



COOS BAY - NORTH BEND - CHARLESTON VCB

MARKETING BUDGET PROPOSAL



PREPARED BY

 **ECHO** CREATIVE



PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Moving the Needle: With Precision & Power



Now that the OAC brand is fully mature, established and identifiable, we are focusing on building interest, a following and ideally visitors in every area we promote.

We have spent the past few years moving from year-long advertiser contracts to a more fluid, nimble approach—one that has proven both freeing and successful. Instead of committing to a full year of advertising up front, we now evaluate opportunities in real time. Several positives came out of this and we plan to continue managing the budget this way. A couple valuable examples that benefitted from this approach were the road closure during storm watching, and the advent of the Denver flights in the Spring. Unforeseen but we could pivot to address them.

Our budget is basically static for the coming year. We are moving forward with the same approach but more intention on extended stays and positioning OAC as a Bucket List Destination due to all we have to offer in our corner of the Coast. We will continue building cross-promotion awareness, all in an attempt to distinguish OAC as a complete destination for anyone interested in visiting regardless of interests and needs.

2025 - 2026 Goals



- **Promote Extended Vacations:**
Make a Week of It
- **Promote Uniqueness of Region:**
Your Bucket List Destination
- **Develop New Web Site**
- **Continue to Build-Out Our Cultural Experience**
- **Cross-Promote Adventures with Providers**
- **Increase Small Group Visits**
- **Maximize Awareness Through Interdisciplinary Outreach**
- **Create Multiple Consumer Touch Points Over the Course of Each Campaign**



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Decision Making Criteria



- Diversity & Accessibility
- Concern for Environment
- Cross-Promotion Packages for Adventures
- Sensitivity and Message Modification to Address Target Markets
- Dynamic Integration of Marketing, Branding, Social, PR, Media Assets, Community Outreach and Participation
- Balance Event and Adventure Promotion to Complement One Another
- Build and Execute Marketing and PR Through an Overall Schedule for All Aspects Using One Master Calendar
- Expand New Digital Asset Management Tool for Media Cataloging, Indexing and Searchability
- Obtain Grants, Sponsorships When Appropriate

Objectives, Execution & Benefits



Weaving a Comprehensive Visitor Experience

-  Longer Stays
-  Comprehensive Infrastructure
-  Repeat Visits
-  Whatever You Need, We Have It

Creating a Vacation Vision

-  Painting a Picture
-  Benefit from Our Outfitters, Retailers and Services

Value of an Integrated Approach

-  Improved Visibility
-  Enhanced Collaboration
-  Agile Decision-Making
-  Streamlined Processes



PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Major Annual Events & Campaigns



SUMMER PROMOTIONS

Make A Week, July Jubilee, Ride the Dirt Wave, Cool at the Coast, Fresh Air to Share, Circle the Bay Relay, Blackberry Arts Festival



FALL PROMOTIONS

Mill-Luck Salmon Celebration, Bay Area Fun Festival/Cruz the Coos & Prefontaine Run, Run Whiskey Run, Fall 15%, SFO to OTH



WINTER PROMOTIONS

Holiday Happenings ft. Holiday Lights, Storm Watching, Winter Mountain Biking, Charleston Crab Feed



SPRING PROMOTIONS

Clambake Music Festival, Roseburg to Coos Bay Relay, Spring Break & Getaway, DEN to OTH, BBQ, Blues & Brews





PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Major Annual Events & Campaigns



JUL 2025	AUG 2025	SEP 2025	OCT 2025	NOV 2025	DEC 2025
Make A Week					
Circle the Bay Relay					
July Jubilee	Cool at the Coast				
	Blackberry Arts Festival				
Ride the Dirt Wave		Mill-Luck Salmon Celebration	Run Whiskey Run		
		Bay Area Fun Festival			
DEN to OTH Daily Flight		SFO to OTH Flight		Fall 15% Lodging Special	
				Wint Mtn Biking	
Clamming		Fishing		Shopping	
Fishing		Forest Bathing		Crabbing	
Beaches		State Parks		Mtn Biking	

JAN 2026	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUN 2026
Storm Watching					
Whiskey Run Winter Mtn Biking					
	Crab Feed				
	Clambake Music Festival				
		Roseburg/Coos Bay Relay		DEN to OTH Daily Flight	
		Spring Break	Spring Getaway	BBQ, Blues, Brews	Make A Week
Mtn Biking	Culture	Culture	Running	Running	Tide Pooling
Gaming	Gaming	Gaming	Birding	ATV/Dunes	ATV/Dunes
Crabbing	Crabbing	Scenic Drive/Lighthouse	Hiking	Hiking	Hiking



CONSUMER MARKETING TACTICS

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Target Market Segments

	Internet (Google & YouTube)	Social	Digital (ROS, Paid Stories, etc)	Print	Press Releases	Outdoor/Billboards	Broadcast	Certified Folder	Trade Shows
MARKETS									
Seattle/Tacoma	✓	✓	✓	✓	✓				
Portland/Vancouver	✓	✓	✓	✓	✓	✓	✓	✓	
Salem/Corvallis	✓	✓			✓	✓			
Eugene	✓	✓	✓	✓	✓	✓	✓		✓
Bend	✓	✓	✓		✓		✓		
Medford/Ashland	✓	✓	✓		✓	✓	✓		✓
Klamath Falls/Roseburg	✓	✓			✓	✓			✓
Redding/Northern CA	✗	✓			✓				
Denver	✓	✓	✓		✓				
San Francisco	✗	✗	✗		✗				
Oregon	✓	✓	✓	✓	✓	✓		✓	
NW & Regional	✓	✓	✓	✓	✓			✓	



BUDGET BREAKDOWN BY TACTIC

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

A) Travel Trade	0.1% or \$1,000
🔍 Event Materials for Conferences, Creative & Development	
B) Asset Development	7.4% or \$60,000
🔍 Photography, Video, Voice Talent, Models, Etc	
C) Web Management/SEO	11.1% or \$90,000
🔍 SEO Campaign, SEO & Web Update Coordination, Web Traffic Reporting/Tracking and Analysis, Software & Tech Support, Website Updates/Expansion/Redesign; Website Accessibility Compliance (TO Grant \$42,500, in addition to budget)	
D) Administration Project Mgmt & Oversight	6.6% or \$53,500
Budgeting, Strategy & Admin, Meetings, Training & Travel, Project & Support Materials	
E) Public Relations/Special Marketing Outreach.....	4.3% or \$35,000
🔍 Promote Special and Unique Aspects of OAC	
F) Trade Shows	0.6% or \$5,000
🔍 Booth & Signage Updates	
G) Special Projects	1.8% or \$15,000
🔍 Discretionary Funds for Special Opportunities	
H) Printing	4.2% or \$33,800
🔍 Relocation Guide, Walking Map, Visitor Guide, Mailer Inserts, etc.	
I) Big Data	1.5% or \$12,700
🔍 Resource Subscription Reporting & ROI - Dean Runyan & Costar	
J) Spending Reserve.....	3.1% or \$25,000
🔍 Financial Cushion for Potential Soft Income	
K) Consumer Marketing Tactics	59.3% or \$482,000
👤 Social (Blog, Newsletter, Facebook & Boosts, MailChimp)	\$47,000
👤 Certified Folder/Distribution	\$13,000
👤 Billboards/Bus Signs.....	\$60,000
👤 Print and/or Digital (Publications, Websites, E-Newsletters, Sponsored Content)	\$200,000
👤 Broadcast/Streaming.....	\$56,000
👤 Guides	\$25,000
👤 Search Engine Marketing (Google/YouTube).....	\$81,000
TOTAL 2025/26 Marketing Budget	100% or \$813,000



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Cool at the Coast & Summer Event Campaigns

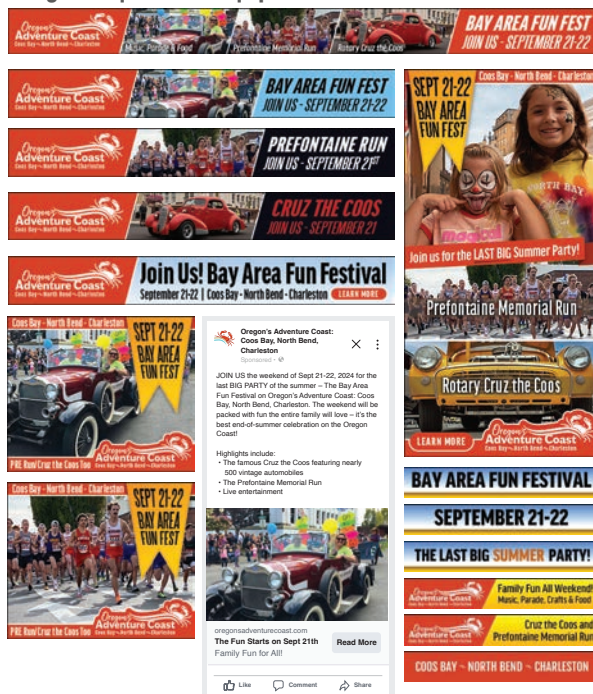
Google Ads | Run of Site



Google Ads | Run of Site



Google Ads | Run of Site | Sponsored Social



Google Ads | Run of Site | Sponsored Newsletters





SAMPLE ADVERTISING & MARKETING

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Fall Lodging Special & Event Promotion

Google Ads | Run of Site | Home Page Takeover | Sponsored Social | Sponsored Newsletters | Print

Sponsored Social

Google Ads | Run of Site | Sponsored Social | Custom Newsletters



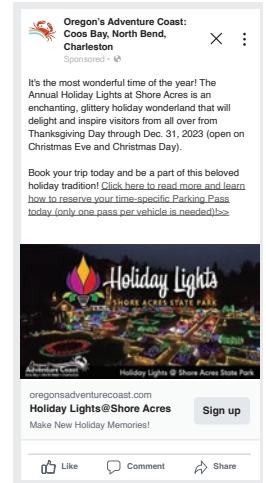
SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Holiday Lights & Holiday Happenings Campaigns

Google Ads | Run of Site | Media Marketing | Home Page Tkovert

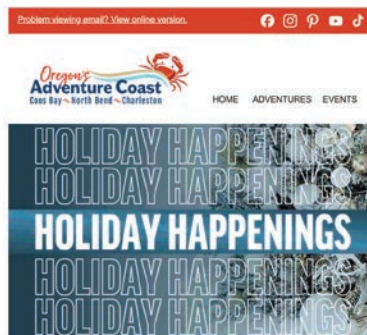
Sponsored Social Media



Magazine Print



Custom Newsletters



Custom Newsletters



Outdoor Advertising



is, visit the [Holiday Happenings](#) page season unforgettable!

Getaway

Follow Us
f i p y d

Contact Us

50 Central Ave
Coos Bay, OR 97420
(541) 269-0215 | Email Us Today



Holiday Happenings this Season on Oregon's South Coast!

Get into the holiday spirit and make an adventure out of it. Coos Bay, North Bend and Charleston, on the Southern Oregon Coast, offer up a host of activities this season, now through December 31st!

Celebrate with three separate community tree lightings, show off your best (or worst!) look at the Ugly Sweater Contest paired with a screening of *National Lampoon's Christmas Vacation*, and enjoy the only [ice skating rink](#) on the Oregon Coast.

Be sure to visit the breathtaking [Holiday Lights at Shore Acres State Park](#), perched on the cliffs of the Pacific Ocean. For a holiday treat, catch a showing of holiday classics, at the historic [Egyptian Theatre](#) or catch the [Christmas Opera](#) at [The Liberty Theatre](#). There's truly something for everyone! Visit our [tree lightings](#) page on our website for more!



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SAMPLE ADVERTISING & MARKETING

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Crab Feed / Clambake Music Festival Campaigns

Google Ads | Run of Site | Sponsored Social

This block displays various assets for the Crab Feed campaign. It includes a large banner for the 40th Annual Charleston Crab Feed, a mobile animated HTML5 version, a social media post for the event, and a website snippet. The assets feature the Oregon's Adventure Coast logo and a cartoon crab character.

Google Ads | Run of Site | Sponsored Social | Sponsored Newsletters

This block displays various assets for the Clambake Music Festival campaign. It includes a large banner for the festival, a mobile animated HTML5 version, a social media post for the event, and a website snippet. The assets feature the Oregon's Adventure Coast logo and a cartoon crab character.

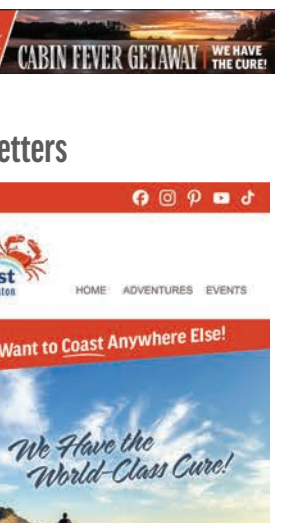
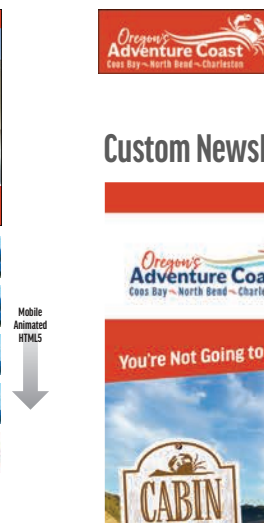
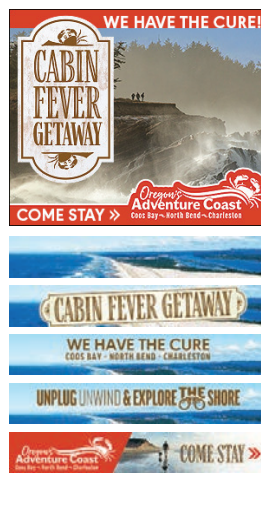
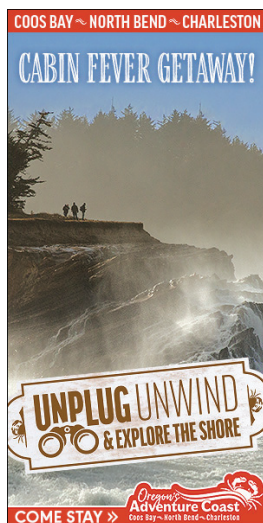
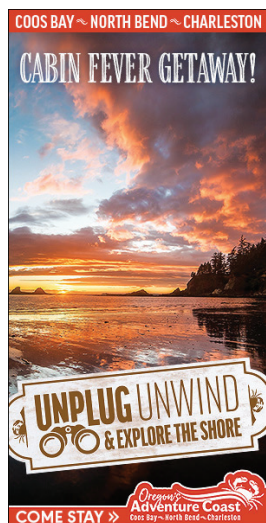


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Spring Cabin Fever Campaign

Google Ads | Run of Site | Media Marketing



Custom Newsletters



Escape the Ordinary with a Cabin Fever Getaway: Coos Bay, North Bend, Charleston
Break free from your routine this spring with a *Cabin Fever Getaway* on *Oregon's Adventure Coast: Coos Bay, North Bend, and Charleston!* Whether you're planning a Spring Break escape or a spontaneous weekend getaway, our beaches, laid-back vibe, and endless recreation options offer the most invigorating *outdoor adventures* and peaceful retreats to reconnect with nature.



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Batman Weekend Film Festival Promotion

Google Ads | Social Media Ads



Custom Newsletters



A Legendary Weekend of Caped Crusader Cinema Awaits!



Batman Film Line Up	
Friday, May 16	7:00PM - BATMAN (Starring Michael Keaton)
Saturday, May 17	2:00PM - BATMAN Returns (Starring Michael Keaton) 7:00PM - BATMAN Begins (Starring Christian Bale)
Sunday, May 18	12:00PM - The Dark Knight (Starring Christian Bale) 4:00PM - The Dark Knight Rises (Starring Christian Bale)
Admission: Adults \$5 Seniors \$4 Kids \$3	



SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

DEN to OTH Campaign

Google Ads | Social Media | Home Page Takeover





SAMPLE ADVERTISING & MARKETING

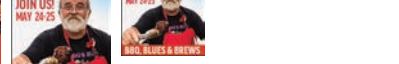
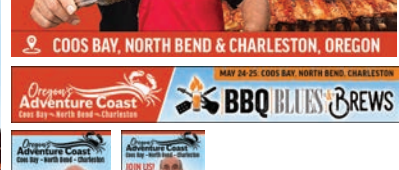
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BBQ, Blues & Brews Event Campaign

Google Ads | Run of Site



Mobile
Animated
HTML5



Sponsored Social



**Oregon's Adventure Coast:**
Coos Bay, North Bend,
Charleston
Sponsored •

May 24-25th: Join us for the ultimate summer kick-off at the BBQ, Blues & Brews on the Bay! Savor delicious food, groove to blues, and enjoy refreshing brews on scenic Oregon's Adventure Coast: Coos Bay, North Bend, Charleston!

Hashtags: #millcasino, #bbqbluesbrews, #OregonAdventureCoast, #TravelCoosBay



oregonsadventurecoast.com
BBQ, Blues & Brews in May 24-25 Sign up
Finger lickin' fun Memorial Day Weekend

 Like  Comment  Share

Sponsored Newsletters

**Oregon's Adventure Coast**
Coos Bay - North Bend - Charleston

HOME ADVENTURES EVENTS



BBQ, Blues & Brews on the Bay: Memorial Day Weekend

The Mill Casino • Hotel's Annual **BBQ, Blues & Brews on the Bay** has grown into one of Oregon's Adventure Coast's most exciting events. Spend this Memorial Day Weekend on the Oregon Coast in Coos Bay, North Bend, Charleston, for great food, hand-crafted brews and smoky, soulful blues.

BBQ!

For the 12th Year, The Mill brings you finger-lickin' good barbeque for a Kansas City Barbecue Society Sanctioned Event, bringing the best grill masters and teams together, vying for the title of Grand Champion!

BLUES!

Smokin' hot tunes from some of the best blues musicians throughout both days. After grabbing some BBQ and a Brew, stop in the music tent to hear such greats as the Blue Tide Blues Band and Inner Limits!

BREWS!

Slip, Savor, and Votel! Grab a commemorative logo'd pint cup at any of the three beer stations—just \$10, or \$18 with a 16oz pour of your favorite brew. Domestic beers and a curated selection of wine will also be available for purchase (cash or card accepted). Be sure to sample, compare, and cast your vote for the People's Choice Best Brew before you

KICK-OFF TRIP TODAY!

by exploring our website to see all the fun



SAMPLE ADVERTISING & MARKETING

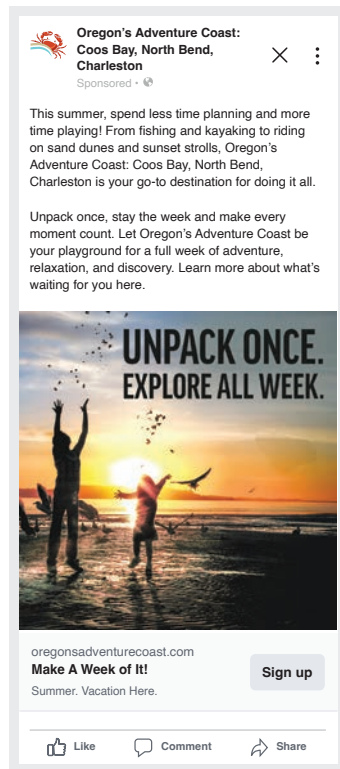
Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Longer Stay - Make A Week Campaign

Google Ads | Run of Site



Sponsored Social



Sponsored Newsletters





SAMPLE ADVERTISING & MARKETING

Coos Bay - North Bend - Charleston VCB: 2025 - 2026 Marketing Budget Proposal

Adventure Promotion & Partners

Print | QR Tracking

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston

REEL ADVENTURES
We invite you to Oregon's Adventure Coast, and the communities of Coos Bay, North Bend and Charleston. These cities create the largest population center and the only commercial airport on Oregon's Pacific Coast. Here, our waters are rich with fish, year-round! Choose from more than 50 freshwater lakes and rivers for bass and trout. Or try the Chinook salmon and steelhead. Book a deep-sea coast charter for tuna, rockfish, halibut, and salmon. Throw out a crab pot or dig for clams, you won't want to coast anywhere else!

WATCH OUR FISHING VIDEO

The Oregon South Coast

Plan Your Trip Today: OregonAdventureCoast.com

FIVE ADVENTURES, ONE AMAZING PLACE
OREGON'S ADVENTURE COAST: YOU'RE NOT GOING TO WANT TO COAST ANYWHERE ELSE!

IMAGINE A BEAUTIFUL
one-of-a-kind Pacific Ocean escape - pristine beaches, soaring sea cliffs, natural wonder as far as the eye can see. Now turn it up a notch with endless adventure. Racing across gargantuan sand dunes. Shredding mountain bike trails. Paddling the Pacific at sunset.

THIS ESCAPE - AND ALL OF ITS ADVENTURES - EXISTS. It's called Oregon's Adventure Coast - Coos Bay, North Bend and Charleston. Located just a scenic four-hour drive from Portland, Oregon, Oregon's Adventure Coast is a singular stretch of coastline packed with activities and exploration for anyone looking for a new adventure.

DO THE DUNES
Race across the Oregon Dunes National Recreation Area in an ATV or dune buggy to experience the thrill and beauty of one of the world's largest expanses of coastal sand dunes. Ocean views, smiles and exhilaration included!

SHRED THE SINGLETRACK
World-class mountain biking through coastal forests beckons cyclists of all levels at Whiskey Run, a 30+ mile trail system with surprise glimpses of the Pacific. Saddle up and get shredding!

RUN WITH FRE
Legendary runner Steve Prefontaine grew up on Oregon's Adventure Coast and stole a love of running here. Lace up your runners and follow in his footsteps at the annual Prefontaine Memorial Run or on classic routes along the coastfront, downtown Coos Bay or Empire Lake.

GET CRABBY AND CLAMMY
Looking for a fun, scenic and easy activity on the water? Crabbing and clamming are calling your name! Dig for bay clams along the tidal flats or chuck a crab trap from the docks or a boat and prepare to feast on some of the area's signature seafood!

PADDLE AWAY
If paddling's your thing, Oregon's Adventure Coast is your place. Kayakers and stand-up paddleboarders can ply waters plenty, from rivers, lakes and sloughs to the open named Sunset Bay.

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
OregonAdventureCoast.com

SCAN THE QR OR EXPLORE OUR ADVENTURES!

THE IDEAL PLACE FOR FOREST BATHING
EXPERIENCE NATURAL BEAUTY AND A HEALTHY BOOST ON OREGON'S ADVENTURE COAST

AN IDEAL ESCAPE
Known for its natural beauty, coast-line adventures and more, Oregon's Adventure Coast is ideal for a forest bathing getaway.

The region is home to quiet old-growth forests, lofty sand dunes and stunning sea-cliffs. Walk along peaceful beaches abundant, and bays, rivers and lakes offer opportunities for soaking in the wonders of nature. There are even local guided forest bathing excursions to help you connect with the great outdoors and its restorative powers.

THE BENEFITS OF FOREST BATHING
So why forest bathe on Oregon's Adventure Coast? Beyond the amazing natural scenery, the crashing surf and peaceful coastal setting, there are proven health benefits. Science has shown that slow walks in nature reduce cortisol, a hormone linked to high blood pressure, heart disease and other illnesses. Spending time in nature also boosts immune cells that fight viruses and even cancer. And trees emit natural oils that enhance the immune system and ward off depression and anxiety.

So what are you waiting for? Forest bathing awaits on Oregon's Adventure Coast: Coos Bay, North Bend, Charleston.

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
OregonAdventureCoast.com

SCAN THE QR OR EXPLORE OUR FOREST BATHING GUIDE!

Print | QR Tracking

You're Not Going to Want to Coast Anywhere Else!

SUMMER. VACATION HERE.

Stretch out your vacation with an extended stay on our breathtaking coastline, where rugged and windswept cliffs, lush forests, charming towns, and endless outdoor activities invite you to explore, unwind, and reconnect.

COOS BAY ~ NORTH BEND ~ CHARLESTON, OREGON

UNPACK ONCE. EXPLORE ALL WEEK.

Oregon's Adventure Coast
Coos Bay ~ North Bend ~ Charleston
OregonAdventureCoast.com/vacation

COOS BAY ~ NORTH BEND ~ CHARLESTON ON THE AWESOME SOUTHERN OREGON COAST!

ARE YOU A THRILL SEEKER OR CHILL SEEKER?

Beaches | Dunes | Forests | Fishing | OregonAdventureCoast.com

Immerse Yourself in Nature in Coos Bay ~ North Bend ~ Charleston!

earth wind inspire

The premier location for forest bathing! Immerse yourself in the natural beauty to enrich your physical and mental well-being. Engage all five senses and connect, slow down and be present. Take advantage of our experienced local guides!

FOREST BATHING

Learn More at OregonAdventureCoast.com/forest-bathing

Partner Campaign (TSOC)

BEAT CABIN FEVER THIS WINTER ON OREGON'S ADVENTURE COAST

WHETHER YOU WANT TO GO CRABBING AND FISHING OR WANT TO EXPLORE DUNES AND WATERWAYS, LOCAL OUTFITTERS MAKE IT EASY TO GET OUT AND PLAY.

CATCH YOUR OWN FEAST

Oregon's Adventure Coast has so many endless opportunities for coastal living to catch their own fish and crabs, eat or grill. The area has dozens of beachwater lakes and rivers, many of which are particularly abundant during the winter season. Several nearby rivers, including the Rogue and Rogue, both of which are particularly abundant throughout the region, including the Rogue and Rogue rivers.

These naturally abundant fish and the winter season is a great time to catch and enjoy them straight from the coast. If you're looking for a fishing charter through a local outfitter, contact them at:



SAMPLE ADVERTISING & MARKETING

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Travel Oregon Lead Fulfillment Inserts

Cross Promotion Sent with Visitor Guide Fulfillment

