



## November 2024: TOURISM MARKETING REPORT

### WEBSITE ANALYTICS (see attached reports)

**User Behavior:** 4,132; 4,035 new users and 4,849 sessions –

**Top keywords:** “Rockaway Beach,” “Rockaway Beach Oregon,” “Rockaway Beach Weather,” “Meredith Lodging,” “Twin Rocks,” “Rockhounding,” “Pronto Pup”

**Top User geolocations:** Seattle, Portland, Beaverton, Hillsboro, Gresham, Vancouver, Salem

**Pages most visited:** restaurants, how to get here, things to do, Grumpy’s Café, glass floats

**How did they find the site:** Google, Direct (909), Bing, PDXMonthly.com, Yahoo, duck Duck Go, tillamookcoast.com, beachconnection.net

**Actions (events) taken:** Get the Guide (**123 requests**) new newsletter subscribers: 11

### SOCIAL MEDIA

*Continuing with social campaign highlighting Rockaway Beach businesses*

**FACEBOOK:** Engagement 2,278 Followers down 30 from October, now at 12,008

**Post with the most:** Post reach 20,228; engagements 928 “Be at peace today, friends.” Nov. 5, 2024 (election day) (attached)

**INSTAGRAM:** 1861 followers, up 5 from October, 586 posts (see attached for most liked images)

### EARNED MEDIA

**Oregon’s Holiday Trains (includes OCSR’s Candy Cane Express)**

<https://www.oregonlive.com/events/2024/11/oregons-holiday-trains-return-will-run-into-january-this-year-holiday-events-guide-2024.html>

### SPONSORED MEDIA


**Portland Monthly: Rockaway Beach Hosts Winter Magic or Winter Getaway: A Rockaway Beach Itinerary**

<https://www.pdxmonthly.com/sponsored/2024/10/rockaway-beach-hosts-winter-magic-or-winter-getaway-a-rockaway-beach-itinerary>


Shopping bags arrived!

December will focus on multiple holiday stories

FACEBOOK - November 2024 Post with the Most


 **Rockaway Beach**  
Published by Dan Haag  
November 5 at 6:55 AM · 🌐

Be at peace today, friends ❤️  
Photo: Marilyn Elkins



[See insights and ads](#) [Boost post](#)

# INSTAGRAM – November – most liked posts



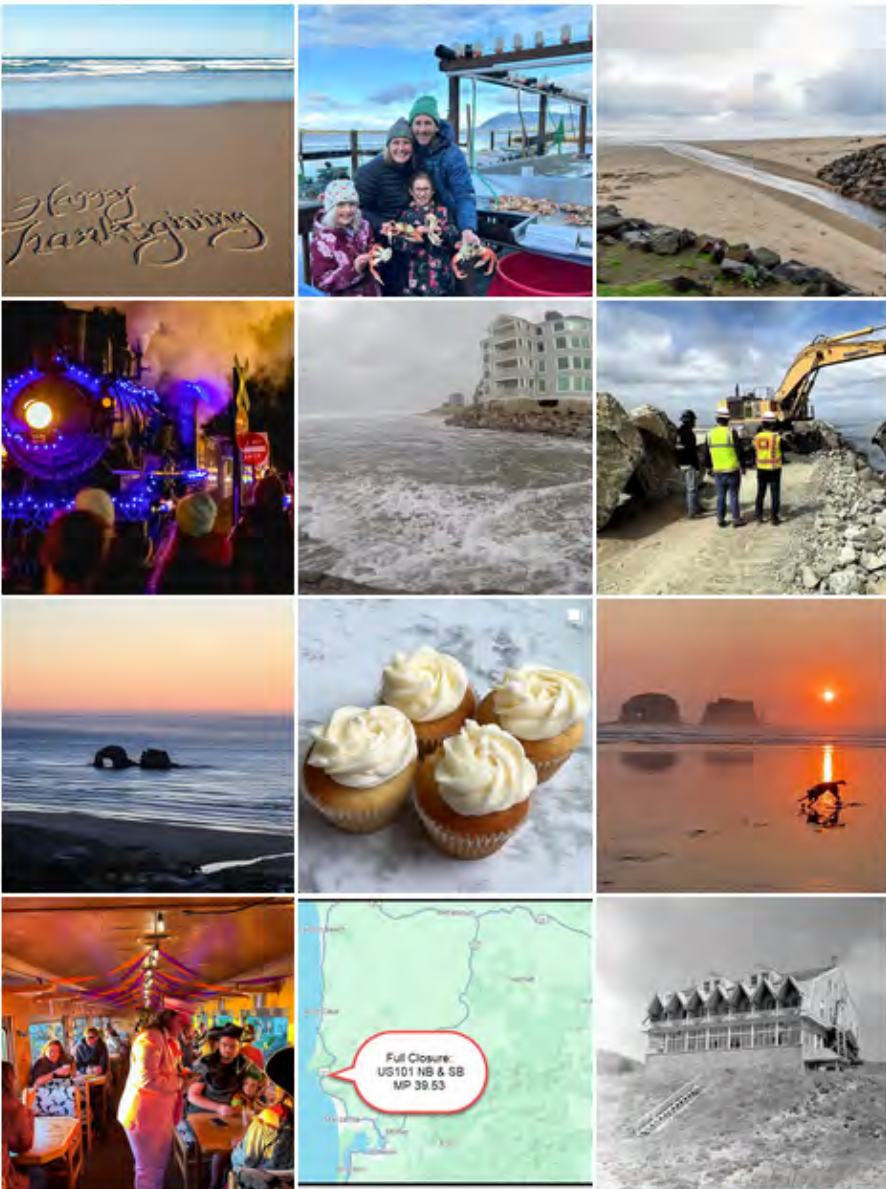
visitrockawaybeach [Edit profile](#) [View archive](#)

586 posts 1,861 followers 191 following

Visit Rockaway Beach  
Local & travel website  
Enjoy seven miles of beach and endless stories #smalltownbigbeach #rockawaybeachoregon  
@ visitrockawaybeach.org

New

POSTS   SAVED   TAGGED



# GRANT SUMMARY REPORTS

## GRANTEES

Rockaway (Joe's) Snack Shack (\$14,950)

Upper Crust Pizza (\$3,321)

Beach Bakeshop (\$20,000)

Rockaway Mercantile (\$20,000)

Sand Dollar Restaurant (\$19,680)

Lakeside Hideaway (\$17,500)\*

Trash and Treasures (\$7,500)\*

As of November 20, five organizations have completed and reported their grants successfully.

\* Two recipients did not start or complete the projects for various reasons.

## GRANT MANAGEMENT

During the 2023-24 budget process the City of Rockaway Beach made \$200,000 available to the community in the form of facade improvement grants. Businesses located in the core business district and involved in tourism were eligible to apply for up to \$20,000, with no match required.

Seven applications were received and approved for grant funding for a total of \$102,951. Approximately \$25,000 has not been invoiced (two projects have not yet started, although deadline is very near).

The grant process was managed by Tillamook Coast Visitors Association.

**CITY OF ROCKAWAY BEACH  
FACADE IMPROVEMENT  
GRANT**



# GRANTEE

## GOAL

Our goal is to make this 104 -year-old historic building in the center of town next to the wayside attractive and functional to encourage tourists to visit the store and this area.

The paint and lighting on this building has not been improved for more than 20 years

Improvements include wiring, conduit and lights along the outside, every 10 - 12' feet. Wiring in inside the building along the wall in front will connect to all outside conduit. Some wiring may have to be replaced once the ceiling is opened up. we will prep exterior walls and paint the entire building.

**Amount awarded: \$14,950**

## Comment from owner

**Debra Reeves**

*One of my goals for this project was to Start Improving the looks of our downtown Rockaway Business area. The building we own is center of town next to the Wayside and is quite noticeable. Decisions were made by determining the history and staying with the theme of 1920 when it was built for the outside lighting. This building is 104 years old and definitely needed an upgrade. I will shortly have all the history and previous owners on a plaque outside of our building for all to see. The Rockaway Beach Facade Improvement Grant made it possible. Thanks again for the efforts of all involved in accomplishing this project.*

# Rockaway Historic (Joe's) Snack Shack

## BEFORE



## AFTER



# GRANTEE

## GOAL

Beach Bakeshop wanted to improve the facade, which was of cedar shingles painted many times over, and replace it with new cedar shingles stained to reflect a more Pacific Northwest vibe. Three older plate glass windows in the front of the building will be replaced with new vinyl windows, two of which can be opened at the bottom in order to improve air flow in the building, especially in summer. The front door and screen will be moved and replaced to improve the look of the entry.

**Amount awarded: \$20,000**

## Comment from owner

**James Schroeder**

*The facade improvement grant really encouraged us to move forward with some improvements we had been thinking about already. It also helped us to focus those efforts on improving the sidewalk view of the shop. In other words, the external facade and the attractiveness to potential customers. While we spent quite a bit more than the \$20k from the grant, the grant allowed us to move forward with the improvements and expand those efforts beyond what we had originally planned. Working with the team at the Tillamook Coast Visitors Association has been incredible. They helped ensure that we were timely in our reporting and other requirements. They were helpful and understanding when the construction was delayed and worked very hard to make this process as smooth as possible. We really appreciate all of those efforts!*

# Beach Bakeshop



**BEFORE**



**AFTER**



# GRANTEE

# Sand Dollar Restaurant & Lounge



## GOAL

Sand Dollar Restaurant and Lounge wanted to update the building several ways: replace the existing front door and windows with commercial grade aluminum and glass door and matching vinyl windows to provide a professional appearance; be compliant with the ADA guidelines, equipped with the panic bar and automatic door closer, and the same doors installed from the patio side of the building as well, to provide a better appearance and functionality.

## BEFORE



**Amount awarded: \$20,000**

## AFTER



## Comment from owner Emma Heathershaw

*Last year's grant was a major accomplishment for us. The old doors started failing and the owner of the building does not want to do any improvements and as you know, profits at a restaurant are slim... So, being able to add new doors (3 of them) and double-pane windows (2) so that we can properly close them and have no air and rain coming through during the high winds and cold weather has significantly improved the comfort for the customers as well as staff. The grant has also enabled us to repair the front entrance and the ADA ramp and access.*

*Our restaurant now looks much more inviting, has more natural light as the doors are made of tempered glass and all in all is a huge improvement. We greatly appreciate the help we received with this major project.*



# GRANTEE

## Upper Crust Pizza



### GOAL

Replace the building's front entrance door. Current door is broken; leaks water and hard for our customers to open. We have tried repairing the existing door over the years and have run its course of options to repair.

**Amount awarded: \$3,321**

### Comment from owner

**Janeen McIlvenna**

*The ease with which it was possible (to replace the door was much appreciated). I loved the online application along with the easy-to-follow instructions and the way it guides you through the process. Thank you so much, I'm sure once the business is up and running again the customers will appreciate the new door!*

### BEFORE



### AFTER





# GRANTEE

## GOAL

Currently, two businesses occupy the space within. A vintage-retail shop in the west-most third of the building, and a construction office in the east-most third of the building.

The first project is to install a door, creating access to the remaining third of the building and opening up more commercial unit space in Rockaway Beach. Second, we will improve exterior lighting for aesthetic and safety purposes. The new copper outdoor wall sconces will comply with the dark-sky initiative guidelines. The sconces will compliment the new copper-penny roof we will soon be installing. Third, replace the sidewalk under the awning with a visually appealing and decorative sidewalk.

**Amount awarded: \$20,000**

**Comment from Rockaway Mercantile**  
*Receiving Facade grant funds encouraged us to begin the process of creating office spaces in our building; a project we've been considering for some time. A fresh coat of paint, new copper dark-sky compliant exterior fixtures that will beautifully oxidize over time, and an acid wash on our concrete walkway really makes the building stand up and stand out! Thank you to the City of Rockaway Beach for making these funds available.*

# Rockaway Mercantile

## BEFORE



## AFTER

