

# **City of Brookings MEETING AGENDA**

## **TOURISM PROMOTION ADVISORY COMMITTEE**

**Thursday, November 20, 2014 - 4:00pm**

City Hall Council Chambers, 898 Elk Drive, Brookings, OR

### **1. Roll Call**

### **2. Approval of Minutes**

- a. October 16, 2014

### **3. Public Comments**

### **4. Action Items**

- a. Wild River Music Festival Event Proposal
- b. Financial Support for Business Groups to Showcase their Industry

### **5. Informational Items**

- a. Wild Rivers Coast Tourism Product Development Study
- b. Brookings Brochure

### **6. Schedule Next Meeting**

### **7. Adjournment**

All public comments and presentations are limited to 10 minutes. All public meetings held in accessible locations. Auxiliary aids provided upon request with advance notification. Please contact 469-1103 if you have any questions regarding this notice.

**TOURISM PROMOTION ADVISORY COMMITTEE (TPAC)**  
**MINUTES**  
**Thursday – October 16, 2014**

**CALL TO ORDER**

Meeting called to order at 4:07 PM

**1. ROLL CALL**

*Present:* Committee members Barbara Ciaramella, Candice Michel, Bob Pieper, Joe Willett, Chair Tim Patterson

*Absent:* Skip Watwood

*Also present:* Public Works Admin Assistant Lauri Ziemer

**2. APPROVAL OF MINUTES**

**Motion made to approve the minutes of September 18, 2014; motion seconded and Commission voted; the motion carried unanimously.**

**3. PUBLIC COMMENTS**

None

**4. ACTION ITEMS**

**a. Event Tent** – Tim Patterson provided an update on the Event Tent, advising that the Port has not taken any action to assist with the purchase; he suggested redesignating the funds if they have not made a decision by end of the year. **Motion made by Candice Michel that unless action is taken by the Port on the tent issue by the end of December 2014 the funds be redesignated;** discussion pursued between committee members that they would still like the tent to happen with the Port but cannot wait forever. **Motion seconded and Commission voted; the motion carried unanimously.**

**5. INFORMATIONAL ITEMS**

**a. Brookings Brochure** – Lauri Ziemer provided members with tourism brochures from Garibaldi, OR; advised that she has contacted them to learn how their tourism brochures were funded and costs, but has not heard back yet. Barbara advised that the Welcome Center frequently gets requests from tourists for Brookings information and thought a brochure would be beneficial to promote Brookings. The committee agreed a small brochure should be pursued. Barbara advised that the state Welcome Centers do charge rack space to display brochures at @\$700 per year. Barbara to check further into brochure designs and rack space fees and Lauri to check further on brochure costs.

**b. Financial Support for Business Groups to Showcase their Industry** – Barbara Ciaramella presented outside-the-box idea to put aside \$1000 to \$2000 in TPAC funds to help local businesses showcase their product, promote their business and support tourism by having businesses volunteer to be on a business promotion list, and when a large visiting event group comes through, they could be contacted to provide services at cost to the City. The business gets publicity and potential customers and the city is encouraging and promoting tourism and local business. Tim questioned who would be contacting businesses for promotion items and negotiating the costs, Bob wondered why the businesses would participate if they are not paid full price for services. Idea to be presented to Gary for further discussion. Barbara also suggested

that business owners in town be encouraged to have their employees participate in the Travel Oregon's customer service program called "Q Care" that would help local businesses have better customer service. Tim suggested that committee members all take the course online before the next meeting to see if it is something they should encourage.

**c. Radio Contract** – Joe Willett advised the current radio spots are 30 seconds and he thought they were to be 60 seconds, going to clarify with Gary. Current spot running now is the Chetco Players Haunted House, next will be the Festival of Lights.

**d. Approved TPAC Proposals** – Lauri Ziemer advised that the City Council approved the McVay Rock Disc Golf and the Century Building Centennial Celebration event proposals.

**e. Writers Association Conference** – Barbara Ciaramella advised that she has photos, podcasts, stories and websites from the conference and will set up a Google drive to share all the information.

**6. SCHEDULE NEXT MEETING** - Next meeting scheduled for November 20th at 4:00 pm.

**7. ADJOURNMENT** - With no further business before the Committee, the meeting adjourned at 5:03 pm.

Respectfully submitted,

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Tim Patterson, Chair  
(approved at November 20, 2014 meeting)

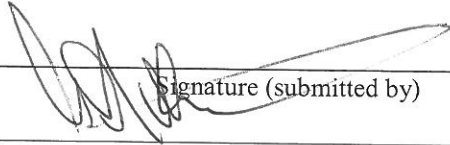
# CITY OF BROOKINGS

## TOURISM PROMOTION ADVISORY COMMITTEE

### AGENDA REPORT

Meeting Date: November 20, 2014

Originating Dept: City Manager

  
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Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject: Wild River Music Festival

Recommended Motion:

If the TPAC chooses to provide funding for this event: Motion to recommend to the City Council that the City provide (the dollar amount) in Transient Occupancy Tax funding to Stagelights Musical Arts Community for the Wild Rivers Music Festival to be held August 15-16, 2015.

Financial Impact:

The applicant has requested \$5,000; the maximum grant amount is \$4,000.

This funding would be for an event held in August 2015, which would be in the 2015-16 fiscal year. The City has not yet developed a budget for fiscal 2015-16 which provides for an allocation of TOT funding for events. If this proposal is approved by TPAC, the recommendation going forward to the City Council will include direction to include the funding in the 2015-16 budget. Thus, this allocation would have no impact on the amount of funds allocated for tourism promotion in the current fiscal year unless payment is made prior to June 30, 2015.

Background/Discussion:

Stagelights Musical Arts Community has requested an event grant of \$5,000 to fund the first Wild Rivers Music Festival to be held August 15-16 at Azalea Park.

The project is described in the attachments. This would be an initial event with a goal of making this an annual event.

Note that the budget provides for estimated income of \$47,500 without the City grant funding and \$28,248 in expenses.

Attachment(s):

- a. Proposal from Stagelights Musical Arts Community



<b>Event Title:</b>	Wild Rivers Music Festival	<b>Amount Requested</b>	\$ 5,000
<b>Event Description:</b>	This two-day, weekend festival will feature nine profesional music acts, 50 vendors featuring local and regional goods, food and drink, and music-related activies for all ages.		
<b>Event Date/s:</b>	August. 15-16, 2015		
<b>Location:</b>	Azalea Park (upper ball field – Lundeen Lane side)	<b>Location secured?</b>	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<b>Event Goals:</b>	1. Create an annual destination festival that increase Brookings cultural appeal and visibility as a tourist destination; 2. Provide the community the opportunity to hear quality, professional musical acts, 3. To foster and promote an interest in and accessibility to music as a basic human experience.		
<b>Please explain how this event will be sustained after the first year:</b>	Our business plan and budget shows that we will earn enough revenue the first year to cover half of the cost of the second event. Ticket sales and vendor fees will more than cover the rest.		
<b>Sponsors/Investors:</b>	We currently have \$1,200 in our festival account. We will begin soliciting local sponsors by Nov. 30, and expect to raise about \$3,000 by Jan. 1. Tony Barron confirmed the city will assist with festival.		
<b>Budget</b>			
<b>Income</b>	\$47,500	<b>Expenses</b>	\$30,000
<b>Fees Collected</b>	\$ 5,000 — vendor fees	<b>Facility/Venue Costs</b>	\$ 226.50 (city fees)
<b>Admissions</b>	\$ 37,500 — \$25 tickets x 1,500	<b>Insurance</b>	\$ \$21.55 monthly payment
<b>Concessions</b>	\$ 0	<b>Advertising</b>	\$ 4,000 incl: website development)
<b>Sponsors</b>	\$ 3,000	<b>Supplies</b>	\$ 3,000
<b>Fundraising</b>	\$ 2,000	<b>Band fees</b>	\$ 20,000
	\$	<b>Toilets/security</b>	\$ 1,000
<b>TOTAL</b>	\$ 47,500	<b>TOTAL</b>	\$ 28,248.05
<b>Methodology for evaluating events success in terms of bringing visitors to the Brookings area:</b>	E-ticket tracking will confirm place of residence and volunteers will pass/collect surveys from attendees, and conduct personal interviews on site.		
<b>Contact Person:</b>	Gordon Later	<b>Phone:</b>	541-412-8099
<b>Organization:</b>	Stagelights Musical Arts Community	<b>Address:</b>	PO Box 4849 Brookings, OR, 97415
If more space is required please attach additional pages			

# Wild Rivers Music Festival proposal

The Wild Rivers Music Festival will:

- Create an annual destination festival that increases Brookings cultural appeal and visibility as a tourist destination;
- Foster and promote local businesses, the art and music community, and non-profit organizations;
- Provide the community the opportunity to hear quality, professional musical acts.

## The event:

The festival is a family-friendly weekend event scheduled for Aug. 15-16, 2015, at the upper ball field and surrounding area at Azalea Park.

This ticketed event will feature a main stage with five professional-quality artists on Saturday and four artists on Sunday. The focus of the music is on upbeat, string-based music that includes bluegrass, folk, Americana, country and acoustic rock.

There will be 50-plus vendors from the local community and surrounding region offering a variety of products, food and drink. Community organizations and non-profits will be invited to participate and receive compensation for their efforts.



## Expected attendance

We anticipate about 2,000 people, ranging from families with young children to senior citizens. We expect about 40 percent of the attendees to come from Curry County, and the balance coming from a region that includes Southern Oregon (Coos Bay, Medford, Grants Pass, Ashland, Eugene) and Northern California (Crescent City, Eureka/Arcata, Redding).

## Revenue

(Note: Our business/budget plan is based on a conservative estimate of 1,500 attendees.)

A majority of revenue (80 percent) will come from vendor fees (\$100 each) and ticket sales. Advance tickets will be \$25 for one-day pass, \$45 for two-day pass. Gate prices are \$30/\$50. Other revenue will come from local sponsors, grants and fundraisers.

## Initial start-up costs:

We have a starting fund of \$1,200. Additional funds via grants, sponsorships and donations will allow us to implement our plans quickly and ensure the success of the festival.

**Grant and sponsorship funds will be used for site improvements (stage/electricity), advertising/marketing, permits, and secure commitments from music artists.**

Our advertising/marketing plans include a web site, social media (Facebook, i.e.), and traditional forms of media such as newspaper/radio.

## The Presenter:

The music festival is presented by Stagelights Musical Arts Community, a Brookings-based non-profit organization with years of experience presenting and promoting local music experiences.

## Partnerships

We have consulted with the City of Brookings via Parks Director Tony Baron and City Manager Gary Milliman, both of whom offered enthusiastic support of our festival. Mr. Baron has attended one of our planning meetings, providing information that will help with our efforts. We look forward to working with Mr. Baron and Milliman throughout this process.

A number of individuals have volunteered to handle festival aspects such as web design, advertising/marketing, vendor services, artist booking, sound system and security. We anticipate more will join us as word spreads throughout the community.

## Contacts:

Gordon Later, board chair, festival committee: earlebooks.gordon@gmail.com, 541-412-8099.  
Scott Graves, event coordinator, festival committee: sgraves@currypilot.com, 541-373-3727.

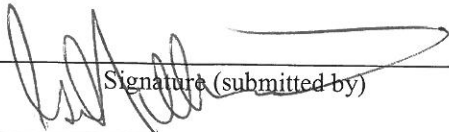
# CITY OF BROOKINGS

## TOURISM PROMOTION ADVISORY COMMITTEE

### AGENDA REPORT

Meeting Date: November 20, 2014

Originating Dept: City Manager

  
\_\_\_\_\_  
Signature (submitted by)  
\_\_\_\_\_  
City Manager Approval

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Subject: Financial Support for Business Groups to Showcase their Industry

Recommended Motion:

Motion to recommend to the City Council that the TPAC establish a Business Support Fund that contains an amount to be established of \$1000 to \$2000 for the use of providing financial support to businesses to showcase their industry.

Financial Impact:

\$1000 to \$2000 from the approved TPAC budget. Needs to be determined who establishes and maintains business lists; who contacts businesses and negotiates service/amount.

Background/Discussion: Businesses would be invited to sign up if they would be interested in providing services to scheduled tourist events that come to town. When an event is scheduled, a business on the list would be contacted to see if they would be willing to provide something associated with their business. City would pay for the services from the established fund at an agreeable/negotiated amount. Business would not make money, but would also not lose money. Thus providing a product/service to tourist for free that might generate interest for the tourist to visit the business and giving the City credit for promoting tourism.

Example: Movie theatre provides movies tickets to a planned basketball tournament event (encourages parents to stay overnight, attend movies and pay regular ticket price and purchase snacks)

Example: Bakery provides pastries to planned bike event. Gives bikers chance to taste their baked goods and go back after event

Example: Restaurant provides appetizers for planned Art event. Encourages visitors to visit restaurant



## **DCG RESEARCH**

*A service of the Dennett Consulting Group*

**NOVEMBER 3, 2014**



# **WILD RIVERS COAST ALLIANCE Wild Rivers Coast Regional Tourism Project**

## **TOURISM PRODUCT DEVELOPMENT RESEARCH STUDY**

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**SEPTEMBER-OCTOBER 2014**

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## **PRESENTATION REPORT**

### **I. INTRODUCTION**

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The Wild Rivers Coast Alliance, in cooperation with their Marketing Action Team (tourism stakeholders in the region), retained the Dennett Consulting Group (DCG Research) to conduct a research study of current visitors to the region to evaluate:

1. The current profile of visitors to the Wild Rivers Coast, a region defined as stretching from Klamath, California to Bandon, Oregon.
  - What is the demographic profile of visitors (age, income, gender)?
  - How do visitors reach the area (travel routes)?
  - What is the primary reason for visiting the area?
  - What months do visitors vacation on Wild Rivers Coast?
  - How many nights do visitors stay in the area?



2. Four possible new visitor experiences, which ones would visitors be most interested in and would they influence visitors to stay longer (extend their trip)?
  - Farm tours with dining on-site and fresh produce for sale;
  - More bicycle routes with maps, signage and shuttle services;
  - More accessible water adventures supported by more guide services;
  - Expanded mountain bike trails with signage and maps.
3. Activities or attractions visitors would recommend (open-ended) that they believe would encourage them to stay longer.

## II. METHODS

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Based on a population of 1.3 million annual visitors to the region (this is based on visitor counts at Harris Beach State Park), a goal of collecting 1,063 surveys was established. This would provide a study with a margin of error of +/- 3% with a 95% confidence interval.

In full cooperation with the Wild Rivers Coast Marketing Action Team, DCG Research created an approved master visitor survey instrument. The original research plan called for creating one instrument that would be deployed as an intercept survey at various locations using volunteer interviewers (recruited by the Wild Rivers Coast Alliance Marketing Action Team).

After launching intercept data collection (August 28th), it became clear that to obtain the required sample (1,063), the study would need to include online data collection to complement face-to-face intercept survey collection. Therefore, DCG Research developed three survey instruments:

### 1. LOCAL INTERCEPT SURVEYS (234 COLLECTED)

Local visitor surveys were collected at the following locations:

#### BANDON AREA

*Cranberry Festival  
Boardwalk, Old Bandon  
Bandon Visitor Center  
Face Rock Creamery*

#### GOLD BEACH AREA

*Port of Gold Beach  
USFS Quosatana Campground  
Jot's Resort*

#### PORT ORFORD AREA

*WildSpring Guest Habitat  
Humbug State Park  
Cape Blanco State Park  
Port Orford Visitor Center  
Triangle Square Art Gallery*

#### BROOKINGS/HARBOR AREA

*Slam'n Salmon Ocean Derby  
Brookings Chamber of Commerce  
Curry Coastal Pilot (newspaper  
office - reception) – out-of-area  
residents only*

#### NORTHERN CALIFORNIA AREA

*Crescent City-Del Norte Chamber  
Crescent City Harbor  
Ocean World  
Holiday Inn Express Redwood Hotel & Casino*

## 2. ONLINE SURVEYS (1,027 COLLECTED)

A modified survey for online use was sent to the following lists:

*WildSpring Guest Habitat* – 2,119 Quarterly newsletter recipients (WildSpring also collected surveys from current guests – these are included in intercept numbers).

*Curry Coastal Pilot and Triplicate* – 242 emails sent to out-of-area Go Wild Rivers Coast mobile app registrants (users as of Sept. 5, 2014).

*Harris Beach State Park* – 6,124 past camper guests (summer 2013, 2014).

*Wildland Properties* – 54 past and current customers.

## 3. LOCAL RESIDENT ONLINE SURVEYS (475 COLLECTED)

Through the cooperation of the Curry Coastal Pilot, DCG RESEARCH added a third survey (at no additional cost) to collect data from current residents who identified themselves as having hosted visiting friends and relatives.

*Curry Coastal Pilot and Triplicate* – 4,062 emails sent to print subscribers, News Alert subscribers and Go Wild River app registrants.

One of the research goals was to ensure data collection throughout the Wild Rivers Coast region. DCG Research believes this was accomplished. Intercept surveys were collected evenly from all areas. Online surveys came primarily from the greater Brookings and Port Orford areas.

**RESEARCH MARGIN OF ERROR** – Due to the outstanding cooperation of everyone within the survey collection team, the final survey margin of error was better than the 3% research goal.<sup>1</sup>

COMPLETED SURVEYS	POPULATION	TOTAL SURVEYS COLLECTED	MARGIN OF ERROR (CONFIDENCE INTERVAL)
Intercept Survey 1 (234) Online Survey 2 (1,027)	1,300,000	1,261	+/- 2.8% (C.I. 95%)
Local Survey 3 (475)	50,535	475	+/- 4.5% (C.I. 95%)

The research project managers were Dr. Nicholas Lougee, Vice President, Director of Research, and Mark Dennett, President of the Dennett Consulting Group.

**A TEAM EFFORT** - DCG Research wants to personally thank the following Marketing Action Team members for their efforts in coordinating data collection: Jodi Fritts, Amy Gaddis, Julie Miller, Daniel Graham, Tyson Rasor, Karen Auburn, Michelle Duarte, Colleen Easton, Shirley Stentz, Charlie Kocher, Arliss Steele, Jeff Parmer, Anna Krug, and Chris Havel.

We also want to thank Annette Klinefelter for an outstanding job of coordinating this project and a special thanks to Jodi Fritts and Marie Simonds for assisting with intercept survey data entry.

<sup>1</sup> Intercept and online survey data sources were merged, due to instrument similarity. Data for each source is available, but shows no statistically significant differences.

### III. KEY FINDINGS

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#### QUICK LOOK

- ✓ Most visitors are couples (married and domestic partners) or a group of four  
(Reference Page 8)
- ✓ Most visitors are Generation X and Baby Boomers - age 36 to 58  
(Reference Page 6)
- ✓ Majority of visitors make more than \$75,000 annually (REF PG 6).  
(Reference Page 6)
- ✓ More than a quarter make more than \$100,000 annually.  
(Reference Page 6)
- ✓ 39% arrive via I-5 and the vast majority of those travel from Grants Pass via Highway 199. 61% are traveling Highway 101 - 31% south to north, 30% north to south.  
(Reference Page 6)
- ✓ The majority of visitors coming to visit local residents access the area from I-5.  
(Reference Page 6)
- ✓ Four shoulder months offer an opportunity for growth: March, April, May and October.  
(Reference Page 7)
- ✓ Most visitors spend 2-3 nights in the region.  
(Reference Page 7)
- ✓ Over half of all visitors (51%) report that on average, they visit the area annually. A surprising number (15%) have visited 12 or more times in the past five years.  
(Reference Page 8)
- ✓ Statistically, three new experiences were rated highest for visitor interest and the belief that they would entice a longer visit:  
(Reference Page 9 and 10)
  1. More bicycle routes with maps, signage and shuttle services;
  2. More accessible water adventures supported by more guide services;
  3. Farm tours with dining on-site and fresh produce for sale.

When DCG looked at local residents (that had visitors in the past 12-months), two experiences were mentioned most often:  
(Reference Page 34 and 35)

1. More accessible water adventures supported by more guide services;
2. Farm tours with dining on-site and fresh produce for sale.

- ✓ Visitor recommendations - with more than 1,500 different responses it is impossible to draw any statistically relevant conclusions. However, some things that visitors and locals believe would make someone stay longer (no particular order) are:  
(Reference Page 11-33)

- More and better restaurants with ocean views and local seafood
- More and better shopping, longer hours and better attitudes of sales people
- Better and easier access to the beach
- More campsites that are not pre-reserved
- More dog friendly lodging, restaurants and trails
- Better hiking trails with better signs and maps
- More hiking and mountain biking trails – but keep them separated
- More things for kids to do
- More events but don't place them all on the same weekend
- More things to do indoors when the weather is poor
- More public rest rooms and improved facilities
- More tours and guides available for exploring local natural attractions



## VISITOR PROFILE

Visitors to the Wild Rivers Coast, a region defined  
as stretching from Klamath, California to Bandon, Oregon.

<b>VISITOR PROFILE</b>	<b>ALL VISITOR PARTICIPANTS</b>	<b>LOCAL RESIDENT PARTICIPANTS</b>
<b>MARTIAL STATUS</b>		
Single	15%	n/a
Married	79%	n/a
Domestic Partners	6%	n/a
<b>AGE</b>		
Millennials (Under 35)	9%	3%
Generation X (36-49)	22%	9%
Baby Boomers (50-68)	54%	58%
Mature/Older (69+)	15%	30%
<b>INCOME</b>		
Under \$25,000	5%	10%
\$25,000 to \$49,999	17%	26%
\$50,000 to 74,999	26%	28%
\$75,000 to \$100,000	23%	19%
Over \$100,000	29%	17%

<b>TRAVEL ROUTES TO THE WILD RIVERS COAST REGION</b>	<b>ALL VISITOR PARTICIPANTS</b>	<b>LOCAL RESIDENT PARTICIPANTS</b>
From I-5 via Highway 199	29%	22%
From I-5 via Highway 42	6%	32%
From I-5 via Highway 38	4%	34%
From California (South to North) via Highway 101	31%	5%
From Oregon (North to South) via Highway 101	30%	7%

<b>PRIMARY REASON FOR VISITING</b>	<b>ALL VISITOR PARTICIPANTS</b>
Vacation/Holiday	66%
Business	2%
Visit Friends/Relatives	11%
Traveling Through	12%
Moving Here (Relocation)	2%
Attending an Event	7%

<b>MOST POPULAR MONTHS FOR VISITING</b>	<b>ALL VISITOR PARTICIPANTS</b>	<b>LOCAL RESIDENT PARTICIPANTS</b>
July	16%	14%
August	16%	15%
June	14%	12%
September	13%	11%
May	8%	10%
October	7%	5%
March	5%	6%
April	5%	7%
February	4%	4%
January	4%	5%
November	4%	5%
December	4%	6%

While there are no surprises here (summer is king), four shoulder months offer an opportunity to expand annual visitor traffic: March, April, May and October.<sup>2</sup>

<b>NUMBER OF NIGHTS VISITORS SPEND IN THE REGION</b>	<b>ALL VISITOR PARTICIPANTS</b>
Day trip only	2%
1 night	9%
2 nights	22%
3 nights	19%
4 nights	13%
5 nights	9%
6 nights	5%
7 nights	5%
8 nights or more	16%

Most visitors spend 2-3 nights in the region. This is consistent with other DCG Research studies of the region. The impact of second homes/vacation rentals is also reflected by the fact that nearly 1 out of 5 visitors spend a week or more (21%) in the region.

<sup>2</sup> Research that DCG Research has been involved in the past reveals that while you cannot fundamentally shift travel patterns, consumers can be motivated to move from peak to shoulder periods (months before and after peak periods) because they assume that traveling in these periods will offer a better experience (fewer crowds and better offers). Increasing traffic to the slowest periods (Feb, Jan, Nov, Dec) requires marketing to consumers/regions that are most attracted to visiting the coast in winter months.

<b>SIZE OF TRAVELING PARTY</b>	<b>ALL VISITOR PARTICIPANTS</b>
1 Person	6%
2 People	50%
3 People	11%
4 People	16%
5 People	6%
6 People	3%
7 People	1%
8 or more People	7%

Most visitors are couples or a group of four. This is consistent with other DCG Research studies of the region.

### **FREQUENCY OF VISITS TO THE WILD RIVERS COAST**

Over half of visitors (51%) report that they have visited visit the area annually (on average, over the last 5 years). A surprising number (15%) have visited 12 or more times in the past five years. Creating visitor experiences that would encourage people to stay longer or return more often is an important goal.

<b>VISITS WITHIN THE PAST FIVE YEARS</b>	<b>ALL VISITOR PARTICIPANTS</b>
1 time	13%
2 times	12%
3 times	13%
4 times	11%
5 times	13%
6 times	7%
7 times	4%
8 times	5%
9 times	1%
10 times	7%
11 times	0%
12 times or more	14%

## NEW VISITOR EXPERIENCES

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**Which new visitor experiences would tourists be most interested in and would they influence people to stay longer (extend their trip)?**

Statistically, three new experiences were rated top highest visitor interest and the belief that they would entice a longer visit:

1. More bicycle routes with maps, signage and shuttle services
2. More accessible water adventures supported by more guide services
3. Farm tours with dining on-site and fresh produce for sale

### INTEREST LEVEL IN FOUR PROPOSED VISITOR EXPERIENCES WOULD PROPOSED NEW VISITOR EXPERIENCES ENTICE YOU TO SPEND LONGER?

#### TOP RATED, BOTH SCALES

<b>NEW EXPERIENCE</b>	<b>VERY INTERESTED IN THE ACTIVITY</b>	<b>MOST LIKELY TO ENTICE VISITOR TO STAY LONGER</b>
More bicycle routes with maps, signage and shuttle services	28%	18%
More accessible water adventures supported by more guide services	25%	20%
Farm tours with dining on-site and fresh produce for sale	24%	19%
Expanded mountain bike trails with signage and maps	18%	12%



### INTEREST LEVEL IN PROPOSED VISITOR EXPERIENCES

<b>NEW EXPERIENCE</b>	<b>VERY INTERESTED</b>	<b>SOMEWHAT INTERESTED</b>	<b>TOTAL</b>
(7A) Farm tours with dining on-site and fresh produce for sale	24%	39%	63%
(7B) More bicycle routes with maps, signage and shuttle services	28%	29%	57%
(7C) More accessible water adventures supported by more guide services	25%	33%	58%
(7D) Expanded mountain bike trails with signage and maps	18%	23%	41%

### WOULD PROPOSED VISITOR EXPERIENCE ENTICE YOU TO STAY LONGER?

<b>NEW EXPERIENCE</b>	<b>VERY LIKELY</b>	<b>SOMEWHAT LIKELY</b>	<b>TOTAL</b>
(8A) Farm tours with dining on-site and fresh produce for sale	19%	29%	48%
(8B) More bicycle routes with maps, signage and shuttle services	18%	26%	44%
(8D) More accessible water adventures supported by more guide services	20%	29%	49%
(8D) Expanded mountain bike trails with signage and maps	12%	19%	31%

## VISITOR RECOMMENDATIONS

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### **QUESTION: Can you think of any activity or attraction that would make you or someone you know stay longer on a vacation...**

The challenge with an open ended question in a quantitative research instrument (survey) is that it is impossible to make any statistically relevant conclusions with more than 1,500 different responses. Therefore, no statistical analysis was attempted with this question.

**But this question does provide a snapshot in time of visitors and locals opinions and concerns** (similar to a focus group – a qualitative research tool) about the local tourism product. Similar to a focus group, this input can be very helpful in setting priorities for improvements in the visitor product.

To help organize more than 1,500 suggestions, DCG Research grouped them in categories and if comments were similar, DCG indicated this by adding a total (10x, etc.).

TOPIC	PAGE
ARTS AND CRAFTS	11
ATTRACTIONS RELATED	11
BEACH SPECIFIC	14
BICYCLING RELATED	15
BIRDING RELATED	16
CAMPING RELATED	16
DOG RELATED	18
EVENT COMMENTS	19
FISHING RELATED	21
FOOD AND LODGING RELATED	22
GENERAL COMMENTS	24
GOLF RELATED	24
KID RELATED	25
OFFERS OR SPECIALS	25
OUTDOOR RELATED ACTIVITIES	25
PERSONAL OBSERVATIONS	29
SHOPPING RELATED	29
TOURS	31

## **ARTS AND CRAFTS**

- More art shows (10x)
- More grouped nearby art galleries and antique malls or shops instead spread over town some with limited parking nearby
- More art promotion
- More arts festivals showcasing Juried art; Film festivals; Artist workshops, singer songwriter workshops; the ability to record--low cost music studio time
- Arts and Craft (i.e. beading and jewelry classes)
- Ceramics classes
- Artist & craft shops
- Art Galleries
- Art workshops with big names to paint plain air

## **ATTRACTIONS RELATED**

- Bowling alley
- Game arcade
- Aviation-related activity
- Ice or roller skating
- Year round swimming pool.
- Breweries would go over great (6x)
- Community pool/rec center would be great during inclement weather
- Carousel (3x)
- Aquatic swim center
- Casino in Brookings-Harbor (3x)
- Historical and natural history museums (4x)
- An aquarium (3x)
- Indoor Aquatic Facility with year round recreational features (5x)
- Family attractions: science museum, coastal museum-like exhibits, bike paths

- Need indoor swimming pool (2x)
- More information on where to look for various areas of the ocean (agates, etc.).
- It would be fun to have boat trip up Chetco
- Wild life rescue
- Indoor water park, billiards, bowling
- Amusement and theme parks
- Local & full service Spa
- Bigger, more modern movie complex (3x)
- Habitat for humanity or volunteer opportunities
- Harbor Cruise (3x)
- I love a beach boardwalk feel it would be fun to have a mini carnival like beach boardwalk!
- Storm watching
- Hot Tubs and Mud Baths
- Decent place to dance
- A real skating rink
- Cooking class
- A coastal recreational/sightseeing train
- Local craft events, land marks open and historic sites open
- A major parade
- At the Boardwalk area at the Port of Brookings would be nice to have things like: Bicycle rentals -paddle boat rentals -"Surrey" type bikes for transport -Moped rentals
- Family fun center (4x)
- Ferris Wheel on Boardwalk
- Kite building, Kite lessons for more exotic kites, kite events, rentals (10x)
- Boardwalk Amusements/Arcade Winter Month
- Learning about the Chetco River
- Marine museum



- Model air plane flying at the Port we would love to have it back
- More whale watching trips and opportunities (10x)
- Berry picking
- More geologic markers, it is a very diverse geologic setting
- More to do in harbor: shop's, dinner cruise, fishing trips
- More indoor activities during bad weather (4x)
- More night life (8x)
- More opportunities to explore downtown Brookings
- More roadside attractions such as Ocean World and Prehistoric Gardens
- More viewpoints along the Pacific Coast Highway to enjoy the beautiful views
- More ways to get on ocean, like boats for hire (3x)
- A botanical garden would be cool
- Need a health food coop
- We always go to the aquarium in Crescent City and the petting farm, cheese factory, old town and jam store in Bandon. We need attractions and nice stores and restaurants. We need quality
- North Coast Marine Mammal Center was awesome
- Ocean- going fishing like that in the gulf of Mexico; boats to get closer to whales; tour boats of the rivers; maps with clearly marked parking and sites for river swimming
- Open up the bowling alley and enclose the town pool
- Organic gardening
- Picnic tables near beach and river
- Possible day trips to other area rivers to see other attractions
- Recreation center with indoor swimming pool, jogging track, exercise room
- Senior activities for people with handicaps or limited mobility like my husband and I

- Senior activities Shuffleboard games, Leagues and Tournaments. This is very popular among the 55 plus crowd. Most folks that live up here six months don't have much to do but enjoy the cooler weather, however when they leave here October 1 for Arizona they have lots to do like Shuffleboard. The bowling alley would make a great shuffleboard building - make great use of this and turn it into a Shuffleboard club. Everyone loves this game - the younger folks need an activity and younger folks (kids) are getting involved in this as a sport in places like Florida and California
- More interaction with sea life
- Some sort of recreation center especially indoor swimming activities. I also know they all would use a performing arts center. Many would use a website which combined or presented a central place to view artists' works with info as to where they could see more, live
- Dinner boat that goes out on the ocean nightly (3x)
- Sporting clays facility, gun range
- The stunning scenic beauty of the area is a huge attractant in itself. Leveraging that as good an option as anything (6x)
- We enjoyed dune buggy riding out of Florence, but I guess we can't do that here.
- More beach learning stuff (tide pool creatures)
- Add free Wi-Fi for families to stay in touch
- Better promoting of the great lectures/events Forest Service puts on.

## **BEACH SPECIFIC**

- Better beach access (10x)
- Beach access with fewer steep paths to climb
- Better signage on beach trails. When on the beach it is hard to tell unless you have done it before where you can get back up to the road from the beach
- Better beach trails. Easier access and trails leading to the beach (8x)
- A general beach map, highlighting what the location has to offer would be cool too.
- Where are the sandy beaches and swimming holes along the rivers (Winchuck and Chetco) inland (short distance) from Brookings? It would be great to know of activities for alternatively abled (disabled) folks too.
- The beach at Brookings had warnings of contamination which shortened our time a bit, considering what a beautiful coastline it is.
- Horse accessible beaches (3x)

## BICYCLING RELATED

- Bicycling Events in Del Norte & Curry County for all terrain vehicles on coast/dunes
- More bike paths and trails (5x)
- More bike rentals (4x)
- Safer bike lanes on coastal highways, better bike lanes, dedicated bike routes (10x)
- Class I bike trail to Brookings
- Glad you asked about bicycling! As a former bike tourist, I have observed that there are no signs to help guide and explore their ride. I have always said that the area needs two bike information signs, (one at Enders Beach & 101, and the other at Washington and Northcrest. Maybe at Safeway, too) There needs better signage to Stout Grove and to the turn off for the Campground @ Elk Creek.
- A bicycle path physically separated from cars and trucks, from the Winchuck River all the way to Astoria, with campgrounds similar to or smaller than Harris Beach about every 20 miles, and with restaurants nearby.
- A long, paved bike path away from traffic and through scenic areas.
- Designated bike trails draw us and keep us coming back to places that offer it.
- A more kid-friendly bike path from Harris Beach Campground to Brookings; a separate bike path away from the road.
- Need a BMX park
- More information on bike paths available for scenic riding, not mountain biking.
- Bicycle trails More family excursion options
- Expanded mountain bike trails, no self-guided touring
- Safer shoulders for bicycling. We found 101 to be extremely hazardous for bikes
- Hate sharing single-track trails with mountain bikers - it's simply not safe. If you open up many trails to them, we will avoid your area.
- We don't bring bikes but bike trails are great to have; trails for biking and walking even better

## **BIRDING RELATED**

- Bird watching tours. The spring time bird experience is world class, and most people are completely unaware of the spectacular migration going on. They just need good binoculars and spotting scopes. Charleston and Bandon areas are so amazing for this.
- Bird watching with a guide who drives the people.
- Promote bird watching (6x)
- Pelagic seabird birding
- Birding trip to see puffins nesting on the other side of the rock not accessible by land. Maybe a whale watching or just boat ride large enough to have bathroom to see coastline and whatever other wildlife is seen on a 2 to 4 hour trip
- Bird watching tours, birding festival,

## **CAMPING RELATED**

- More campgrounds, more camping availability. Just not enough campsites available on a first come first serve basis (12x)
- Organized camp dinner more activities at sites
- Nightly history campfires of the local Oregon areas and special places to visit
- Not be charged a day use fee if already paying a camping fee.
- More FS campgrounds (up Winchuck & Chetco) open
- More pictures of camp grounds and how close to water.
- More wilderness with primitive tent campgrounds and less motorized traffic of all kinds.
- More yurt facilities (8x)
- We enjoy RV camping in your area, and the many beach walks that we take when here
- No motor homes, when I go camping all I want to do is fish, hike, enjoy the wilderness
- Need transportation between park and local town
- Develop Chetco Point
- Better RV campgrounds (6x)
- Better tent camping sites near the coast. Brookings sites are suited for trailers
- More availability at Harris Beach. Wonderful park, highly reserved (10x)

- Availability of some non-reserved campsites for impromptu visits.
- Affordable campsites with hiking trails to places like the Sand dunes or the caverns
- Camp Site that is not so crowded with out-of-state visitors
- Campfire, evening programs, kids' activities, tide pools
- Campgrounds that are open year round
- More camping at Jed Smith
- Camping sites as good as at Harris Beach Park
- Cleaning up and improving the shape of Beachfront RV Park at Sporthaven beach. I don't think the people that run the Port realize how much the park is (was) being used. That is where our friends stayed until the past year. The new rules for longer term stays that started this year screwed up a lot of plans for people. Many locals stay at the park off and on during the summer with their visitors including us. The changes in some employees also have affected some. The RV Park is just as important as all the shops at the port but it seems to be forgotten. Just think how much revenue would be lost without the RV Park!
- Better mattress in Yurts. That's why we cut our last stay short. We put both mattresses on the bed and it was awful to sleep on. But we love staying in a yurt
- In camp children's activities and amenities. We'd stay at a campground for 1 or 2 full weeks in the summer if we found campgrounds with more features for the kids.
- Develop campgrounds for tent campers only..... Currently all campgrounds seem to be overrun with RVs
- Campgrounds with more privacy hedges/ tree barriers even for trailer spots.
- Eliminate standing water issue during rainy periods in some of the sites at Harris Beach. Re-open the dump station at Camp Blanco State Park. Eliminate the \$5 charge for an extra vehicle in State parks - it's pointless.
- Less expensive camping The rates are going thru the roof -- from the smaller campgrounds all the way up to the KOA With the price of gasoline rising and the cost of camping going thru the roof we are spending less time in OR and more on sites closer to home in CA
- I love the Wild Rivers Coast and find plenty to do. We enjoy camping and exploring. I like it for its natural beauty.
- I came to see and spend time in Sam Boardman State Park. Why can't we camp there?
- Larger RV sites with easier entry for large/tall RVs (5x)
- More beach camping areas in/around Brookings that are legal to have campfires for cooking, camp fire stories,
- More beach access or camping on the beach (7x)

- More rustic places to camp. The state parks are way too crowded for my taste.
- More limited campfires or better firewood. It is very smoky at times and feels unhealthy
- More camping with ocean view
- Extend the Jr. Ranger program at Harris Beach State Park. We camped there in June and it was NOT taking place.
- Put RV camping back into Arizona Beach!!!! (And I mean on the beach, not 500 yards from the beach.)
- Remote camping (more nature oriented with less services and less people); motorcycle oriented campsites
- Need RV dump station
- Tents only area... No RVs allowed
- To stay someplace where people weren't having sex (loudly) in the shower stalls so that my young son heard while brushing his teeth!!!!!!!!!!!! And yes, this happened during our stay at Harris Beach over Labor Day weekend!!!!
- The yurts in Harris Beach are fun but it gets crowded in the state parks (12x)

## **DOG RELATED**

- Dog activities such as Dock Dogs
- Dog Beach Park! Area on beach that is fenced in, fresh water, etc. for dogs to run free and play (3x)
- Dog friendly activities, such as running on the beaches, swimming in lakes (8x)
- Dog friendly hikes, dog friendly places to stay
- More things dog owners can do with their pets, and hiking trails including these pets
- More dog friendly
- More yurts that take small dogs. We're just beginning to explore yurt camping
- Things to do with your pet
- Dog friendly restaurants (4x)
- Dog friendly trails and beaches with a source for dog owners advertising where those places are.
- More pet sitters

## EVENT COMMENTS

- Better event planning and date coordination between events. There is a boom and bust cycle of events in the area. Not much will be available one weekend then the next weekend will have several events on the same weekend. We can't do everything at once
- RV shows and Vintage RV tours
- Equestrian Event Art / photography events Kite Flying , Sidewalk Chalk Events Concerts at Park, Front St
- Beach Wine events (4x)
- Beerfest
- Outdoor flea markets & festivals
- More Kite festivals (8x)
- Kite flying classes/workshops to fly 2-handed kites, and/or more kite festivals
- Festivals (other than December)
- Quilt show (3x)
- R&B concert
- More back to back events in the areas
- How about another art festival at the Brookings Harbor in the summer
- Spiritual conferences with meditation
- Seafood Festivals (4x)
- Art festivals, art walks, studio tours
- How about a wild blackberry cook off?
- Special event, such as a concert or other performance (8x)
- More weekend events like what we have with the Kite Festival and parade
- Need Balloon Festival
- Pistol River concert Azalea Park concert
- More festivals (10x)
- More multi day events – i.e. music and/or food festival.
- Mushroom festivals, harvest festivals, Oktoberfest's, seafood festivals, jazz or blues festivals

- Musical entertainment, such as concerts in the park
- More music - classic country, old timey, jam band, bluegrass (3x)
- The Brooking's kite festival was cool ( been 3 times to that )
- Orchestra performances, community band performances, theatrical performances
- City-wide garage sale
- Quality entertainment at a quality venue (5x)
- Quilt show (3x)
- Model railroad show
- Book sale
- Large outdoor music festival like Cape Blanco
- Film festivals (2x)
- Salmon days with smoked salmon and Indian entertainment
- Salmon Derby
- Sand castle competition
- Seafood and Wine Festival (3x)
- Some kind of food event like fish cook-off or appetizer cook-off. maybe a tailgating event
- Some sort of special event - like the Azalea Festival, or garden tour
- Surfing competitions
- Swap Meets/Flea Market events (3x)
- Themed Festivals, like the Pirate Festival and the Kite Festival
- A bike rally would be cool
- Sandcastle festival, other large festivals
- More festivals like the pirate festival
- More educational activities, historical events
- Art festival at/near harbor where people can create art not just see or purchase
- Need large indoor venue (400+ seats) for concerts



- More art and craft-type festivals and specific events, such as the Salmon Derby
- Art and wine festival (8x)
- American pow-wows
- Need two-day activities, festivals, etc. concerts, educational stuff, and not just "look at a whale," but "look what our litter is doing to that whale," or "ocean acidification."
- Concerts with big names, popular musicians (8x)
- Distillery events

### **FISHING RELATED**

- More fishing (30x)
- Local fishing derbies- similar to Gold Beach Annual Salmon Derby with various divisions. Could have a derby for bank fishermen and a derby for fishermen in drift boats. With prizes, fund raiser. Crab guide and rentals--flat fee to crab with a boat captain
- Fishing and crabbing affordable with guides
- More crabbing access (6x)
- More fishing sites along rivers with maps/bait shops/etc.
- More sports fishing better guide services
- Promoting more fishing events
- Sport bank fishing the Chetco Winchuck, Smith and Rogue River - no guide needed
- Sport Fishing (Ocean and local Rivers) --No Guide needed
- Longer fishing days
- Longer fishing season
- Surf fishing
- Sport fishing (4x)
- More accessible fishing locations
- More accessible sport fishing
- Group fishing classes along the Chetco.
- Fly Fishing without the attitude

- Free fishing days
- Crabbing clamming fishing knowing when the salmon and steelhead runs are
- More Crabbing (6x)
- Kayak fishing (3x)
- Kayak fishing. I go at least once a week, and it's the most enjoyable way to fish ever
- How about a fishing dock that extends out into the ocean. Similar to boardwalk in Santa Cruz.

### **FOOD AND LODGING RELATED**

- Better restaurants, more restaurants and more decent places to eat (25x)
- Bigger / longer farmers market with music and food
- Better rates at the hotels
- More outside dining at the port with dogs like old town Florence
- Brookings could use a new upscale hotel on the coast. Went to book a trip with my 89 year old dad (ADA) and could not find a suitable hotel with an ocean that could accommodate him. So I booked the trip to Monterey, CA instead this October!
- A lodge in the Redwoods
- Better lodging options and restaurants
- Better access to good seafood ... it is a shame that we are right on the Pacific Ocean and cannot find really good seafood restaurants!
- Better choice of healthy food restaurant, family friendly good seafood and or local foods
- Better quality motels (7x)
- More seafood restaurants
- Better view/restaurant options (4x)
- Farmers market with music offered, including local fresh seafood
- Need a Denny's Restaurant
- Good restaurant in Brookings...some are OK...none are great. Restaurants are better in Bandon and Port Orford.
- An evening vendor/farmers market with music. Such as Truckee, CA does

- Food truck events such as Auburn or Sacramento, CA.
- Good entertainment at the Saturday Farmers market-people would stay longer
- Food Cart vendor
- Crescent City needs more decent restaurants. When checking the internet, it's pretty sad when they say the best is Mexican. P.S. It would help the locals too
- Decent restaurants
- Family style dining in an interesting area to interact w others...we seniors like off the beaten path experiences in winter or spring months. i.e.: not summer!
- Seafood feast and things at the harbor.
- Get the motel prices down so more of the working class people could stay longer
- Good dining experiences, walking routes to food, shopping, views
- Hotel with indoor water slide
- More hotels and more marketing; nobody in Portland knows or would want to take a trip that far to a beach. But once you get there it's amazing!
- 
- More high scale restaurants
- More healthy dining choices
- More fresh fish in local restaurants, Brookings was 95% fish and chips and who knows from where that frozen stuff came
- A dining guide. We had a really difficult time finding local restaurants that had reviews that we could look at.
- If there was a place with live music, and one could enjoy dancing and eating!
- More pet free and smoke free inns, B&Bs, motels, and hotels.
- Microbreweries
- More small quaint shops & restaurants. a la old town Bandon and Florence
- Better variety of reasonably priced places to eat
- Difficult to find affordable lodging
- Ocean lunch or dinner cruises
- River cabin rentals

- Like a nice restaurant that includes local fish on the menu
- More music and drink in the harbor
- Thai food
- Suggestions for good but casual dining
- Out of the ordinary overnight dwellings (like the teepee's and covered wagons they have in Eastern Oregon) but in smaller settings. The farm style dining mentioned above would be awesome with some type of teepee/wagon type overnight area to stay in. Treehouses also have a lot of appeal (like the ones in Takilma)

### **GENERAL COMMENTS**

- Better weather
- Provide restrooms for campers near the fishing pier
- Better beach bathroom facilities.
- Build handicap mobility scooter trails all along the coast and to beaches from day use, campgrounds and most viewpoints. State parks are NOT handicap friendly.
- Additional consideration for disabled people
- Better beach access for handicap
- Booths on the board walk more often... Saturday and Sunday.... And maybe a day in the middle of the week. The market at the Grange is too hard for seniors to navigate. The ground is very uneven and is a hazard
- A more active Port (like Brookings)
- Promote the temperate climate more
- Free wi-fi throughout the area

### **GOLF RELATED**

- Affordable golf...Salmon Run is nice (4x)
- Additional golf opportunities (5x)
- More resort (golf) type accommodations
- Nicer golf courses (5x)
- Mini golf (3x)
- Maybe golf when we are too old to windsurf

## **KID RELATED**

- More things for kids to see/do (12x)
- Anything involving kids and the outdoors - fishing clinics, camping skills, etc. Not so much ""education"" which my daughter sees as ""boring,"" but more hands-on stuff, trying things, learning things. She had a great time at the Seafood Festival in Charleston learning how to fish at the ODFW display
- Kids' activities, soccer field, places for kids to meet
- River rafting for families with teens
- Finding more activities for younger people and families. It shouldn't feel like a retirement community if you really want to increase tourism.
- More aquariums family based activities
- More child friendly attractions
- More family stuff and free babysitting
- More kid activities like a Water Park
- Something for the young folks besides gala banquets and fashion shows.
- Pee Wee Golf, Kid friendly adventures
- Kiddies amusement park

## **OFFERS OR SPECIALS**

- Better discounts for seniors like the federal campsites have
- A good coupon or price on an activity

## **OUTDOOR RELATED ACTIVITIES**

- Accessible hiking trails, quaint shops, sports bar, dog parks, green spaces and pocket parks/flower gardens, bluegrass festival- music festivals, music workshops
- Boat launch
- Well-marked and well documented hiking trails (15x)
- Windsurfing (8x)
- Watercraft rental (3x)
- Canoeing - would like information on put in and take out spots

- River raft trips for us 70+ year olds
- Summer hiking groups
- Surfing
- Horseback riding (3x)
- Better maps of the coastal trails or phone apps (3x)
- More and better trail maps (4x)
- Stand up paddle boarding (3x)
- Parasailing
- Hot air ballooning
- Horseback riding (13x)
- More scenic hiking or walking trails (20x)
- Kayaking (6x)
- More handicap accessible tours and trails (5x)
- More hiking trails, especially without mountain bikes on them (6x)
- More hiking trails with POI maps. More POIs inland from the coast
- Kayaking put ins
- Kayaking with shuttle service – pick up and drop off with own kayaks
- Leisurely walking trails, for older people...but not handicapped
- Motorsports, drifting, mud bogs, ballooning
- Beach walking and nice weather
- Garden adventures
- ATV trails
- Anything in the water
- Activities on Smith River
- Canoe kayak rental
- A shorter trip on Jerry's Jet Boats -- maybe 3 hrs. For young family on limited time
- Bike or scooter rental

- Beach boardwalk with shops and restaurants like Seaside
- Agate hunting (3x)
- Possible para-sailing vendor nearby
- Nude beach would be nice
- Canoeing on the Pistol River
- Deer and elk hunting
- Geology and animal observation areas
- Gold prospecting
- Give them a list of various swim sites for river/lake/ocean
- Many of my guests would love to sail! if there were sail boat excursions
- Guide trip on the coastal trails with explanation of the areas
- Guided field trips on trails, beaches, places of interest
- Guided hikes / overnights on Rogue. Going out for a day on working fishing/crabbing boat
- Guided hikes to redwoods or water falls
- Guided hikes with history or nature talk
- Guided nature walks
- Guided nature walks in appropriate areas such as national & state parks
- Guided walk tours
- Ranger-led birding, geology, tide pools, flora & fauna guided hikes
- Hot air balloon sightseeing the ocean; whale or animal watching
- How about Hiking Tour that can explain something about the area
- Hunting
- Guided nature tours in the redwoods or boat excursions off the coast to whale watch or fish safe/guided horseback riding excursions in Gold Beach.
- Jet ski and boat rentals
- More areas to ride dual sport motorcycles, more open logging roads that can be accessed with motorized vehicles.

- I am an avid motorcyclist enjoy family orientated motorcycle or motorcycle with sidecar events.
- I like to hike and it would be great if the hiking trail along the coastline of Boardman State Park could be improved. Right now you would have to be a mountain goat with a machete to walk on the trail.
- I would love to see more biking/jogging paths
- Improve and expand hiking trails. Some are in very poor condition and difficult for older friends.
- More talks on birds and local nature, we go to Harris Beach because it's wild and natural and we love it!
- More water parks, river/beach access
- Motorcycle trails
- Allow quads on the beach
- Organized hikes
- Running events, marathons
- Para sailing
- Sailing lessons
- Scuba diving (3x)
- Guided River fly fishing.
- Short term horse boarding (3x)
- Shuttles for hikers
- Skate park
- We enjoy hiking, walking on the beach
- We ride motorcycles not bikes (4x)
- White Water Rafting
- Zip lines (4x)
- Better walking other than in town
- More activities on the marina
- More activities on the rivers



## PERSONAL OBSERVATIONS

- Foodies and bikers probably spend more \$\$\$ than hikers/campers. Good luck with getting bikers. Advertise with warm dry Columbia jackets on! As gorgeous as we both thought it was, don't think I'll get him to go there again. We were very attracted to Brookings to Bandon area, north of there didn't sound near as pretty. Don't forget the Cranberry farmers in your foodie itineraries. We are 54 yrs. old.
- Clean the area up. Make it more attractive.
- Clean water without the threat of E-Coli
- Clean, well lit, and safe restrooms.
- Dark Sky ordinance in all Wild Rivers Cities, Port Orford visitors comment often about the night sky when walking the streets and beaches.
- Easier access to the south beach area at Harris Beach State Park - maybe an electric lift or gondola type elevator?
- Fix Harris Beach's plumbing. That's the only reason I answered this questionnaire.
- I'm the type of guy who can just sit and stare at the ocean. That's often times why I actually go to the ocean. It never gets only. I like camping and especially enjoy the yurt experience at Harris Beach. I take everyone who has never been to Oregon before to Harris Beach. It's a special place to me and I enjoy sharing it with family and friends. Even now that I live in Portland, I still make the drive to show people how beautiful the Southern Oregon Coast is...year round.
- If I had my way I'd move here, it's beautiful
- Universal coverage of Brookings and its environs with high-speed wireless internet supported by a fiber-optic backbone
- I went for the beaches, solitude, and ambience to write and create. Your place is perfect!
- Brookings & harbor need to merge and the port shops and attractions need to be expanded and improved. County needs a .10 cent gallon Gas Tax to Fund Roads & Sheriff's needs.

## SHOPPING RELATED

- Better access to basic groceries (3x)
- Some more specialty stores
- More shops and better shopping (14x)
- Shops need to stay open longer
- More boutique shopping
- More businesses open during Christmas

- More shopping and better selections (8x)
- More interesting, nice shops, especially at the Port of Brookings. It should be the "jewel" of Brookings with shopping & restaurants like Newport & other coastal towns have. Brookings apparently wants to become the discount/thrift center of the coast! Disgusting
- More retail stores on the main road. Not thrift or second hand stores!!
- More shopping around the beach/harbor areas, lots of quaint shops, coffee shops,
- More small quaint shops & restaurants. a la old town Bandon and Florence
- More tourist shops in downtown to visit
- Fewer unattractive storefronts. More positive customer attitudes at businesses
- More going on at the harbor -- better stores, etc.
- Need something other than thrift stores and dollar stores; something that doesn't say impoverished and cheap.
- Shops that are open; especially with Brookings souvenirs
- Better shopping experiences and museum experiences
- Cheap booze over the border
- Better shopping - shops with new merchandise not second hand.
- Beach-town shopping experiences, local artisans demonstrations and wares for sale, local performers and musicians, entertainment, experiences
- Businesses that stay open after 5:30 pm, so there is somewhere to go other than the movie theater, eating and Fred Meyers.
- Consignment shops
- Gold Beach needs a more developed Port area with lots of shops and walkways like Bandon has. And some hanging baskets and trees along the highway- need to add beauty, make it look higher end to try and keep tourists in town.
- Glass floats and such hidden in the Bay area
- Fun shopping (boutiques, home decor, books)
- Discount mall for women who "need" to shop
- Outlet Mall like Lincoln City (3x)
- More tourist-friendly businesses along Hwy 101, rather than more chain stores. We need 101 to be uniquely "us," and not just a (not very great) copy of the big city our visitors came from. Well-run family businesses and unique restaurants are great for tourists (4x)

## TOURS

- Coastal, River and Forest Eco system tours
- Brewery tour... Map of local breweries, stamp/punch card for visiting, turn card in for a special tour pint glass.
- Boat tours out on the ocean (8x)
- Guided historical tours.
- Helicopter tour of the coast (4x)
- Lighthouse tours (3x)
- Guided lighthouse tours
- Local tours with history unique to the Coast (3x)
- More affordable boat tours (5x)
- More guided bird activities
- More guided tours of the tide pools and coast wild life, plants, etc.
- Small tourist vans for seniors who want guided trips to the redwoods, and up river
- Set up tours with the Indian Creek Fish Hatchery
- Bird watching tours
- Guided birding naturalist-led boat trips up the Rogue
- Mini hikes or tours highlighting the history/geology of the area
- Arboretum or garden tours
- Kayak tours (4x)
- Home tours (3x)
- Wine country tours (5x)
- Farm tours need to include wine!
- Organized antique store tours
- Bus tours of local sites with included historical and geological lessons, etc.
- Wine tasting tours (7x)

- Fishing trips or wine tasting tours
- Some sort of aerial tour of the coast (helicopter, skydiving, balloon, etc.)
- Whale watching tours (6x)
- We would be interested in boating tours like whale watching or fishing
- Off-shore fishing or boat tours
- Walking tours (5x)
- Tour of the 12 vista points within 4 miles of Brookings along the coast.
- Ecology tours
- Family friendly activities and tours. Information on local swimming spots, etc.
- A tasting tour of local breweries and Brandy Peak
- Coastal food tour. Wine or beer tasting picnic on the beach
- Cranberry bog tour (3x)
- Day long ""working"" tours at a distillery, or cheese factory, fishery tours, clamming guides, kayaking classes, anything to do with farms or nature
- Natural and historical tours - self or guided
- ATV guided tours
- There was a cranberry bog tour out of Bullards Beach state park one year, that we really enjoyed, but the next time we came, the farm had been sold and they no longer offered it as a talk/visit. Things similar to that are always fun for us.
- Redwood tours (4x)
- Organized sports tours - cycling, kayaking, surfing, hiking
- Naturalist, tidal pools tour, guided hike to spectacular beaches, water falls

## LOCAL RESIDENTS OPINIONS

While not part of the original research assignment, DCG Research added an online survey to local residents who identified themselves as having hosted visiting friends and relatives (YES column). Participants were *Curry Coastal Pilot* and *Triplicate* print subscribers, News Alert subscribers and Go Wild River app registrants.

### FREQUENCY OF VISITORS TO LOCAL RESIDENTS

HAD VISITORS WITHIN THE 12-MONTHS	LOCAL RESIDENT PARTICIPANTS
1 time	6%
2 times	16%
3 times	15%
4 times	15%
5 times	9%
6 times	10%
7 times	3%
8 times	5%
9 times	1%
10 times	4%
11 times	1%
12 times or more	15%

### NEW VISITOR EXPERIENCES – LOCAL RESIDENTS

#### TOP RATED, BOTH SCALES

NEW EXPERIENCE	VERY INTERESTED IN THE ACTIVITY	MOST LIKELY TO ENTICE VISITOR TO STAY LONGER
More accessible water adventures supported by more guide services	31%	25%
Farm tours with dining on-site and fresh produce for sale	27%	33%
Expanded mountain bike trails with signage and maps	13%	0%
More bicycle routes with maps, signage and shuttle services	7%	7%

### INTEREST LEVEL IN PROPOSED VISITOR EXPERIENCES – LOCAL RESIDENTS

<b>NEW EXPERIENCE</b>	<b>VERY INTERESTED</b>	<b>SOMEWHAT INTERESTED</b>	<b>TOTAL</b>
(7A) Farm tours with dining on-site and fresh produce for sale	27%	40%	67%
(7B) More bicycle routes with maps, signage and shuttle services	7%	57%	64%
(7C) More accessible water adventures supported by more guide services	31%	44%	75%
(7D) Expanded mountain bike trails with signage and maps	13%	20%	33%

### WOULD EXPERIENCE ENTICE VISITORS TO STAY LONGER? – LOCAL RESIDENTS

<b>NEW EXPERIENCE</b>	<b>VERY LIKELY</b>	<b>SOMEWHAT LIKELY</b>	<b>TOTAL</b>
(8A) Farm tours with dining on-site and fresh produce for sale	33%	27%	60%
(8B) More bicycle routes with maps, signage and shuttle services	7%	43%	50%
(8D) More accessible water adventures supported by more guide services	25%	38%	63%
(8D) Expanded mountain bike trails with signage and maps	0%	21%	21%



## SOURCES FOR VISITOR INFORMATION

One of the major reasons for adding a local resident survey was to provide some insight into what sources local residents use to access information about things to see and do, which they share with visitors.

**When you are planning things to do with your out-of-town guests, what resources do you use for information?**

### TOP FIVE

1. Recommendations from others (14%)
2. Local newspapers (13%)
3. The local newspapers GWRC Print Guide (8%)
4. Local newspaper website (7%)
5. Local travel brochures (7%)

**If you had to name just ONE local media that would be your media of choice for information on things to see and do on the coast, what would it be?**

### TOP THREE

1. Internet (40%)
2. Local Newspapers (30%)
3. Local visitor guides and regional publications (15%)

**Finally, what is the likelihood that you would recommend visiting this area to a relative, friend or colleague?**

WOULD YOU RECOMMEND A VISIT TO THE WILD RIVERS COAST?	LOCAL RESIDENT PARTICIPANTS
Very Likely	88%
Somewhat Likely	9%
Not Very Likely	2%
Not At All Likely	1%
Don't Know/Not Sure	0%

RESEARCH NOTE: Raw tables and data sets available upon request.

**Subject:** FW: Tourism Funding Info

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**From:** Mary Deloria [<mailto:mary@ci.garibaldi.or.us>]

**Sent:** Thursday, November 06, 2014 9:06 AM

**To:** Lauri Ziemer

**Cc:** John O'Leary; Kylie Pokliuha

**Subject:** Re: Tourism Funding

Hi, Lauri,

Our Tourism Commission is operated as a city government commission, much like a planning commission, with members appointed by the City Council and volunteers. The city has one half-time staff member assigned to tourism, and a small amount of my time and that of the City Manager is also allocated to tourism promotion. The commission's expenses are included in the city budget and are funded by a portion of transient lodging tax receipts.

Thank you for the kind words about our annual visitor's guide. The guide is funded by the tourism commission, with expenditure off-set by advertising sales. It is distributed free of charge to local (in-county) visitor centers, hotels, and other vendors.

For the past three years, the Garibaldi Tourism Commission worked with NW Media Consultants from Sacramento, CA to prepare and publish the guide. Unfortunately, Joe Happ and Kathleen Newton, proprietors of NW Media Consultants, have retired and are no longer available for print design. We are now looking for a new designer and publisher for the publication.

If there are any other questions you might have regarding our visitor's guide or the Tourism Commission, please feel free to contact me. Please also visit our website at [VisitGaribaldi.com](http://VisitGaribaldi.com) and our FaceBook page: Visit Garibaldi. Have a great day!

### ***Mary DeLoria***

Assistant City Manager / Finance Officer

**City of Garibaldi**

107 - 6th Street - PO Box 708 - Garibaldi OR 97118

Phone: 503-322-3327 \* Fax: 503-322-3737 [see: VisitGaribaldi.com](http://see:VisitGaribaldi.com)

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**From:** Lauri Ziemer <[lziemer@brookings.or.us](mailto:lziemer@brookings.or.us)>

**Sent:** Tuesday, November 4, 2014 11:30 AM

**To:** City of Garibaldi

**Subject:** Tourism Funding

Hello –

I work for the City of Brookings and we have just recently opened up a Visitor Center in our City Hall. Our Tourism Promotional Advisory Committee (TPAC) is wanting to check into printing brochures such as your "Visit Garibaldi", which is very nicely done.

We are curious how your city operates it's tourism promotion, how it is funded, who creates, prints and pays for your publications. Thanks for your help!

Lauri Ziemer