

**CITY OF COOS BAY CITY COUNCIL**  
**Agenda Staff Report**

<b>MEETING DATE</b>	<b>AGENDA ITEM NUMBER</b>
February 3, 2015	

TO: Mayor Shoji and City Councilors

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

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

**BUDGET IMPLICATIONS:**

N/A

**RELATED CITY GOAL:**

Council Goals related to "Citizen Education & Involvement."

**ACTION REQUESTED:**

None

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**VCB SEMI-ANNUAL COOS BAY CITY COUNCIL REPORT**

**OCTOBER 2015**

**Tradeshows & Meetings**

**NTA Travel Exchange (National Tour Association)** – attended tour operator tradeshow and met with over 50 group tour operators to try and encourage more group travel to the Coos Bay/North Bend Area

**GO West Summit** – will be attending this show as a result from funding from the Oregon Tourism Commission to meet with foreign and domestic tour operators to encourage more international and group tour travel.

**Roseburg Sportsmen Show** – Will be hosting a booth for the area to encourage more leisure visits from those with a particular interest in recreational based activities. Partners have been invited to attend, those confirmed thus far are the Chamber of Commerce, Port of Coos Bay, and Waxer's Surf Shop.

**Travel Writers & Media** – Stories that were a direct result of the VCB's efforts.

Courier Magazine – niche tour operator publication – Oregon Coast Music Festival and Shore Acres State Park

Cosmopolitan Magazine – story on the Southern Oregon Coast

52 perfect days – 7 Devils Brewery, Mill Casino & Spinreel

Coast Explorer – favorite viewpoints – Shore Acres & Oregon Dunes, Cape Arago Loop & Charleston to Bandon Tour Route, Holiday Lights, Event listings, 7 Devils Brewery, and history of Shore Acres.

NW Travel Magazine – Hiking Cape Arago

Travel Oregon Newsletter – Golden & Silver Falls Hikes

Examiner.com – 7 Devils Brewery

Register Guard – Holiday lights

KGW – Holiday Lights

**Content (Coos Bay Specific)**

**Website Stories:**

Jazz Festival

Valentine's Day

Holiday Events

Steelhead Fishing

Small Business Saturday

Fresh Seafood

Halloween

Boat Building Center

**Newsletter Stories:**

Clambake

Valentine's Day on the Coast

Event preview

Holiday activities

### **Advertising committee**

The advertising committee met to discuss new creative concepts and new video and photo assets needed for the coming year to increase content and story telling efforts. It was recommended to keep essential design elements of campaigns the same but to use updated photography.

**Video assets** approved and currently being gathered are:

1. HOLIDAYS – Shore Acres, Miniature Christmas village, santa arriving by tug boat, santa arriving by fire truck, Railway museum lights. (Filming completed)
2. STORM WATCHING – interview with Stephen Michael about why how to storm watch.
3. SPRING FLOWERS AT SHORE ACRES – mostly visual piece.
4. MUSEUMS – Coos Art Museum, with an emphasis on annual maritime exhibit
5. MUSEUMS – Coos History Museum, theme TBD
6. EGYPTIAN THEATRE – Includes history, Wurlitzer, film examples and highlight beer & movie night as fun theme.
7. OUR TIES TO JAPAN – Japanese gardens & koi pond at Shore Acres, Choshi bridge & gardens at Mingus Park, Ships coming to & fro from in the port, and red rock crab.
8. Film tall ships footage (May) with additional piece to be added next fiscal year. BOATS/SHIPS theme – Coos History Museum (boat restoration, shipwrecks), boat building center, tall ships & ship making history.

**Photo assets** that the VCB will be gathering this year include but not limited to: Coos Bay & North Bend Boardwalks, Egyptian Theatre, Coos Art Museum, Crabbing, Salmon Celebration, runners on Choshi bridge, dunes, urban, retail, downtown, food, events, groups, casino, overhead imagery, brewery. Main themes include coast, culture and towns and to include aspirational photos or those that bring a sense of nostalgia to the viewer.

### **Grants Acquired**

Wild River's Coast Alliance - \$1500 to create South Coast Tribal Heritage & History itinerary for use with tour operators

Travel Oregon – matching co-op advertising grant (\$2500 value)

Oregon Coast - matching co-op advertising grant (\$5000 value)

### **Outreach**

The VCB reached out to local festivals to see if the VCB could be of assistance with committees. The VCB tries to add a new festival or committee to work with each year.

The Bay Area Fun Festival was not in need of our help, the Oregon Coast Railway Museum was not ready for help at this time as they are in planning stages, the Oregon Coast Music Festival was happy for our assistance and Stand Up! Paddle event welcomes our assistance. Have also joined the chamber's marketing committee.

### **Coos Bay Downtown Walking Map**

Walking map is complete and should be available any day. \$6000 was devoted to this effort.

### **3A Tournament**

the 3A tournament will be March 4 – 7<sup>th</sup>. The VCB is once again assisting and will be hosting an instagram & twitter contest for attendees. The VCB is also working with the chamber and visitor center to put together coaches welcome bag and encourage readerboard signage and ticket sales. Working with the World newspaper on coverage during the event.

### **Tourism & Lodging Tax**

Lodging Tax income continues to enjoy an increase, overall the three contributing partners had a 10.7% increase with Coos Bay seeing a 5.3% increase. 2<sup>nd</sup> quarter totals are still coming in but initial inquiries look promising.