

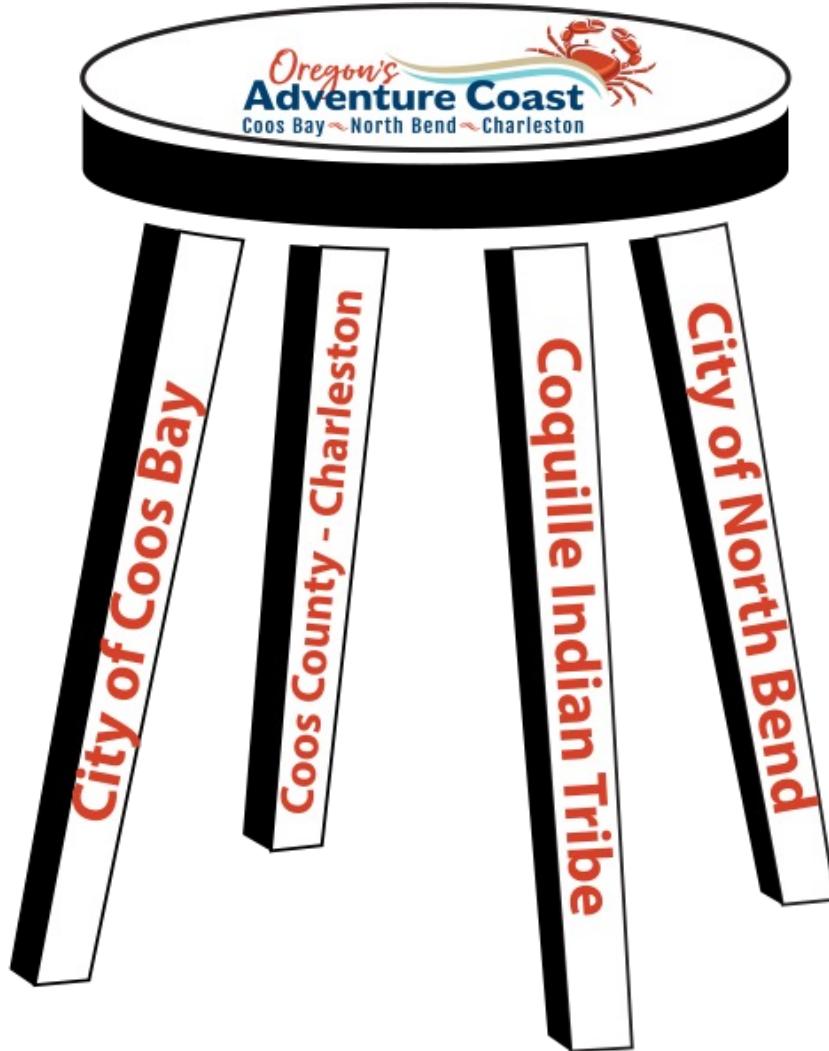


Coos Bay-North Bend-Charleston VCB

SEMI-ANNUAL REPORT



VCB Funding & Budget



Category	FY23 Budget	FY23 Q1 - Q3	% to Budget*
Carryover	\$339,000	\$339,000	100.0%
Total TLT Revenue-VCB	\$869,000	\$623,235	71.7%
Other Income	\$ 5,000	\$ 42,985	859.7%
VIC Income	\$127,200	\$107,518	84.5%
Total Income	\$1,340,200	\$1,112,738	83.0%
Expenses - VCB	\$1,236,100	\$1,016,956	82.3%
Expenses - VIC	\$ 104,100	\$ 87,377	83.9%
Total Expenses	\$1,340,200	\$1,104,333	82.4%

NOTE: Charleston's New TLT is NOT reflected in this budget.



Visitor Spending Coos Cty



Coos County – DIRECT VISITOR SPENDING:

- Visitors spent \$277.3 Million in 2019, **+4.0%** increase over 2018
 - Lodging Spend = \$60.7 Million, a **2.7% increase over 2018**
- Visitors spent \$179.3 Million in 2020, **-35.3%** decrease from 2019
 - Lodging Spend = \$57.8 Million, **only - 4.9% decrease from 2019**
- Visitors spent \$218.6 Million in 2021, **+22%** increase over 2020
 - Lodging Spend = \$69.7 million, a **29.4% increase over 2020 AND a 14.8% increase over 2019!**



Visitor Spending Coos Cty



Coos County – DIRECT VISITOR SPENDING - 2022:

- Visitors spent **\$295.9 Million in 2022**
 - **↑ 36.1% increase over 2021**
 - **3,630 Coos County Jobs Supported**
 - **\$12.5 Million in Tax Revenues**
 - **\$2.1 Million Local – ↑ 21% over 2021, ↑ 31.5% over 2019**
 - **\$10.4 Million State**
 - **Gas price increases in 2022**
 - **More Visitors arriving on Flights into OTH**



Visitor Spending Coos Cty



That was 2022, from late 2022 through May 2023, however, we have seen a **decline in travelers to our area, to the coast, and to all of Oregon**. Coos County has been down as much as 20% some months. Here's why:

- **Inflation and gas prices**
- **International travel**



Coos Bay-North Bend-Charleston VCB

Marketing in FY24





Fluid and Nimble



The last fiscal year brought us a plethora of knowledge – from our Strategic Planning Process and Big Data – to inform our on-going marketing efforts. This year, with some restructuring, we will be more fluid and nimble!



A Dynamic Approach



Results Focused



Market Analysis



Public Relations Effectiveness





Fluid and Nimble



- 05 Consistent Exposure
- 06 Strategic Plan Into Action
- 07 Leveraging Social
- 08 Prefontaine - Still Out Front
- 09 The OAC Brand





Recent Sample Ads



Oregon's Adventure Coast: Coos Bay, North Bend, Charleston
Published by eclincher · May 16 · 5

Slow down, relax, and be blissfully mindful of the present moment as you discover the lush coastal forests on Oregon's Adventure Coast. Immerse yourself in nature while exploring miles of hiking, biking and walking trails that wind through beautiful, lush coastal forests all over our region! Don't neglect to experience these peaceful destinations hidden in plain sight!

Learn more about forest bathing, also known as Shinrin-yoku, and the best places to connect with nature on Oregon's Adventure Coast: Coos Bay, North Bend, Charleston>>
<https://www.oregonsadventurecoast.com/forest-bathing/>



Oregon's Adventure Coast: Coos Bay, North Bend, Charleston
Published by eclincher · June 17 · 5

Hey bakers! Have you entered our "Claw-some" Crab Cake Bake-Off? What are you waiting for? 😊

Bake your own version of a "crab cake" dessert 🍪 and send us photos and video for a chance to win a fabulous two-night stay on Oregon's Adventure Coast: Coos Bay, North Bend, Charleston with lodging, activities and some delicious dining options! *Transportation not included* This competition is to kids ages 10-17 and adults ages 18 and up - all skill levels are encouraged to enter! Better hurry, submissions are due June 30th!

Click here for details >> <https://www.oregonsadventurecoast.com/crab-cake-bake-off/>
#OregonsAdventureCoast #CoosBay #NorthBendOR #CharlestonOR #OregonCoast
#crabcakebakeoff #bakingcompetition



Oregon's Adventure Coast: Coos Bay, North Bend, Charleston
Published by Lauren Downey · April 20 · 5

Attention all bakers! Do you have what it takes to win our "Claw-some Crab Cake Bake-Off"? Unleash your creativity and enter to win a trip for two on Oregon's Adventure Coast. Whether you're an amateur or professional, this competition is your chance to demonstrate your innovative and artistic flair for cake decorating. Don't miss out on this exciting opportunity!

#cakecontest
#cakecompetition
#cakedecoratingcontest... See more

ENTER TO WIN
A TRIP FOR TWO ON OREGON'S ADVENTURE COAST!

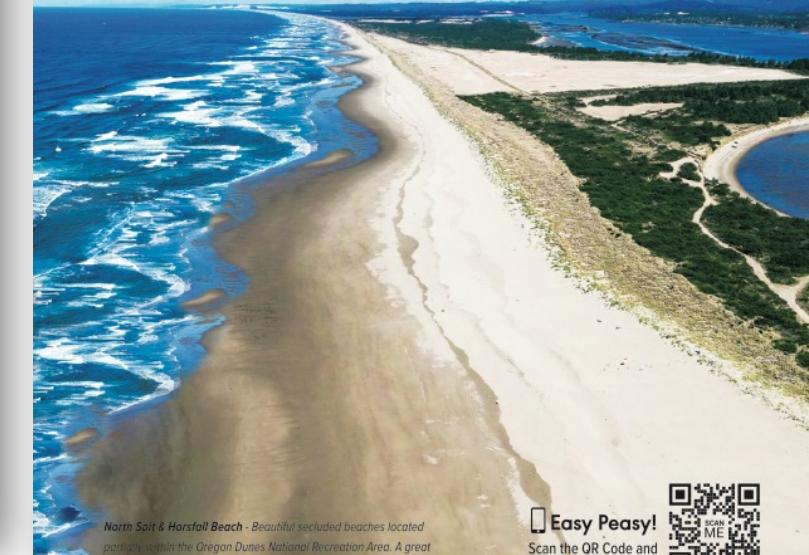
CRAB CAKE BAKE-OFF

Sponsored by: Oregon's Adventure Coast - Coos Bay, North Bend, Charleston
OREGONSAVENTURECOAST.COM
Enter to Win a Trip for Two
Oregon's Adventure Coast's crab-themed cak...

Paradise: Found

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

Give our miles and miles of pristine beaches a try this Summer.
Skip the same-old crowded Northern Coast and head to Oregon's Adventure Coast.
In the Coos Bay, North Bend, Charleston area of the Southern Oregon Coast,
there's more to do than ever. All set in wide-open spaces and remote, tranquil,
natural ocean beaches where you can spread out.



North Spit & Horsfall Beach - Beautiful secluded beaches located partially within the Oregon Dunes National Recreation Area. A great place for beachcombers and uninterrupted beach and ocean views.

Easy Peasy!
Scan the QR Code and Plan Your Summer Getaway!

Plan a Summer Getaway! OregonsAdventureCoast.com





Recent Sample Ads



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

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

SCAN OR PLAN YOUR GETAWAY!

OregonsAdventureCoast.com

TASTING TIPS

Oregon's Adventure Coast in Coos Bay - North Bend - Charleston

The Taste of Local on Oregon's Adventure Coast
BY JON BELL

Local favorites on Oregon's Adventure Coast

Farm to table is one thing. But ocean to table? That's what it's all about when you're looking out over the Pacific, especially on Oregon's Adventure Coast – Coos Bay, North Bend and Charleston. Fresh, local cod for fish and chips, clams straight out of Lower Coos Bay, a unique rum made from scratch in small batches – Oregon's Adventure Coast has all of that local flavor and then some.

It only makes sense that local would be on the menu on a stretch of Oregon Coast like this. Coos Bay, North Bend and Charleston all sit perched on the Pacific near some of the best fishing around. Charleston itself is home to one of the largest commercial fishing fleets in all of Oregon, and there's a fresh catch almost every day throughout the fishing seasons.

In fact, there's so much local available that it's hard to experience it all in a single day. Instead, an extended overnight or long weekend can provide ample time to taste all the local flavor Oregon's Adventure Coast has to offer.

Consider the Wildflower Pub. Located In the Odd Fellows Building at 1987 Sherman Ave. In North Bend, this charming eatery is a true farm-to-table and ocean-to-table gem. Husband and wife owners Tara and John Moore pride themselves on locally sourced foods, including fresh produce, local beef and the freshest seafood – cod, smoked tuna, salmon and more – from Chuck's Seafood, just steps away from the water in Charleston.

Local goes beyond seafood at Oregon's Adventure Coast as well. The southern Oregon Coast is home to nearly 3,000 acres of cranberry cultivation. While many of the 40 million pounds of bright red Oregon cranberries are used in juice or sweetened and dried, Cranberry Sweets & More has been using them in fruity confections for more than 50 years.

All of which gives just a glimpse of how local is on display on Oregon's Adventure Coast. So book your room, pack your bags and get ready to live – and eat and drink – local in Coos Bay, North Bend and Charleston.

Visit Coos Bay - North Bend - Charleston | OregonsAdventureCoast.com

JOIN US IN COOS BAY, NORTH BEND, CHARLESTON

MAY 27-28

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

**SUMMER KICK-OFF!
MEMORIAL DAY WEEKEND**

BBQ BLUES & BREWS

PLAN YOUR WEEKEND EARLY!

Year-Round Adventures: Coos Bay ~ North Bend ~ Charleston!

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

earth • wind • inspire

It started in 1974, when current owner Clayton Shaw's father bought a cranberry candy recipe from a local resident. The recipe was perfected and kicked off Cranberry Sweets' long line of Oregon cranberry treats, from its Original Cranberry Jelly Candies to chocolate-covered cranberries, cranberry tea cookies and gourmet cranberry jelly. The company, which has a factory store in Coos Bay, also crafts an array of chocolates, candies, baking mixes, popcorn, cookies, tarts and other locally inspired goodness.

All of which gives just a glimpse of how local is on display on Oregon's Adventure Coast. So book your room, pack your bags and get ready to live – and eat and drink – local in Coos Bay, North Bend and Charleston.

Visit Today! OregonsAdventureCoast.com

OUR ADVENTURES

EXPLORE ME



Recent Sample Ads





Major Events & Campaigns



JUL 2023	AUG 2023	SEP 2023	OCT 2023	NOV 2023	DEC 2023
	Summer Getaway				
	Cool at the Coast				
	Circle the Bay Relay				
	Blackberry Arts Festival				
		Bay Area Fun Festival	Solar Eclipse Watch Party	Fall 15% Lodging Special	Wint Mtn Biking
				Holiday Lights @ Shore Acres	
Adventure & Lodging Campaigns (Year-round)					



Major Events & Campaigns



JAN 2024	FEB 2024	MAR 2024	APR 2024	MAY 2024	JUN 2024
Storm Watching					
Whiskey Run Winter Mtn Biking					
Crab Feed					
		Claw-some Crab Cake Bake-Off			
				New Car Owner/Auto Dealers	
		Spring Break	Spring Getaway	BBQ, Blues, Brews	Summer Getaway
Adventure & Lodging Campaigns (Year-round)					



Major Events & Campaigns





Major Events & Campaigns



TACTICS	Seattle/Tacoma	Portland/Vanc. (WA)	Salem/Corvallis	Eugene	Bend	Medford/Ashland	Redding (CA)	Oregon	NW & Regional
Outdoor/Billboards	✓	✓	✓		✓		✓		
Broadcast	✓		✓	✓	✓				
Certified Folder	✓						✓	✓	
Trade Shows			✓		✓	✓			



Stakeholder Industry News



Stay in the Know with the VCB by Subscribing to our Industry Newsletter

- News about the industry
- Ways to participate with the VCB
- Upcoming important meetings
- Articles about our area
- Much More!



SCAN ME





QUESTIONS?

Coos Bay-North Bend-Charleston VCB

SEMI-ANNUAL REPORT