



Year-end Report: Fiscal 2020-2021
Presented by Visit Tillamook Coast



Start with good news

County budget committee approved VTC budget: as soon as county commissioners approve, can start RFP and permit process for Rockaway Beach wayfinding!



From January 2014 through December 2020, Rockaway Beach has **contributed \$596,601** to county TLT collection. 2nd largest incorporated contributor.

VTC donated
beach wheelchair
to Rockaway
Beach. managed
by Troxel's

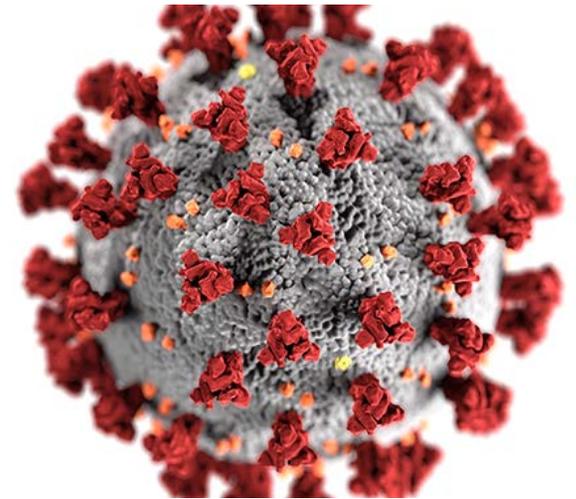


The year remained complicated by COVID: good news

Lodging gross sales substantially higher than 2020, but also higher than 2019. Q1 2021 increased 138% over Q1 2020, and 108% over Q1 2019. People are staying twice as long as in a normal year.

Restaurants and retail struggled due to changing guidelines, but most managed to stay in business by going lean: Went from highest revenues in February 2020, to a year of continuous open-close, inside-outside, takeout only-limited capacity.

Some retail expanded. Business owners have also decided to retire, opening the door to new proprietors.



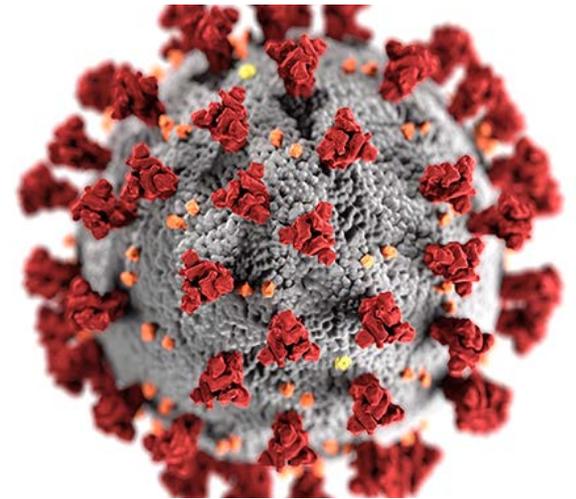
The year remained complicated by COVID: not-so-good news

Staffing is a serious problem as restrictions ease. Issues include whether vaccinations received, lack of childcare, assurance of schools remaining open, lack of housing, stress on workers from non-mask wearing customers.

Businesses struggle with **keeping staff safe** – continue wearing masks as it is hard to determine if customers are vaccinated or not.

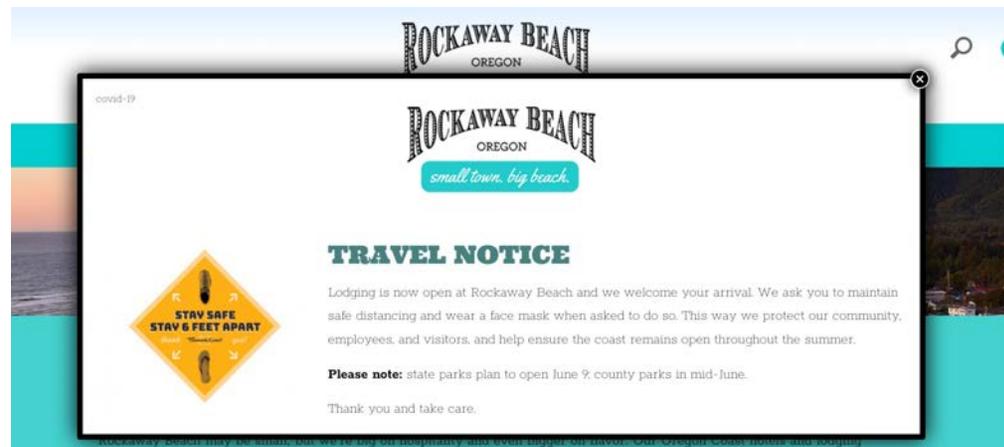
Events cancelled, even now during COVID transition, hard to manage safety, mask-resisters.

Fundraising negatively impacted.



Continued COVID safety messaging

Kept visitors informed of mask guidelines, safe distancing, changing state Risk categories, practicing patience and kindness. Shared message in e-newsletters and Facebook posts.





Food campaign during “Extreme Risk”

Tillamook Chamber continued the restaurant support campaign (resulted in \$4 million in restaurant sales throughout county)

VTC funded the gift cards and nonprofit donations through **#tillamooktakeout**



Rockaway Beach: Marketing Year in Review



James Beasley

Flamingo Jim's is my favorite beach shop. Not just in Rockaway, but along the whole coast. I have trained my kids well. They say "what's a trip to the beach without a stop at Flamingo Jim's?" They love to explore the toys and I love to explore the clothes.



Top Fan

Angela O'Brien Nelson

What a cool post! I love learning these interesting things. Thank you!



Lyn Opiela

One of our favorite places to unwind.



Like · Reply · Message · 2w

By the numbers Y-o-Y: Website Analytics

visitrockawaybeach.org

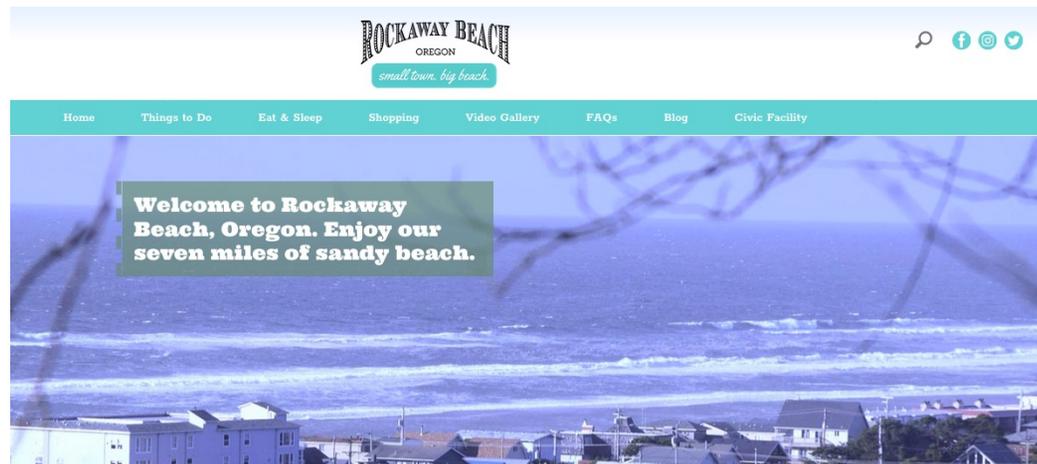
Overall website traffic increased **52%**

New users increased **55%**

Page views increased **47%**

Click-through rate increased **67%**

Average Cost Per Click decreased **39%**



By the numbers Y-o-Y: Website Analytics

visitrockawaybeach.org

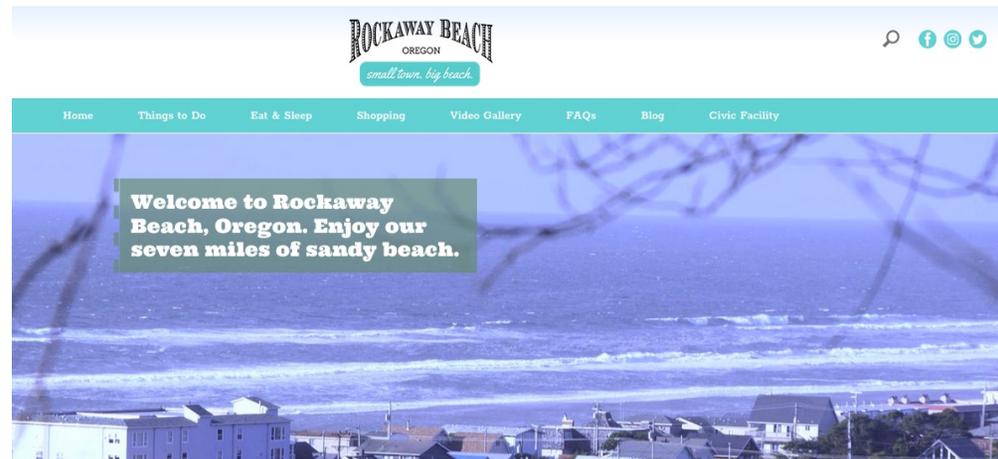
Sessions increased by **52%**

Average time on page increased by **1.95%**

Pages per session decreased **3.11%**

Top pages: 1) restaurants, 2) lodging,
3) things to do

Top 5 geolocation of site visitors: Portland,
Seattle, Beaverton, Vancouver, Boise



By the numbers Y-o-Y: Facebook Analytics

**facebook.com/
RockawayBeachTraditions**

8,103 Followers
as of May 25, 2021

290 new followers

Highest Engaging Post on Facebook:

The screenshot shows a Facebook post from the page 'Rockaway Beach' dated January 10. The post text reads: '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.' The video content is split into two panels: the left panel shows a large, multi-story house with green shutters on a cliffside with waves crashing below; the right panel shows a similar house with a tree in the foreground. The analytics panel on the right provides the following data:

Performance for Your Post		
2,187 People Reached		
331 Reactions, Comments & Shares (👍)		
68 Like	68 On Post	0 On Shares
2 Love	2 On Post	0 On Shares
2 Haha	2 On Post	0 On Shares
112 Wow	112 On Post	0 On Shares
68 Comments	65 On Post	3 On Shares
79 Shares	79 On Post	0 On Shares
1,371 Post Clicks		
0 Photo Views	0 Link Clicks (👉)	1,371 Other Clicks (👉)
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

By the numbers Y-o-Y: Instagram Analytics

- **#visitrockawaybeach**
- From 633 followers last year, now **1,007 this year**
- **59%** increase in one year

Highest Engaging Post on Instagram:



By the numbers: E-newsletter Analytics

2,401 subscribers

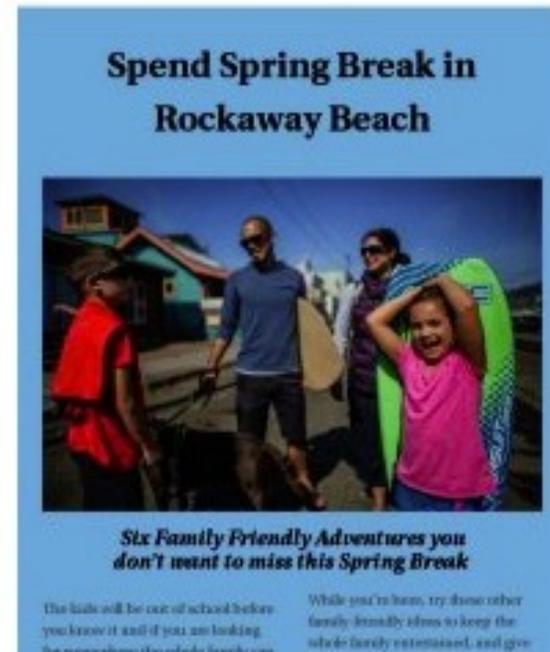
Up from 405 – huge jump – 600%

29% OPEN RATE

(nearly 3X the industry standard)

Over 65% Female

March 18, 2021



Promotions: Facebook

75 entries

Ten \$25 gift certificates
to local stores



Promotions: Print and Digital

- ParentMap – Seattle Metro (700,000 reach)
- Willamette Living Magazine (60,000 reach)
- 1859 Magazine (120,000 reach)
- Oregon Coast Today (45,000 reach)
- Salem Statesman Journal (100,000 reach)



A promotional graphic for "SUMMER ADVENTURE GUIDE to the Oregon Coast". The background is a mix of yellow and teal geometric shapes. At the top left is the Rockaway Beach logo. The main title "SUMMER ADVENTURE GUIDE" is in large orange letters, with "to the Oregon Coast" in teal below it. There are two callout boxes on the right side. The top one is titled "Boogie Boards & Beach Games" and features a photo of people walking on a path with surfboards. The bottom one is titled "Clamming & Crabbing" and features a photo of two people looking at a crab. Both callouts include a brief description and a link to visitrockawaybeach.org. A COVID-19 safety notice is also present in the center.



SUMMER ADVENTURE GUIDE to the Oregon Coast

With seven miles of sandy beach and unlimited fun, Rockaway Beach on the north Oregon Coast is a favorite getaway for generations of families. Easy to get to, and with lots of lodging options, it's the place to make family memories and traditions.

**** COVID-19 SAFETY GUIDELINES will be in place. Please wear a mask indoors and maintain safe distancing rules. ****



Boogie Boards & Beach Games

Summer is the perfect time to ride the waves of Rockaway Beach, or build sandcastles with the family. Book lodging now for fun in the sun.

→ visitrockawaybeach.org



Clamming & Crabbing

The tastiest seafood is the kind you catch yourself. All you need are the right tools and a proper license, easily available in Rockaway Beach and at local marinas. Toss a crab ring off a dock, or get a shovel and dig!

→ visitrockawaybeach.org/outdoor

What's in store?

Small, charming shops in Rockaway Beach provide a weekend of treasure hunting

Rockaway Beach on Oregon's north coast offers small-town charm and a big, big beach, drawing many generations of Oregonians. In recent years, creative local shopkeepers have turned the village that borders Highway 101 into an entertaining shopping adventure that is sure to reveal a special treasure. Here are a few of the treasure shops to explore.



Etcetera
You can't walk out of this store without that item you wanted all your life. From clothing, handbags and scarves to locally made soaps, lotions, and lip balms to knitted and crocheted baby sweater sets, adult hats and dog sweaters. And don't forget those perfect earrings and delicious jams. Gift giving is so easy here. Find Etcetera at 139 N. Millie Street on the west side of Highway 101.

Little Crow
There's a new surprise every week: the owner of this lovely store lives the best of both worlds and has been working since she was a teenager doing up antique jars and glass equipment. You'll also find a collection of soaps, candles, Czech and Indian. Find Little Crow at 104 Hwy. 101 on the east side of the highway.



Little White Church Antiques
Discover an eclectic mix of toys, clothing, special, handcrafted furniture, decor, jewelry, clothing, accessories, gifts and more. Find Little White Church Antiques at 248 Hwy. 101 on the east side of the highway.



Traxel's Gem and Jewelry
Traxel's offers the best source of handmade jewelry and gem specimens from the north coast — even rare pieces from around the world (which you won't find elsewhere). Traxel's also has buckets of agates and car stones in front of the store's Window of Co-themed jewelry gift course. Find Traxel's Gem and Jewelry at 146 Hwy. 101 on the east side of the highway.

Warehouse 10
Bring the children. You'll love it to find your treasure. As the south side of town, this huge store is filled to the brim with rock, natural fireplaces, antique glass, hand-crafted furniture and more. Find Warehouse 10 at 348 Hwy. 101 on the east side of the highway.

Trash & Treasures
One parent's trash is another parent's treasure, so the saying goes. But you'll be hard-pressed to find anything but treasure in this vintage marketplace. From the store's many vendors you'll discover Fenton Glass, mid-century modern, original art, vintage record covers and more jewelry, books — you name it, it's probably here. Plan on spending a couple of hours in this area. Find Trash & Treasures at 188 Hwy. 101 on the east side of the highway.



Simply Charming
A mix of vintage and new, this boutique recently relocated into a larger space, giving the visitor more to love. Find handmade treasures, antiques, jewelry, birdhouses, wax art, unique clothing and so much more. You'll spend the afternoon discovering wonderful items. Find Simply Charming at 110 Hwy. 101 on the east side of the highway.

Fleming's Jim's
The quintessential beach shop — t-shirts, sweatshirts, and hats, but also beach toys, strollers, surf art, toys (including a supply box of kids' beach toys), crochets, crochets, and more. Find Fleming's Jim's at 234 Hwy. 101 on the east side of the highway.

This is just a sampling of the many shopping experiences in Rockaway Beach. Come for the weekend and stop in your heart's content. Plan your trip at visit.rockawaybeach.org.



Photo by Geoff Kozawa

Rockaway Beach: Walking through old-growth silence

Just steps from busy Highway 301, at the south end of Rockaway Beach on Oregon's north coast, is an unexpected oasis of nature that grants its guests with wonder and awe. The Old Growth Center Trail — actually an ADA-friendly elevated boardwalk — takes visitors through a 30-acre preserve of wetlands and ancient trees, culminating in a moss- and giant of the granite dome of oaks — an estimated 1,200-year-old specimen that wears her age and prestige well. More about her later.

Once part of a homestead, the property has never been logged, resulting in it being the last stand of old-growth spruce, hemlock and cedar trees on the Oregon Coast. Most of the trees range from 300 to 800 years old and have lived through earthquakes, tsunamis, hurricanes, fire and development. As a local historian said, "It's what the coast used to look like."

For a few years, the property was under the care of the Nature Conservancy, which

donated the land to the city of Rockaway Beach more than 50 years ago. With the preserve prized and protected for science and education, the city leaders of Rockaway Beach decided there had to be a better way to give more people easy access. About two years ago, the city awarded funding to build a non-invasive trail, one that would protect the wetlands but also provide a remarkable, one-of-a-kind experience on the north coast.

"You'll see and hear finches, thrushes, woodpeckers, ospreys, eagles and crows, including an osprey nest at the top of trees covered in a skirt of ivy," said Bill Hassell, a local photographer and engineer who has recorded every detail of the building of the boardwalk. "The wetlands are filled with interesting plants, including my favorite, which I call 'Rockaway Ceratophyllum,' better known as slink cabbage!"

Hassell says the most wonderful part of the experience is at the end of the trail

as it turns around "The Big Tree" in the preserve — the 1,200-year-old granite dome. It measures 50 feet in circumference and about 150 feet tall. "You're in the presence of history," he said, "and I often find a sort of sacred silence when standing near it."

Each season brings its own beauty to this preserve, which provides an remarkable an experience as summer. The flora and fauna might change with the months, but it is always worth the walk.

The boardwalk is built of yellow cedar, a wood that will last as long as some of the trees. The walk is 6,000 feet round trip, and is ideal for people who need to use a walker or wheelchair, and for families using a stroller. If needed, a wheelchair can be borrowed through Thrift's Gems and Jewelry store in downtown Rockaway Beach, Call or text 541-438-2940 or email rockawaytrails@gmail.com. Which a video on the Old Growth Center Trail at www.rockawaybeach.org.



Photo by Geoff Kozawa



Photo by Geoff Kozawa



Photo by Bill Hassell

The Rockaway Beach Treasure Hunt

0 0

Small, charming stores provide a weekend of discovering that “perfect thing”

By Nan Devlin :: Photos Compliments of Visit Tillamook Coast

For generations, families from the Willamette Valley have vacationed in Rockaway Beach, and no wonder. It has small town charm and a big, big beach. But in recent years, creative shopkeepers have turned this village that borders Highway 101 on Oregon's north coast into an entertaining shopping adventure that is sure to reveal a special treasure. Best of all, these shops are locally owned, so your dollars spent here stay in the community.



oregon coast
TODAY
WINTER 2021

Make tracks to the coast

By the time you read these words, we will be on the cusp of making it through 2020 — a year that is sure to go down as one of the most challenging in recent history. It has been a long slog, but there is light at the end of the tunnel and, as you plan for what you and your family will do once life begins to return to normal, we hope you will consider a trip to the Oregon Coast. Offering a warm welcome to visitors is something of a specialty here, a place where people have sought rest and relaxation since the dawn of the automobile age. And, as if the lure of the crashing ocean, sandy beaches and trail-strewn forests wasn't enough, our local business owners have banded together to offer more than \$1,100 worth of prizes in the Great Oregon Coast Giveaway. To enter, use your phone to scan the QR code on any of the participating business profiles throughout this magazine (or click on the giveaway tab at www.oregoncoasttoday.com). Select the prizes you are interested in winning and cross your fingers. We'll pick the winners on Jan. 31, giving you another reason to head west. Stay safe.

Patrick Alexander
owner & publisher

A note on masks

The profiles in this magazine feature businesses that have supported Oregon Coast TODAY for many years. Some of the profiles use photos from our archives, showing the owners without masks, while others use new photos, showing people masked up. All of our featured businesses follow state protocols for masking and social distancing, alongside various other measures to help keep patrons safe.

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ROCKAWAY BEACH
OREGON
small town, big beach.

Taking a big breather at Rockaway Beach

With its seven miles of wide sand coastline, it's no wonder Rockaway Beach on the north Oregon Coast is such a popular destination. One visit and you'll understand why families have been flocking to this little beach town for more than a century. While many people see the beach as the perfect kite-flying destination, the place offers so much more, year-round. And it's the perfect antidote to a year filled with anxiety.

Go for a nature walk — or sit

There isn't a better time to get outside on the north Oregon Coast than right now. In winter, the crisp bare branches in the forest make bird watching easier. With better visibility, familiar forests can become completely new and unexplored kingdoms. Give the Wetlands Cedar Preserve a try for an easy, all-accessible stroll. This cedar-plank walk through wetlands leads you to the grand dame of Rockaway Beach: the 1,200-year-old cedar tree. Watch a video about it on the home page of www.visitrockawaybeach.org

Maybe you'd just like to sit and enjoy nature. Lake Lytle is the place for you. It has a roomy dock, perfect for both fishing and meditating. It's also the perfect, calm body of water for kayaking or canoeing.

Of course, a walk on the beach is always a great idea. If it's stormy, stay away from logs and waves. Instead walk closer to shore or on a coastline trail and, above all, never turn your back on the waves. Our little secret: winter can be one of the most magical times of the year.

Ride the Oregon Coast Scenic Railroad

Riding the rails in a historic train, pulled by a restored steam engine, not only provides a view of the coast like no other, it's a step back in time. The Oregon Coast Scenic Railroad is the opportunity to sit back, take in the experience of leisurely moving along the bay ocean and wetlands on the Oregon Coast, wave at passers-by, and listen for the train whistle at crossings. Catch the train in Rockaway Beach or nearby Garibaldi for a 90-minute round trip. If the weather cooperates, sit in the open-air car, and take

in the fragrance of forests and ocean air. Watch a video about the Oregon Coast Scenic Railroad at www.youtube.com/c/TillamookcoastOR/videos

Capture the perfect sunset

Winter sunsets just happen to be the best around at Rockaway Beach. The evenings are much cooler, so be sure to bundle up in a good coat or even bring a blanket and steaming cup of apple cider with you. Then, settle in for a spectacular showcase of colors, textures, and lights.

While you're there, take in the view of Twin Rocks, the Loch Ness monster-shaped formation just offshore. Formed by a large lava flow perhaps millions of years ago, Twin Rocks was once a single rock, but ocean waves gradually got their way, and the rock, at least above the water, turned into two. Twin Rocks is now a landmark — maybe we should call them an "oceanmark" — and one of the most photographed icons of the Oregon Coast.



Visit a local ghost, enjoy a local meal

Locals know that one restaurant in town has a little bit of a ghost problem. Fortunately, he's a friendly ghost (most of the time). If you haven't heard yet, legend has it that Grumpy's

Café is inhabited by a ghost that the staff calls Roger. He's not always around, but you can see his effects now and then if you're lucky.

If ghost-watching makes you extra hungry, there are lots of options in Rockaway Beach. In addition to Grumpy's, the Sand Dollar Restaurant features fresh seafood and a full bar, overlooking the beach. There's also Old Oregon Smokehouse, Upper Crust Pizza, Lakeside Hideaway, Sunrise Café, Beach Bite and the throwback bar, Rick's Roadhouse. And don't forget Pronto Pup — you can't miss it. There's a giant pronto pup on the roof.

Downtown, where the lights and shops are bright

One of the most fun things to do in winter in Rockaway Beach is to go shopping and antiquing. Think of all the perfect treasures waiting to be found. We have several suggestions: Simply Charming, The Little

Crow, Troxel's Gems and Jewelry, Etcetera, Beach Crafter's, Trash & Treasures, Flamingo Jim's, Little White Church Antiques and, at the south end of town, Warehouse 10. Just be sure to give yourself plenty of time because there is so much to see — in fact, you may need a few days to explore all the stores.

Ride a fat tire bike, go metal detecting, or follow the Yellow Brick Road

The ocean brings treasures in the winter — and you never know what shiny metal discovery is just an inch below the sand. The best way to uncover those little gifts from the waves is with a metal detector. Bring your own or rent one at metal detector from Troxel's Gem and Jewelry store (Victor Troxel is also a rockhound, so bring your agates to the store. He can identify them for you.)

Troxel also rents fat tire bikes for riding on the beach. The store is on Highway 101, right across from the beach wayside in the center of town. Not only that, Troxel built a charming mini golf course based on the Wizard of Oz's yellow brick road. It's a fun way to spend an hour or so putting around the road. Golf clubs are also available at Troxel's shop.

Have a lazy day reading books and drinking apple cider

Check out a book from the Rockaway Beach Library, located at 120 N Coral Street and settle in for a cozy afternoon reading with a cup of hot chocolate. What could be better than that? The library is open for 'express service' from noon to 5 pm each weekday. During COVID safety restrictions, patrons are asked to keep their visits to 15 minutes or less.

If you want to browse in one of the state's best independent bookstores, drive north about 15 miles to Manzanita and find your nirvana at Cloud & Leaf bookstore. We promise, you'll walk out with a shelf's worth of great reads.

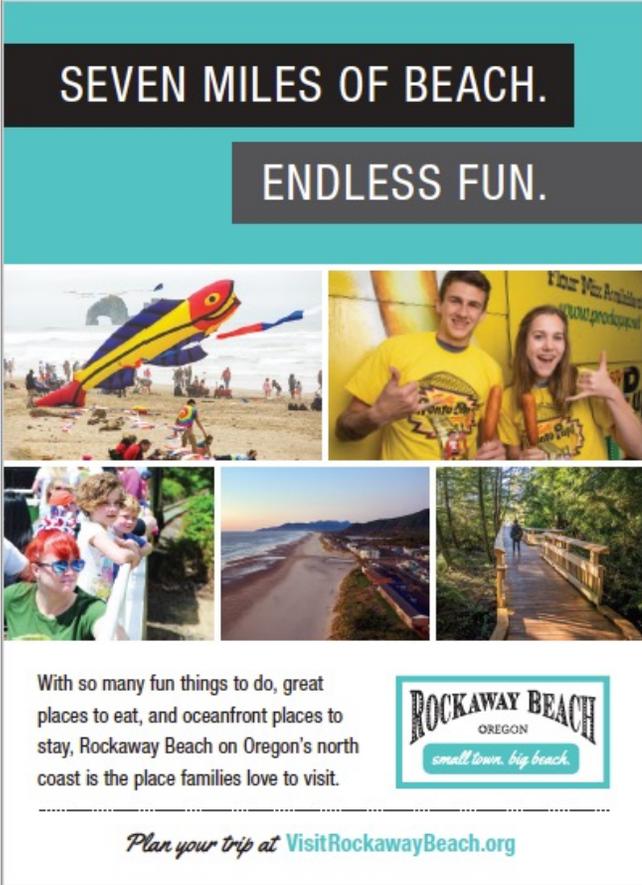
For more information and to plan your trip, go to www.visitrockawaybeach.org



Promotions: Visitor Guides

(distributed locally,
regionally, nationally, online)

- Mile-by-Mile Guide
(300,000 distribution)
- Travel Oregon
(300,000 distribution)
- Oregon Coast Visitor
Association
(100,000 distribution)
- Visit Tillamook Coast
(60,000 distribution)



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.

ROCKAWAY BEACH
OREGON
small town. big beach.

Plan your trip at VisitRockawayBeach.org



Broadcast

Grant's Getaways - KGW **Old Growth Cedar Trail**

Grant McOmie visits a rare piece of protected nature in Rockaway Beach.

<https://www.kgw.com/article/travel/destinations/grants-getaways/grants-getaways-old-cedar-trail/283-6818ce60-8421-4549-af46-0a99d43cbce1>

Earned Media

Sample articles about
Rockaway Beach

Beach Connection.net : From Rugged Tents to Real Rooms: Evolution of Oregon Coast Overnight Stays Part 1

https://www.beachconnection.net/news/history_tents_rooms_or_coast021921.php

Willamette Living Magazine: The Rockaway Beach Treasure Hunt

<https://www.willametteliving.com/the-rockaway-beach-treasure-hunt/>

Salem Statesman Journal: Take a step back in time with Rockaway Beach's natural wonders

https://www.statesmanjournal.com/story/sponsor-story/rockaway-beach/2021/05/05/take-step-back-time-rockaway-beachs-natural-wonders/4939394001/?fbclid=IwAR2PEop3KboSeRmWt6ruUIxNH5FXI0ILchBNvv0zROPS_pZUGFJ866CfoKs

Oregonlive.com: What you need to know about spring break travel

<https://www.oregonlive.com/travel/2021/03/what-you-need-to-know-about-spring-break-travel-and-covid-19-in-oregon.html?fbclid=IwAR1B8m5TvETjp2abmTOZDGVRJD9RytEISwwGSaXfdtZPX8cRKNvQJSPgNQY>

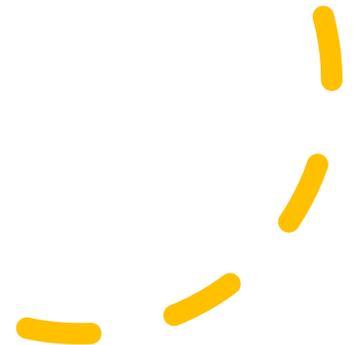
Beach Connection.net: Where a mysterious shipwreck popped up out of nowhere

https://www.beachconnection.net/news/rockaway_mystery032320.php?fbclid=IwAR0r14aLsN1hXiRhsO-zsRVg5pw67y1D4sLrjVewZ8vT7AmJPQ9AaKks5us



What's new for 2021-2022

Fresh approach to tourism:
destination marketing and
management
(see DM&M plan)



What's new for 2021-2022: Marketing: focus on stories

Stories resonate, and are shared, online and off, through multiple channels

Stories told through videos, photography, written word

Print magazines have decreased, but online magazines doing well – increases story placement opportunities

Stories can be 1) “owned” on the website, 2) “sponsored” in print or online, 3) “earned” when others write about RB



What's new for 2021-2022: improve digital assets

Enhanced website features and content: Adding Instagram to home page, enhancing content of shopping and lodging pages, more blogs, enhance Google Adwords and SEO

Enhanced security for website: prevent ever-more cyber attacks happening everywhere

Improve website analytics reporting

Video: series of six, 2-minute videos for use across all channels.

Additional contests and promotions to **increase e-newsletter subscribers, drive visitors to businesses and events**

More Facebook Live events

What's new for 2021-2022: Proposed new tourism plan

Combines destination marketing with destination management (DM&M).

- Rockaway Beach is a mature destination, but can use “upgrades” in visitor services, amenities and access
- Helps visitors learn and better appreciate what locals care about
- Some of RB room tax can be used for tourism facilities (state law allows – 70/30)



What's new for 2021-2022: Proposed new tourism plan

- VTC adopted a destination management and communications plan in 2019; county now more willing to invest in projects beyond grants – can benefit Rockaway Beach needs
- Current 5-year marketing plan is expired
- Rockaway Beach will be the first incorporated area in Tillamook County to lead in destination management



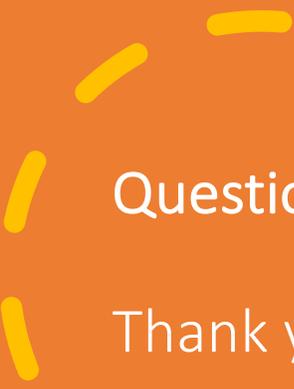
What's new for 2021-2022: Proposed new program: Grants

- Based on City of Manzanita and VTC successful grant programs
- Help businesses recover in uncertain times and improve economic vitality
- Set up a grant review committee
- VTC will hold grant writing workshops, online and in-person, advise
- VTC can manage the program through our grants administration processes



The logo for Rockaway Beach, Oregon, is centered in a white circle. It features the words "ROCKAWAY BEACH" in a large, black, stylized font with a dotted outline. Below this, the word "OREGON" is written in a smaller, plain black font. At the bottom, the slogan "small town. big beach." is written in a white, cursive font inside a teal rounded rectangle.

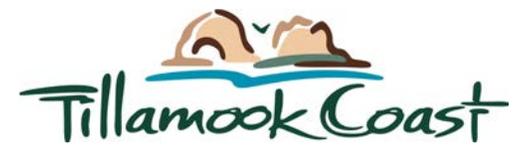
ROCKAWAY BEACH
OREGON
small town. big beach.

A series of yellow brushstroke-like lines of varying lengths and orientations, located on the left side of the slide.

Questions?

Thank you

Contact:
nan@tillamookcoast.com

The logo for Tillamook Coast is centered in a white circle. It features a stylized illustration of a coastline with brown hills and blue waves. Below the illustration, the words "Tillamook Coast" are written in a black, cursive font.

Tillamook Coast