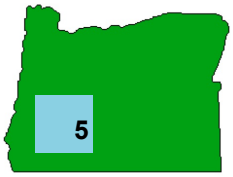
Shop Bandon 2014
Bandon's annual customer appreciation program starts November 28. Learn why Bandon Chamber members sponsor our popular holiday event.

Business Resources from the State of Oregon
Get information about registration, licensing, taxes, worker's comp. and more.



November 2014

Bandon
Oregon Chamber of Commerce

SHOP BANDON IS BACK

Since 2009, the BCC shopper appreciation program has seen a growing number of enthusiasts, including visitors from nearby towns and even out of state. Volunteer Visitors Center docents are often greeted December mornings by a line of shoppers ready to collect their glasses. And the annual receipt bundles represent purchases from more than 150 Bandon businesses.

Shop Bandon 2014 starts Friday, November 28. Shoppers are invited to redeem receipts from businesses in Bandon's 97411 zip code for commemorative drinking glasses through December 22 at the Bandon Visitors Center. The annual holiday program is sponsored by members of the Bandon Chamber of Commerce.

Shopper Rewards Make for Happy Return Customers

Owners Beth and Ed Wood have celebrated the holidays at the Bandon Mercantile Company since 1985. So they know what makes shoppers happy: a festive shopping atmosphere, great product selection, and staff who are happy to provide extras like hot coffee, gift wrap and shipping service.

Beth is a Shop Bandon sponsor who believes the program is good for the whole business community.

Beth ties her own holiday bow on the program. In addition to receipts good for Shop Bandon glasses, she rewards Mercantile customers with coupons for savings at the store through January. Receipts from the Mercantile topped the Shop Bandon merchant list in 2013.

"The program is very successful," she said.

Member Sponsored Program

Program sponsorship has more than doubled in the last four years! With your participation, the chamber is able to purchase glasses and promote the program.

Want to get involved? Call Julie Miller, 541-347-9616.

In addition to sponsorship dollars, the chamber also welcomes donations of recycled bags and newspapers for glass distribution.

Our 2014 commemorative Irish style coffee mugs feature Bandon icons, including the Coquille River Lighthouse, cranberries, Face Rock, and a puffin. Shop Bandon participants may collect one of four different glasses with each $85 worth of receipts. Receipts must indicate products purchased between November 28 and December 22. City utilities, groceries, prescription drugs and filling station purchases are exempt.

Collect glasses at the Bandon Visitors Center, 300 Second Street, open daily.

Discover holiday traditions and surprises all through December in Bandon-by-the-Sea.

Old Town lights up with a tree-lighting ceremony, and local merchants stay open late. Seasonal presentations at the Sprague Community Theater include the "Nutcracker" ballet.

Even Santa can't stay away. Meet Santa and Mrs. Claus when they cruise up the Coquille River and dock at the Bandon boat launch.

Are you planning a public holiday event? Let us help you promote it!

Submit your event to the event calendar at bandon.com.

Fill out the form provided on page 4, or download the event form any time at the bandon.com events page.

Media Sensation

Tourism is trending, and so is Bandon's press. Julie Miller and Geneva Miller share insights to help you relax and be yourself when hosting media reps and writers.

The Bandon Chamber partners with destination marketers at Travel Oregon and maintains contact with regional editors and publishers to pitch events and experiences in and around Bandon.

Here are a few tips to help ensure visitors leave Bandon with positive memories worth sharing.

Keep it Real

Treat the visit like an experience, not just an interview.

Show what you can do for the average customer. Make sure the product or service you demo for the media represents an experience you are actually selling. (Seasonal limitations are O.K.) The typical encounter lasts no more than an hour.

Understand that hosting the media is an in-kind contribution to the community. You may be asked to comp or offer industry rates for your product or service.

And, there's no guarantee your specific business will get a mention in the resulting publication. That's because media personnel often visit multiple destinations during a tour. Tours may include several towns on the coast, or even throughout the state.

Keep the Kettle On

Advance notice of media tours and reporter visits range from two weeks to 48 hours. Some travel writers and media scouts arrive without fanfare, or make impromptu stops at destinations such as restaurants and retail shops.

Keep Track, Follow-Up

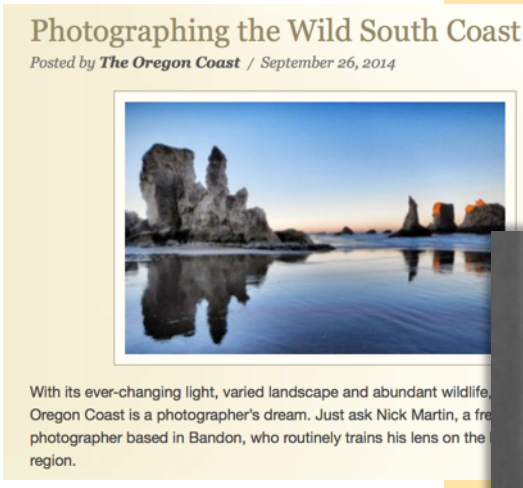
If you know who's coming to town, look up the visitor's publication or professional profile.

Consider sending a brief follow-up email. You don't need to offer additional information or product push; just thank the visitor for coming.

When your business does score an article or a mention, feel free to share. Display a copy of the publication in your business. Post to your website or social media page– with publication credit, of course!

Our presentation is all about the experience:
unique, niche elements of our small coastal town. –Julie Miller

At the Bandon Chamber of Commerce, we work to promote Bandon. If your business or organization offers visitors a unique experience, be sure to let us know. We'll help you explore opportunities for press engagement.



Sometimes, pitching Bandon is all about taking a fresh look at a standby attraction: The Beach.

Last April, we asked local photographer and journalist Nick Martin to share a little about his experience hiking and photographing our stunning stretch of coast. He also shared some of his photo collection. We got a topic pitch, as well as an article and art to share with our members and visitors. (See the Wildlife Photography guide at bandon.com/Attractions.)

And, our pitch caught the attention of the editors at the Oregon Coast Visitors Association. They contacted Nick for a follow-up interview.

Read the story at http://visittheoregoncoast.com/2014/09/photographing-the-wild-south-coast/

Bandon Chamber of Commerce
300 2nd Street
PO Box 1515
Bandon, Oregon 97411
bandoncc@mycomspan.com
541-347-9616

Bandon.com Event Notice

Please list all required (*) information and send your event notice to Julie Miller, Executive Director.

Deadlines: We request submissions a minimum of six weeks before the event for listing on the bandon.com events page. If you would like your event information forwarded to regional visitor associations, please submit six months in advance.

Event Description*

1. Event Title
2. Event Host/Producer (individual, business or organization)
3. Event Type (performing arts, fundraiser, dinner, etc.)
4. Event Date(s)
5. Event Time(s)
6. Event Location, including physical address
7. Event Description (75 words or less)

Admission*

1. Ticket Price(s)
2. Ticket Location(s)
3. Date(s) of ticket availability

Contact*

Please list an event contact person and at least one point of contact for more information.

1. Event Contact Name
2. Event Contact Title (director, producer, etc.)
3. Web address for business or event
4. Contact Telephone
5. Contact e-mail

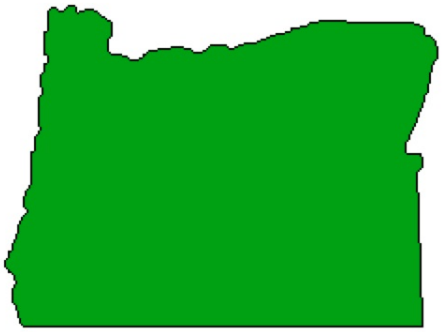
Thank you for completing all starred sections. Event notices may be delivered in person, by mail, or electronically. For e-mail submission, copy content into the body of the e-mail or submit a PDF attachment. Include the words “Event Notice” in the subject head.

We welcome promotional images with your event notice. E-mail images in PDF or JPEG format.

Business Resources from the State of Oregon

Oregon Business Guide:
How to Start a Business in Oregon &
Employer's Guide for Doing Business in Oregon

Learn about registration, licensing, taxes, for start ups; worker's comp., state and federal compliance for employers.
The Oregon Business Guide is available at FilingInOregon.com/bizguide



Business Express:
Oregon's One Stop for Business

Comprehensive review of plans, start up and growth strategies
Visit business.oregon.gov

Office of Small Business:
Business SOS

An independent voice for small business
Call 1-844-469-5512, or visit sos.oregon.gov/BusinessSOS

What's in a Name?

Business name registry is required for entities such as corporations and limited liability companies conducting business under a name other than the personal name for the entity's owner. The main reason to register your business name is to notify the public, and other businesses, who is doing business under that name.

Know that registering the name with the state's corporate division does not guarantee exclusive rights to use the name. Find out more at FilingInOregon.com.

Call for Participants: QuickBooks training in Bandon

Interested in learning QuickBooks in two weekends, or three evening sessions, in Bandon? Call Julie Miller, 541-347-9616.

The course includes hands-on training, software and text, with individual follow-up, taught by Arlene Soto of the Small Business Development Center. Registration is $150.

This special Bandon Chamber offer requires a minimum of five participants. Call today to reserve your spot.

Bandon Oregon Chamber

Bandon Visitors Center
300 Second Street
Bandon, Oregon
541-347-9616
bandon.com

Open All Year
10 AM to 4 PM
Monday through Saturday
1 to 4 PM Sunday

2014-15 Officers
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Margaret Pounder

Vice President
Peter Braun

Secretary
Angela Cardas

Treasurer
Cathy Underdown

Past President
Bart Stein

2013-14 Directors
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Dan Barnett
Peter Bauer
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Kevin Shaw
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Contributed Images cover Bandon's 2013 Night of 1000 Lights, Cardas Photography; page 2 Shop Bandon, Geneva Miller; 1000 Lights, Cardas Photography; page 3 article detail, OCVA with photo by Nick Martin; Nick Martin, Geneva Miller; page 6 Cardas Photography. BCC Newsletter © 2014 Bandon Chamber of Commerce

Shop Bandon 2014
November 28 – December 22

WHAT'S HAPPENING

More events at bandon.com

Bandon Chamber Holiday Celebration
& Shop Bandon Kickoff
6 p.m., Friday, November 21
Billy Smoothboar's, 3030 Oregon Ave. SW, Bandon
$10 at the door, RSVP to BCC

Shop Bandon, presented by Bandon Chamber of Commerce
November 28 through December 22, details page 2

Night of 1000 Lights, Presented by The Greater Bandon Association, 5:30 p.m.,
November 29
Old Town Bandon
contact Harv Schubothe 541-297-2342.

The Nutcracker, Presented by MarLo Dance Studio
December 12 through 14
Sprague Community Theater
1202 11th ST SW
Contact Maria Merriam, 541-347-4616

Old Town Holiday Marketplace, Friday and Saturday through Dec 13
1 PM, Saturday, December 13
Santa arrives by Prowler Charter boat, Port of Bandon boat launch.
Photos with Santa by Cardas Photography, 1 to 3 PM
Marketplace, 250 First Street SW

Bandon
Oregon Chamber of Commerce

BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OR 97411