



**City of Rockaway Beach –  
October 2020, Tourism Marketing Report**

**1. Website**

- a. Website visits are down from September, and from last October. There usually is a downturn this time of year, so not unexpected. We have not been doing Google Adwords this year, but will now start in November and continue for 6 months. This will help drive website visitors that may be looking for holiday and spring vacation information, activities and lodging. *See attached website report.*
- b. We are in the process of updating optimization of web pages to add keywords, which we track every month. These do change over time.

**2. Social Media** (*see attached social media report*)

- a. Post reach and post engagement increased substantially: 6,220 people reached; 2,964 post engagements. Videos averaged 2,000 views.
- b. Instagram continues to grow.
- c. To encourage visitors to support restaurants as they visit during the holidays, we are promoting menus for in-house dining and takeout. Not every restaurant will be open.

**3. E-newsletter, October** (*see attached*)

- a. We started showcasing shops for holiday gift shopping.

**4. TV**

- a. **Grant's Getaways** story on Old Growth Cedar Trail will broadcast Friday Nov. 13 at Noon and 4pm, and Saturday Nov. 14 at 7am and 5pm
- b. **National Geographic/Disney+** filmed ocean shots for a program called "Drain the Oceans," a special episode of "American Ice Age." They filmed Twin Rocks and Cape Meares at the lighthouse
- c. The **Hulu program Shrii** filmed in Manzanita and Rockaway Beach, and the film crew staged its work at North County Recreational District. They reported seeing so many areas that can be included in the show, they plan to return.

5. **Print upcoming:** two-page article on Rockaway Beach recreational activities has been written and sent to Willamette Living magazine for its January/February issue.

**Other news**

1. Visit Tillamook Coast is compiling a wayfinding budget request to present to the county commissioners after the first of the year. We have asked for estimates for Rockaway Beach, based on the approved wayfinding plan. The estimate will be included in the budget request.
2. An additional beach wheelchair will be delivered to Rockaway before the end of November. This is being funded by Visit Tillamook Coast. This wheelchair is bigger than the one currently available at Troxel's, and will be able to accommodate larger adults. Equity in outdoor access is part of our strategic plan.

# ROCKAWAY BEACH

OREGON

## Trend Report

October 2020

# Executive Summary



## Here are the highlights:

Between COVID-19 and the wildfires, not to mention the slow season, overall traffic is down 53% from last month and down 53% from the same time period last year. Also, the AdWords campaign is not running which contributes to the downturn as well.

### October 2020 compared to September 2020\*

- Sessions are down 53%
- Users are down 53%
- Pages per session are up 2%
- Avg Session Duration is up 0.36%
- Organic is down 69%
- Direct is down 27%
- Social is up 1,400%
- Referral is down 71%
- Paid is inactive

### October 2020 compared to October 2019\*

- Sessions are down 53%
- Users are down 54%
- Pages per session is up 4%
- Avg Session Duration is up 15%
- Organic is down 39%
- Direct is up 86%
- Social is down 67%
- Referral is down 22%
- Paid is inactive

\*Traffic numbers are compiled with spam traffic removed.



# ROCKAWAY BEACH

OREGON


# Analytics

October 2020

# Trend Report



<https://visitrockawaybeach.org/>

	COVID-19   Referral Spam Removed		Wildfires COVID-19 Referral Spam Removed		COVID-19 Referral Spam Removed	
<a href="https://visitrockawaybeach.org/">https://visitrockawaybeach.org/</a>	2020		2020		2020	
Stats	August		September		October	
Website	08/23 to 9/24				09/23 to 10/24	
All visitors	1,654	-47.82%	863	-56.78%	373	
Google	958	-49.27%	486	-65.02%	170	
Live/Bing	191	-50.26%	95	-84.21%	15	
Yahoo	84	-42.86%	48	-66.67%	16	
Inbound links*	119	3.36%	123	-5.69%	116	
Visits from keyphrase search	1,336	-51.87%	643	-67.96%	206	
Average Session Duration (in seconds)	269	0.22%	269	2.23%	275	
Pages per Session	4.06	2.46%	4.16	-2.16%	4.07	
Adwords						
Clicks	-	na	-	na	-	
Impressions	0	na	0	na	0	
Click-Through Rate	0.00%	na	0.00%	na	0.00%	
Avg CPC	\$0.00	na	\$0.00	na	\$0.00	
Avg. Position	na	∞	na	∞	na	
Total Cost	\$0.00	NA	\$0.00	NA	\$0.00	

COVID-19 is causing the low numbers right now, not to mention that we are going into the slow season.

Overall traffic decreased 57% from September and search traffic decreased 68%.

(See next slide for comparison to last October.)

Inbound links decreased to 116.

People visited about 4 pages and stayed over 4 minutes per visit on average.

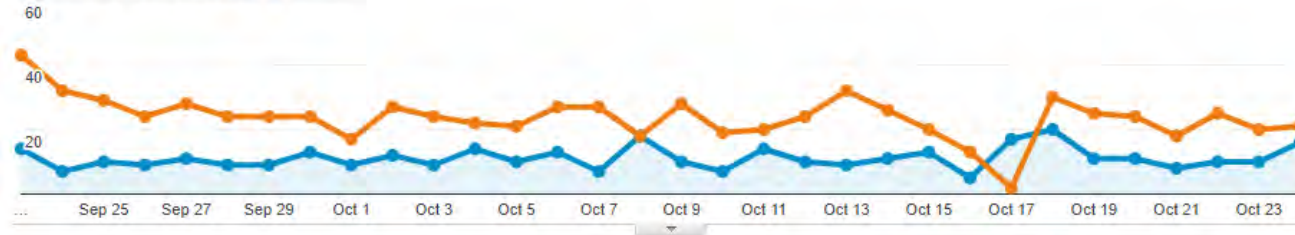
AdWords is turned off until further notice.



# Audience Overview

Sep 23, 2020 - Oct 24, 2020: ● Users

Sep 23, 2019 - Oct 24, 2019: ● Users



When comparing last October to this October, the number of sessions have decreased 53%.

## Users

Referral Spam Removed 1...

**-54.30%**

335 vs 733



## New Users

Referral Spam Removed 1...

**-53.62%**

314 vs 677



## Sessions

Referral Spam Removed 1...

**-52.54%**

373 vs 786



## Number of Sessions per User

Referral Spam Removed 1...

**3.84%**

1.11 vs 1.07



## Pageviews

Referral Spam Removed 1...

**-50.49%**

1,518 vs 3,066



## Pages / Session

Referral Spam Removed 1...

**4.33%**

4.07 vs 3.90



## Avg. Session Duration

Referral Spam Removed 1...

**15.46%**

00:04:59 vs 00:04:19



## Bounce Rate

Referral Spam Removed 1...

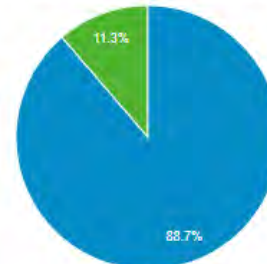
**0.00%**

0.00% vs 0.00%

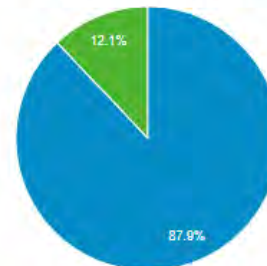


■ New Visitor ■ Returning Visitor

Sep 23, 2020 - Oct 24, 2020



Sep 23, 2019 - Oct 24, 2019

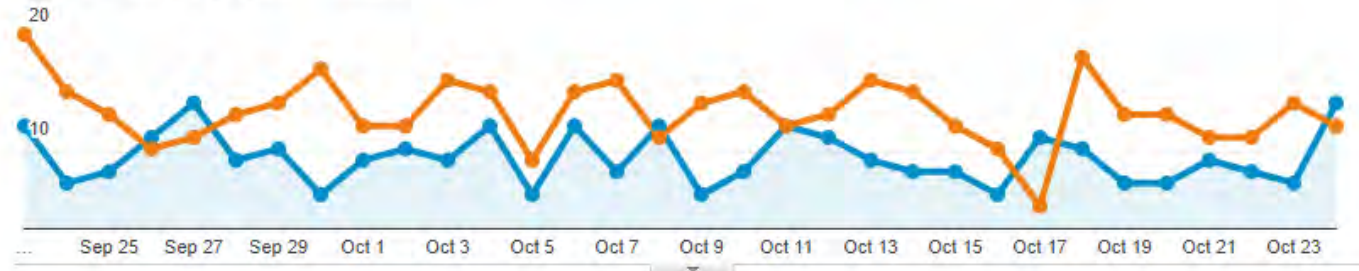


Also keep in mind, that we are not running AdWords which contributes to overall traffic. And when not running contributes to the drop in traffic.

Average Session Duration increased from 4:19 minutes to 4:59 minutes and pages per session increased slightly from 3.90 to 4.07 pages. People are engaged with the website.

Organic traffic has decreased from last year as is outlined on the next slide.

ROCKAWAY BEACH  
OREGON  
*small town. big beach.*



Average Session Duration increased from 4:37 minutes to 5:11 minutes and pages per session increased slightly from 3.82 to 3.84 pages.

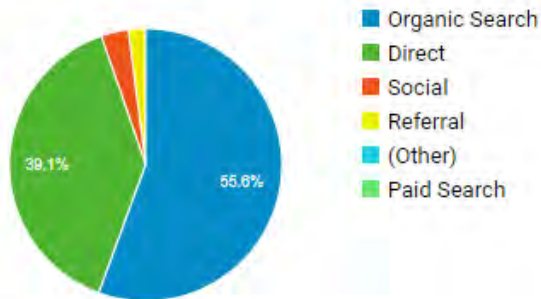
Specifically images in the blog. I am going to run an image optimization plugin to see if we can speed things up. Plus we are going to replace the huge images with smaller ones.

Primary Dimension: <a href="#">Keyword</a> <a href="#">Source</a> <a href="#">Landing Page</a> <a href="#">Other</a>							
Secondary dimension		Sort Type: Default		<input type="text"/> advanced		<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	
Source	Acquisition			Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	
Referral Spam Removed 11/02/2018	41.12% 189 vs 321	40.48% 175 vs 294	39.41% 206 vs 340	0.00% 0.00% vs 0.00%	0.63% 3.84 vs 3.82	12.36% 00:05:11 vs 00:04:37	
1. google							
Sep 23, 2020 - Oct 24, 2020	154 (81.48%)	142 (81.14%)	170 (82.52%)	0.00%	3.64	00:04:58	
Sep 23, 2019 - Oct 24, 2019	255 (79.19%)	230 (78.23%)	271 (79.71%)	0.00%	3.69	00:04:21	
% Change	-39.61%	-38.26%	-37.27%	0.00%	-1.38%	14.04%	
2. yahoo							
Sep 23, 2020 - Oct 24, 2020	16 (8.47%)	15 (8.57%)	16 (7.77%)	0.00%	4.50	00:07:02	
Sep 23, 2019 - Oct 24, 2019	19 (5.90%)	18 (6.12%)	20 (5.88%)	0.00%	4.60	00:03:51	
% Change	-15.79%	-16.67%	-20.00%	0.00%	-2.17%	83.10%	

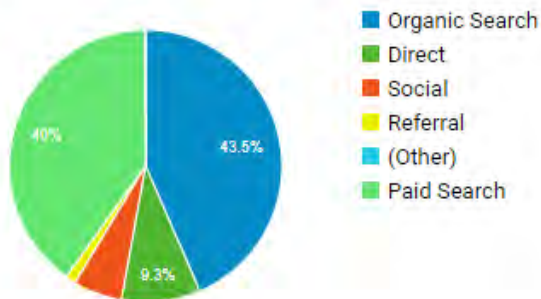
# Channel Mix

## Top Channels

Sep 23, 2020 - Oct 24, 2020



Sep 23, 2019 - Oct 24, 2019













Acquisition			Behavior			
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
Referral Spam ...	54.30% ↓	53.62% ↓	52.54% ↓	0.00%	4.33% ↑	15.46% ↑
1 Organic Search	41.12% ↓			0.00%		
2 Direct	92.75% ↑			0.00%		
3 Social	74.42% ↓			0.00%		
4 Referral	22.22% ↓			0.00%		
5 (Other)	100.00% ↓			0.00%		
6 Paid Search	100.00% ↓			0.00%		

Organic and Direct are the top traffic drivers because AdWords was shut off May 2nd. These two channels make up 95% of all user traffic. Organic Search is the top traffic driver.

Paid decreased 100% and Referral decreased 22% from last October, while social traffic decreased 74%.



# Top 10 Pages Visited

Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
<b>Referral Spam Removed 11/02/2018</b>	<b>1,518</b> % of Total: 69.54% (2,183)	<b>1,099</b> % of Total: 62.30% (1,764)	<b>00:01:37</b> Avg for View: 00:01:37 (0.00%)	<b>373</b> % of Total: 35.93% (1,038)	<b>0.00%</b> Avg for View: 64.07% (-100.00%)	<b>24.57%</b> Avg for View: 47.55% (-48.32%)
1. / 	<b>250</b> (16.47%)	179 (16.29%)	00:00:50	153 (41.02%)	0.00%	14.40%
2. /rockaway-beach-restaurants/ 	<b>148</b> (9.75%)	81 (7.37%)	00:01:27	9 (2.41%)	0.00%	18.92%
3. /restaurants/grumpys-cafe/ 	<b>97</b> (6.39%)	55 (5.00%)	00:01:21	46 (12.33%)	0.00%	31.96%
4. /outdoor/ 	<b>62</b> (4.08%)	54 (4.91%)	00:04:38	3 (0.80%)	0.00%	40.32%
5. /rockaway-beach-lodging-guide/ 	<b>59</b> (3.89%)	35 (3.18%)	00:01:31	6 (1.61%)	0.00%	18.64%
6. /rockaway-beach-shopping/ 	<b>55</b> (3.62%)	34 (3.09%)	00:01:18	8 (2.14%)	0.00%	16.36%
7. /things-to-do/ 	<b>55</b> (3.62%)	38 (3.46%)	00:00:55	7 (1.88%)	0.00%	18.18%
8. /current-events/ 	<b>43</b> (2.83%)	34 (3.09%)	00:01:02	7 (1.88%)	0.00%	23.26%
9. /eat-sleep/ 	<b>36</b> (2.37%)	30 (2.73%)	00:00:16	0 (0.00%)	0.00%	27.78%
10. /lodging-guide-vacation-rentals/ 	<b>34</b> (2.24%)	18 (1.64%)	00:01:43	9 (2.41%)	0.00%	20.59%

The Home Page received the most traffic, followed by the restaurant 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 ?
<b>Referral Spam Removed 11/02/2018</b>	<b>335</b> % of Total: 37.81% (886)	<b>314</b> % of Total: 36.43% (862)	<b>373</b> % of Total: 35.93% (1,038)	<b>0.00%</b> Avg for View: 64.07% (-100.00%)	<b>4.07</b> Avg for View: 2.10 (93.51%)	<b>00:04:59</b> Avg for View: 00:01:47 (178.28%)
1. Portland	68 (20.00%)	65 (20.70%)	70 (18.77%)	0.00%	3.87	00:05:21
2. Rockaway Beach	29 (8.53%)	26 (8.28%)	30 (8.04%)	0.00%	3.93	00:04:13
3. Tillamook	29 (8.53%)	28 (8.92%)	39 (10.46%)	0.00%	3.87	00:04:27
4. Seattle	25 (7.35%)	23 (7.32%)	25 (6.70%)	0.00%	3.56	00:04:23
5. (not set)	11 (3.24%)	10 (3.18%)	12 (3.22%)	0.00%	3.75	00:04:45
6. Boise	6 (1.76%)	4 (1.27%)	7 (1.88%)	0.00%	5.14	00:04:18
7. Vancouver	6 (1.76%)	6 (1.91%)	6 (1.61%)	0.00%	2.67	00:01:17
8. Gresham	5 (1.47%)	5 (1.59%)	5 (1.34%)	0.00%	3.60	00:02:12
9. Los Angeles	4 (1.18%)	3 (0.96%)	5 (1.34%)	0.00%	2.40	00:01:29
10. Beaverton	4 (1.18%)	4 (1.27%)	6 (1.61%)	0.00%	4.00	00:01:23
11. Tigard	4 (1.18%)	4 (1.27%)	4 (1.07%)	0.00%	4.00	00:03:18
12. San Francisco	3 (0.88%)	2 (0.64%)	3 (0.80%)	0.00%	3.00	00:04:16
13. New York	3 (0.88%)	3 (0.96%)	3 (0.80%)	0.00%	2.00	00:01:49
14. Hillsboro	3 (0.88%)	3 (0.96%)	5 (1.34%)	0.00%	4.20	00:02:12

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

The cities crossed out are the cities that were requested to be excluded, except New York.

New York was excluded because these visitors are probably looking for Rockaway Beach, NY.

# 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>	7 % of Total: 0.79% (886)	6 % of Total: 0.70% (862)	7 % of Total: 0.67% (1,038)	0.00% Avg for View: 64.07% (-100.00%)	4.29 Avg for View: 2.10 (103.78%)	00:03:12 Avg for View: 00:01:47 (78.88%)
1. <a href="#">visittheoregoncoast.com</a>	3 (42.86%)	2 (33.33%)	3 (42.86%)	0.00%	5.67	00:02:45
2. <a href="#">vacationrentalsmanzanita.com</a>	2 (28.57%)	2 (33.33%)	2 (28.57%)	0.00%	4.50	00:03:07
3. <a href="#">cbsnews.com</a>	1 (14.29%)	1 (16.67%)	1 (14.29%)	0.00%	2.00	00:07:29
4. <a href="#">staysafe.mcafeemobilesecurity.com</a>	1 (14.29%)	1 (16.67%)	1 (14.29%)	0.00%	2.00	00:00:28

Referral sites stayed at 4 from the last report. We also received one visitor from CBS news. We tried to find the link, but it is no longer on the page of an irrelevant topic:

<https://www.cbsnews.com/news/lana-del-rey-mesh-face-mask-book-signing/>





# Keyword Rankings Summary



visitrockawaybeach.org

Rockaway Beach Oregon | Small Town, Big Stories

**46%** visibility in all search engines

↑ 12%

Keywords: 75 Search engines: 3 Compare to: First Oct 25, 2020

## Visibility Progress Graph





Rankings are bouncing back. Even though search traffic overall has decreased 39% from the same time period last year.

## Visibility by Search Engine



This means that people are just not searching for Rockaway Beach and Oregon Coast keywords right now.

# Tracked Keywords in Google Top 10

#	Keyword	Google ... ^	Google Di...	Yahoo! Ra...	Yahoo! Di...	Bing US R...	Bing US Diff...
1	visitrockawaybeach.org	1	0 ▯	Not in top 50	Dropped →	1	0 ▯
2	Rockaway Beach Access	1	+1 ↑	Not in top 50	Dropped →	2	+1 ↑
3	North end Rockaway Beach	1	0 ▯	1	0 ▯	1	0 ▯
4	Rockaway Beach Oregon directions	1	+6 ↑	Not in top 50	Dropped →	4	-2 ↓
5	Rockaway Beach annual events	1	0 ▯	1	0 ▯	1	Entered ←
6	Rockaway Beach south end	1	0 ▯	Not in top 50	Dropped →	1	0 ▯
7	Rockaway Beach blog	1	+1 ↑	Not in top 50	Dropped →	1	+2 ↑
8	Beach Combing Rockaway Beach	1	+5 ↑	1	0 ▯	1	0 ▯
9	rockaway beach in oregon	 Im1(7)	+7 ↑	2	+3 ↑	2	Entered ←
10	Rockaway Beach Wayside	2	-1 ↓	1	0 ▯	1	+4 ↑
11	Beach Safety for Dogs Rockaway Beach	2	+29 ↑	1	0 ▯	1	0 ▯
12	Beach Safety for Dogs oregon	3	Entered ←	1	Entered ←	1	Entered ←
13	where is rockaway beach oregon	3	+5 ↑	Not in top 50	Dropped →	3	+1 ↑
14	Manhattan Beach Oregon	4	+11 ↑	6	+9 ↑	5	Entered ←
15	Rockaway Beach Campgrounds	4	+12 ↑	2	+5 ↑	2	+3 ↑
16	Rockaway Beach Shopping	4	+2 ↑	 Im4(3)	-2 ↓	 Im4(3)	-1 ↓
17	rockaway beach ore	5	+2 ↑	6	-1 ↓	4	0 ▯
18	what to do in rockaway beach oregon	5	-1 ↓	 Im1(3)	+7 ↑	 Im1(2)	+7 ↑
19	things to do in rockaway beach oregon	5	-1 ↓	 Im3(3)	+4 ↑	 Im1(1)	Entered ←
20	rockaway beach oregon things to do	5	-1 ↓	Not in top 50	Dropped →	 Im1(1)	+2 ↑
21	things to do rockaway beach oregon	5	-1 ↓	 Im3(3)	+4 ↑	 Im2(3)	+5 ↑
22	whale watching rockaway beach oregon	5	+7 ↑	Not in top 50	Dropped →	 Im5(1)	+15 ↑
23	rockaway oregon	5	0 ▯	3	+2 ↑	3	0 ▯



Top 10 Rankings in Google stayed at 36 keywords from last month.

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

Last month, Yahoo traffic dropped off the map. I researched this issue and have fixed the problem. We are beginning to see a recovery in Yahoo traffic this month (Outlined in red).

See next slide.

# Tracked Keywords in Google Top 10

#	Keyword	Google ... ▲	Google Di...	Yahoo! Ra...	Yahoo! Di...	Bing US R...	Bing US Diff...
24	rockaway beach lodging	6	+16 ↑	7	+15 ↑	16	+2 ↑
25	rockaway beach or	6	-1 ↓	4	0 ▣	3	0 ▣
26	RV PARKS NEAR ROCKAWAY BEACH	6	+12 ↑	Not in top 50	Dropped →	1	Entered ←
27	rockaway beach activities	7	-4 ↓	 Im2(1)	0 ▣	 Im2(1)	+1 ↑
28	rockaway beach oregon restaurants	7	+24 ↑	5	+2 ↑	6	0 ▣
29	twin rocks	7	+3 ↑	Not in top 50	Stays out ×	5	Entered ←
30	rockaway beach oregon	7	0 ▣	3	+2 ↑	2	+2 ↑
31	Beach Combing oregon	8	+5 ↑	Not in top 50	Stays out ×	12	+29 ↑
32	Rockaway Beach RV Parks	8	+9 ↑	Not in top 50	Dropped →	3	Entered ←
33	rockaway beach oregon hotels	9	+27 ↑	Not in top 50	Dropped →	12	+25 ↑
34	nedonna beach vacation rentals	9	Entered ←	Not in top 50	Stays out ×	23	Entered ←
35	Kite Flying Tips	10	-3 ↓	Not in top 50	Dropped →	30	+17 ↑
36	places to stay in rockaway beach oregon	10	+23 ↑	Not in top 50	Dropped →	11	Entered ←

Continued from previous page.



# Top Organic Keyword Clicks

Query	↓ Clicks	Impressions
rockaway beach oregon	280	52,125
grumpys cafe	208	591
grumpy's cafe	102	288
rockaway beach, oregon upcoming events	89	390
things to do in rockaway beach oregon	58	993
rockaway beach	52	14,560
sea treasures inn	50	1,137
things to do in rockaway beach, oregon	50	879
rockaway beach bonfire	48	93
breakfast near me	47	792
rockaway big tree trailhead	46	344
rockaway beach oregon open	44	107
is rockaway beach oregon open	43	118

Query	↓ Clicks	Impressions
rockaway beach fire	39	282
diamond beach oregon	39	243
things to do near rockaway beach oregon	35	329
grumpys rockaway beach	35	105
grumpys cafe rockaway beach	35	84
twin rocks oregon	34	1,371
things to do in rockaway beach	30	705
rockaway beach fires	29	194
flamingo jims	28	1,591
grumpy's cafe rockaway beach or	28	71
ocean rogue inn	27	634
rockaway beach fire rules	27	52
grumpys	26	140
visit rockaway beach	24	192

ROCKAWAY BEACH  
OREGON

# Paid Search Summary



response interactive

# Paid Search

No Activity





# response interactive

Colleen Wright

[www.responseinteractive.com](http://www.responseinteractive.com)

(503) 908-1849

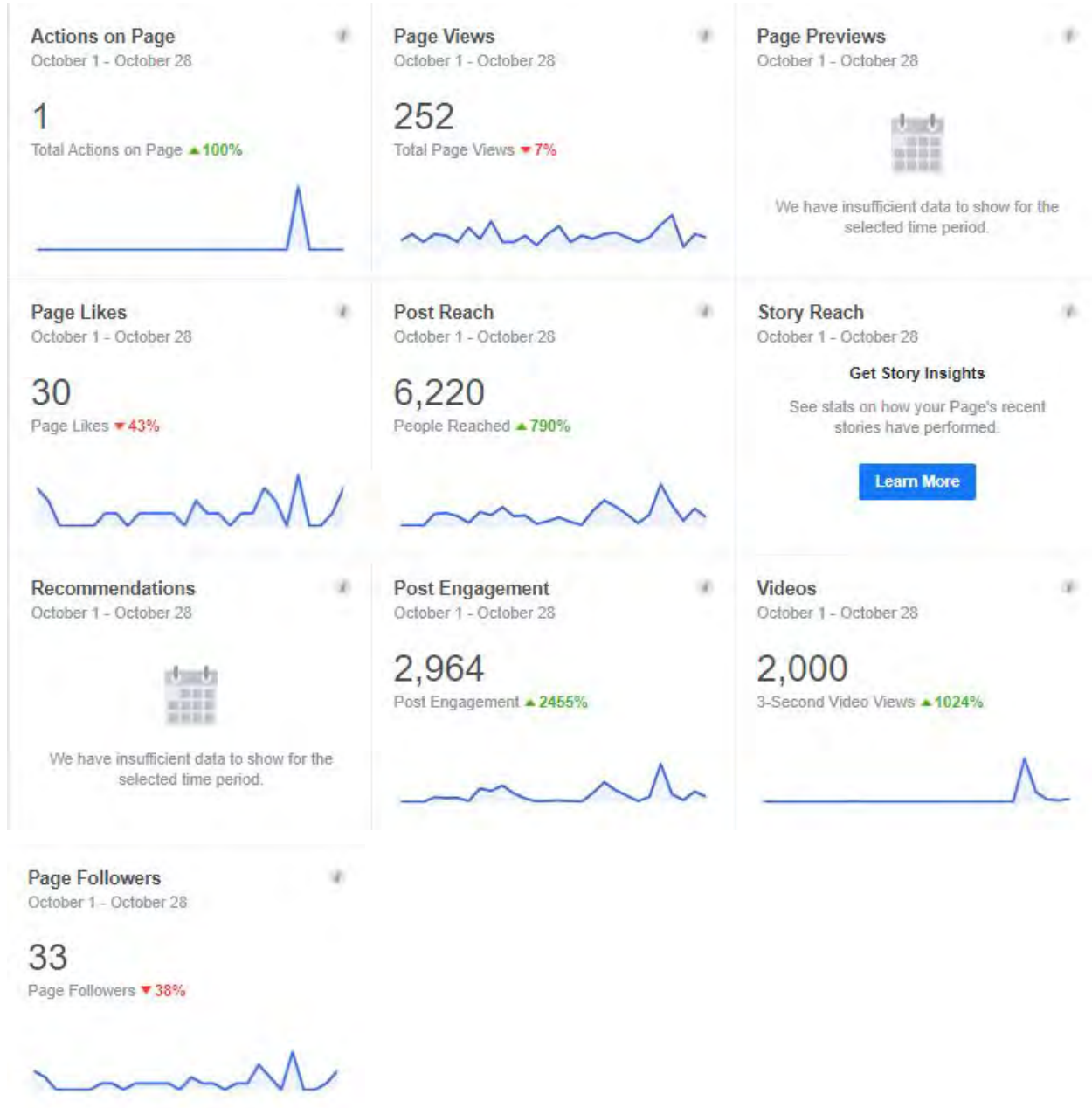
[cwright@responseim.com](mailto:cwright@responseim.com)



## Visit Rockaway Beach Social Media October Month-End Report


**Facebook:** 7,913 Total Likes 13 New

### Overview:



### Most Engaging Post:

#### Video Details



Rockaway Beach...

2:08 · Was Live: 10/24/2020 · Owned · Appears Once · View Permalink · Copy Video ID

##### Total Video Performance

Showing All

Peak Live Viewers	21
Minutes Viewed	435
1-Minute Video Views	68
10-Second Video Views	563
3-Second Video Views	1,391
Average Video Watch Time	0:10
Audience Retention	
Audience and Engagement	

#### This video is used in 1 post

Posts	Posted Date	Estimated Reach	3s Video Views	10s Video Views	Unique 3s Video Views	Post Engagement	Average Video Watch Time
Rockaway Beach	10/24/2020 12:42 PM	2.7K	1.3K 100%	563 100%	1.2K	307	0:10 / 2:08

Total 3-second video views on Facebook: 1.3K

Insights are recorded in the Pacific Time Zone and may not reflect the most recent data.

[Create Watch Party With Video](#)[Create Post With Video](#)

### October Highlights:

- Posted 20 times in October 2020
- Eight of those posts reached over 1,000 people
- Facebook Lived the kite Festival
- Had high engagement with “where are we” posts
- Posted three original blog links

**Instagram:** 725 Followers      **13 New**

### October Highlights:

- Posted 11 times in October
- Posted using unique and popular hashtags
- Shared other Rockaway Beach accounts via stories



## Newsletter:

- Emailed a newsletter Oct. 28 to 408 recipients highlighting fall activities; Grumpy's Cafe; Fall decor shopping; and Etcetera

185 Opened	13 Clicked	5 Bounced	0 Unsubscribed
---------------	---------------	--------------	-------------------

Successful deliveries	403 98.8%	Clicks per unique opens	7.0%
Total opens	335	Total clicks	17
Last opened	11/2/20 4:07PM	Last clicked	10/27/20 5:25PM
Forwarded	0	Abuse reports	0



Nan Devlin <nan@tillamookcoast.com>

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## Fall in Love with Rockaway Beach this Autumn

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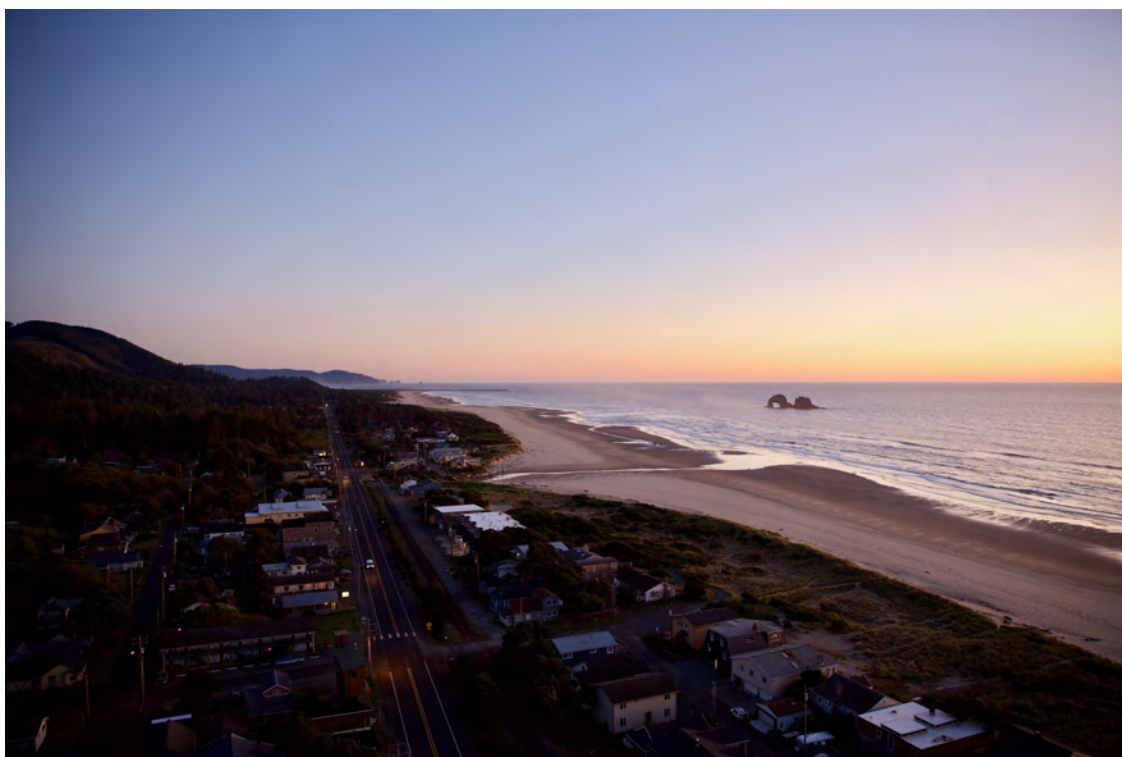
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Sat, Oct 24, 2020 at 1:53 PM

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## Fall in Love with Rockaway Beach

Traditional Halloween activities might be out the door this year, but that doesn't mean that the whole family can't have fun this fall season – and Rockaway Beach is the perfect place to do it. There is still plenty of autumn magic in the air here, and many of our favorite fall activities can be enjoyed safely and comfortably.

Give these [activities](#) a try the next time you're in Rockaway Beach.

### Fall Adventures in Rockaway Beach



Simply Charming has reopened at their new location at [130 Hwy 101 N](#) - next to The Offshore Grill. Find charming hand made gifts, antiques, jewelry and much more. Open 10 a.m. - 5 p.m. Thursday - Monday (closed Tuesday and Wednesday). And, if it's some new fall decor that you are after - don't forget about Warehouse 10 Market in Twin Rocks, Little White Church Antiques, and The Little Crow. [Find more Fall Decor Shopping Tips here.](#)





Did you know that Grumpy's Cafe is home to a local ghost? Don't worry - he's friendly enough. The staff call him Roger, and he's best known for knocking things off the shelves now and then. If you're lucky, you might catch a glimpse of him the next time you stop in to eat. Learn more about [Roger the Ghost](#).



Have you stopped in at EtCetera yet? Find a large selection of jewelry, clothing including plus sizes, household decor, custom vintage, purses, and a year-

round display of Christmas decorating items. Pop in the next time you are in town and find something new to take home with you. Located at [111 S Miller St.](#)



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