

# WORKING COPY

## STRATEGIC INVESTMENT FUND

July 1st, 2019 - June 30th, 2020



**PREPARED BY**

*Arica Sears*

**PRESENTED BY**

*Oregon Coast Visitors Association*



## OVERVIEW

# STRATEGIC INVESTMENT FUND

**The Oregon Coast Visitors Association** is the official Regional Destination Management Organization for the Oregon Coast, as designated by the Oregon Tourism Commission. Our membership is comprised of privately operated tourism businesses, chambers of commerce, and visitor and convention bureaus from the WA border to the CA border, which collectively promote travel to the Oregon Coast. We support efforts which invest in our coastal tourism economy along all 363 miles of the Oregon Coast by representing the interests of our private industry, non-profit sector and government agency stakeholders.

## STRATEGIC INVESTMENT FUND

**Purpose:** A Strategic Investment Fund (SIF) of \$ 163,810.00 has been made available to rapidly and surgically respond to high value destination development or management projects in critical moments of need to sustain their viability and/or momentum. Any NGO or private business may apply.

**Allocations:** No limit but most projects expected to be max allocation of 10K - 20K.

**Deadline:** Rolling deadline until all funds are allocated.

**Process:** Applicants are able to view the coastal two year plan, goals and Mission statement before applying online through a Google Form.

**Eligibility Criteria:** Any NGO or private business may apply. Projects must align with OCVA's two-year plan, compliment a current RCTP tactic or parallel one of the following goals:

1. **Increase the number and diversity of sales and marketing efforts focusing on shoulder season visitation.**
2. **Educate policymakers and key coastal leadership on the value of tourism.**
3. **Raise stature, visibility and functionality of the Oregon Coast Trail as a regional coherent trail system for both residents and visitors.**
4. **Engage stakeholder networks to align investments in public art, agritourism, recreation and cultural heritage.**
5. **Provide a unifying voice for industry and a consistent brand persona for visitors.**
6. **Solidify investments in the development and delivery of workforce training and curriculum.**

**Completion:** Allocated funds must be spent and intended purpose accomplished within 11 months of being dispersed.

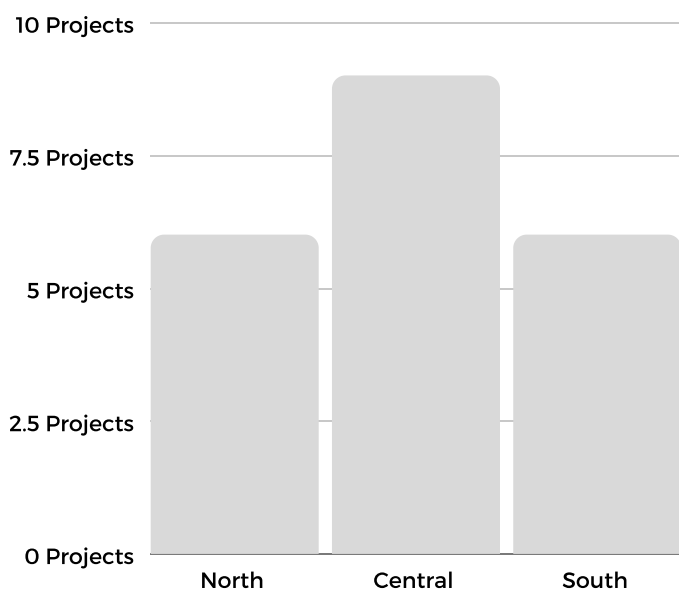




2019-2020

# NUMBERS & STATISTICS

In 2019-2020, 20 projects were funded through the Strategic Investment Fund.



**\$74,750**  
*North Coast*

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**\$80,784**  
*Central Coast*

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**\$65,000**  
*South Coast*

2019- 2020 budget allocated \$163,810 to the SI-Fund. Our additional \$62,000 rollover went directly in the SI-Fund budget to support additional projects.

**Total Amount : \$225,810**

The following projects left a positive and lasting impact on the Oregon Coast

- 1.Coast Walk Oregon
- 2.Reedsport Kayak Launch
- 3.Central Coast Business Conference (POSTPONED)
- 4.Slightly Exaggerated Mural - Gold Beach
- 5.2019 Mountain Fire Music Festival
- 6.Branding & Launching Discover Depoe Bay
- 7.Seed to Plate Tour of Japan 2019
- 8.Impact Video and TV Ad
9. Haunted Taft
- 10.Immersion of Gearhart into the Oregon Coast Art Trail
11. Arch Rock Social Media Campaign
12. Leave Your Art in Waldport (POSTPONED)
13. Winter Wild! On the Oregon Coast
14. Historic Film Trail - Depoe Bay
15. Historic Film Trail - Toledo
16. Waldport Marketing & Branding (POSTPONED)
17. Community Conversations - Brookings (POSTPONED)
18. 2020 Mountain Fire Music Festival
19. Port Orford Video Profiles
20. Lakeside Kayak Launch





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**PROJECT  
SUMMARIES**

2019/2020



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**NORTH**



KERI ROSEBRAUGH

\$ 54,750

# IMMERSION OF GEARHART ON PUBLIC ART TRAIL

Keri Rosebraugh's art is driven by her interests in the connections between humans and how those parallel our relationship to the environment.

This project consists of the creation and installation of a large scale sculpture in the outdoor courtyard of the Sweet Shop in Gearhart, Oregon. This courtyard overlooks the main intersection in town. Educational and artistic workshops surrounding the concept of the sculpture's relationship to Gearhart will follow. These will be held at the Sweet Shop and intended for all ages.

Both the timber industry and the elk herd have been sources of discussion within the community. The conversation regarding the environmental impacts of clear cutting versus its potential to diversify the local ecosystem is in debate. Concurrently, the dialogue around the elk herd being a charming attraction as opposed to the wild life creating safety issues still stands strong. This sculpture will position itself as an unbiased piece of artwork, aiming to observe the challenging aspects of human's relationship with nature, and to promote critical thinking towards the connection between preserving our planet and protecting a healthy economy.

Gearhart will gain public artwork which can be included into the Oregon Coast Art Trail. This will boost the number of visitors to the area, thus the chance to raise commerce, fostering an increased economy especially during the off-season.



**NORTH COAST  
LAND CONSERVANCY**

**\$ 5,000**

# COAST WALK OREGON

North Coast Land Conservancy's (NCLC) mission is helping to conserve Oregon's coastal lands, forever.

North Coast Land Conservancy (NCLC) seeks \$5,000 in support for CoastWalk Oregon's (CWO) fourth year of walking segments of the Oregon Coast Trail to benefit conservation on the Oregon Coast. The 2019 segment will begin in Sandlake and end in Siletz Bay. We're calling this year's walk "South To The Siletz". OCVA's support assists in providing a high quality experience for our participants for an event that directly addresses OCVA's eligibility criteria

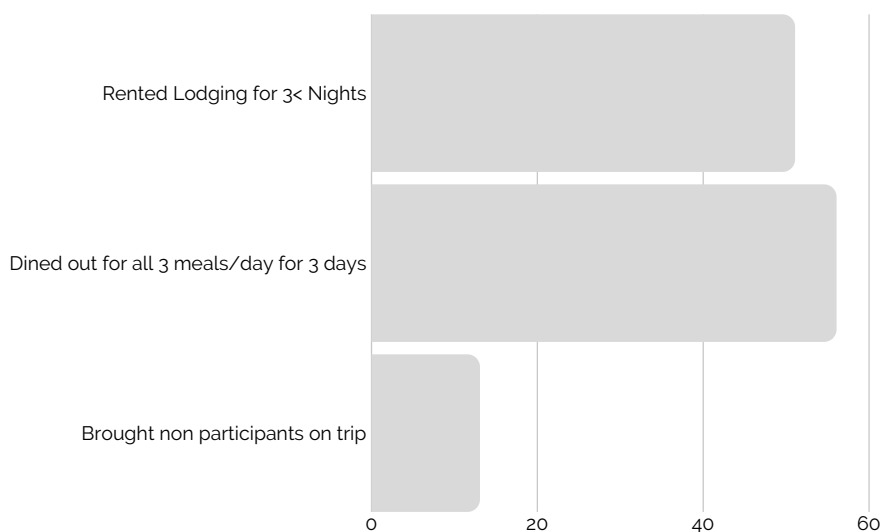
Through our annual offering of CoastWalk Oregon, NCLC is providing a direct experience of a high-quality supported experience of walking/hiking the Oregon Coast Trail. CoastWalk Oregon occurs annually in mid-September (shoulder season). Our participants come from 9 states to experience the Oregon Coast in a very tangible way: walking/hiking the beautiful, iconic coastline over the course of three days. Our participants stay overnight a minimum of 3-4 nights and often travel with a non-participant. The participant's profile: like to stay in nice places, dine out, shop and partake of amenities such as massage or cultural experiences. This experience is marketed heavily by NCLC using website, social media, email marketing and also by past/current CWO participants via word of mouth/social media networking.



COAST WALK OREGON

# PROJECT SUMMARY

*"CoastWalk Oregon 2019 was another stunning success due in part to OCVA's ongoing partnership. Funds provided significant infrastructure and services to ensure CWO continues to deliver a professionally produced signature event for the Oregon Coast." - NCLC*



This project brought 90 participants from six states to visit the Tillamook Coast and hike CoastWalk Oregon during shoulder season. Participants attended from Virginia, Texas, Idaho, California, Washington and Oregon. 51 participants reported renting lodging for three or more nights, 9 reported renting a hotel room, 7 reported renting a campsite, and 34 reported renting a vacation rental. 56 participants dined out for all three meals/day for 3 or more days. 26 participants reported bringing 104 non- CWO participants with them during their stay.

This event highlighted usage of the Oregon Coast Trail, thereby creating ambassadors for both the trail and for the unique aspects of the Oregon Coast. This years hikers were exposed to these places on the Oregon Coast:

- 30 more mile of the Oregon Coast Trail
- Pacific City and its businesses
- Sitka Sedge State Natural Area
- Neskowin and its businesses
- Cascade Head Biosphere Reserve
- Sitka Center for Arts and Ecology
- Lincoln City and its businesses
- Camp Westwind



NORTH FORK 53

\$ 2,000

# SEED TO PLATE TOUR JAPAN 2019

North Fork 53 - Retreats & Tea on the Oregon Coast.

The 2019 'Seed to Plate Tour' is seeking sponsorship to help continue life changing annual tours to Japan. Every single member that is invited to go is chosen because of their uniqueness, their Oregon made product and the impact they will have on aspiring farmers and makers in Japan. This is the first year an Oregon coast farm/maker is being invited on the annual tour. We at North Fork 53 are proud to be representing the north Oregon coast as members of the North Coast Food Trail and OCVA.

Many of these Oregon based farmers/makers in the past have gotten their Oregon made product into the Japanese market. Oregon has a big presence all over Japan and these tours have helped bring even more awareness and travel to Oregon over the years. The Seed to Plate Tour is heading to Japan in October of 2019. Sponsorship funds go directly towards 2 weeks of lodging and travel costs in Japan for nine Oregon makers. In exchange, all the tour members will represent sponsoring organizations on all social media channels during their travels.

The need for promotion of the north Oregon coast as a sustainable, shoulder season, local food destination to the global foodie audience of Japan. The north Oregon coast is host to the newly developed North Coast Food Trail which focuses on highlighting seasonal sustainable food, farms and makers. The 2019 Seed to Plate Tour is a unique opportunity to share information about the North Coast Food Trail and the Oregon coast agritourism directly with the Japanese audience including the selling and tasting of Oregon coast grown tea from North Fork 53.



**CANNON BEACH  
ARTS ASSOCIATION**

**\$ 3,000**

# MOUNTAIN FIRE MUSIC FESTIVAL

The Cannon Beach Arts Association supports the diversity of arts and artists in and around Cannon Beach through exhibits, education, and events.

The purpose of this event is to promote the arts in Cannon Beach, to support local and regional musicians, to raise awareness about the mission of CBAA, and to develop a sustainable event for CBAA to raise funds during the shoulder season. CBAA is seeking funding for a music festival which will take place during the first weekend in October 2020.

We have planned for three days of music in Cannon Beach and three days of music in Manzanita with workshops and educational events taking place during the week. Our goal is to have a headline act in the Cannon Beach Chamber of Commerce with VIP acts in Public Coast and the Cannon Beach Gallery. We will sell tickets for individual performances as well as bulk rates for multiple performances. The Friday and Saturday events will include headlining music acts which will begin at 5 p.m. and end at 10:00 p.m. We have booked 15 musical performances featuring local and regional artists. Educational events will be focused on the technical aspects of music making. Each class will be formatted similar to our existing workshop program and will take place in either the Chamber of Commerce meeting hall, the CBAA Gallery, or the Cannon Beach History Museum and Center, depending on availability. We anticipate workshops being attended by 6 to 10 paying students, and lectures to be attended by 10 to 15 participants.

The overall goal of the event is to create a sustainable festival that supports shoulder season tourism and encourage investment in local musicians. This event serves as both a recreational and cultural heritage event.



CANNON BEACH  
ARTS ASSOCIATION

\$ 5,000

# MOUNTAIN FIRE MUSIC FESTIVAL(Y2)

The Cannon Beach Arts Association supports the diversity of arts and artists in and around Cannon Beach through exhibits, education, and events.

Our project is implementation of the second year of Fire Mountain Music Festival comprised of multiple music venues the first week of October in Cannon Beach followed by multiple music venues in Manzanita/Nehalem the second week of October. The goals are to bring joy to the community, actively engage the community and bring tourists and musician artists to our communities during the shoulder season.

This is the second year of the partnership and we are utilizing what we learned from last year to improve our outcomes. We have had the second planning meeting for the 2020 festivals and have outlined the deliverables and who will accomplish what. Our goal is to have all of our print materials ready for distribution by the Cannon Beach Sand Castle Contest on June 13th. We have strategies to increase participation in 2020: 1) a larger venue in Cannon Beach, b) the inclusion of workshops in Cannon Beach, c) enhance efforts to engage the business community in Cannon Beach. These were all successful strategies in Manzanita/Nehalem. Most importantly we plan to increase our marketing of the event. We are requesting \$5,000 for marketing: Print Graphic Design, Print Posters/Flyers/Postcards, Program Printing, Print Advertising, Digital Ad Design, Facebook Promotions, Social Media Outreach Real Time.



NATURE'S COAST

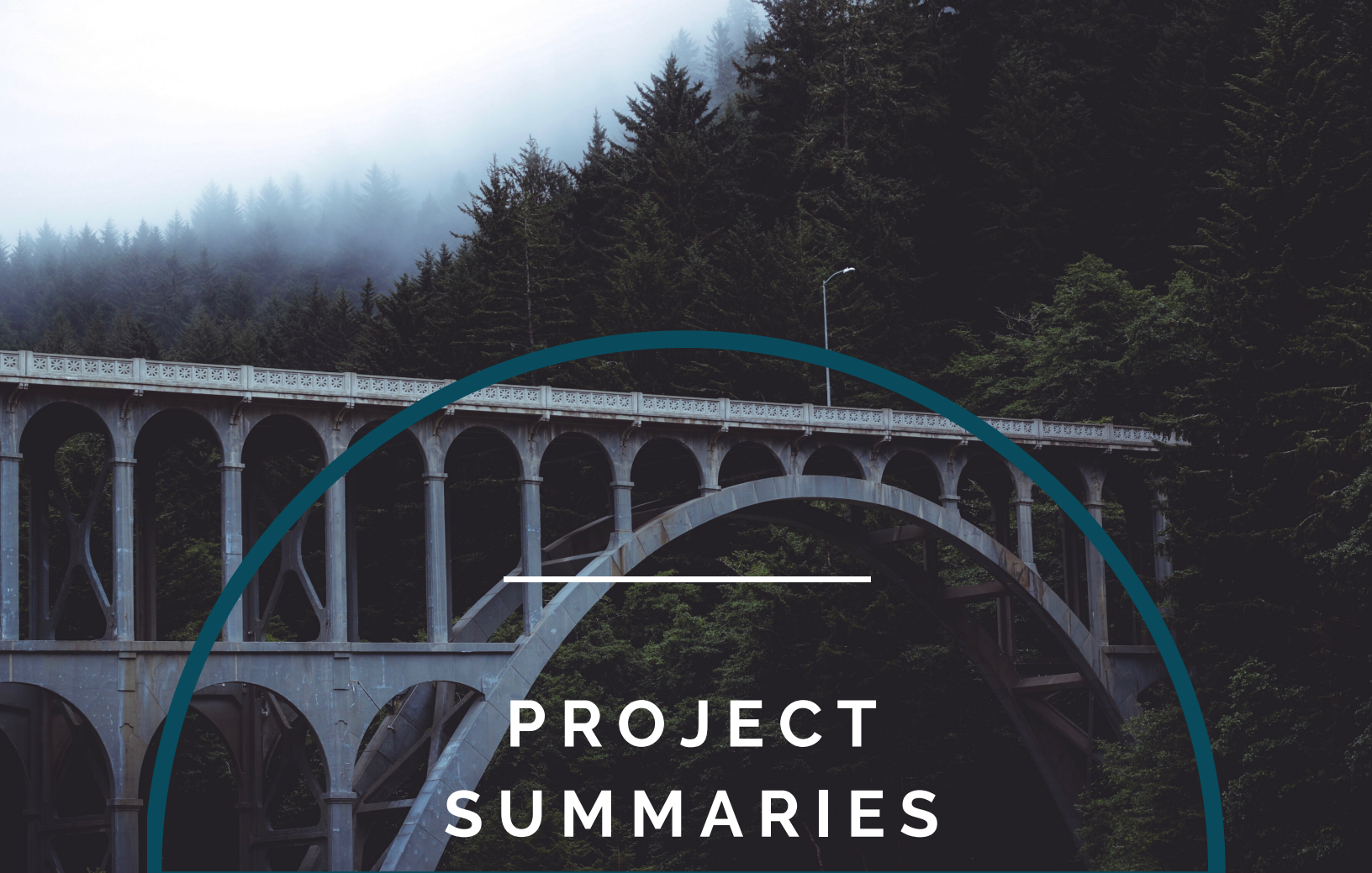
\$ 10,000

# WINTER WILD! ON THE OREGON COAST

Nature's Coast is a coastal video production company that showcases the beauty of nature in Oregon.

Using an “Inspire / Inform / Involve” production approach discussed with OCVA, Nature's Coast will produce one “short version” (a 60 to 90 second short to best fit the widest range of marketing applications) and 1 “long version” (a 3–5 minute “presentation” version to immediately satisfy the anticipated demand created by the short version to “see more!”) of a single video theme and approach (detailed below), using Nature’s Coast Oregon’s best imagery to achieve in each parallel version a maximum “Inspire” effect on audiences, motivating viewers to learn more (“Inform / Involve”) about how / when / where to see such sights themselves. The majority of footage used will derive literally from off-season time-frame (Labor Day to Memorial Day), and span a geographic coastal range from Sea Lion Caves just north of Florence to Astoria.

Dozens of replies listed as “Stakeholder Feedback” in the Oregon Coast RCTP Plan for 2019-2021 specifically cite a strong desire by local residents to grow their local economies responsibly and sustainably, without overtaxing local infrastructures, or degrading natural beauty and resources. Agreement with these replies is widespread among coast residents who are proud to share their home with the world, but at the same time, strongly desire to preserve what they love about living here. No such series of integrated videos as proposed here, covering such a large range of coastal communities, currently exists to balance these concerns by focusing on the amazing natural attractions that off-season visitors can experience that summer crowds miss, while saving money with off-season rates.



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# PROJECT SUMMARIES

2019/2020



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# CENTRAL

LINCOLN CITY CHAMBER  
OF COMMERCE

\$ 4,000

# CENTRAL COAST BUSINESS CONFERENCE

The Chamber shall strengthen the identity and enhance the image of our business community

Business owners and managers on the Oregon Coast have limited time and access to continuing education opportunities. A large number of small business owners are busy working in their business and do not have time to research and study the various ways to effectively advertise, or drive hours to attend a conference. Therefore it is a constant struggle to know where to invest their limited marketing dollars to attract the right customer, or even know what the up and coming marketing trends are.

This will be year two of the central coast business conference and it will give us the opportunity to address some of the seasonality challenges that business owners face along the Central Oregon Coast. According to the conference attendee survey, the information received was both eye-opening and educational and they came away with valuable knowledge that will help them better run their business. Not only was the educational aspect important, but the networking potential was invaluable.

By bringing stakeholders from the Central Oregon Coast together it gives us the opportunity to further the conversation around tourism, and how we can all work together to support each other. It would also be a great time to have a roundtable discussion regarding staying alive in the off-season and how to find programs that everyone can get involved with and see the potential benefit for their business.

**POSTPONED**



**BAY AREA MERCHANTS  
ASSOCIATION****\$ 8,000**

# HAUNTED TAFT

The purpose of the Bay Area Merchants Association is to support business and individual members in south Lincoln City by means of promotion, advocacy, and education

Haunted Taft began as a Halloween ghost tour in 2018 and has grown to a year-round attraction highlighting Lincoln City's historic bay front area. Participation in the event has brought our city together, with actors, politicians, city employees, museum staff, business people, librarians and citizens of every stripe volunteering to be tour guides, storytellers, ghost pirates and Bigfoot.

Haunted Taft is at the stage where it has gained support, footing and a format that works. What it needs now is the funding to market the attraction as an ongoing, signature feature of Lincoln City. We are requesting grant funding to promote Haunted Taft during the off-season, with an emphasis on this coming October. Marketing funds will also allow Haunted Taft to resume Full Moon Tours in February, extending operations to include Spring, Fall and Winter.

Our Bigfoot story (and appearance) is based on a story of a hiker on the Oregon Coast Trail. The entire first section of that tale is about the Oregon Coast Trail. The legends and lore presented on a Haunted Taft tour also tell stories that highlight Cascade Head, the Siletz River and other natural attractions.



DEPOE BAY CHAMBER

\$500

# HISTORIC FILM TRAIL DEPOE BAY ADDITION

Home of the world's smallest harbor and major whale watching hub.

To identify specific important and iconic filming locations on the Oregon Coast that will offer educational points of interest for tourists and film buffs alike. The intention is to strengthen the correlation between the film industry, economic development, and tourism. Attention will be given to locating signage in areas without damaging property, being sensitive to property boundaries, quality of life issues near sites, as well as safety.

The first three signs were officially placed on sites in Astoria during January 2019 and soon after, four additional signs were placed on sites in the Hammond Marina in Warrenton, and Ecola State Park during July and August 2019. An opportunity arose to match funds with Travel Oregon to place a sign in Depoe Bay to align with the historic film trail around the state.



DEPOE BAY CHAMBER  
OF COMMERCE

\$ 20,000

# DEPOE BAY BRANDING

Home of the world's smallest harbor and major whale watching hub.

An understanding of tourism and the importance of a strong brand and consistent marketing, is leading the Chamber to create and implement a comprehensive targeted marketing plan including re-branding the organization.

Consistent with OCVA's tactics, the Chamber's primary goal is to attract more tourists in the off-season. We also want visitors to discover the unique nature of Depoe Bay and share their experiences with others. Secondly, we need to heighten Depoe Bay's (and smaller communities to the north/south) presence and involvement in the Central Oregon Coast region, along the entire Oregon coast, in the Valley, in the state and Pacific NW.

Though we will continue to serve local businesses and Chamber members, even our focus with them will be tourism-related along with expanded digital and co-marketing opportunities. To kick-off this effort, we have just launched new Chamber membership offerings to heighten member exposure and increase Chamber revenue (to support additional marketing efforts). These expanded benefits will significantly increase digital marketing and the co-op advertising opportunities for our members. This will also improve awareness for Discover Depoe Bay as a tourism resource.





FILM TRAIL  
EXTENSION

\$ 283.57

# HISTORIC FILM TRAIL TOLEDO ADDITION

Sometimes a great notion

XXX



Engage stakeholder networks to align investments in public art, agritourism, recreation and cultural heritage.

OREGON COAST AQUARIUM

\$ 20,000

# IMPACT VIDEO & TV AD

Oregon Coast Aquarium has a mission to create unique and engaging experiences that connect you to the Oregon coast and inspire ocean conservation.

The Oregon Coast Aquarium plans to market the Aquarium’s capital campaign with an impact video and ad to highlight the Aquarium as a destination, as well as the Aquarium's capital improvement projects and new exhibits. North Shore Productions is producing the 4 minute impact video and :10, :30, :60 ads, at an estimated at \$45,000. Filming began July 2019 and is expected to be completed by Oct.12.

The impact video will be posted on the Aquarium's social media and websites, be presented at the kick-off event, run continuously on a monitor located in the Entryway Great Hall, and be used for various presentations around the state to prospective audiences (i.e.:Rotary, Chambers, foundations, businesses, fundraisers, State Capitol). Sponsor ads will run March-June 2020 on OPB, and on any media outlet willing to run them as public service announcements or in trade.

Increased Campaign visibility impacted donor revenue, raising the campaign total from \$11.5M in September 2019 to \$13.5M by March 2020 revenue. Maybelle Clark Macdonald Fund posed a \$250,000 challenge grant December 1, and many foundation and corporate grantors mentioned seeing the video and news stories in the fall. The match was raised by the end of December. Response to email and direct mail appeals was also 40% higher. Funds raised supported:

- o **An exhibit featuring local artist Duncan Berry**
- o **Café interpretation on sustainable fisheries and their history**
- o **Children’s Nature Play area interpretation, which will highlight coastal forest, and our history as a timber mill site, working with Starker Forest and Tillamook Lands & Waters Coop**



Remodel Entry Way, Great Hall and Café



Create Children's Nature Play Area



Improve Three Indoor Galleries



Build Marine Rehabilitation Center



Enhance Education Programming

## IMPACT VIDEO AND TV AD

# PROJECT SUMMARY

**Social Media (Views between Oct.-Mar.):**

Youtube: 2.1k views, 5.7k reach  
 Facebook: 11,241 unique viewers, 27,550 reach  
 Twitter: 1,066 views  
 Instagram: 2756 views, 5742 reach

**Website:**

The video was posted on the top of the main page of a newly created campaign website [givetoaquarium.org](http://givetoaquarium.org). Total views Oct.-Mar: were 49,970.

**Public Relations:**

Associated Press picked up our media release, resulting in 172 mentions on 10 TV stations news, local and statewide newspapers including the Oregonian, the Columbian, Pamplin media group, Seattle Times, Sacramento Bee and Oregonian, and airing on many radio station news programs. All directed audiences to the campaign website.

□ Our Waterlines e-newsletter, with links to the Campaign website's main page impact video was sent to 8,100 Aquarium member & donor households, and 17,000 online Aquarium ticket buyers on Oct. 2019.

□ Advertising – We scheduled fall paid media promotions, using the video and PSA's (listed below).

o OPB ran 61 :10 spots on their PBS programming Oct. 14 - Nov. 8

o NPR Radio Sponsored 90 audio spots Oct. 14 - Nov. 8

o KATU TV reaches 80% of the 1.1 million households in the Portland Designated Market Area (DMA), targeting Adults 55+ with \$100k+ per year incomes who are philanthropic.

KATU created a package using impact video footage which included:

- Email to 50,000 qualified target donors, linking to the video

- AM Northwest in studio segment Nov. 15 which aired M-F from 9-10am, reaching 24,000 households/day

- Afternoon Live "Shout Out" which aired starting Dec. 4, running M-F from 2-3pm, reaching 9,000 households/day

**Hospitality Vision:**

18 hotels with 1600 rooms aired the impact video pro-bono on their hotel channel.

**Increased Visitation & Revenue:**

Admissions typically increase 2-5% during the tourist season when we market a new exhibit every two years. Marketing the Aquarium capital campaign increased visitation from Oct.-Feb. more than 5%, and increased revenue 13% over the previous year:



WALDPOR T CHAMBER

\$ 20,000

# WALDPOR T MARKETI NG & BRANDI NG

Chamber of commerce organization serving Waldport and the surrounding area.

In-line with OCVA's tactics, the Waldport Chamber's primary goal is to attract more tourists in the off-season. We also want visitors to become aware of the many hidden experiences Waldport has to offer. Secondly, among both locals and tourists we are aiming to highlight awareness and participation of the many outdoor recreational opportunities.

To launch a comprehensive marketing campaign and attract more visitors, it is very important to effectively re-brand the Chamber to truly become a DMO. Though the Chamber's Executive Director is able to lead and manage marketing and advertising efforts, professional graphic designers, copy-writers, photographers, along with social media experts will be needed to help implement these proposed efforts. In the meantime, as a temporary solution, efforts have focused on cleaning-up the current website with grant proposals sent to fund a new website (along with previously ear-marked Chamber and City funding). Even with a new website in the works, we must attract digital traffic to encourage actual visitation, especially in the off-season.

Waldport is a great town with many activities for tourists (and locals). However, knowledge and participation are lacking. To build awareness, visitation, energy and excitement for Waldport, we must leverage these community assets. Many of the currently available activities focus around outdoor recreation, so this will be our initial focus, which also supports OCVA's goals.

WALDPORT ART GROUP

\$ 3,000

# LEAVE YOUR ART IN WALDPORT

Waldport Arts Group aims to nurture, develop, and promote the arts in Waldport, Oregon and the surrounding area through participation, education, and appreciation of arts across a broad spectrum.

Waldport is a hidden gem on the Central Oregon Coast, one that just needs a little love to bloom into a vibrant and well-connected community, as well as a thriving tourist destination. Leave Your Art in Waldport will address this need by inviting community members and tourists to visit the Waldport Interpretive Center, where they will spend 20 to 30 minutes creating a small, heart-shaped piece of art that local artists will combine into a permanent mosaic at the end of the season.

The mosaic will have a coastal theme, and volunteers who staff the project will be trained on talking points to educate visitors about non-extractive tourist experiences and stewardship of our fragile coastal environment. Workshops will be offered every other Saturday between May 16 and October 17, 2020. We will engage participants and community members with social media, tracking the progress of the project and acknowledging participants to further develop connection with our community.

Leave Your Art in Waldport supports providing more opportunities to experience fine arts, culture and heritage. This project also aligns with OCVA's plan as it will contribute to the development of world-class tourism product in partnership with community leaders, tourism businesses and key agencies; increase visitation to the region during off peak season, create positive interaction between tourists and residents and influence an ethos of conservation and sustainability in ongoing development and marketing.

## **POSTPONED**



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**PROJECT  
SUMMARIES**

2019/2020



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**SOUTH**



OSCRTN

\$ 8,000

# REEDSPORT KAYAK LAUNCH

Oregon South Coast Regional Tourism Network's (OSCRTN) mission is to collaborate to enhance economic development through sustainable tourism

Kayak launches for the Southern Oregon Coast from Reedsport to Brookings and inland to Powers where feasible. It is our hope to create a kayak recreation trail for the Southern Oregon Coast. This grant would fund three of our proposed eight kayak launches. Travel Southern Oregon Coast (TSOC) will be working with communities to fund the additional five launches.

In the 2018 Oregon Tourism Engagement Stakeholder Survey the Southern Oregon Coast placed a high priority, higher than any other coastal region, on developing and improving infrastructure for visitors to experience outdoor recreation and nature based tourism. Respondents also placed a high priority, higher than any other coastal region, on developing and expanding trail systems. This project hits both of these buckets.

Destination development and management, infrastructure and transportation and marketing and promotion were listed as top priorities coast wide in the stakeholder survey. After traveling the Southern Coast region and talking with stakeholders OSCRTN can say this is still accurate and would add that product and experience development are not only short term desired outcomes for the region but long term desired outcomes.

ARCH ROCK BREWING

\$ 12,000

# ARCH ROCK SOCIAL MEDIA CAMPAIGN

A family-owned, start up brewery located in Gold Beach on the south coast.

Arch Rock will work with Authentic Approach, which is based in CA, works with clients nationally and has a place in Depoe Bay. Authentic Approach will come up to Arch Rock to gather content and would create a social media publishing plan for 6 -10 months. This marketing project will be destination marketing so it focuses on Arch Rock as well as what to do, where to stay, and a few other places to eat on the south coast.

By engaging with target communities through social media channels and efficiently managing Arch Rock's brands online presence, Authentic Approach team will demonstrate the ability to generate greater awareness, widen the Arch Rock Brewing Co.'s potential reach, contribute directly to driving increased engagement, and establish a high-quality professional image. At the same time, those efforts will focus on generating greater awareness for all the region has to offer during the off-season.

Arch Rock is currently participating in the Wild Rivers Coast Food Trail program as a way to help bring awareness to the area. With increased marketing and awareness for Arch Rock Brewing, it will in turn help all the businesses involved with the Wild Rivers Coast Food Trail.

The most effective marketing happens over time when quality meets consistency. In addition, we will be able to grow your targeted following by engaging with regular customers and potential new customers already on social media daily.

GOLD BEACH MAIN STREET

\$ 11,000

# GOLD BEACH-OREGON IS MAGIC MURAL

Gold Beach Mainstreet's mission is to enhance the livability and safety of our community while restoring and preserving the aesthetics of the town

OCVA will match funds with Travel Oregon to have a slightly exaggerated mural placed in Gold Beach.

*"You haven't really seen the Oregon Coast until you explore Gold Beach. In this friendly community where the Rogue River meets the Pacific Ocean, the coastline stretches for miles in bliss and the seaside hills make for brag-worthy hikes. Quiet beaches welcome beachcombing, bird-watching and crabbing. But if you're into thrills, join a jetboat tour on the Wild and Scenic Rogue or charter a fishing boat into the ocean. And if you haven't yet heard of the world-renowned Arch Rock Brewery here, you better get a taste." - Travel Oregon*





OSU FOUNDATION

\$ 20,000

# PORT ORFORD VIDEO PROFILES

OSU Foundation partners with Oregon State University to engage our community, inspire investment, and steward resources to enhance the university's excellence and impact.

Our team intends to produce a series of three videos, profiling different characters in the Port Orford area, all making unique contributions to what makes the region special. Our vision is to tell each story over a duration of 2 to 3 minutes, giving some flexibility to allow the content of each story to dictate the final duration. Short edits of each video will be extracted for use on social media.

During our previous production efforts, we spent a great deal of time documenting Elizabeth Robert's story and understanding the importance of her work as a marine debris artist. She spends her time advocating for clean ocean-ups and coastal stewardship while cleaning beaches and exploring Oregon's watersheds. Paul Grossi is a local chef at The Redfish restaurant. He places tremendous emphasis on serving fresh, locally sourced seafood. This is the result of close relationships with the fisherman of Port Orford. Kassandra Rippe is a Tribal Historic Preservation Officer, representing the Coquille tribe. We intend to explore the importance of the Port Orford region to the Native American community. With Kassandra, we intend to explore the significance of "Battle Rock" and help potential visitors develop a new appreciation of the geography of the beachfront as a location of spiritual significance to the local tribes.

BEACH, INC BROOKINGS

\$ 3,000

# COMMUNITY-WIDE FOCUS GROUPS

BEACH, INC is a coalition made up of various performing arts groups, government entities, and nonprofit organizations.

We began our work this past summer with an on-line survey, through which we learned that the people of Brookings-Harbor are definitely in favor of a performing arts and events venue in Brookings. We have also started meeting with various other stakeholders, the school district, local government representatives, members of the performing arts community, and potential future donors, all with an ear toward listening to their needs.

Now we'd like to conduct focus groups within the community, with the help of a professional facilitator. The survey was very useful; now we need to drill down, listening to the community and developing a plan for moving forward to build an Events and Performing Arts Center for which the people will be proud. We do not underestimate this community-wide endeavor, and anticipate needing \$8,000 to add capacity for a facilitator and cover the expenses of organizational outreach to conduct these focus groups over the next 3-6 months.

This Center would unify our many local organizations and expand our offerings to better serve the community, support our youth and expand our audiences. We envision hosting competitions, master classes and summer programs for the kids, and inviting performers and music educators from all over the world to participate.

**POSTPONED**

OSCRTN

\$ 11,000

# LAKE SIDE KAYAK LAUNCH

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Kayak launches for the Southern Oregon Coast from Reedsport to Brookings and inland to Powers where feasible. It is our hope to create a kayak recreation trail for the Southern Oregon Coast. This grant would fund three of our proposed eight kayak launches. Travel Southern Oregon Coast (TSOC) will be working with communities to fund the additional five launches.

In the 2018 Oregon Tourism Engagement Stakeholder Survey the Southern Oregon Coast placed a high priority, higher than any other coastal region, on developing and improving infrastructure for visitors to experience outdoor recreation and nature based tourism. Respondents also placed a high priority, higher than any other coastal region, on developing and expanding trail systems. This project hits both of these buckets.

Destination development and management, infrastructure and transportation and marketing and promotion were listed as top priorities coast wide in the stakeholder survey. After traveling the Southern Coast region and talking with stakeholders OSCRTN can say this is still accurate and would add that product and experience development are not only short term desired outcomes for the region but long term desired outcomes.