



2026/27 BUDGET YEAR



COOS BAY - NORTH BEND - CHARLESTON VCB

MARKETING BUDGET PROPOSAL



PREPARED BY

 **ECHO** CREATIVE



PLAN FOR MOVING FORWARD

Coos Bay - North Bend - Charleston VCB: 2026 - 2027 Marketing Budget Proposal

Executive Summary

Building upon a fully mature and established brand, the primary marketing mandate for the coming year is to secure “Heads in Beds” year-round by increasing occupancy and improving multi-night reservations. Marketing initiatives will shift away from localized, non-visitor-centric activities—leaving local community promotions to the VIC, Chamber of Commerce, various community associations and specific organizations putting on the events—in order to eliminate distractions and focus entirely on capturing broader consumer interest.

The core growth strategy will center on high-yield targets, specifically:

- General Consumers
- Organized Groups
- Business & Organization Retreats/Conferences

To differentiate OAC as a destination leader, outbound advertising and social engagements will elevate unique adventures and activities as the central draw of the brand’s appeal.

This future-focused positioning aims to establish OAC as a complete, hub and spoke type destination capable of attracting visitors with a wide variety of interests and needs.

Strategic Integration & Budgetary Approach

Moving forward, OAC will implement a model that weaves together interconnected marketing disciplines, shared objectives, and cross-promotions to continue a unified brand experience.

This fiscal year will continue with the ‘Fluid & Nimble’ budgetary framework established in previous years, rather than rigidly committing to a fixed year-long advertising schedule at the outset. This strategy allows OAC to evaluate and capitalize on opportunities that present themselves in real time.





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Marketing Performance Parameters

To ensure maximum efficiency, all future marketing investments and activities will be screened through a practical set of top-level performance filters:

Targeted Marketing Alignment ---

Prioritizing campaigns that directly stimulate the 2 to 6 hour drive market and incentivize longer overnight stays through major events or unique, 'bucket list' adventures.

Measurable Performance Metrics ---

Requiring concrete indicators of success, including:

- **Website Performance:** traffic volume and engagement depth
(*Time on site, pages visited*)
- **Social Media Performance:** equivalent engagement metrics
(*reach, time spent, interactions*)
- **Direct Contact Data:** insights gathered through direct conversations with guests and lodging partners
- **Promotional Code or Coupon Redemption:** weighted as a secondary indicator

Note: Most of these require integrated participation by and with tight and measurable OAC directed community follow up and support.





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Core Brand Objectives & Market Expansion

- **Launch new website currently in development**
- **Build new advertising and social assets to support and complement the new mobile-first and WCAG compliant website**
- **Highlight the region's cultural adventures**
- **Promote the "Come as You Are" message by reinforcing that we've got the gear**
(rentals of kayaks, mountain bikes, fishing equipment, etc. as well as guides)
- **Refine geographic marketing around realistic, high-potential areas**
(primarily the I-5 corridor, Bend, and Corvallis, with secondary focus on Northern California, Reno, Seattle, Idaho, and Denver)

Outdoor Recreation & Adventure Cross-Promotion Campaign

Our marketing efforts will focus on outreach highlighting specific recreation categories that align with the destination's strongest natural assets. We will accomplish this through flighting major asset campaigns with periodic pulsing. This will allow us to be visible year-round while avoiding consumer ad fatigue. This sequential messaging funnel is intended to meet the potential visitor where they are in their decision-making process. And by manually overseeing the ad rotation as opposed to simply relying on random digital rotation, we can control and remain fluid and nimble in this primary marketing activity.

Campaigns will cross-promote adventures and activities, with available services including:

- **Priority Adventures:** Fishing, mountain biking, kayaking, bucket list, and crabbing & clamming
- **Cross-Promotion Benefit:** Position our adventures so that a seamless itinerary, with appropriate gear, encourages longer stays.

Key Asset Campaigns: Campaigns will be ongoing, throughout the year, with one or more always live. We'll rotate periodically, determining which key asset campaigns run and where. Everything from Google, digital advertising, some print, social and press will all be considered based on intended reach, budget constraints, seasonal value, and unforeseen media specials and opportunities.



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Expand Group Travel & Small Group Visits

OAC's unique appeal will create interest to increase small group visits. This will be done through targeted campaigns focused on segments that naturally generate multi-room night stays.

Areas of focus for this year:

- **Small Weddings & Gatherings:** Position OAC as an intimate destination for weddings, elopements, reunions, and retreats by developing dedicated visual content, venue guides, and specialized outreach
- **Future Development:** meetings and conferences, youth groups, and adventure clubs

Pivot Event Marketing on Proven Overnight Drivers

OAC will pivot away from small community events that attract local or single-day visitors. Marketing dollars will instead concentrate on proven, high-performing events that demonstrate strong potential for multi-night stays and complementary adventure promotions. This requires OAC to identify actual data from event organizers to share zip codes, or other information to show they do attract our target audiences. We have too often relied on general observations and generalized comments instead of factual information.

Priority events scheduled across the coming year include:

- **Late Summer / Fall:** Blackberry Arts Festival, Bay Area Fun Festival/Prefontaine Run/Cruz the Coos, Salmon Celebration
- **Winter:** Holiday Lights at Shore Acres & Holiday Happenings (broad umbrella for North Bend, Coos Bay & Charleston Holiday events). Reevaluate to actual return on events such as Crab Feed based on lodging impact
- **Spring:** South Coast Clambake Music Festival, High Tide Tattoo & Art Festival, and BBQ, Blues, Brews & Bourbon





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In Conclusion



Driving Longer Stays & Repeat Visitors

To solidify OAC as a premier travel destination on the Oregon coast, the coming year focuses on strategically identifying varied reasons for visiting. By intentionally pairing major draws and large events with lesser-known local adventures, the marketing narrative creates a compelling value proposition that encourages extended vacation planning and repeat travel. Visitors will discover that there is always something new to try; positioning OAC as a multi-day, multi-experience destination.

Cultivating a Comprehensive & Supportive Infrastructure

This requires a deliberate awareness that highlights how local events, unique adventures, stakeholder partnerships, and businesses seamlessly blend together. Melding comprehensive services with attractions alongside cornerstone events ensures that travelers feel entirely confident in a well-rounded, fully supported itinerary.

Easing Travel Concerns by Providing Reassurance

Modern travelers want to know that all practical loose ends are tied up before they arrive. Creating a unified picture provides clear visualization, directly reducing planning friction and building early engagement.





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Major Annual Events & Campaigns



JUL 2026	AUG 2026	SEP 2026	OCT 2026	NOV 2026	DEC 2026
\$75 Fuel Freebie					
OC Music Fest					
July Jubilee	Cool at the Coast				
	Blackberry Arts Festival				
Ride the Dirt Wave		Salmon Celebration			
		Bay Area Fun Festival			
			Fall Local Vacation Loot		Wint Mtn Biking
DEN to OTH Daily Flight				Holiday Happenings ft. Holiday Lights	
Clamming	Clamming	Fishing	Fishing	Shopping	Shopping
Fishing	Birding	Forest Bathing	Running	Crabbing	Crabbing
Beaches	Beaches	State Parks	Culture	State Parks	Mtn Biking

JAN 2027	FEB 2027	MAR 2027	APR 2027	MAY 2027	JUN 2027
	New Winter/Spring Promotion				
Whiskey Run Winter Mtn Biking					
	Crab Feed				
	Clambake Music Festival				
			High Tide Tattoo	DEN to OTH Daily Flight	
		Spring Cabin Fever		BBQ, Blues, Brews	New Summer
Mtn Biking	Culture	Culture	Running	Running	Tide Pooling
Gaming	Gaming	Gaming	Birding	ATV/Dunes	ATV/Dunes
Crabbing	Crabbing	Scenic Drive/Lighthouse	Hiking	Hiking	Hiking
Advertising & Social			Social Advertising Only	Google Always On	



CONSUMER MARKETING TACTICS

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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	✓	✓	✓		✓	✓			✓
Roseburg	✓	✓	✓		✓	✓			✓
Northern CA	✓	✓							
Denver	✓	✓							
Idaho	✓	✓							
Oregon	✓	✓	✓		✓			✓	
NW & Regional	✓	✓	✓	✓				✓	



BUDGET BREAKDOWN BY TACTIC

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A) Asset Development.....8.0% or \$60,000

🔍 Photography, Video, Voice Talent, Models, Etc

B) Administration Project Mgmt & Oversight8.0% or \$60,000

Budgeting, Strategy & Admin, Meetings, Training & Travel, Project & Support Materials

C) Special Projects2.0% or \$15,000

🔍 Discretionary Funds for Special Opportunities

D) Big Data1.7% or \$13,000

🔍 Resource Subscription Reporting & ROI - Dean Runyan & Costar

E) Direct Advertising/Marketing Tactics80.3% or \$603,500

👤 Social (Blog, Newsletter, Facebook & Boosts, MailChimp)\$ 88,000

👤 Certified Folder/Distribution\$ 14,000

👤 Printing (State Parks Guide, Mailer Inserts, Walking Map, Visitor Guide, etc.)\$ 45,000

👤 Web Management/SEO (SEO, Reporting & Analysis, Updates/Expansion, etc.).....\$ 90,000

👤 Public Relations/Special Marketing Outreach (Special Promotion)\$ 25,000

👤 Trade Shows (Booth & Signage Updates)\$ 1,500

👤 Billboards/Bus Signs\$ 50,000

👤 Digital & Minimal Print (Publications, Websites, E-Newsletters, Sponsored Content)\$173,000

👤 Broadcast/Streaming\$ 12,000

👤 Guides\$ 20,000

👤 Search Engine Marketing (Google/YouTube).....\$ 85,000

TOTAL 2026/27 Marketing Budget 100% or \$751,500