



## January 2021 tourism marketing report

### Website (report attached)

- People must be feeling more optimistic: views, users, new users, session, search, duration and referrals to the website are ALL UP from December. People are spending 5 minutes per session. That's about 2.5 times the average.
- Most viewed pages: lodging and restaurants
- Seattle has moved to the #2 position for location of site visitors just behind #1 Portland. This probably means spring break planning.
- Keywords: "rockaway big tree trailhead" made it into the top 10 list
- Updated changes in restaurants and added lodging properties

### Print (attached)

- Ads now live in Travel Oregon and Oregon Coast Visitor Association guides (attached)

### Social media (attached)

- Oregon Coast Visitors Association honored Jen and Victor Troxel in their Coastal Kindness campaign (attached)
- Videos got the most views on Facebook, in particular one about the King Tides.
- Instagram has reached 860 followers
- Nearing 8000 followers on Facebook
- Visit Tillamook Coast e-news featured Old Growth Cedar trail

### Upcoming:

- February newsletter on Valentine's activities
- Custom email campaigns in ParentMap (Seattle Region) and 1859 magazine
- Boise Weekly insert on Rockaway, plus additional Portland Tribune insert (all editions)
- Willamette Living article on Rockaway shopping
- NW Travel and Life article on Old Growth Cedar Trail
- Negotiating new video on outdoor adventures

A scenic photograph of Rockaway Beach, Oregon, featuring a sandy beach, waves, and prominent sea stacks in the ocean under a cloudy sky. The foreground is filled with tall, golden-brown dune grasses.

ROCKAWAY BEACH  
OREGON

Trend Report

January 2021

 response interactive

# Executive Summary



## Here are the highlights:

A plugin was added called WPMU Dev which will help speed up the website. It will manage image sizes, and a variety of backend tasks that should increase the speed of the site. I will be contacting Canvas Host to see what they can do to increase their server speed as this is the biggest problem right now. The speed of your website is critical to increasing the rankings.

### January 2021 compared to December 2020\*

- Sessions are up 53%
- Users are up 53%
- Pages per session are up 13%
- Avg Session Duration is up 29%
- Organic is up 67%
- Direct is up 80%
- Social is up 60%
- Referral is up 147%
- Paid is up 16%

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### January 2021 compared to December 2019\*

- Sessions are up 33%
- Users are up 29%
- Pages per session are down 12%
- Avg Session Duration is up 5%
- Organic is up 102%
- Direct is up 55%
- Social is down 64%
- Referral is up 185%
- Paid is down 29%

\*Traffic numbers are compiled with spam traffic removed.



# Executive Summary



## More highlights:

### AdWords Compared to Last Month

- Clicks are up 71%
- AdWords impressions are up 87%
- Click-through rate decreased 9%
- Spend is up 45% (still within budget)



The background of the entire page is a photograph of a coastal scene. In the foreground, there are tall, golden-brown grasses on a dune. In the middle ground, a sandy beach leads to the ocean with gentle waves. In the distance, two prominent rock formations (sea stacks) are visible in the water, one of which has a natural archway. The sky is a pale, overcast blue.

ROCKAWAY BEACH  
OREGON


# Analytics

January 2021

 response interactive

# Trend Report



 <a href="https://visitrockawaybeach.org/">https://visitrockawaybeach.org/</a>	COVID-19 Referral Spam Removed		COVID-19 Referral Spam Removed		COVID-19 Referral Spam Removed	
	2020		2020		2021	
Stats	November		December		January	
Website	10/23 to 11/22		11/23 to 12/22		12/23 to 01/22	
All Visitors (Sessions)	472	25.00%	590	53.39%	905	
Unique Visitors (Users)	451	21.51%	548	52.92%	838	
Google	218	29.82%	283	66.43%	471	
Live/Bing	26	-30.77%	18	27.78%	23	
Yahoo	11	9.09%	12	16.67%	14	
Inbound links*	117	10.26%	129	1.55%	131	
Visits from keyphrase search	260	23.46%	321	66.98%	536	
Average Session Duration (in seconds)	265	-19.46%	214	28.65%	275	
Pages per Session	3.39	-7.67%	3.13	13.42%	3.55	
Google Ads						
Clicks	423	17.26%	496	70.77%	847	
Impressions	6,627	5.43%	6,987	87.33%	13,089	
Click-Through Rate	6.38%	11.29%	7.10%	-8.87%	6.47%	
Avg CPC	\$0.97	-24.74%	\$0.73	-15.07%	\$0.62	
Avg. Position	na	na	na	na	na	
Total Cost	\$410.65	-12.10%	\$360.96	44.86%	\$522.89	

Overall traffic increased 53% from December and search traffic increased 67%.

Inbound links increased to 131 (2%).

People visited a little over three and a half pages and stayed over four and a half minutes per visit on average.

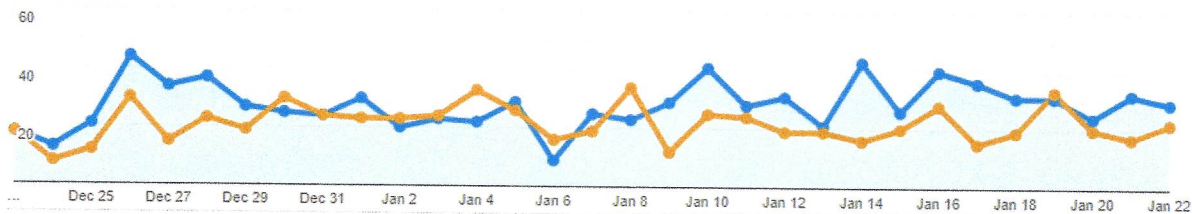
(See next slide for comparison to last December.)

The busy season begins!

# Audience Overview



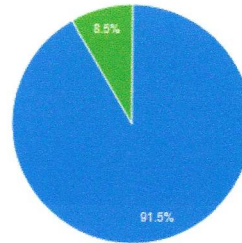
Dec 23, 2020 - Jan 22, 2021: ● Users  
 Dec 23, 2019 - Jan 22, 2020: ● Users



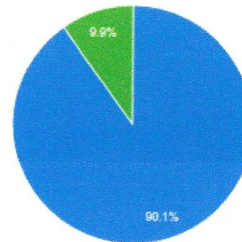
<b>Users</b> Referral Spam Removed 1... <b>29.12%</b> 838 vs 649	<b>New Users</b> Referral Spam Removed 1... <b>30.61%</b> 798 vs 611
<b>Sessions</b> Referral Spam Removed 1... <b>32.50%</b> 905 vs 683	<b>Number of Sessions per User</b> Referral Spam Removed 1... <b>2.62%</b> 1.08 vs 1.05
<b>Pageviews</b> Referral Spam Removed 1... <b>16.68%</b> 3,210 vs 2,751	<b>Pages / Session</b> Referral Spam Removed 1... <b>-11.94%</b> 3.55 vs 4.03
<b>Avg. Session Duration</b> Referral Spam Removed 1... <b>5.19%</b> 00:04:58 vs 00:04:43	<b>Bounce Rate</b> Referral Spam Removed 1... <b>0.00%</b> 0.00% vs 0.00%

■ New Visitor ■ Returning Visitor

Dec 23, 2020 - Jan 22, 2021



Dec 23, 2019 - Jan 22, 2020

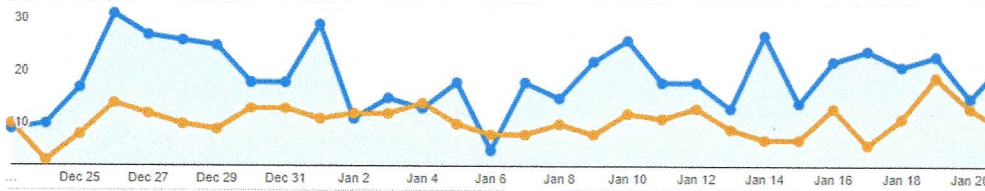


## Good News!

When comparing last December to this December, the number of sessions has increased 33%.

Average Session Duration increased from 4:43 minutes to 4:58 minutes and pages per session decreased from 4.03 to 3.55 pages.

# Search Traffic Overview



Blue line is this period  
Orange line is last year

Source	Acquisition		Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam Removed 11/02/2018	100.00% <small>518 vs 259</small>	102.93% <small>485 vs 239</small>	101.50% <small>536 vs 266</small>	0.00% <small>0.00% vs 0.00%</small>	21.25% <small>3.22 vs 4.09</small>	9.11% <small>00:04:33 vs 00:05:00</small>
1. google						
Dec 23, 2020 - Jan 22, 2021	471 (90.93%)	439 (90.52%)	487 (90.86%)	0.00%	3.10	00:04:26
Dec 23, 2019 - Jan 22, 2020	212 (81.85%)	194 (81.17%)	218 (81.95%)	0.00%	3.86	00:04:46
% Change	122.17%	126.29%	123.39%	0.00%	-19.62%	-6.96%
2. bing						
Dec 23, 2020 - Jan 22, 2021	23 (4.44%)	23 (4.74%)	24 (4.48%)	0.00%	5.25	00:07:33
Dec 23, 2019 - Jan 22, 2020	25 (9.65%)	24 (10.04%)	26 (9.77%)	0.00%	4.65	00:05:16
% Change	-8.00%	-4.17%	-7.69%	0.00%	12.81%	43.32%
3. yahoo						
Dec 23, 2020 - Jan 22, 2021	14 (2.70%)	13 (2.68%)	15 (2.80%)	0.00%	2.93	00:03:00
Dec 23, 2019 - Jan 22, 2020	12 (4.63%)	11 (4.60%)	12 (4.51%)	0.00%	4.58	00:06:39
% Change	16.67%	18.18%	25.00%	0.00%	-36.00%	-54.81%

When comparing last December to this December, the number of organic search sessions have increased about 102%.

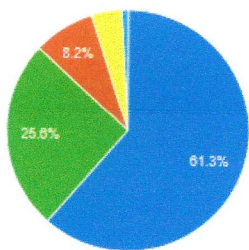
Pages per session dropped about 21% and Avg. Session duration dropped about 9%.



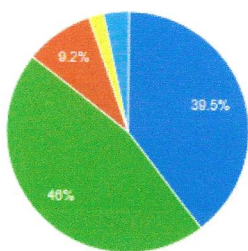
# Channel Mix

## Top Channels

Dec 23, 2020 - Jan 22, 2021



Dec 23, 2019 - Jan 22, 2020



- Organic Search
- Paid Search
- Direct
- Referral
- Social

- Organic Search
- Paid Search
- Direct
- Referral
- Social

### Acquisition

### Behavior

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam ...	29.12% ↑	30.61% ↑	32.50% ↑	0.00%	11.94% ↓	5.19% ↑
1 Organic Search	100.00% ↑			0.00%		
2 Paid Search	28.24% ↓			0.00%		
3 Direct	15.00% ↑			0.00%		
4 Referral	161.54% ↑			0.00%		
5 Social	63.64% ↓			0.00%		

Organic and Paid are the top traffic drivers. These two channels make up 87% of all user traffic.

Organic traffic users increased 100%, Paid decreased 28%, Direct increased 15% from last year and Referral increased 162%, while social traffic decreased 64%.

1/25/2021

# Top 10 Pages Visited



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Referral Spam Removed 11/02/2018	3,210 <small>% of Total: 61.54% (5,216)</small>	2,049 <small>% of Total: 50.62% (4,048)</small>	00:01:57 <small>Avg for View: 00:01:57 (0.18%)</small>	905 <small>% of Total: 31.30% (2,891)</small>	0.00% <small>Avg for View: 68.45% (-100.00%)</small>	28.19% <small>Avg for View: 55.43% (-49.13%)</small>
1. /	391 (12.18%)	228 (11.13%)	00:01:53	200 (22.10%)	0.00%	18.41%
2. /rockaway-beach-lodging-guide/	336 (10.47%)	202 (9.86%)	00:01:50	144 (15.91%)	0.00%	21.73%
3. /restaurants/grumpys-cafe/	253 (7.88%)	119 (5.81%)	00:01:54	114 (12.60%)	0.00%	36.76%
4. /rockaway-beach-restaurants/	188 (5.86%)	108 (5.27%)	00:02:06	17 (1.88%)	0.00%	26.60%
5. /things-to-do/	143 (4.45%)	90 (4.39%)	00:01:21	48 (5.30%)	0.00%	21.68%
6. /outdoor/	112 (3.49%)	87 (4.25%)	00:04:36	7 (0.77%)	0.00%	37.50%
7. /lodging-guide-hotels-motels/	109 (3.40%)	64 (3.12%)	00:01:09	22 (2.43%)	0.00%	13.76%
8. /rockaway-beach-shopping/	88 (2.74%)	62 (3.03%)	00:02:22	11 (1.22%)	0.00%	32.95%
9. /eat-sleep/	81 (2.52%)	61 (2.98%)	00:00:51	2 (0.22%)	0.00%	23.46%
10. /lodging-guide-vacation-rentals/	78 (2.43%)	48 (2.34%)	00:02:00	11 (1.22%)	0.00%	19.23%

The Home Page received the most traffic, followed by the Lodging guide. Guide pages continue to do quite well (outlined in orange).

# Visitors by Top 10 Cities



City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam Removed 11/02/2018	838 % of Total: 33.41% (2,508)	798 % of Total: 32.24% (2,475)	905 % of Total: 31.30% (2,891)	0.00% Avg for View: 68.45% (-100.00%)	3.55 Avg for View: 1.80 (96.59%)	00:04:58 Avg for View: 00:01:34 (217.27%)
1. Portland	159 (18.84%)	152 (19.05%)	166 (18.34%)	0.00%	2.99	00:03:09
<del>2. Tillamook</del>	<del>90 (9.18%)</del>	<del>69 (8.65%)</del>	<del>85 (9.39%)</del>	<del>0.00%</del>	<del>2.66</del>	<del>00:03:28</del>
3. Seattle	75 (8.89%)	73 (9.15%)	75 (8.29%)	0.00%	3.17	00:03:46
4. Vancouver	24 (2.84%)	24 (3.01%)	26 (2.87%)	0.00%	3.65	00:04:18
<del>5. New York</del>	<del>19 (2.25%)</del>	<del>19 (2.38%)</del>	<del>19 (2.10%)</del>	<del>0.00%</del>	<del>2.84</del>	<del>00:03:42</del>
<del>6. Rockaway Beach</del>	<del>19 (2.25%)</del>	<del>16 (2.01%)</del>	<del>22 (2.43%)</del>	<del>0.00%</del>	<del>3.23</del>	<del>00:04:54</del>
<del>7. (not set)</del>	<del>17 (2.01%)</del>	<del>17 (2.13%)</del>	<del>17 (1.88%)</del>	<del>0.00%</del>	<del>3.53</del>	<del>00:07:57</del>
8. Beaverton	13 (1.54%)	13 (1.63%)	13 (1.44%)	0.00%	2.54	00:04:38
9. Hillsboro	12 (1.42%)	11 (1.38%)	12 (1.33%)	0.00%	3.00	00:02:52
10. Salem	10 (1.18%)	10 (1.25%)	10 (1.10%)	0.00%	3.00	00:06:24
11. Boise	9 (1.07%)	7 (0.88%)	9 (0.99%)	0.00%	3.78	00:06:20
12. Bend	8 (0.95%)	8 (1.00%)	8 (0.88%)	0.00%	2.62	00:02:06
13. Oregon City	8 (0.95%)	7 (0.88%)	10 (1.10%)	0.00%	3.00	00:04:42
14. Tigard	8 (0.95%)	8 (1.00%)	8 (0.88%)	0.00%	2.38	00:01:10

Most traffic comes from Portland, followed by Seattle and then Vancouver.

The cities crossed out are the cities that were requested to be excluded, except New York which also has a city named Rockaway Beach.

# Top Referral Traffic



Source ?	Acquisition			Behavior		
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
<b>Referral Spam Removed 11/02/2018</b>	<b>34</b> % of Total: 1.36% (2,508)	<b>31</b> % of Total: 1.25% (2,475)	<b>37</b> % of Total: 1.28% (2,891)	<b>0.00%</b> Avg for View: 68.45% (-100.00%)	<b>3.76</b> Avg for View: 1.80 (108.22%)	<b>00:04:36</b> Avg for View: 00:01:34 (194.41%)
1. <a href="http://visittheoregoncoast.com">visittheoregoncoast.com</a>	<b>31</b> (91.18%)	<b>28</b> (90.32%)	<b>34</b> (91.89%)	0.00%	3.82	00:04:52
2. <a href="http://manzanitabeachgetaway.com">manzanitabeachgetaway.com</a>	<b>1</b> (2.94%)	<b>1</b> (3.23%)	<b>1</b> (2.70%)	0.00%	3.00	00:00:37
<del>3. <a href="http://nortonsafe-search.ask.com">nortonsafe-search.ask.com</a></del>	<del><b>1</b> (2.94%)</del>	<del><b>1</b> (3.23%)</del>	<del><b>1</b> (2.70%)</del>	<del>0.00%</del>	<del>4.00</del>	<del>00:04:12</del>
4. <a href="http://oregonhikers.org">oregonhikers.org</a>	<b>1</b> (2.94%)	<b>1</b> (3.23%)	<b>1</b> (2.70%)	0.00%	2.00	00:00:18

Referral sites increased to three from the last report. The third URL, which is crossed out, is a search engine.

See [https://www.oregonhikers.org/field\\_guide/Cedar\\_Wetlands\\_Hike](https://www.oregonhikers.org/field_guide/Cedar_Wetlands_Hike)  
I couldn't find a link on the Manzanita website.



# Keyword Rankings Summary



visitrockawaybeach.org  
Rockaway Beach Oregon | Small Town, Big Stories

**48%** visibility in all search engines 🌐 ↑ 14%

Keywords: 75   Search engines: 3   Compare to: First   Jan 3, 2021

Visibility Progress Graph 🌐



Rankings have been volatile for the past several months. I found out that in November, Google rolled out a significant update to the search algorithm which as you can see, caused traffic to be volatile.



# Tracked Keywords in Google Top 10



#	Keyword	Organic T...	Google Rank	Yahoo! Rank	Bing US Rank
1	visitrockawaybeach.org	0	1	1	1
2	Rockaway Beach Access	6	1	1	1
3	Rockaway Beach blog	N/A	1	1	1
4	Rockaway Beach Oregon directions	30	1	3	3
5	North end Rockaway Beach	N/A	1	1	1
6	Rockaway Beach annual events	N/A	1	1	1
7	Rockaway Beach south end	N/A	1	1	1
8	Beach Combing Rockaway Beach	N/A	1	1	1
9	Rockaway Beach Campgrounds	N/A	2	2	1
10	Rockaway Beach Wayside	8	2	1	1
11	Beach Safety for Dogs Rockaway Beach	N/A	2	1	1
12	rockaway beach in oregon	182	2(3)	11	1(2)
13	Rockaway Beach Shopping	N/A	3	4	4
14	whale watching rockaway beach oregon	0	4	6	5
15	where is rockaway beach oregon	1	4	20	1(5)
16	what to do in rockaway beach oregon	1	5	3	1(2)
17	things to do in rockaway beach oregon	3	5	1(3)	1(3)
18	rockaway beach oregon things to do	0	5	3	1(1)
19	things to do rockaway beach oregon	2	5	3(3)	1(2)
20	Beach Safety for Dogs oregon	N/A	5	3	2
21	rockaway beach ore	86	6	33	Not in top 50
22	rockaway beach lodging	0	6	5	7
23	rockaway beach or	98	6	8	14

Top 10 Rankings in Google stayed the same at 34 keywords from last month.

The column outlined in green shows what position the phrase shows up on Google.

In September, Yahoo traffic dropped off the map. Traffic has now recovered. (Outlined in red).

See next slide.

# Tracked Keywords in Google Top 10



#	Keyword	Organic T...	Google Rank ▲	Yahoo! Rank	Bing US Rank
24	rockaway oregon	2	6	11	22
25	rockaway beach activities	0	6	2(2)	2(2)
26	rockaway beach oregon restaurants	4	7	5	6
27	RV PARKS NEAR ROCKAWAY BEACH	N/A	7	2	1
28	Rockaway Beach RV Parks	N/A	7	3	3
29	Manhattan Beach Oregon	12	7	5	5
30	places to stay in rockaway beach oregon	0	8	3	6
31	Kite Flying Tips	3	8	15	20
32	Beach Combing oregon	N/A	8	9	6
33	rockaway beach oregon	61	9	7	3
34	rockaway beach oregon hotels	3	9	7	10

Continued from previous page.

# Top Organic Keyword Clicks



Query	↓ Clicks	Impressions
grumpys cafe	157	633
rockaway beach oregon	102	19,964
grumpy's cafe	89	293
grumpys rockaway beach	55	135
things to do in rockaway beach oregon	43	661
breakfast near me	34	235
rockaway big tree trailhead	32	320
rockaway beach, oregon upcoming events	32	135
rockaway beach	29	8,168
grumpys cafe rockaway beach	25	50
grumpys	23	83
rockaway beach cedar wetlands preserve	22	793
rockaway beach winter	22	111

Query	↓ Clicks	Impressions
flamingo jims	20	630
things to do near rockaway beach oregon	19	177
restaurants near me	18	1,155
cedar wetlands preserve	17	331
food near me	16	1,378
twin rocks motel	15	1,203
rockaway oregon	14	1,143
things to do in rockaway beach, oregon	14	212
rockaway beach camping	14	135
old growth cedar preserve	13	142
breakfast rockaway beach	12	121
rockaway big tree	12	57
rockaway beach restaurants	11	1,653
rockaway beach cedar tree	11	221





A scenic photograph of Rockaway Beach, Oregon. The foreground is filled with tall, golden-brown dune grasses. In the middle ground, a sandy beach leads to the ocean with gentle waves. Two prominent sea stacks are visible in the water, one of which has a natural rock arch. The sky is a clear, pale blue.

ROCKAWAY BEACH  
OREGON

# Paid Search Summary

 response interactive

# Paid Search



Google Ads			
Clicks	496	70.77%	847
Impressions	6,987	87.33%	13,089
Click-Through Rate	7.10%	-8.87%	6.47%
Avg CPC	\$0.73	-15.07%	\$0.62
Avg. Position	na	na	na
Total Cost	\$360.96	44.86%	\$522.89

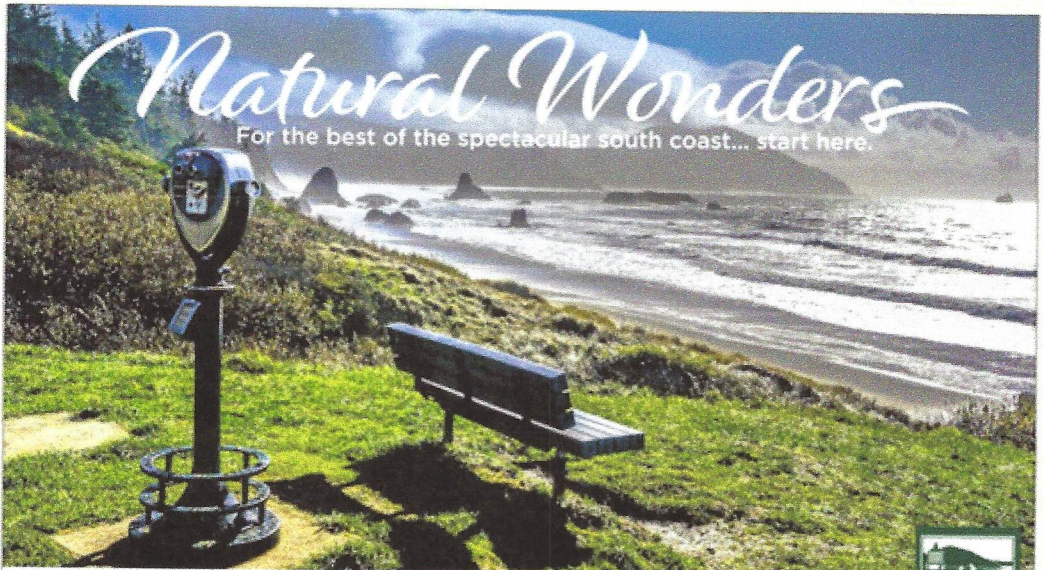
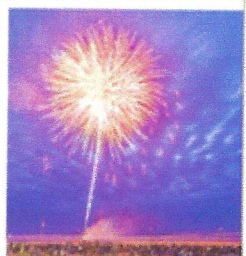
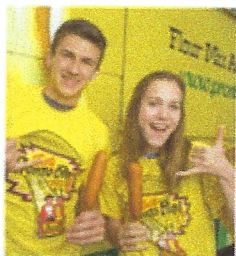
As you can see in the table to the left, Clicks and Impressions increased substantially. The the avg cost per click dropped by 15% and overall cost increased by 45% while remaining in budget.

**SEVEN MILES OF BEACH.**  
**ENDLESS FUN.**

With so many fun things to do, great places to eat, and oceanfront places to stay, Rockaway Beach on Oregon's north coast is the place families love to visit.

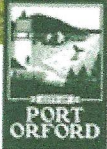


Plan your trip at  
[VisitRockawayBeach.org](http://VisitRockawayBeach.org)



*Natural Wonders*  
For the best of the spectacular south coast... start here.

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.  
[enjoyportorford.com](http://enjoyportorford.com)



OREGON COAST

EVERY ROOM WITH A VIEW

THE ICONIC  
CANNERY PIER HOTEL & SPA

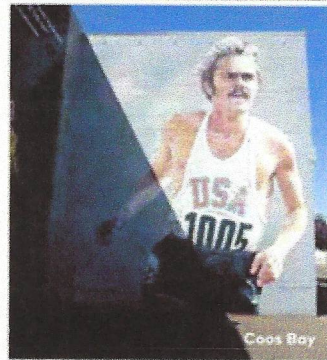
Astoria, OR | [cannerypierhotel.com](http://cannerypierhotel.com) | 503.325.4996

Mention Travel Oregon when booking and receive a complimentary bottle of wine!

[facebook.com/astoriacph](https://www.facebook.com/astoriacph) | [instagram.com/cannerypierhotel](https://www.instagram.com/cannerypierhotel)

**Oregon Coast Arts**

With its dramatic natural landscapes and rich cultural histories, the Oregon Coast has long been a draw for artists, creators and dreamers of all stripes. Public art in communities up and down the Coast make that creativity accessible to all. Public artworks that communicate the region's spirit of creativity include **Florence's** sea lions sculpture and the cheerful whale sculpture in **Cannon Beach**, as well as the "Centennial Celebration Mural" in **Toledo** and mosaic tile bench in **Port Orford**. Bandon-based nonprofit **Washed Ashore** builds fabulous sea-themed installations from plastic debris fished out of the ocean. Look for murals, sculptures and other colorful innovations along the **Oregon Coast Public Art Trail**, and snap a photo at the designated selfie spots at the "Oregon Is Magic" murals in Yachats and Gold Beach.



SEVEN MILES OF BEACH.  
ENDLESS FUN.

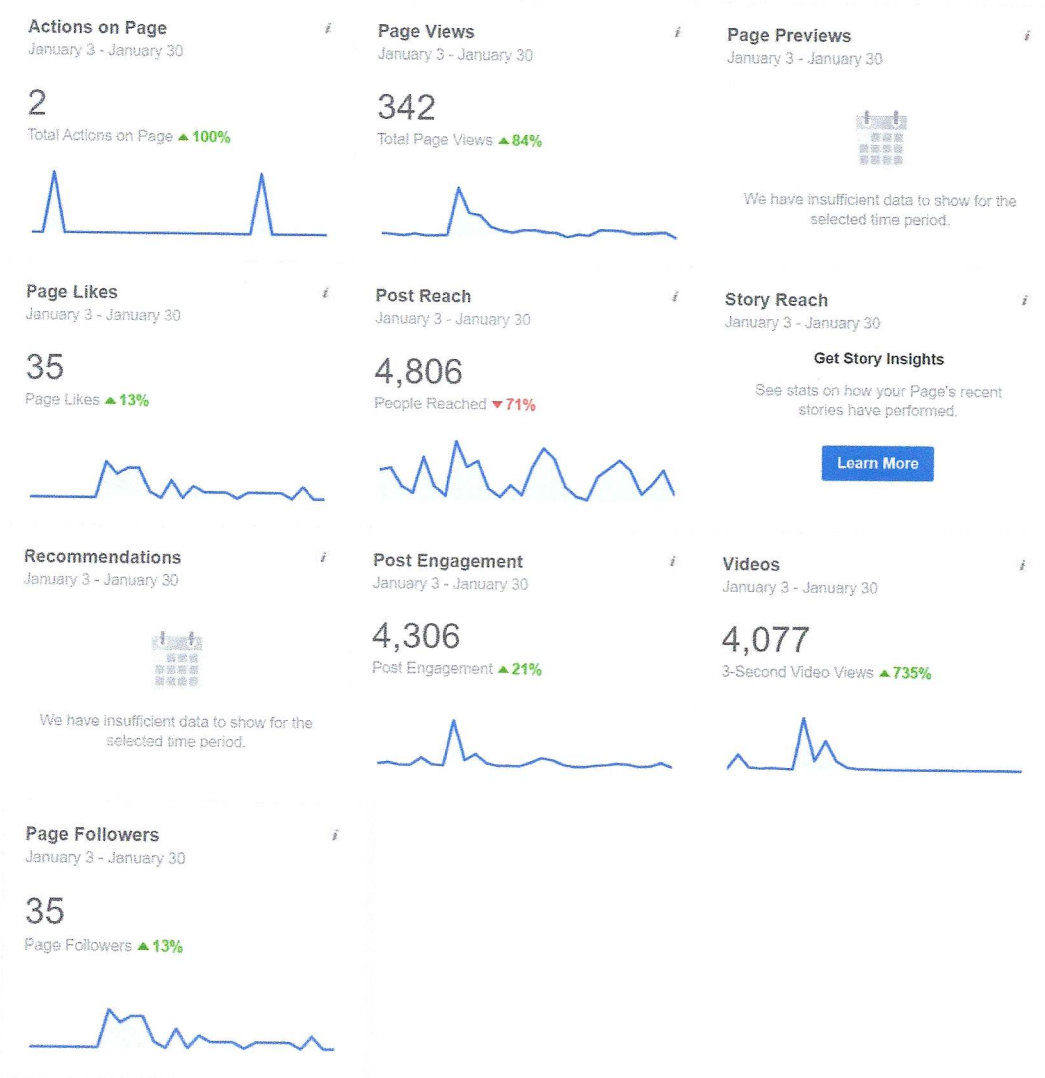
With so many fun things to do, great places to eat, and oceanfront places to stay, Rockaway Beach on Oregon's north coast is the place families love to visit.

Plan your trip at [VisitRockawayBeach.org](http://VisitRockawayBeach.org)

# Visit Rockaway Beach Social Media January Month-End Report

**Facebook:** 7,940 Total Likes

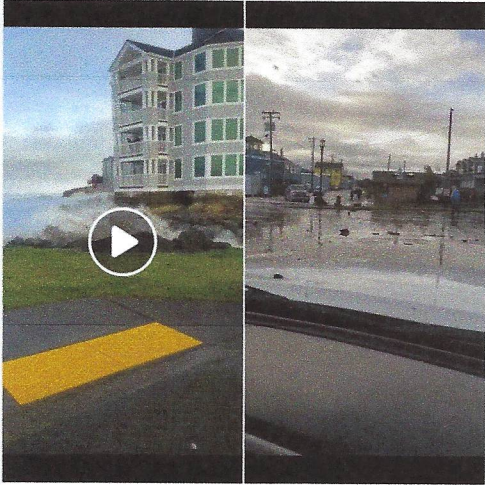
## Overview:



### Most Engaging Post:

**Rockaway Beach**  
Published by Sayde Walker (7) · January 10 · 🌐

We share this video to educate our visitors on how powerful and dangerous the ocean can be. When we say "don't turn your back on the ocean" we mean it.



**Performance for Your Post**

**2,172** People Reached

**331** Reactions · Comments & Shares ↕

<b>68</b> Like	<b>68</b> On Post	<b>0</b> On Shares
<b>2</b> Love	<b>2</b> On Post	<b>0</b> On Shares
<b>2</b> Haha	<b>2</b> On Post	<b>0</b> On Shares
<b>112</b> Wow	<b>112</b> On Post	<b>0</b> On Shares
<b>68</b> Comments	<b>65</b> On Post	<b>3</b> On Shares
<b>79</b> Shares	<b>79</b> On Post	<b>0</b> On Shares

**1,371** Post Clicks

<b>0</b> Photo Views	<b>0</b> Link Clicks ↕	<b>1,371</b> Other Clicks ↕
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Reported stats may be delayed from what appears on posts

Jennifer Follis ▶ Rockaway Beach Community  
January 10

### January Highlights:

- Posted 25 times in January 2021
- Sixteen of those posts reached over 1,000 people
- Shared educational material on King Tides

**Instagram:** 860 Followers

### January Highlights:

- Posted 6 times in January
- Posted using unique and popular hashtags
- Shared other Rockaway Beach accounts via stories

### February Goals:

- Send a newsletter: Spend Valentine's Day in Rockaway Beach
- Write a Business profile on RB Little Store
- Facebook Live the re-opening of Warehouse 10
- Video the Wetlands Cedar Reserve boardwalk (waiting for a sunny day)

## OREGON COAST VISITORS ASSOCIATION: Recognition of people in our communities



JANUARY 26, 2021 By OCVA

*What would happen if we looked back at the year 2020 in 'kindsight'? The Oregon Coast Visitors Association (OCVA) did just that and found ourselves humbled, delighted and inspired by the people, ideas and moments that strengthened our communities. So how did people show coastal kindness this past year? Check out some of the coastal examples below.*

### **Victor + Jennifer Troxel (Offer it)**

The Troxels own [Troxel's Gem and Jewelry Shop](#) in the heart of Rockaway Beach. They are actively involved in community efforts including organizing the Rockaway Beach Merchants Association and creating a free mini-golf course that families love, with a theme of the "yellow brick road." This year they've also helped improve beach access by providing beach wheelchairs for those with mobility issues. They have one of three wheelchairs funded by [Visit Tillamook Coast](#) and maintain the chair as well as manage its use for free.

### **David McCall (Recycle it)**

David McCall has worked tirelessly during 2020 to ensure that recycling and solid waste management continued to be available to all Tillamook County residents. He personally worked the transfer stations in both North and South County to ensure all residents had the ability to recycle. During the fires in Bay City when garbage services could have been interrupted, he worked with the haulers to ensure and help craft an emergency plan where there was none, so that no residents would be without service.