMMING, CRABBING & FISHING OH MY!

Explore Coos Bay, North Bend and Charleston, with events that celebrate the land, sea and our local bounty. We've got culture and arts, shopping, dining, ATVing, fishing, crabbing and of course miles of spectacular beaches!



800.824.8486 • www.OregonAdventureCoast.com

Advertising - Print



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Shore Acres, Cape Arago, Sunset Bay equal 'Died and Gone to Heaven State Park'



Travels with Terry



Terry Richard knows the Pacific Northwest

The Oregonian Empire newspaper is the standard news source for the Pacific Northwest. Search the Online calendar.

All the Travels with Terry stories

The Bulletin

Home News Sports Local Health Environment Fair Arts

Search



San Gabriel "The Miller"

The new San Gabriel Miller is scheduled to be completed in the next few weeks. The house is located at 11150 San Gabriel, CA 95128. The house is a beautiful example of modern architecture with a beautiful view of the San Gabriel Mountains.

View more at [Image Gallery](#)

Northwest Travel: Blues, Brews and Barbecue

Annual festival is another reason to explore the Coos Bay area

By John Gottberg Anderson | For The Bulletin



SALTWATER FISHING TIPS

HOME SCHOOLS NEWS EPUERTO SPORTS EVENTS MEDIA CALENDAR PUBLICATIONS WHAT TO DO

SEARCH

Facebook 0 FANS

Twitter 814 FOLLOWERS

Pinterest 276 PINS

Instagram 2.6K PHOTOS

Like 3.7K

TABS



Sunset Bay State Park / Shore Acres & Botanical Gardens State Park / Cape Arago State Park

Location: 12 miles south of the intersection of 101 (Highway 101) and the Cape Arago Highway in Coos Bay, Oregon



now open!

ROOSEVELT

Most of us live at the tidewater. So it always was, and so it is.



Oregon's
Adventure Coast
Coos Bay ★ North Bend ★ Charleston

Thank you!

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