



# City of Rockaway Beach

## City Council Workshop Agenda

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**Date:** Wednesday, September 10, 2025

**Time:** 4:30 P.M. – 5:40 P.M.

**Location:** Rockaway Beach City Hall, 276 HWY 101 – 2<sup>nd</sup> Floor Conference Room

**Watch live stream here:** [corb.us/live-stream](https://corb.us/live-stream)

**View meeting later here:** [corb.us/city-council](https://corb.us/city-council)

**Join here to attend remotely:**

<https://us06web.zoom.us/j/86968945503?pwd=XsfJDJyoFdFD09zgJwE0OTm8IdeKmv.1>

Meeting ID: 869 6894 5503

Passcode: 243494

Dial by your location

253 215 8782 US (Tacoma)

**What is a City Council Workshop?** Workshops are intended to allow for preliminary discussions by the City Council and staff. Workshops are held to present information to the Council so that the Council is prepared for upcoming regular meetings. Workshops are subject to Oregon's public meeting law and must be noticed accordingly. No final City Council decisions are made during workshops. The public is encouraged to attend workshops but may not participate unless expressly asked.

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*Note: Agenda item times are estimates and are subject to change.*

### **1. CALL TO ORDER (4:30 p.m.)**

### **2. ROLL CALL**

### **3. COUNCIL BRIEFING/DISCUSSION**

#### **a. Presentation – Tourism Report – Nan Devlin, Tillamook County Visitor's Association (4:31 p.m.)**

- Year-end round-up
- Ideas for Off Season Activities
- Suggested Workforce and Tourism Training Workshops

#### **b. Salmonberry Trail Project Discussion (5:20 p.m.)**

#### **c. Other Regular Session Agenda Items Review (5:35 p.m.)**

### **4. ADJOURNMENT (5:40 p.m.)**

Fiscal Year  
2024-25  
Tourism  
Marketing  
Report

Presented by  
Nan Devlin  
Tillamook Coast  
Visitors Association

ROCKAWAY BEACH  
OREGON

*small town. big beach.*

## Lots of Activity with New and Tried-and-True Marketing Partners/Projects

### New Partners/Projects

B-Line Mobile Billboards  
Northwest Travel and Life  
KPTV  
David's Chair  
Placement of QR codes  
FB Fire Dept safety project  
KTIL extended range radio stations

### Tried and True Partners/Projects

Portland Monthly  
Seattle Met  
Willamette Living  
SeaLegs Media videos  
1859 Magazine  
Willamette Week  
Beachconnection.net  
Oregon Coast Today  
E-newsletters  
Facebook  
Instagram  
Greg Kozawa photography  
Troxel's Beach Wheelchairs



**Visit Rockaway Beach  
2024-25 Facebook,  
Instagram, E-News stats**

**Facebook**

Total Views: 714,558

Total Reach: 568,941 (82%)

Total Engagement: 34,598

Total followers: 12,461 overall  
organic gain of 496 in one year

**Instagram**

2,112 followers, overall organic  
gain of 227 in one year

**E-News (quarterly)**

10,210 subscribers  
Average open rate 18.5%  
(30% higher than average industry  
open rates)

**Visitrockawaybeach.org  
2024-25 website stats**

Total Users: 90,977

Total New Users: 90,363

Total Sessions: 108,878

FY 23-24: 30% increase

**Direct link:** (QR code  
impact): 30,521  
(FY23-24 was 11,345 -  
about 200% increase)













*small town. big beach.*

**Visitrockawaybeach.org**

**10 most popular pages  
viewed (overall):**

Restaurants  
Things to do  
Outdoor  
Annual events  
Grumpy's Café  
Shopping  
Rockhounding  
Bonfires  
How to get Here  
Lodging

Preview		Views	Reach	Interactions
	Time to visit the Old Oregon Smo... Published • Apr 10 at 9:16 AM	53,118	38,684	664
	We're less than a month away fro... Published • Jun 13 at 5:29 AM	52,669	43,612	227
	Mark your calendar - it's never to... Published • Jun 5 at 7:18 AM	43,236	34,942	211
	"Sunsets are proof that endings ... Published • Jan 28 at 5:52 AM	32,953	26,043	690
	Keeping it wild 🤪 AJ Beatty #... Published • Apr 14 at 4:50 AM	28,424	22,715	749
	It's a marvelous night for a moon... Published • Apr 16 at 6:40 AM	27,673	20,993	768
	Be at peace today, friends ❤️ Ph... Published • Nov 5, 2024	26,800	20,261	549
	This time of year, you often get v... Published • Feb 3 at 5:20 AM	24,757	19,904	251
	Perfect end to a perfect day 🐕 ... Published • Oct 3, 2024	24,708	19,836	481
	What a beautiful (and rarely seen... Published • Jun 3 at 10:14 AM	24,036	18,462	415



## Top 10 Facebook Posts





## **B-Line Mobile Billboards: By the Numbers**

Sept. 2024-June 2025  
759 hours on streets

Average 75.9 hours  
per month/19 hours  
per week.

Drivers reported  
multiple shout-outs  
about Rockaway!

*One man shouted, "I  
love Rockaway, grew  
up there."*





### Northwest Travel and Life

**Email blast:** October 2024: 13,800 email list – 45.49% open rate (average is 31.41%), CTR – 8.9%

**Email blast:** March 1, 2025: 36,900 email list – 48.63% open rate (average is 31.41%), CTR – 18.02%

**Social engagement:** October – March – 23,910 impressions, 324 Clicks, CTR 4.78%



### KPTV – TV, online

**139 TV spots** (mid-February through April) reached **834,678** viewers

**Targeted video on KPTV.com**  
700,740 impressions; 356,777 household reach.

# MONTHLY Portland

## Spring 2025 Campaign

### February sponsored content and e-blast: outdoors

1,261 story views

Social Engagements: 3,913 and  
24.2% click-through rate

### March sponsored content and e-blast: food

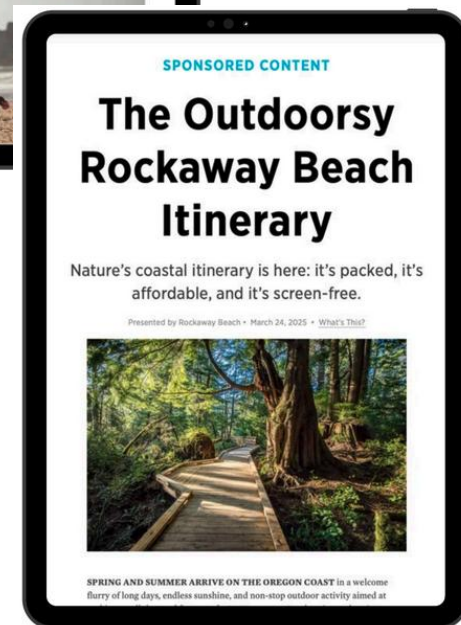
2,166 story views (942 on Seattle Met)  
2,898 social clicks, 246 likes, 29 shares  
1,369 clicks through on the e-blast

*“This (food) story has one of the highest  
engagements I've seen.”*

*Chris Healy, SagaCity Media*

### April sponsored content and e-blast: outdoors

1,093 story views (850 on Seattle Met)  
6,889 impressions on social





## Earned Media (examples)

(when others write about Rockaway Beach and we don't have to pay them to do it!)

### **'Go fast, stay low:' Wiener dogs race for charity on the Oregon Coast**

(KGW-TV, July 4, 2024)

<https://www.kgw.com/article/news/local/wiener-dogs-race-charity-oregon-coast>

### **Don't Call it a Corn Dog: How the Oregonian Pronto Pup Became a Midwestern Legend** (August 6, 2024 – PDX Eater)

<https://pdx.eater.com/24200173/oregon-pronto-pup-history-corn-dog-minnesota-state-fair>

### **Our Oregon travel reporters' best trips of 2024**

<https://www.oregonlive.com/travel/2024/12/our-oregon-travel-reporters-best-tripsof-2024.Html>

### **Oregon Coast Today**

“Access All Areas: Rockaway Beach makes great strides in accessibility”

Mayor McNeilly interviewed

<https://www.oregoncoasttoday.com/home/access-all-areas>



Video

**Accessibility is in the DNA of  
Rockaway Beach, Oregon**



### **Façade Improvement Grants 2024-25**

Tillamara (Rockaway Beach Resort) - \$30,000  
Pho Real - \$30,000  
Police Museum \$13,670  
\*Sand Dollar Restaurant - \$30,000  
Troxel's Rock Garden Mini Golf - \$24,500  
126LLC (Hope Chest building)- \$22,214  
Old Oregon Smokehouse - \$30,000  
Green Coast Market - \$17,910  
\*Joe's Snacks and Beer - \$19,250  
Pete Anderson Realty - \$6,500  
Sea Breeze - \$30,000  
Sequest Treasures - \$28,689

*\* 2<sup>nd</sup> façade improvement grant awarded*



### **Marketing Grants 2024-25**

Green Coast Market - \$3,000  
Jiu Jitsu - \$3,000  
NCAM events - \$3,000

**Total  
Grant  
Funding  
Awarded**

**\$291,733**



Old Growth Cedar Trail benches  
(big thank you's on Facebook)









# Upcoming attractions



Web-based walking tour of historic buildings



Fall campaign – 3 TV interviews, digital campaign



Fall campaign on accessibility and food stories, spring campaign for spring break



Spring campaign for spring break



Fall issue story on accessibility

Business owner video  
“reels” with videographer  
John Garcia

New photography of the  
city with Greg Kozawa

More shopping bags and  
logoed swag

My new favorite place to listen to,  
and be with, nature

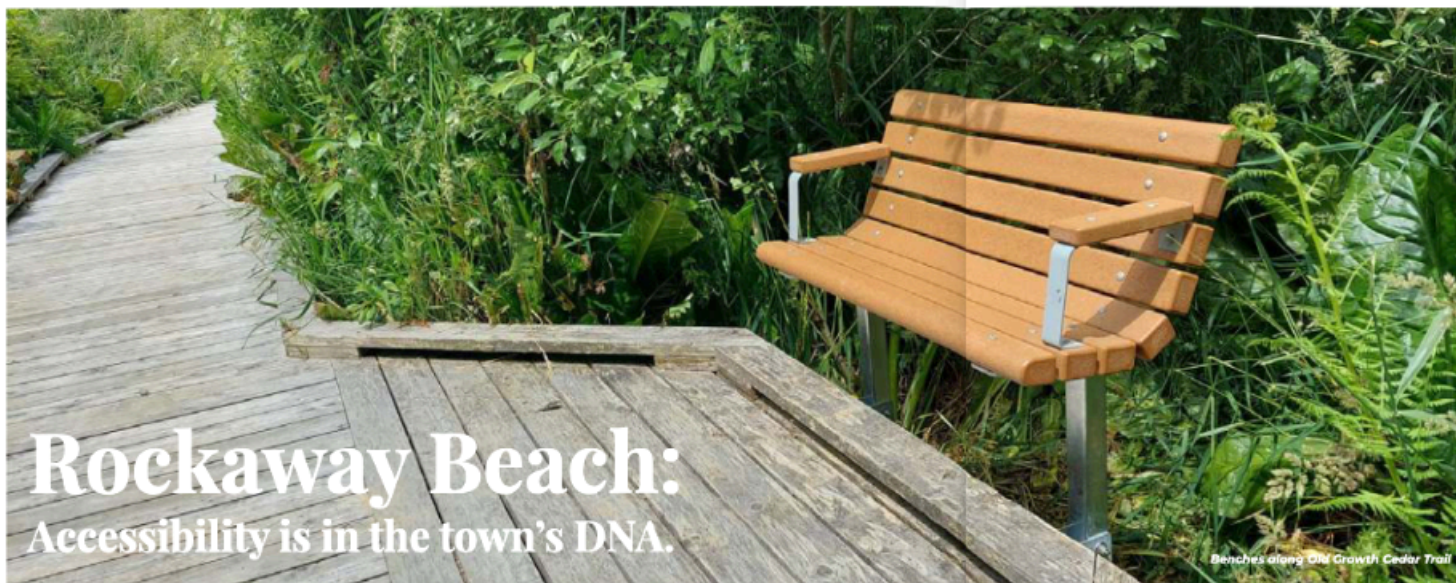


Thank you for the privilege of promoting  
and supporting the city of Rockaway  
Beach, its businesses and community.

Nan Devlin  
Tillamook Coast Visitors Association







One of Oregon's pride and glories is its entirely public shoreline. In 1967, then-Governor Tom McCall established the Oregon Beach Bill, guaranteeing that all land within 16 vertical feet of the average low tide mark belongs to the people of Oregon, thereby protecting the public's free and uninterrupted use of the beaches along Oregon's 363 miles of coastline.

In Tillamook County, the Tillamook Coast Visitors Association has worked diligently to improve access to its beaches to ensure it remains open to all. In the past three years, the tourism organization has brought nine beach wheelchairs, five David's Chairs (electric track chairs), two kayak launchers, and awarded multiple grants to businesses and organizations for accessibility projects. In 2024, Tillamook County was earned the Designation Verified recognition by Wheel the World, an international organization that works with communities on developing safe, accessible travel for those in wheelchairs.

Rockaway Beach in Tillamook County has taken accessibility to another level. In May, the city unveiled a new ramp and stairs at the Wayside in the center of town, that lead to seven miles of sandy beach.

Rockaway Beach Mayor, Charles McNeilly, learned about an older couple who were capable of walking, but previously had trouble getting down the rocky path to access the beach. "Now people can feel safe getting onto the beach, no matter their mobility issues," said the mayor.

Getting safely onto the beach is just one accessibility project accomplished by Rockaway Beach. In fact, accessibility has become a large focus and awareness for development projects in the town.

Significant investment was dedicated to improving the area at the Wayside and at the Oregon Coast Scenic Railroad platform. Previously, people had to cross railroad tracks in order to get to the beach or to the main business street of the city. Partnering with the Oregon Coast Scenic Railroad, they upgraded the road crossing to make it much easier to cross the tracks, even in a wheelchair or using a walker.



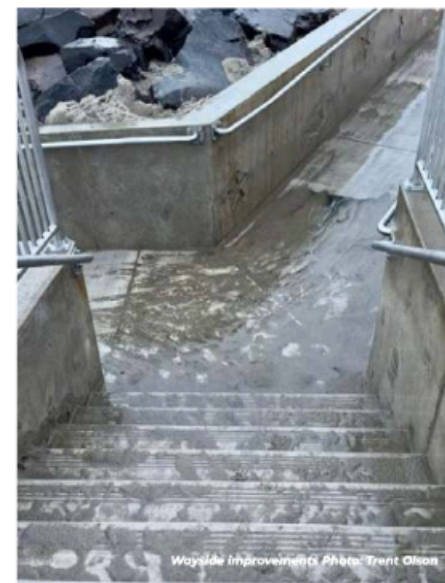
Rockaway Beach is the most recent town in Tillamook County to offer a motorized David's Chair, which makes it easy for people to "stroll" along with the beach with their families. It is kept at St. Mary's by the Sea Catholic Church, where volunteers help beach goers start rolling. The chair is free to use with reservations for up to two hours. To reserve, contact [davidchair.org](http://davidchair.org)

Just behind city hall and next door to Rockaway Beach Fire and Rescue building is the new Anchor Street Playground, a big draw for families – locals and visitors. The park has two, age-based playground structures, picnic tables, and the entire area is surfaced with ADA compliant material.

"The park has been so successful, and those in wheelchairs are able to easily enjoy the playground," said Mayor McNeilly.

One of the most popular experiences in Rockaway Beach is the Old Growth Cedar Preserve Trail. The city transformed, the 45-acre, never developed old growth forest into an easily accessible trail built on a boardwalk. The trail leads to an 800-year old Western Red Cedar that is 49 feet in circumference, making it the Grande Dame of coastal trees.

The boardwalk is accessible by wheelchairs, walkers and strollers, and recently new benches were installed for



those who might want to rest along the mile-long walk to enjoy the birds, flora and fauna.

Upcoming is an overall of Lake Lytle, the popular paddling and fishing lake at the north end of town. The city plans to improve the parking lot, add ADA bathrooms and build a boat launch to replace an old one that collapsed during a heavy storm years ago.

In addition to facilities improvements, the mayor said Rockaway Beach is with short-term rentals that qualify as "highly accessible." This way, visitors will know beforehand that the place they gather with friends and family is accessible for all, much like you can reserve a hotel room with accessibility features.

In 2024, the city launched a grant program for the local businesses that help fund accessible improvements for their customers. In just two years, they've awarded \$410,000 to nearly 20 businesses.

It's true. It's in the DNA of Rockaway Beach to welcome everyone.

Here's the link to the video:  
[https://www.youtube.com/watch?v=7yJ7lh\\_ch6U](https://www.youtube.com/watch?v=7yJ7lh_ch6U)