



# ROCKAWAY BEACH

OREGON

*small town. big beach.*

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. 2<sup>nd</sup> largest incorporated contributor.

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

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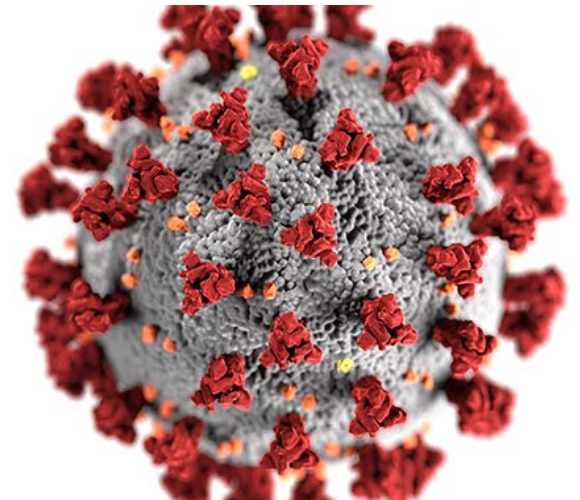


## The year remained complicated by COVID: good news

**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.



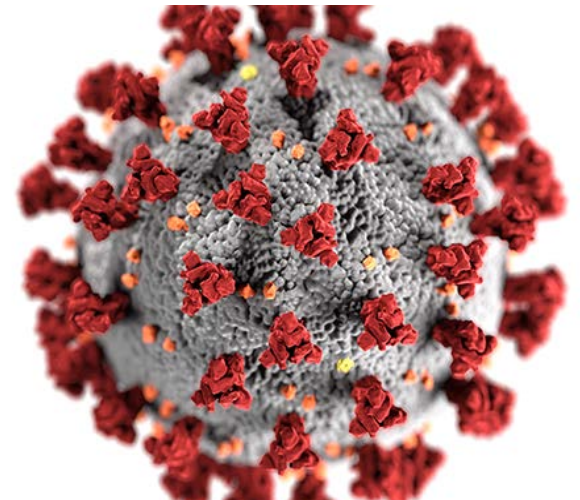
# The year remained complicated by COVID: not-so-good news

**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.

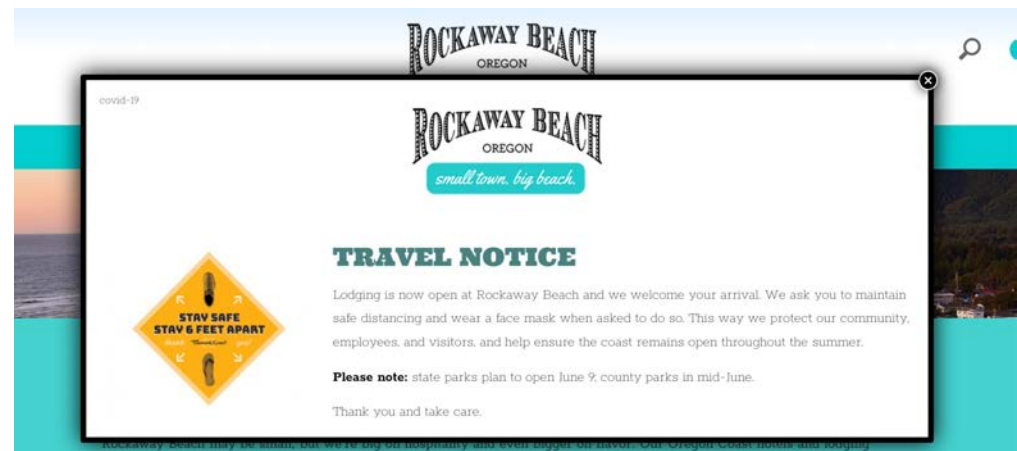
**Events cancelled**, even now during COVID transition, hard to manage safety, mask-resisters.

**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**

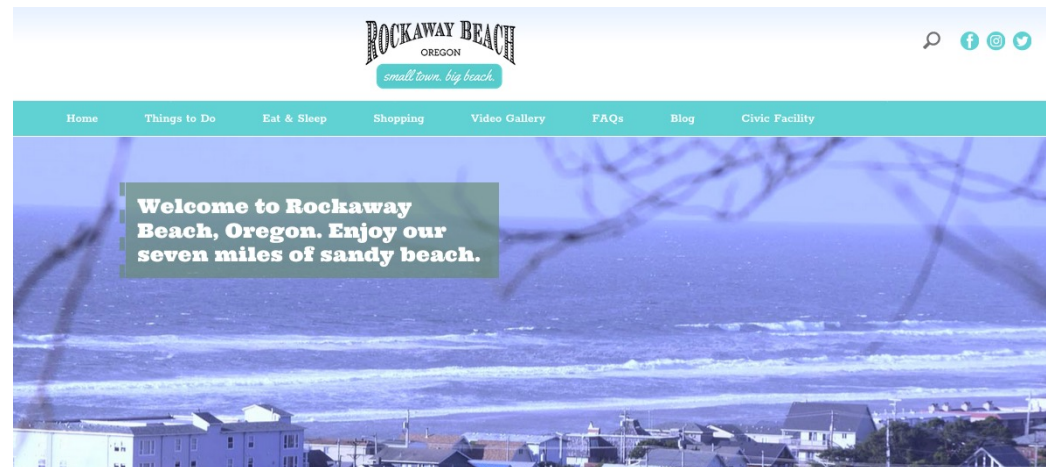
Overall website traffic increased **52%**

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

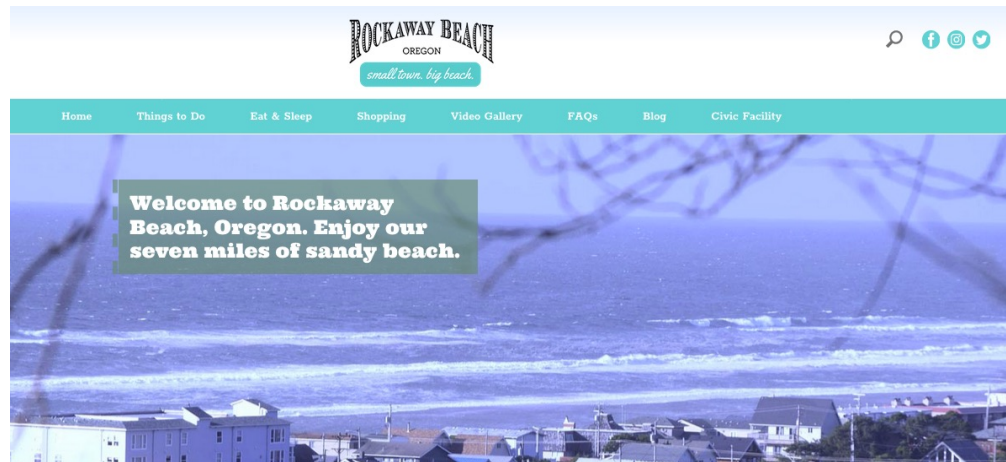
Sessions increased by **52%**

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



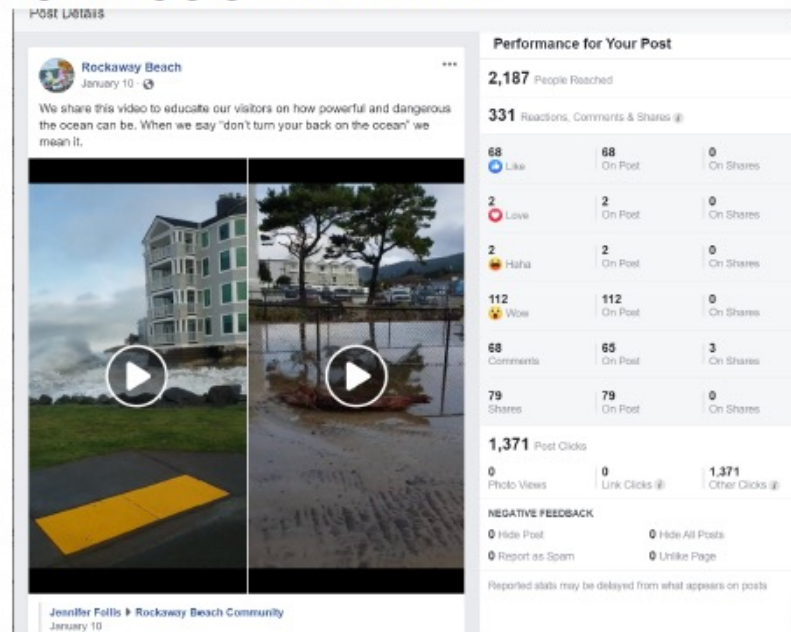
# By the numbers Y-o-Y: Facebook Analytics

**facebook.com/  
RockawayBeachTraditions**

8,103 Followers  
as of May 25, 2021

**290** new followers

## Highest Engaging Post on Facebook:





# 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

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# 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)



## What's in store?

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

**R**achway 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 this village that borders Highway 301 into an entertaining shopping adventure that is sure to reveal a special treasure. Here are a few of the many shops to explore.



## Encetera

The next walk out of this store without that item you wanted all year! From clothing, handbags and scarves to locally made soaps, lotions, and lip balms to knitted and crocheted baby winter sets, adult hats and dog sweaters. And don't forget those perfect earrings and delicious jams. Gift giving is so easy here.

Find Elvostara at 130 N Mill St.  
Street on the west side of Highway 101.



Little White Church Antiques

There is an eclectic mix of shops, vintage, upcycled, handcrafted. There are dance jewelry, clothing, accessories, gifts and more. Find Little White Church Antiques at 348 Hwy 101 on the east side of the highway.



## Fleming's Inn's

The quartermaster's beach shop — radios, communications and how to use them, maps, compasses, and all the rest of the gear that's needed for the job. The beach shop is the heart of the beach, and it's the only place where you can get anything you need. It's the only place where you can get anything you need. It's the only place where you can get anything you need.

Troxel's  
Gem and Jewelry

Thom's offers the best source of handmade jewelry and gun specimens on the north coast — even rare pieces from around the world (arch-maniacs will love it). Thom's also has buckets of agates and cat stones in front of the store's Window of Co-themed put-put golf course. Find Thom's Gem and Jewelry at 146 Hwy. 301 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 hand-made treasures, unique jewelry, birdhouses, wire art, unique clothing and so much more. You'll spend the afternoon discovering wonderful items. Find Simply Charming at 130 Hwy. 101 on the east side of the highway.

## Warehouse 10

**Warehouse 10**  
 Being the captain, you'll have to be in good luck on the way out of town, this large store is filled to the brim with great and useful items to help you on your journey. Items, signs, but they also contain useful information to help you on your journey. Warehouse 10 is a great place to go to get your supplies and information. Warehouse 10 is a great place to go to get your supplies and information. Warehouse 10 is a great place to go to get your supplies and information.



Trash  
& Treasures

One parent's trash is another person's treasure, so the saying goes. But you'll be hard-pressed to find anything but treasure in this vintage marketplace. From the street, many vendors will attract you: Fashion Glass, mid-century decor, original art, vintage crockery and linens, jewelry, books — you name it, it's probably here. Plan on spending a couple of hours in this zone. Find Trash & Treasures at 118 Hwy. 301 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 shop to your heart's content. Plan your trip at [visitorsclubrockaway.org](http://visitorsclubrockaway.org).





# Rockaway Beach: Walking through old-growth silence

Just steps from busy Highway 101, 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 Cedar Trail — actually an ADA-friendly elevated boardwalk — glides visitors through a 93-acre preserve of wetlands and ancient trees, culminating in a most-and-great-of-the-grande-dame-of-cedars — an estimated 1,200-year-old specimen that wears her age and pride 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, beavers, tornadoes, 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

deeded the land to the city of Rockaway Beach more than 10 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 received 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, nuthatches, eagles and osprey, 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 Cereals,' better known as slank 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 grande dame. It measures 50 feet in circumference and about 150 feet tall. "You're in the presence of history," he said, "and I often feel a sort of sacred silence when standing near it."

Each season brings its own beauty to this preserve, which provides as 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 341-418-2840 or email [rockawaybeach@gmail.com](mailto:rockawaybeach@gmail.com). Which a video on the Old Growth Cedar Trail at [www.rockawaybeach.org](http://www.rockawaybeach.org).





## The Rockaway Beach Treasure Hunt

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**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](http://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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# 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](http://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](http://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 way 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 the 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](http://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.

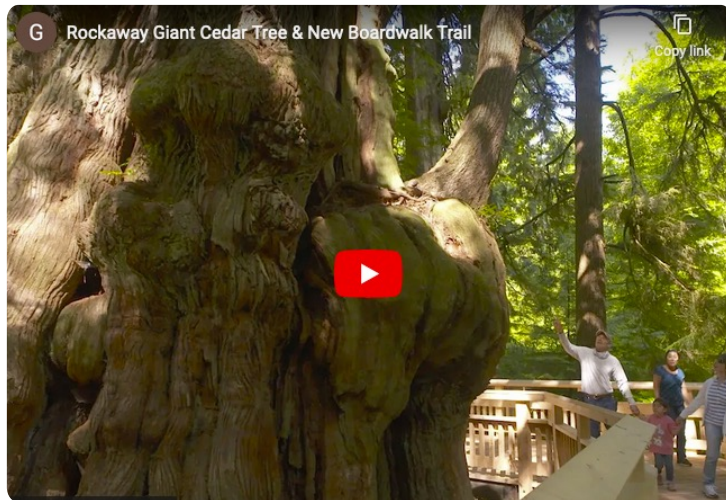


With so many fun things to do, great places to eat, and oceanfront places to stay, Rockaway Beach on Oregon's north coast is the place families love to visit.

**ROCKAWAY BEACH**  
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*small town. big beach.*

Plan your trip at [VisitRockawayBeach.org](http://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](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](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=IwAR1B8m5TvETjp2abmTOZDGVRJD9RytEISwvGSaXfdtZPX8cRKNvQJSPgNQY>

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

[https://www.beachconnection.net/news/rockaway\\_msyttery032320.php?fbclid=IwAR0r14aLsN1hXiRhsO-zsRVg5pw67y1D4sLrjVewZ8vT7AmJPQ9AaKks5us](https://www.beachconnection.net/news/rockaway_msyttery032320.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







Questions?



Thank you

Contact:  
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