



69th Annual Bandon Cranberry Festival
By the numbers, on page 2

Business tip from the Bandon PD
ADA service animal guide, on page 3

EMV Chip Card Technology
Webinar with SBA & Square, on page 3

Nov. 2015 Coos County ballot measure 6-152
A letter from your chamber director, on page 5

October 2015



12,000

folks in town

69th annual Bandon Cranberry Festival By the Numbers

7.5 lbs

fresh cranberries
gobbled

\$9,700

court
scholarships
awarded



A thank-you note from
Michael and Mary Wrightson of Chico, CA:

... What a charming town ... to open up and welcome all residents and visitors to celebrate together in a safe and fun environment. Some family members from Gold Beach and Eastern Oregon joined us on Saturday morning and the children had a blast at the parade. The previous day, my wife and I went to the Bowman bogs south of town ... The entire weekend was great!

We stumbled on the end of the festival when we passed through Bandon 2 years ago. At the time, we promised ourselves we'd come back the next year and experience the entire weekend, which we did (and again this year), and plan to continue to do so every September until we're able to eventually move to Bandon ...

Thank you and the entire chamber for all the work and planning that goes into putting together such a tremendous event. We just came home tonight and are already making plans for next year.

Thank you again!



CONGRATULATIONS!
Festival Event Winners
online at bandon.com/cranberry-festival

63

parade entries



79

business sponsors

350

street dancers

Service Animals: ADA Rules and Responsibilities

Business Resource from the Bandon Police Department

Bandon is a pet-friendly town. Dogs and cats are often the first to greet customers at local businesses. And, service animals help many of our residents and visitors stay active in the community. The Americans with Disabilities Act, and Oregon state laws, provide clear definitions of service animal roles and the responsibility of business owners in welcoming four-legged friends in their customer service areas.

A clear policy permitting service animals can help ensure that staff are aware of their obligation to allow access to customers using service animals and to disallow access to customers bringing in pets. The ADA requires businesses, including restaurants and grocery stores, to allow people with disabilities to bring their service animals into all areas of the facility where customers are normally allowed to go.

The ADA definition of “service animal” is limited to a dog that is individually trained to do work or perform tasks for an individual with a disability. The task(s) performed by the dog must be directly related to the person’s disability. For example:

- Many people who are blind or have low vision use dogs to guide and assist them with orientation;
- Many individuals who are deaf use dogs to alert them to sounds;
- People with mobility disabilities often use dogs to pull their wheelchairs or retrieve items;
- People with epilepsy may use a dog to warn them of an imminent seizure;
- Individuals with psychiatric disabilities may use a dog to remind them to take medication;
- Service members returning from war with new disabilities are increasingly using service animals to assist them with activities of daily living as they reenter civilian life.

Under the ADA, “comfort,” “therapy,” or “emotional support animals” do not meet the definition of a service animal.

The ADA requires that service animals be harnessed, leashed, or tethered, unless these devices interfere with the service animal’s work or the individual’s disability prevents him/her from using these devices. Individuals who cannot use such devices must maintain control of the animal through voice, signal, or other effective controls.



In situations where it is not apparent that the dog is a service animal, a business may ask two questions to help determine whether the dog may be properly permitted into the business:

- 1) Is the animal required because of a disability?
- 2) What work or task has the animal been trained to perform?

No other inquiries about an individual’s disability or the dog are permitted. Businesses cannot require proof of certification or medical documentation as a condition for entry.

Oregon laws relating to service animals are filed under chapter 530, SB 610. For more information, visit ada.gov.

Sarah Lakey, Office Specialist, can be reached at the Bandon Police Department, 541-347-2241.

US Coast Guard Auxiliary Boating Class and Boat Safety Inspections, October 10

The Boater Education Card is required for all motorboat operators for boats over ten horsepower. The USCG Auxiliary class covers boating safety, rules of the road and Oregon boating laws. A test at the end of the course will qualify boaters for their Boater Education Card, under the Oregon Mandatory Boater Education Program. The class is held in Charleston, cost of the course and materials is \$15.

Preregistration is required. For more information and registration, call (541) 267-6152.

EMV Chip Card Technology Tips from the Small Business Administration

SBA and Square teamed up for a webinar on the transition to EMV chip card technology, (which stands for Europay, MasterCard and Visa), for credit cards. Topics included how the transition may effect small businesses; what EMV chip card technology is and why it’s more secure; and how to prepare for new fraud liability rules impacting merchants beginning October 1, 2015.

View the archived webinar: sba.gov/content/migration-emv-chip-card-technology-and-your-small-business

Is Your Unique Value Proposition Doing Its Job?

by Christina R. Green

Your business needs a Unique Value Proposition to differentiate you from your competition and to get you more customers. If you don't have a UVP, or you have one that's not working, the foundation of your marketing is shaky at best.

The problem with creating a UVP begins with the name itself. It's smothered in marketing garbage lingo. It turns people off. No potential customer will ever ask you "What's your Unique Value Proposition?" before making a purchase; but they will ask you what makes you different, and that's what you have to concentrate on when defining this concept for your business.

What makes your business different? Most companies are quick to say what differentiates them from their competition. Usually it's service or quality. For the most effective UVP, it must be two things – valued by your ideal customer and hard to replicate by your competition. While most customers value good service, every one of your competitors probably believe they (too) are providing excellent customer service, so it's not a strong differentiator in the market unless you bolster it with specifics that can't be imitated.



Customers will ask what makes you different.

How to Stand Out Regardless of what you call it, a unique value proposition is all about standing out. If you're lucky you do something no one else does. But in today's crowded global markets, it's harder to find something that no one else is doing. Instead you need to discover, and market, how you're doing it differently.

Explore Your Business Model The fortunate will take one look at their business model and immediately recognize a differentiator, such as their giving 10% of proceeds to a childhood cancer charity or providing college scholarships for employees. As in these examples you can see it's not always your product or service that differentiates you. Sometimes it's how you conduct your business or your company culture that stands out.

Your Ideal Customer If you have a buyer persona or an idea of who your ideal customer is, ask yourself what that person needs? If you're not sure, listen to what your loyal customers are saying about you in reviews or testimonials. What makes an impact in their lives? Read reviews of your competition. What are the key themes that keep surfacing?

Define the Impossible Ideally what makes you stand out is something your competition will have difficulty duplicating. Using the themes you identified in what your ideal customer likes or values, you'll

construct a promise your business can make that would be hard for others to replicate. "The best service" is not a differentiator unless you pair it with specifics like "best same-day service" or "service with a smile, or your meal is free." Take for instance Dawn Dishwashing Soap. Marketers had a hard time finding the right niche for the product. It cleaned well but so did its competition. Nothing seemed to work in differentiating it until they did a commercial showing how it was used in oil slicks to clean birds. Suddenly the dish detergent known for taking "grease out of your way" was also saving the environment.

Even if your competition eventually offers the same thing you do, if you can bring it to market and become known for it first, you will have a successful differentiator.

Make Your Process Unique Sometimes what makes your business unique is actually a flaw in other's eyes until you define it as something intriguing or fun for your customer. For instance, Dum Dum lollipops by Spangler Candy Company produces a mystery flavor. At first glance this appears to be a fun marketing stunt but it is really an efficient operations tactic. The mystery flavor is the combination of two flavors of lollipops. Instead of taking the time to strip the production machines between flavors and make a solid switch, the company decided to leave the machines running between flavors and thus the mystery flavor, a combination of the two. This saved huge amounts of time and resources but appeared to be a product marketing decision. Sometimes the efficiency with which you bring your product to market is your differentiator.

Differentiating yourself from your competition is essential to helping potential customers select you over other businesses in your town and across the globe. An effective difference lies in marketing something your prospective customers value and calling attention to something your competition can't easily replicate (or hasn't thought of).

If you don't know or establish what makes you different, there's no way for a buyer to know.

Christina R. Green teaches small businesses, chambers and associations how to connect through content. Her articles have appeared in the Midwest Society of Association Executives' Magazine, NTEN.org, AssociationTech, and Socialfish. She is a regular blogger at Frankjkenney.com and Event Manager Blog. Reprinted from Chamber Pros Content Marketing Bundles.

Coos County TOT: Measure 6-152

Measure 6-152 online: co.coos.or.us/departments/countyclerk/elections.aspx

Dear Bandon Chamber Members,

The tourism landscape in Coos County could be changing soon. As a key part of that tourism landscape, it is imperative that Bandon has a seat at the table as important tourism decisions are being made.

Coos County residents will be asked to approve a county-wide 10% Transient Occupancy Tax on the ballot this November. TOT is a lodging tax charged when visitors stay at a hotel, motel, RV Park or vacation rental. The proposed measure would increase the lodging tax in Bandon from 7% to 11%. Many are optimistic the measure will pass, since it's a tax on visitors.

Part of the role of the Coos County Commissioners is to solve problems, and they believe they have a problem in the area of public safety. In an effort to solve that problem they have developed a plan that will generate close to \$800,000 annually for public safety, earned by the lodging industry.

Oregon law requires 70% of any transient lodging tax collected be spent on tourism promotion; 30% can be applied to the general fund, and Coos County has earmarked these funds for public safety. In Coos County, the projected amount for tourism promotion will be roughly \$2 million per year.

What is clear is that the county needs to have a plan for how the tourism promotion dollars would be allocated and spent. As a first step, a county-wide committee has been tasked with providing recommendations on management and spending of the 70%, should the tax pass. I accepted an invitation to represent Bandon businesses on this committee.

Our committee's opportunity is in gathering local tourism experts who can help craft the best plan for generating additional revenue for our Coos County businesses. Because the tax is so aggressive, it is critical that this group devise a plan that maximizes the return for our tourism businesses.

Please contact me if you have questions or input.

Sincerely,
Julie Miller, BCC Executive Director



Understanding TOT and Destination Marketing

A DMO is a Destination Marketing Organization. The Bandon Chamber of Commerce is the DMO for Bandon; the regional coast DMO is Oregon Coast Visitors Association; Travel Oregon is the state's DMO. DMOs promote tourism.

In Oregon, DMO work is funded in large part by Transient Occupancy Tax revenue. TOT dollars are distributed to Travel Oregon and among local members such as the Bandon Chamber.

At present, 20% of Bandon's TOT revenue is managed by the BCC for the purpose of tourism promotion, with approval by the City of Bandon.

2016 Non-Profit Fundraising Reference Sheet available online.

11 of our area nonprofits and service clubs have provided contact information and fundraising goals for 2016.

Visit bandon.com > about the chamber > member services.



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

2015-16 Officers
President
Peter Braun

Vice President
Chris Powell

Secretary
Angela Cardas

Treasurer
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Past President
Margaret Pounder

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Kevin Shaw
Jim Wakeman
Matthew Whitmer
Anthony Zunino

Executive Director
Julie Miller

Legal Counsel
Robert S. Miller III

WHAT'S HAPPENING

More events at bandon.com



Bandon Feeds the Hungry Variety Show

Saturday, October 3, 7 p.m.

Sprague Community Theater, 1202 11th ST SW, Bandon

The 5 food assistance programs in Bandon join together for their annual fundraising event

Oregon Coast Film Festival

Friday and Saturday, October 9 and 10

Sprague Community Theater, 1202 11th ST SW, Bandon

2015 Oregon Coast Film Festival Presents: Documentary films from regional and local film makers, students and inspiring video storytellers. Advance tickets available online, or purchase at the door. More info at oregoncoastfilmfestival.org.

Always Patsy Cline

Weekend shows October 16 through November 1

Sprague Community Theater, 1202 11th ST SW, Bandon

Musical tribute to Patsy Cline, presented by the Bandon Lions Club. Contact Jeff Norris, Producer, 541-290-5383

Computer Labs Presented by CyberLynx

Day and evening labs scheduled through December

Bandon Public Library, 1204 11TH ST SW, Bandon

Free computer literacy classes and open labs. Registration required. More info at cyberlynxoregon.org.

Old Town Marketplace

2015 Farmers and Artisan Market through December

Fridays and Saturdays, 10 a.m. to 4 p.m.

250 First Street SW, Bandon

Information at the Port of Bandon, 541-347-3206



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OREGON 97411