

CITY OF COOS BAY CITY COUNCIL
Agenda Staff Report

MEETING DATE	AGENDA ITEM NUMBER
September 3, 2013	

TO: Mayor Shoji and City Councilors

FROM: Jackie Mickelson, Executive Assistant *JM*
Through: Rodger Craddock, City Manager *REC*

ISSUE: Coos Bay-North Bend Visitor & Convention Bureau Quarterly Report by Director Katherine Hoppe

BACKGROUND:

The City of Coos Bay, the City of North Bend, and the Coquille Indian Tribe created an intergovernmental agreement with the Coos Bay/North Bend Visitor Convention Bureau (the Bureau). The purpose of the Bureau is to engage in activities designed to promote events and attractions in the Coos Bay/North Bend area. Semi-annual reports are a required component of the agreement with the Bureau. The reports are to be detailed activities of the Bureau, events, and attractions that have been promoted and funds that have been spent to date.

BUDGET IMPLICATIONS:

N/A

ADVANTAGES:

A report keeps the Council up-to-date on activities of the Coos Bay-North Bend Visitor & Convention Bureau.

DISADVANTAGES:

None

ACTION REQUESTED:

None



Coos Bay – North Bend

Visitor & Convention Bureau

Katherine Hoppe
Director of Promotions & Conventions
www.OregonsAdventureCoast.com



Coos County Visitors

What does tourism mean to Coos County?

Visitor Spending	\$233.5 Million (+5.4%)
Tourism Employment	3050 jobs
Local Tax Revenue	\$1.0 Million
State Tax Revenue	\$6.7 Million

Source: 2012 Dean Runyan & Associates



Coos County Visitors

What does tourism mean to Coos County?

Food Service	\$60.2 Million (+7%)
Arts, Ent & Rec	\$33 Million (+4%)
Retail	\$25 Million (+3.9%)
Food Stores	\$21.8 Million (+5.8%)

Source: 2012 Dean Runyan & Associates



Coos County Visitors

Travel Indicators

Visitor Spending that supports 1 job
\$73,480

Every \$100 generates \$3.50 in tax revenues
If every resident household encouraged one
additional overnight visitor = \$4 million & 54
jobs

Source: 2012 Dean Runyan & Associates



13/14 Marketing Plan

Online	34.4%
Television	28.6%
Print	22.4%
Local Awareness	5.7%
Additional Costs	8.7%

OUR TOWNS

This unique section of the Oregon coastline is known as Oregon's Adventure Coast for several reasons and when you arrive in the area, you will easily see why.

The area is comprised of the three communities of **Coos Bay**, **North Bend**, and **Charleston**. Each has their own distinctive flavor and unique draws and are tied together by Coos Bay (the water), the deepest working port between Seattle and San Francisco. While it is a common site to see huge ocean-going freighters; fishermen, kayakers and windsurfers have carved out a place to play as well.

We are here to help you plan, get here, and enjoy your visit. Check out more information below to see what makes each of our towns unique, or to plan a trip based on a specific town:



NORTH BEND

On the "North Bend" of the bay, this town boasts great beaches, the Oregon Coast's only airport, and a diverse mix of dining.



CHARLESTON

A quaint fishing village with a bustling marina, Charleston hosts freshest seafood around, and is the entry point to some of



COOS BAY

A stroll through Coos Bay shows the merging of past and present. Historic buildings dot the landscape along with a

Website



Tweet Like 2

- EVENTS**
- May 1 - October 30, 2013
Downtown Farmers Market
 - May 29 - September 2, 2013
Marshfield Sun Heritage Museum
 - August 2 - October 8, 2013
20th Annual Maritime Art

Coos Bay was established in the 1850's as Marshfield, but changed its name to Coos Bay in 1944. Year's later, the cities of Empire and Eastside merged with Coos Bay. Coos Bay is the largest city on the Oregon Coast with a current population of 18,470 and also the birthplace of legendary runner **Steve Prefontaine**.

The name Coos Bay is derived from one of the area's Native American tribes and has two Indian meanings - lake, and place of pines, both very fitting for this area. Several Native American Tribes called the Coos Bay region their ancestral homeland including the Confederated Tribes of Coos, Lower Umpqua and

OUR TOWNS

NORTH BEND
 COOS BAY
 CHARLESTON

Tell us about your past or upcoming





Coos Bay ★ North Oregon



Website



Eat & Drink in Coos Bay



Activities in Coos Bay



Lodging in Coos Bay

Prefontaine

The name Coos Bay is derived from one of the area's Native American tribes and has two Indian meanings – *like*, and *place of pines*, both very fitting for this area. Several Native American Tribes called the Coos Bay region their ancestral homeland including the Confederated Tribes of Coos, Lower Umpqua and Siuslaw Indians, and the Coquille Indians.

Today, you'll find intriguing restaurants, gourmet coffee houses, antique shops, gift shops and Coos Art Museum, the 3rd oldest art museum in Oregon. Thanks to Coos Bay's progressive vision, you'll find a rejuvenated and quickly changing downtown area with growing retail and service sectors. The downtown area known as the Old Marshfield district is adjacent to the Coos Bay Boardwalk where locals and visitors alike can often be seen enjoying the waterfront views. The best way to enjoy the downtown area is on foot, view a [historical walking tour here](#).

TRIP IDEAS

[See More](#)



Discover Historic Front Street

Hidden in plain sight, Coos Bay's Front Street was originally a wharf which became the bustling heart of a water-dependent community (even called Marshfield). From the mid-1850s until the 1920s, the south end of the waterfront street (now...)



Historic Walking Tour of Coos Bay

What now makes up the central district of Coos Bay was called Marshfield until 1944 when residents voted to change the name to Coos Bay to match the name of the Bay itself. The City of Marshfield was named after the Massachusetts home town of the...



Saltwater Fishing – Ocean & Bay

Most Pacific salmon fishing occurs April through November, and sport seasons are regulated for Coho and Chinook salmon by state and federal agencies. Check with the Oregon Department of Fish & Wildlife for the most up to date recreation report...



Coos Bay



ABOUT THE AREA | TRAVELER'S INFO | PHOTO & VIDEO GALLERY | BLOG

FEATURED ADVENTURES • OUR TOWNS

TRIP IDEAS • EAT & DRINK • ACTIVITIES • EVENTS • LODGING • DEALS

Website

EAT & DRINK

BROWSE BY TYPE

AMERICAN (38)

ASIAN FUSION (7)

FRENCH/ITALIAN (1)

ITALIAN (2)

JAPANESE (3)

LATINO (8)

MEDITERRANEAN (1)

PACIFIC

NORTHWEST (14)

PIZZA (8)

SEAFOOD (13)

THAI (3)

VARIOUS (21)

BROWSE BY TOWNS

CHARLESTON (5)

COOS BAY (48)

NORTH BEND (41)

BROWSE BY ADVENTURE

Activities: Eat & Drink



Abby's Pizza

997 South 1st Avenue
Coos Bay, OR 97620
(541) 267-8229
abbyspizzapizzeria.com



Website

Serving lunch & dinner. Offers pizza, chicken sandwiches & salads. Beer & wine available. Sun-Thurs 11am - 11pm, Fri-Sat 11am-midnight.

Activities: Eat & Drink



Bay Burger Inn

1175 Newmark Avenue
Coos Bay, OR 97620
(541) 268-3088



Serving lunch & dinner. Old fashioned burgers, shakes and fries. Mon-Fri 10am-8pm, Sat & Sun, 11am-8pm

Activities: Eat & Drink



Bonetti's Italian Restaurant

280 S. Broadway
Coos Bay, OR 97620
(541) 267-6098
bonettitalia.com



Website

Bonetti's is the popular choice for locals and tourists. When you are looking for excellent Italian cuisine set in a relaxed atmosphere, Bonetti's is the right choice. At Bonetti's Restaurant, we believe that the company of family...



TRIP IDEAS

COOS BAY

Activities: [Culture & Museums](#), [Geocaching](#), [Historical](#)



Discover Historic Front Street

Hidden in plain sight, Coos Bay's Front Street was originally a wharf which became the bustling heart of a water-dependent community (then called Marshfield). From the mid-1850s until the 1920s, the south end of the waterfront street (now...

Activities: [Culture & Museums](#), [Historical](#), [Shopping](#), [Walking & Hiking](#)



Historic Walking Tour of Coos Bay

What now makes up the central district of Coos Bay was called Marshfield until 1944 when residents voted to change the name to Coos Bay to match the name of the Bay itself. The City of Marshfield was named after the Massachusetts home town of the...

BROWSE BY DURATIONS

FULL DAY (8)

HALF DAY (7)

LONG WEEKEND (6)

BROWSE BY TOWNS

CHARLESTON (5)

COOS BAY (7)

NORTH BEND (8)

BROWSE BY ADVENTURE

ATVING & MOTORSPORTS (2)

BEACH (2)



Thank you!

Katherine Hoppe
Coos Bay-North Bend
Visitor & Convention Bureau

541.269.0215

kat@OregonsAdventureCoast.com

COOS COUNTY TRAVEL IMPACTS AND VISITOR VOLUME

Travel Indicators

Visitor Spending Impacts (2012p)

Amount of Visitor Spending that supports 1 Job	\$73,480
Employee Earnings generated by \$100 Visitor Spending	\$27
Local & State Tax Revenues generated by \$100 Visitor Spending	\$3.50

Visitor Volume (2012p)

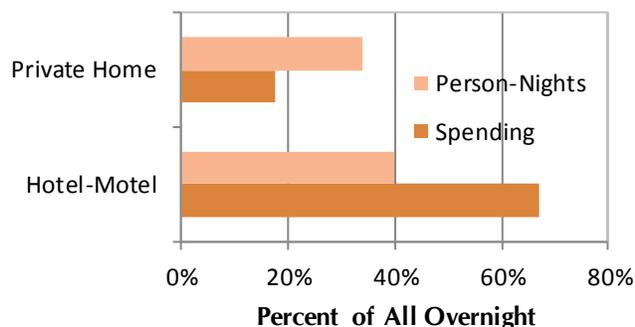
Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	\$4,003
Additional employment if each resident household encouraged one additional overnight visitor	54

Visitor Shares

Travel Share of Total Employment (2011)*	10.0%
Overnight Visitor Day Share (2012p)**	10.3%

*Source: Bureau of Economic Analysis and Bureau of Labor Statistics. Estimates by Dean Runyan Associates.

Overnight Visitor Spending and Volume



Visitors who stay in private homes typically comprise the largest share of overnight visitor volume. Visitors who stay overnight in commercial lodging typically have the greatest economic impact. There is substantial variation among destinations, however. Most rural and suburban areas have high shares of private home visitation. Urban areas tend to have greater shares of hotel/motel stays.

2012p	Person Trips (Thousands)	Person Nights (Thousands)	Visitor Spending (Millions)
Hotel, Motel	499	944	\$97.2
Private Home	265	805	\$25.5
Other Overnight	189	611	\$22.3
All Overnight	952	2,359	\$145.0

Coos County Travel Trends, 1991-2012p

	Spending (\$Millions)	Earnings (\$Millions)	Employment	Tax Receipts (\$Thousands)		
				Local	State	Total
1991	95.8	24.8	2,540	523	2,622	3,145
1992	101.4	26.3	2,460	568	2,865	3,434
1993	104.4	27.0	2,440	656	2,985	3,641
1994	107.5	28.0	2,430	743	3,089	3,831
1995	114.0	30.2	2,570	773	3,228	4,001
1996	120.4	31.8	2,630	789	3,288	4,078
1997	119.5	31.5	2,500	735	3,214	3,949
1998	128.0	34.5	2,620	775	3,437	4,212
1999	141.6	38.3	2,780	898	3,724	4,622
2000	150.9	40.6	2,740	976	3,961	4,937
2001	159.2	42.9	2,980	1,057	4,121	5,178
2002	167.0	45.1	3,000	1,112	4,217	5,329
2003	180.0	48.2	3,110	1,118	4,507	5,624
2004	187.0	49.2	3,020	1,165	4,841	6,006
2005	196.7	50.8	2,970	1,224	5,042	6,266
2006	217.8	56.0	3,130	1,262	5,528	6,790
2007	223.5	59.3	3,220	1,303	5,752	7,055
2008	232.1	61.3	3,290	1,251	5,938	7,190
2009	192.2	53.7	2,860	1,047	5,103	6,150
2010	210.0	55.9	2,930	1,074	5,403	6,477
2011	222.4	58.5	3,040	998	6,497	7,495
2012p	233.5	61.7	3,050	1,022	6,713	7,735
Annual Percentage Change						
11-12p	5.0%	5.5%	0.4%	2.4%	3.3%	3.2%
91-12p	4.3%	4.4%	0.9%	3.2%	4.6%	4.4%

Notes: Spending includes visitor spending and other travel spending (travel agencies and transportation to other Oregon destinations). Earnings include wage and salary disbursements, benefits and proprietor income. Employment includes full- and part-time payroll employees and proprietors. These direct travel impacts do not include secondary (indirect and induced) impacts. The multiple year percentage change refers to the average annual change.

Coos County Travel Impacts, 2002-2012p

	2002	2004	2006	2008	2010	2011	2012p
Total Direct Travel Spending (\$Million)							
Destination Spending	156.7	174.0	200.2	213.0	195.8	207.1	218.0
Other Travel*	10.4	13.0	17.6	19.1	14.1	15.3	15.5
Total Direct Spending	167.0	187.0	217.8	232.1	210.0	222.4	233.5
Visitor Spending by Commodity Purchased (\$Million)							
Accommodations	28.8	35.1	42.7	44.7	40.6	42.5	45.0
Food Service	41.3	45.0	51.5	55.6	53.9	56.2	60.2
Food Stores	17.3	18.5	19.6	21.3	19.9	20.9	21.8
Local Tran. & Gas	12.3	17.1	23.7	29.6	23.5	28.2	29.2
Arts, Ent. & Rec.	32.0	33.5	36.1	35.9	33.1	33.8	35.2
Retail Sales	24.9	24.7	26.6	26.0	24.8	25.5	26.5
Destination Spending	156.7	174.0	200.2	213.0	195.8	207.1	218.0
Industry Earnings Generated by Travel Spending (\$Million)							
Accom. & Food Serv.	27.2	30.9	35.9	39.5	36.1	37.9	40.3
Arts, Ent. & Rec.	8.5	8.7	9.6	11.0	9.5	9.9	10.2
Retail**	5.3	5.7	6.1	6.5	6.0	6.1	6.4
Ground Tran.	0.7	0.7	0.8	0.9	0.8	0.9	0.9
Other Travel*	3.4	3.1	3.4	3.5	3.5	3.7	3.8
Total Direct Earnings	45.1	49.2	56.0	61.3	55.9	58.5	61.7
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	1,740	1,800	1,930	2,010	1,700	1,780	1,780
Arts, Ent. & Rec.	830	800	770	840	830	860	870
Retail**	280	280	300	310	280	290	290
Ground Tran.	30	30	30	30	30	30	30
Other Travel*	120	100	100	100	90	90	80
Total Direct Employment	3,000	3,020	3,130	3,290	2,930	3,040	3,050
Government Revenue Generated by Travel Spending (\$Million)							
Local Tax Receipts	1.1	1.2	1.3	1.3	1.1	1.0	1.0
State Tax Receipts	4.2	4.8	5.5	5.9	5.4	6.5	6.7
Total Local & State	5.3	6.0	6.8	7.2	6.5	7.5	7.7

Details may not add to totals due to rounding.

*Other Travel includes resident air travel and ground transportation impacts for travel to other Oregon visitor destinations, and travel agencies. **Retail includes gasoline.

Coos County Visitor Spending and Visitor Volume

Visitor Spending by Type of Traveler Accommodation (\$Million), 2002-2012p

	2002	2004	2006	2008	2010	2011	2012p
All Overnight	96.8	110.1	129.0	141.9	129.2	137.5	145.0
Hotel, Motel	56.2	68.1	84.1	94.5	83.5	90.6	97.2
Private Home	20.3	21.2	23.3	24.6	24.0	24.9	25.5
Other Overnight	20.3	20.8	21.6	22.8	21.6	22.0	22.3
Campground	17.5	17.8	18.4	19.4	18.3	18.6	18.8
Vacation Home	2.8	3.0	3.2	3.4	3.3	3.5	3.5
Day Travel	59.9	63.8	71.1	71.1	66.6	69.6	73.0
Spending at Destination	156.7	174.0	200.2	213.0	195.8	207.1	218.0

Average Expenditures for Overnight Visitors, 2012p

	Travel Party		Person		Party Size	Length of Stay (nights)
	Day	Trip	Day	Trip		
Hotel, Motel	\$250	\$475	\$103	\$195	2.4	1.9
Private Home	\$81	\$249	\$32	\$96	2.6	3.1
Other Overnight	\$124	\$404	\$37	\$118	3.4	3.2
All Overnight	\$165	\$400	\$61	\$152	2.7	2.4

Overnight Visitor Volume, 2010-2012p

	Person-Nights (000)			Party-Nights (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	845	886	944	348	364	388
Private Home	799	795	805	312	310	314
Other Overnight	624	611	611	183	180	180
All Overnight	2,267	2,292	2,359	843	854	881

	Person-Trips (000)			Party-Trips (000)		
	2010	2011	2012	2010	2011	2012
Hotel, Motel	447	468	499	183	192	205
Private Home	263	261	265	102	101	102
Other Overnight	193	189	189	57	55	55
All Overnight	902	919	952	342	349	363

**Coos Bay - North Bend Visitor Convention Bureau
2013/14 Advertising**

Online 34.4% =

Madden Media Google Search	\$12,000	
(or) Travel Oregon CozyCation		(\$3,500)
Facebook Campaign		\$5,000
KDOCK/SEO	\$1,750	
KATU online campaign	\$6,000	
Online campaign TBD	\$5,000	
Madden Retargeting Campaign	\$5,000	
Out of the Box Social Media	\$3,600	
	#####	

TV Advertising 28.6%

Joy of Fishing	\$9,180
KDRV (Medford)	\$6,000
KOBI/KOTI (Medford)	\$2,505
KEZI (Eug/Rose)	\$6,000
KMTR - days drive (EUG/Rose)	\$2,000
Southern Oregon Partnership	\$2,000
	#####

Print advertising 22.6%

OCVA Guide	\$1,615	
Mile x Mile	\$2,842	
Madden Media Insert	\$4,700	
Salmon Steelhead Journal	\$3,400	
Salmon Trout Steelheader	\$1,600	
Portland Monthly	\$2,600	
Northwest Travel	\$1,500	
Via Magazine	\$3,480	
Eugene airport options		information pending
	#####	

Local Initiatives

Culinary Institute	\$1,000	
Travel Matters	\$2,500	
State Welcome Center Conf	\$2,000	
Airport Advertising	\$1,000	suggested taking from print
	\$6,500	

Additional Costs 8.7%

\$8,416	\$97,688
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