

ROCKAWAY BEACH

OREGON

small town. big beach.

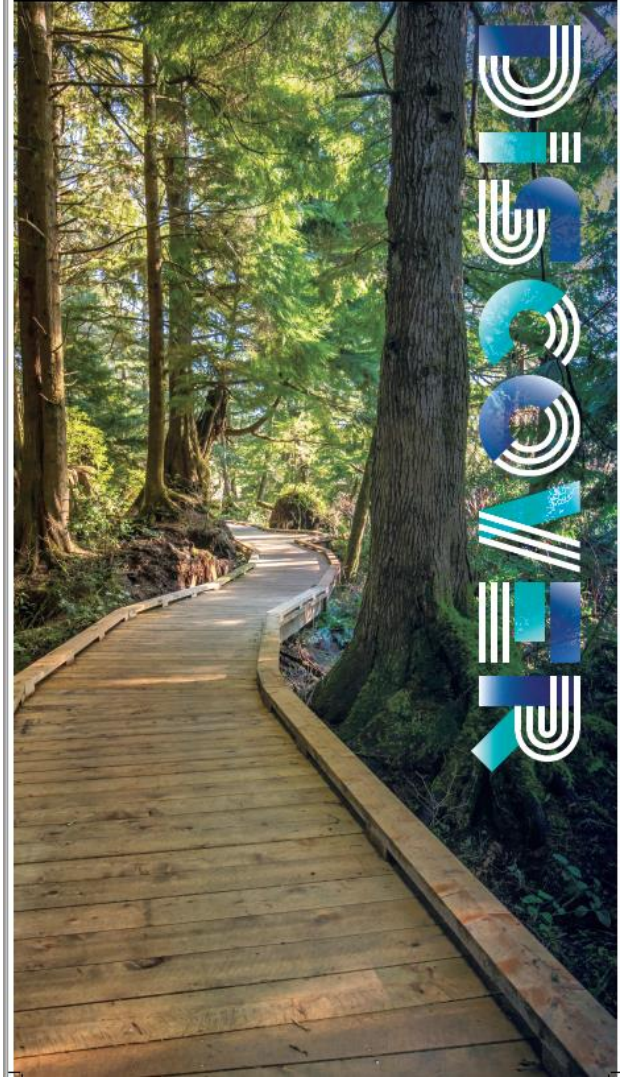
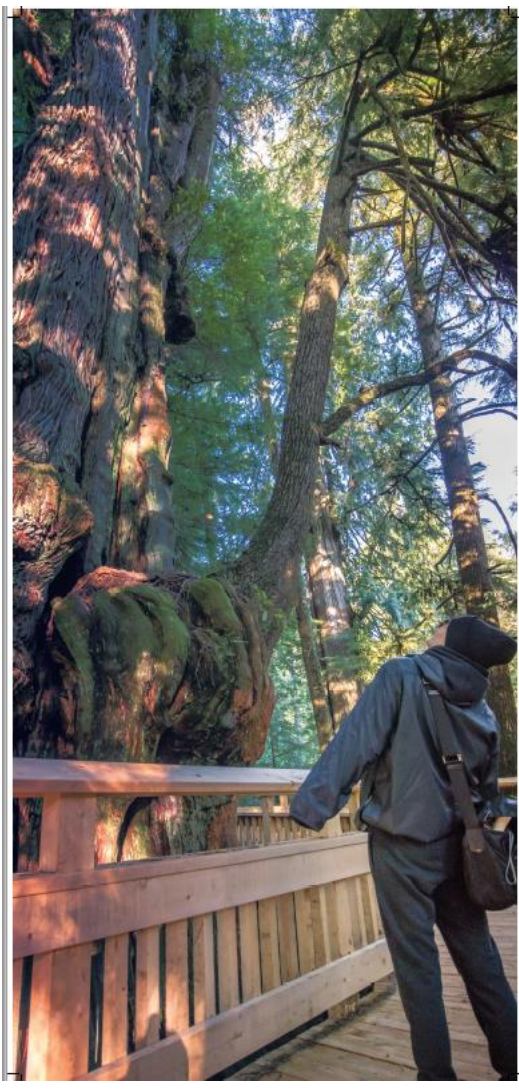
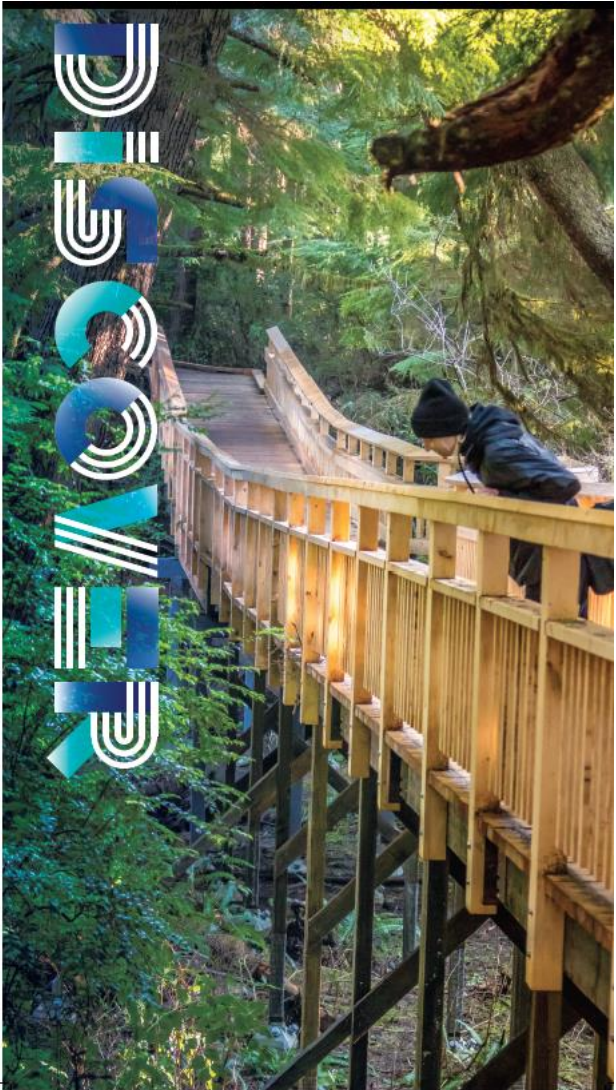
Fiscal year 2022-2023 Annual Marketing Report and Look ahead at 2023-2024

Prepared by Nan Devlin
Executive Director
Tillamook Coast Visitors Association

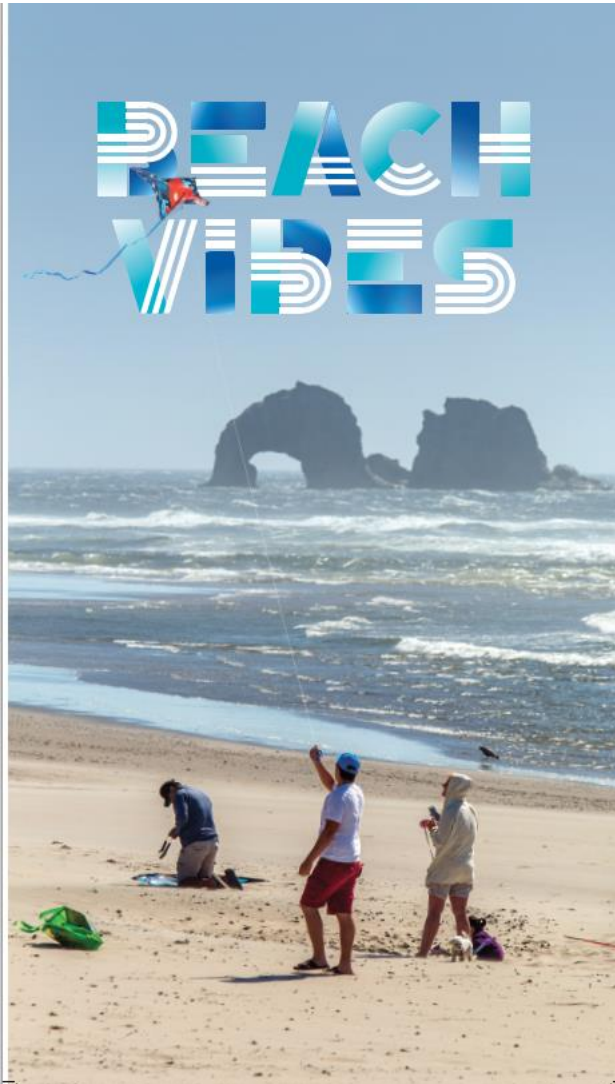


Destination Management Projects









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Doggie waste stations 10 for the price of 5 – October special

Also ordered:

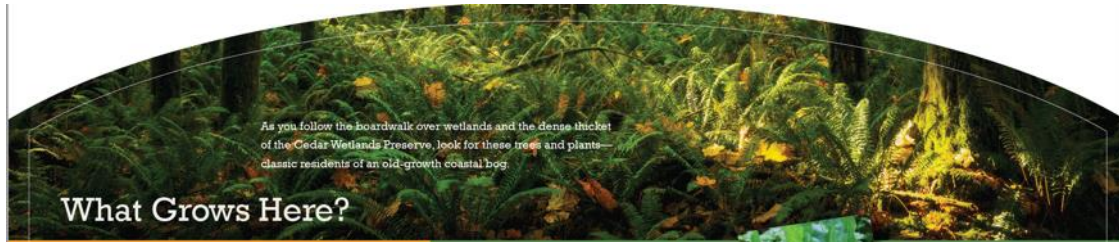
- Weather-hardy Rockaway Beach logo stickers for top of waste can
- Trash bags
- Doggie bags

Wayfinding

Old Growth
Cedar Trail



Old Growth Cedar Trail



As you follow the boardwalk over wetlands and the dense thicket of the Cedar Wetlands Preserve, look for these trees and plants—classic residents of an old-growth coastal bog.

What Grows Here?

Trees and Plants Along the Preserve Boardwalk



Western Red Cedar
(Thuja plicata)
The Western Red Cedar prefers shady, cool, moist habitat. The cedar tree holds important spiritual significance to Native peoples of the Northwest who used it for clothing, shelter, food gathering (baskets), medicines and transportation (canoes).



Red (or Oregon) Alder
(Alnus rubra)
The "veil" of this deciduous tree refers to the red dye made from its inner bark and the color of the wood when cut. Red Alder is often the first tree species to grow again on disturbed soils.



Sitka Spruce
(Picea sitchensis)
Sitka spruce thrives in the cool, wet boggy swamps of the northwestern Pacific Coast. These trees frequently act as "nurse logs" when blown to the ground but can also grow into ancient giants just like cedar.



Deer Fern
(Polystichum acrostichum)
The delicate fronds (leaves) of Deer Fern can be seen growing as small clumps on the forest floor. Its name likely derives from being a winter food source for browsing deer and elk.



Skunk Cabbage
(Lysichiton americanus)
Also known as swamp lantern, Skunk Cabbage is one of the first plants to emerge in the spring with its bright yellow spathe (the lantern) poking up from the wetland bottoms. Bruised leaves can produce a smell reminiscent of a skunk.



Salmonberry
(Rubus spectabilis)
Salmonberry loves wetlands and can grow in dense thickets. The name may have come from indigenous people's fondness for eating the berries with salmon (or pugs) but could also derive from the shimmering orange-pink color of the berries.



"There is no description, no image in any book that is capable of replacing the sight of real trees, and all the life to be found around them, in a real forest."
— Maria Montessori

Since time immemorial, the Tillamook and Nehalem people (now part of the Confederated Tribes of Siletz Indians) have walked this land. When Euro-Americans first arrived, this area was homesteaded by William Heitmiller. The wooded acres were then sold in the 1920s to Publishers Paper Company who donated this parcel in 1980 to The Nature Conservancy, an international conservation organization. In 2000, the nearly 50-acre parcel was gifted to the City of Rockaway Beach and designated a special-area wetlands.

Terri Michel (then City Manager for Rockaway Beach) had a dream to make this old growth wetland accessible to everyone. With support from the community, grant funding was secured to build this wonderful boardwalk for all to enjoy!

We Are All Stewards of This Land

Want to get involved?
North Coast Land Conservancy and The Nature Conservancy both offer volunteer opportunities in this region.

A Conservation Legacy for Rockaway Beach



Rockaway Beach's Treasured Resident

Look to the Sky!

Bend back and look skyward. Far above you, try to glimpse the uppermost branches of this ancient Western Red Cedar (*Thuja plicata*), one of the largest in North America, swaying in the breeze.

Rising out of the Salsair Creek Swamp to a height of 154 feet, this gnarled giant, known to locals simply as "The Big Cedar," is estimated to be 800–1200 years old, with a trunk almost 50 feet in circumference. The tree has weathered many a fierce coastal storm and was among the few coastal trees to survive the impact of a massive tsunami on the west coast of North America caused by the Cascadia earthquake on Vancouver Island.

Today, this magnificent tree remains a special link to our past on this coast. Let's take care of it together!



As you look up, note the hemlocks that have sprouted high above, sending their roots down through the cedar's core. On the other side, steps down offer a close experience of Salsair Creek's soggy bottomland. To avoid soil compaction, please stay on the boardwalk.



Who Lives Here?

Wildlife Along the Preserve Boardwalk

Osprey
(Pandion haliaetus)
Osprey are migratory birds, who come to Oregon in April and remain until September. Look for their large stick nest nearby in tall trees or snags, dead standing trees.

The 50 boggy acres of the Cedar Wetlands Preserve provide rich habitat to a diverse range of wildlife.



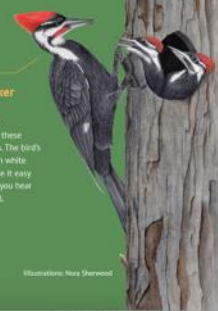
Red-breasted Nuthatch
(Sitta canadensis)
Look for this little nuthatch as it hunts for insects on the bark of trees, sometimes zigzagging down the trunk head first. Nuthatches nest and store food in tree cavities, both of their own making and ones hollowed out by woodpeckers.

Raccoon
(Procyon lotor)
With its black "mask" around its eyes, raccoons are boggy in woods and wetlands where they can find cover, food and water. This boggy preserve offers a natural habitat.



Coyote
(Canis latrans)
Intelligent and resourceful, coyotes are widely adapted to a variety of habitats and will readily take advantage of this wild pocket to forage for food. Coyotes have long been prominent in indigenous people's stories here in Oregon and throughout the West.

Pileated Woodpecker
(Dryocopus pileatus)
Pileated woodpeckers love stands of mature trees like those with plenty of downed logs. The bird's large red-capped head with white stripes across the face make it easy to identify, especially once you hear its rhythmic, whinnying call.



Illustrations: Nova Sherman

Twin Rocks Turnaround

Rockaway Beach TILLAMOOK COAST

"How inappropriate to call this planet Earth, when it is so clearly Ocean."
- Arthur C. Clarke

Sea Stacks and Shipwrecks!

Sitting just offshore, Twin Rocks

is one of the Oregon coast's most recognizable rock formations. Measuring 88 feet at its pinnacle, with an opening 35 feet across, Twin Rocks was once a single connected structure. Pounding waves and millions of years of erosion have slowly worn away the softer portions of the stone, leaving behind the two rock profiles—one arch, one stack—you see today. Part of Oregon Islands National Wildlife Refuge, Twin Rocks is closed to public access but home to a wide array of wildlife.

Nearly 2,000 sea stacks and rock islands, large and small, that dot the entire length of the Oregon coastline. The isolated islands and rocky cliffs provide ideal breeding and nesting habitat for a multitude of seabirds, seals and sea lions.



photo: Don Best

Most of the wreck is now buried under sand. But walk the beach at the foot of South Second Avenue at very low tide or after a storm, and you may see what remains of the massive wooden beams, splayed out like the bones of a gigantic whale.

Please note that it is illegal to disturb the remains or remove anything from the shipwreck site.

The 7-mile stretch of pristine

beach you see before you belies the wild and stormy nature of the Pacific Ocean. The Pacific Northwest coastline has long been fraught with danger for any who set sail off its shores. Nearly 3,000 shipwrecks have been recorded in Oregon waters alone since the late 1700s, many at river bars where strong currents pushing against the waters of the Pacific can produce fast and furious swells quickly.

One of the most dramatic took place not far from here. On February 14, 1908, the Emily G. Reed, a full-masted wooden schooner, lost its way during a foggy cold rainstorm and crashed into a sandbar south of here near the entrance to Tillamook Bay. Eight of the seventeen crew and passengers died. For many years after, the ship's cargo of sunken coal could be found along this stretch of beach.



Phyllis Baker City Park TILLAMOOK COAST

Building Community

Everyone loves a good park.

Parks creates spaces where people can meet and socialize, where families can relax and play, and they develop a sense of community within communities. Here in Rockaway Beach, our Fourth of July Celebration includes spectacular fireworks on the beach and old-fashioned fun right here in Phyllis Baker Park.



A Fourth of July tradition includes the popular Firecracker Wiener Nationals—wiener dog races that draw up to two thousand spectators, with proceeds benefitting the Tillamook Animal Shelter.



photo (left) courtesy Firecracker Wiener Nationals; logo (above); Steve Dressler



"We make a living by what we get.

We make a life by what we give."

~ Winston Churchill

How Will You Be Remembered?

Phyllis Baker (1939-2012) was a true "worker bee" for the City of Rockaway Beach. While serving two years on the City Council under Mayor Jim Watts, Baker took on the task of forming the Parks & Recreation Department and worked diligently for 18 years helping to improve the lives of residents in Rockaway Beach. In recognition of her work in the community, this park is dedicated to her memory.



Wayside gateway



Kiosk/Wayside





pic
ge.

Still to come

-
- Kiosk at Troxel's – map will be “flipped”
 - 2nd kiosk with glass-front cabinet for parking area behind city hall

MARKETING GRANTS

2022 - 2023

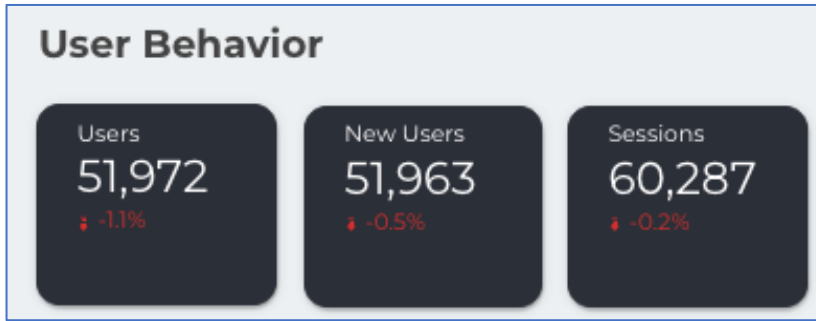


2021-2022: Grants funded - \$20,553
2022-2023: Grants funded - \$35,936

Total grant awards to date: \$56,489

Beach Bakeshop \$3000	Simply Charming \$3000	My Essential Collection \$3000
Rockaway Brazilian Jiu Jitsu \$2684	Joe's Snack Shack \$3000	Friends Rockaway Beach Library \$3000
The Original Pronto Pup \$3000	Rainy Day Fun Machines \$2500	Rockaway Beach Resort \$2570
RB Chamber of Commerce \$3000	Sand Dollar Restaurant \$3000	See Breeze Ice Cream \$1182
	Trash & Treasures \$3000	

Marketing: Website

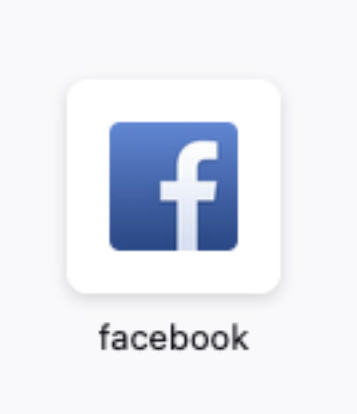


City	Sessions
Seattle	7,059
Portland	6,714
Tillamook	2,609
Los Angeles	2,346
New York	1,827
Vancouver	774
Rockaway Beach	619
Beaverton	578
Bellevue	565
Hillsboro	514
San Francisco	503
Salem	489
Phoenix	488
San Jose	473
Spokane	344
Chicago	316

Source / Medium	Sessions
google / organic	42,337
(direct) / (none)	7,038
bing / organic	3,542
yahoo / organic	1,480
duckduckgo / organic	1,298
seattle_met / display	1,291
beachconnection.net / referral	911
tillamookcoast.com / referral	262
m.facebook.com / referral	246
localadventurer.com / referral	217

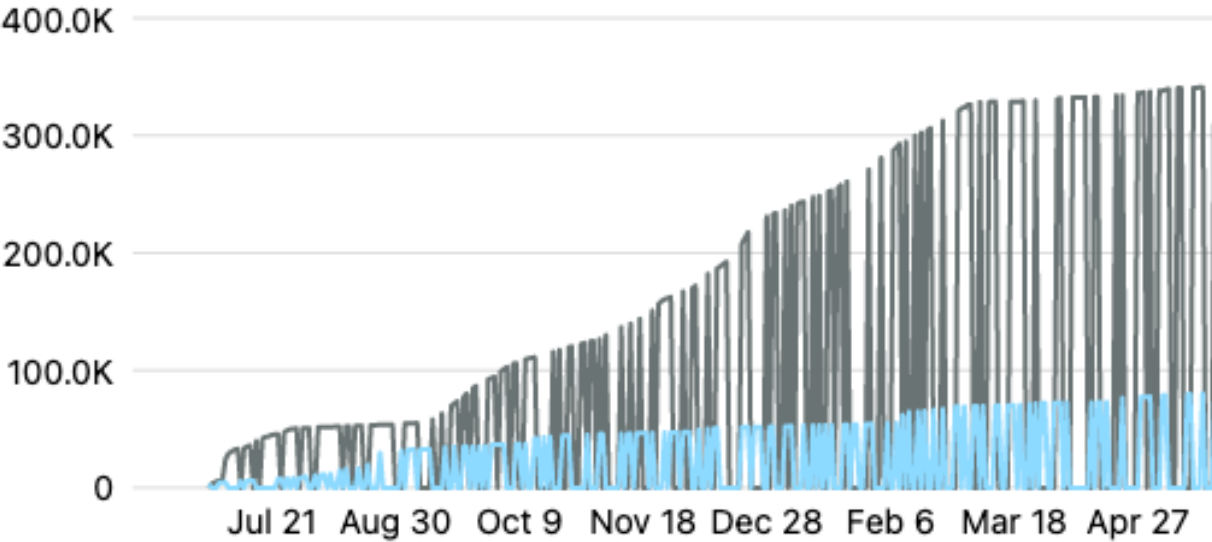
Page	Sessions
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/restaurants/grumpys-cafe/	4.8K
/restaurants/original-pronto-pup/	3.8K
/how-to-spot-rocks-when-rockhounding/	2.3K
/rockaway-beach-annual-events/	2.2K
/bonfires/	2.1K
/rockaway-beach-restaurants/	2.1K
/lodging/sea-treasure-inn/	1.1K
/current-events/	1.1K
/lodging-guide-rv-parks-camping/	1K

Marketing: Social

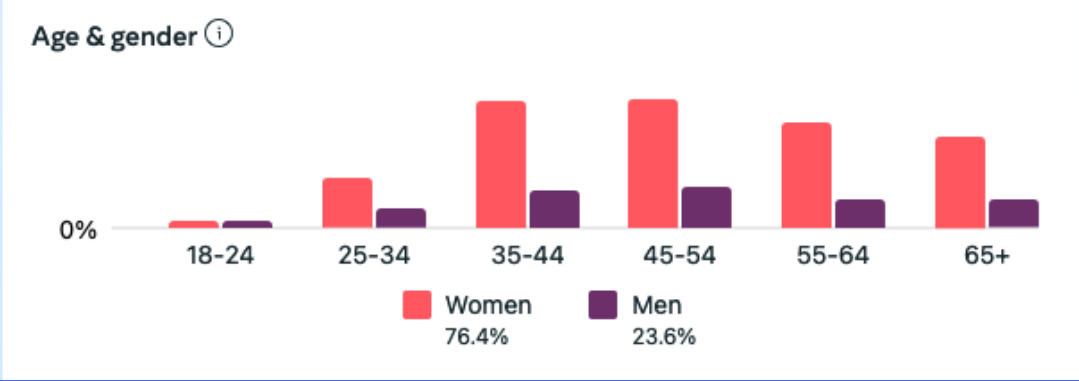


9,591 followers: July 2022
 9,766 followers: May 31, 2023

Daily Cumulative



Facebook Page reach Jul 1, 2022 – May 22, 2023
 Facebook Page reach Aug 9, 2021 – Jun 30, 2022



In previous fiscal year (21-22), we did several Facebook contests (two-night stay + meal), which drew a lot of activity.

Instagram

Instagram:
 1,199 followers: July 2022
 1,524 followers: May 31, 2023

Sponsor ads

Beachconnection.net

1859

Portland Monthly

Willamette Living

Seattle Met

Visitor Guides

Travel Oregon

Oregon Coast (OCVA)

Tillamook Coast

Podcasts

Explore Oregon

Travel Treasure

2022-23 Marketing

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

ROCKAWAY BEACH
OREGON
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Radio ads

Star 101.5 (Seattle)

Social ads

Regional Seattle

(King, Thurston, Snohomish counties)

Paid content

Willamette Living

Oregon Coast Today

ParentMap

Seattle Met E-Blast

1859 E-Newsletter

Portland Monthly E-blast

Marketing: 3 videos

- Outdoors/Cedar Trail:
<https://www.youtube.com/watch?v=DyRQq5GmEzA>
- Beach fun:
<https://www.youtube.com/watch?v=UITq03cyKdA>
- Shopping and restaurants:
https://www.youtube.com/watch?v=zX_xHadRPac

▶ 🔊 0:00 / 1:00





Marketing: Earned media

- **Oregon Public Broadcasting:** Oregon stories that brought us joy in 2022 (history of the Pronto Pup)
- **Impact and Innovation in Coffee** (Darrin Daniel of Rockaway Roastery)
- **KGW-TV:** Take a steam engine along the Oregon Coast for the holidays
- **Oregonian/Oregon Live:** How fast is your wiener dog
- **Oregonian/OregonLive** – Jamie Hale writes: Boardwalk hike leads to a towering tree in Rockaway
- **This Oregon Life:** Old Oregon Smokehouse
- **This Oregon Life:** Troxel's Golf Course
- **Fox News Business:** 10 Best Places to Buy a Beach House

Spring marketing tests

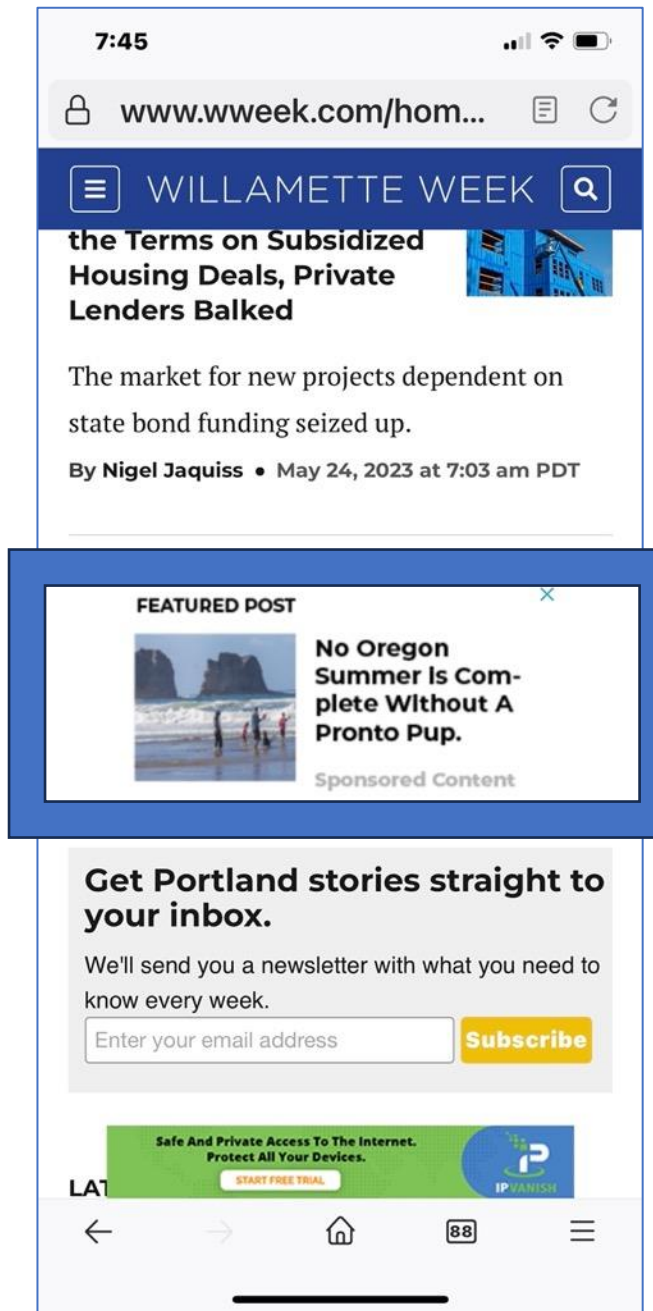
Have been working with:

Seattle area:

- ParentMap
- Star 101.5 Radio
- Digital marketing Seattle region

Oregon:

- Oregon Coast Today: inserts in Portland Tribune and Boise Weekly
- Willamette Living: 2-page ads Beachconnection.net



Testing:

Seattle area:

-*Seattle Met* – e-blasts, social media, online ads, and e-news sponsored articles

Oregon:

-*Portland Monthly* - e-blasts and e-news sponsored articles

- 1,139 story page views at an average time on of 3:16
- 1,081 social media clicks



-*Willamette Week*: online sponsored article and e-blast

Seattle Met




Sponsored Content

- Article Pageviews: 652
- Unique Pageviews: 616
- Avg. Time Spent: 2:54
- Impressions: 20,833
- Clickthroughs: 62
- Clickthrough Rate: 0.30%




Rich Media

- Impressions: 20,886
- Clickthroughs: 45
- Clickthrough Rate: 0.22%
- Engagements: 2,494
- Engagement Rate: 11.94%



Seattle Met



7 Rockaway Beach Adventures Await You This Spring




Make Great Memories
Rockaway Beach

Learn more

Social Media

- Reach: 13,152
- Impressions: 25,381
- Total Clicks*: 765
- Link Clicks*: 522
- Clickthrough Rate: 3.01%
- Likes: 63
- Comments: 5
- Shares: 4

*Link Clicks: When a user clicks directly on the destination URL for an ad.
*Total Clicks: When a user clicks anywhere on an ad (including on links, comments, shares, likes, share to page via the shared post or tag, etc.)



Targeted Eblast


Send Date:
3/27/2023

Email Sends:
50,000

Email Opens:
10,144

Clickthroughs:
1,024

Clickthrough Rate:
2.05%



Seattle Met

ROCKAWAY BEACH
ORANGE
Wash Your Face!

Experience Spring Break
on the Oregon Coast

We offer three days of coastal adventures:

- Cruise Coast Coast Island
- Snorkel and Sunbathing
- All-inclusive Fun from Coast to Coast
- Entertainment
- Drinks
- Food, Local Vendors

Visit Us Today! [Sign up now!](#)



Proposed Marketing Plan 2023-2024

Marketing 2023-2024 (year 3 of 5-year contract)

1. TV/Radio for spring break
2. TriMet Bus “King” ads, fall, spring
3. KATU-TV/online promo package for fall/holiday
4. Seattle Met and Portland Monthly e-blasts and sponsored content, fall/holiday, spring break
5. Here is Oregon (Oregonian)
6. Beachconnection.net
7. Maybe: billboard if affordable
8. Travel Oregon, OCVA, Tillamook Coast visitor guides



Bus King

Bus Kings successfully reach pedestrians and commuters alike. A high-reach format, this media quickly builds awareness for your brand.



TriMet ads will be on Portland Metro southwest routes (Beaverton, Hillsboro, Tigard, etc.)

Marketing 2023-2024 (year 3 of 5-year contract)

Update the website with a new, more robust WordPress “theme”

Incentive gift cards to encourage bus transportation to Rockaway

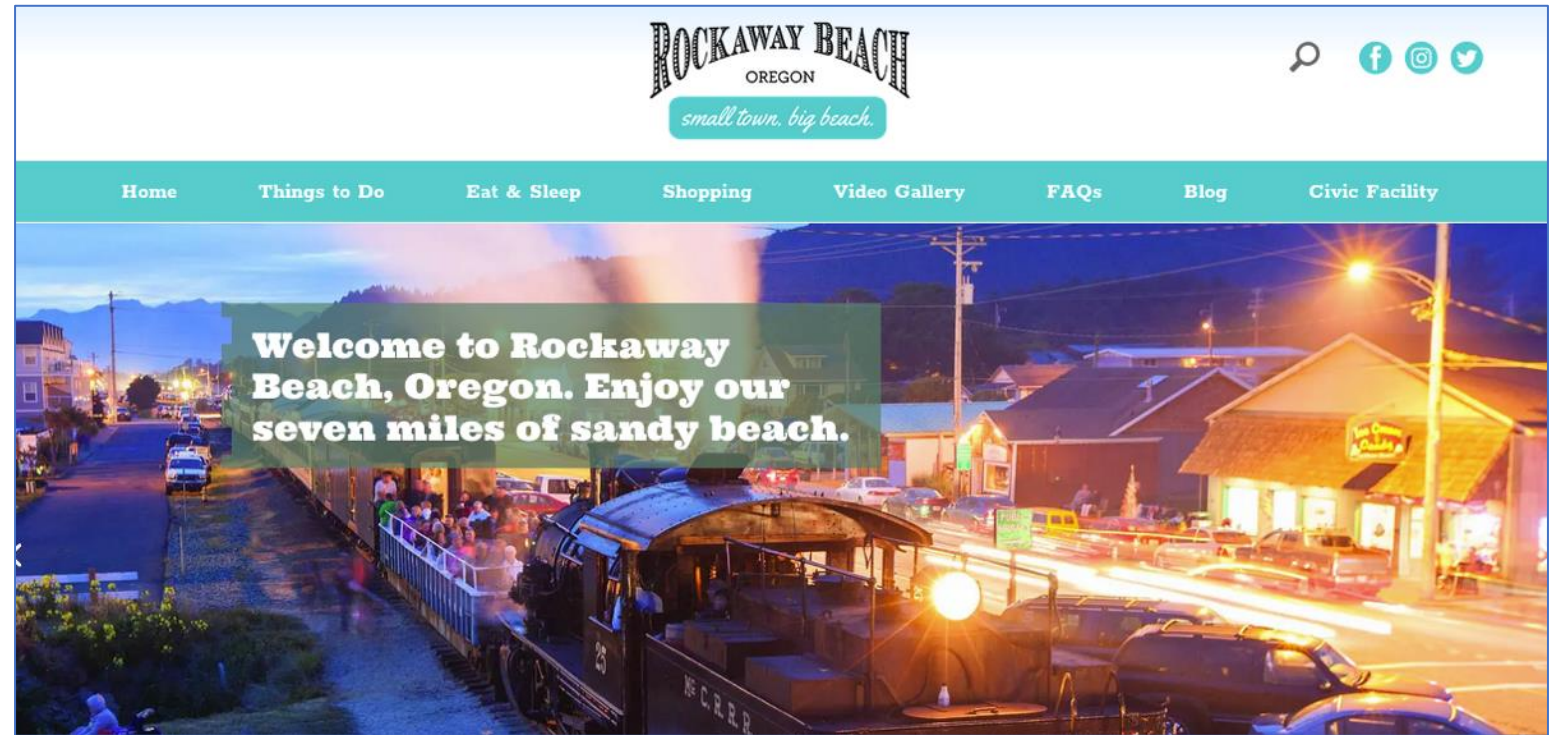
Save money, save gas. Bring your bike!

Take **The Wave** bus from Portland, Salem and Corvallis. Travel north and south on Highway 101. Use the summer weekend shuttle to get around Pacific City.



The Wave Bus – Tillamook Transportation District

Direct to Tillamook, and then up and down Highway 101, with stops between Cannon Beach and Lincoln City. Check out the [interactive map](#) from NW Connector.



City of Rockaway Beach Tourism Grants

[UPLOAD GRANT APPLICATION HERE](#)

2022-2023 City of Rockaway Beach Off-Season Tourism Marketing Grant

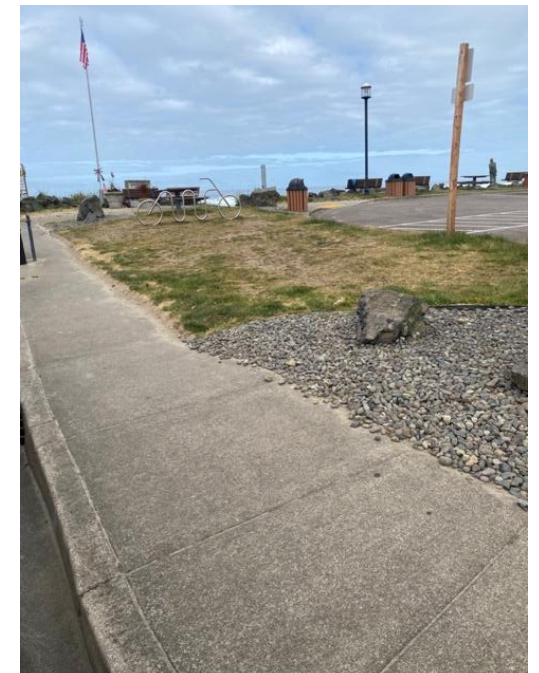
2023-2024: **\$35,000** in marketing grants, with maximum ask of **\$3000**.

Encourage collaborative marketing efforts.

Community Development 2023-2024: Canvas Products

Made from used Wind turbine blades: 20-40 year lifespan

Two Deborah benches (circular). Two Mimi benches (flat)



Width:	8'
Depth:	1' 11"
Height:	18"



Proposal: New Advertising Campaign

“Welcome: We’re Open for Business”

- Rockaway businesses are “mom and pop” – makes the town unique – no chain stores
 - Use lodging tax to help fund needed repairs/improvements
 - Can be modeled on county’s facilities grants
 - Conduct a series of stories/videos on the welcoming appeal and feel of the town “all dressed up and waiting for you?”
- **Possibilities**
 - **Improve exteriors of buildings – the look of a town is “visual advertising” (painting, repairs, open signage, friendly entrances)**
 - **ADA-entrances are “accessibility advertising”**





Thank you for trusting us with
your marketing and community
development projects

Questions?

Contact Nan Devlin

nan@tillamookcoast.com