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Ring in the New Year.

In 2013, the Bandon Chamber of Commerce resolves to continue our mission, supporting our business community while promoting economic growth and community vitality in beautiful Bandon-by-the-Sea.

Every success story makes Bandon better! Our goal is to provide members with practical tools and information to help your business succeed.

In this issue, discover how survey data gathered in 2013 will help business owners stay abreast of visitor trends. Learn how you can expand your network this year with an introduction to the Oregon Coast Visitors Association.

And, since you asked for better ways to find and serve your customers, we've launched Tuesday Tune-Up. Check in with your business neighbors—shrewd professionals who are fine-tuning their marketing to make 2013 a dynamic year.

Survey Data Highlights Visitor Trends

The Bandon Chamber of Commerce has contracted with Dennett Consulting Group to conduct a 12 month survey of visitors to the Bandon Visitors Center and BCC website, bandon.com. DCC started its research in July of 2012 and released a preliminary third quarter report in October.

The survey captures a range of information, from age and education to travel habits. Participants indicate their familiarity with the destination, how long they plan to stay and how much money they plan to spend. Participants are offered a chance to win "vacation cash" as an incentive.

The early numbers confirm that visitors are much more likely to plan their trip to Bandon using

Third Quarter 2012 numbers show heavy website traffic, with fewer tourist stops at Bandon Visitors Center, compared to 2007.

information provided on-line, before they hit the road, rather than stopping at the Visitors Center after they arrive in town. Other destination marketing organizations participating in the survey represent Adventure Coast, Ashland, Gold Beach, Klamath Falls, Medford and Roseburg. BCC Executive Director Julie Miller said combined survey data offers Bandon businesses a realistic comparison with other Southern Oregon Visitors Association members.

"We can map the trends and provide the City (of Bandon) and our members with the number of visitors and where they come from," explained Miller.

The BCC last conducted visitors surveys in 2007. The uptick in web-based visitor research came as no surprise to Miller.

"It used to be that everybody wanted a brochure—they wanted to feel something in their hands. That's just not true anymore," she said.

The Visitors Center still enjoys a fair amount of foot traffic, however. And chamber volunteers are conducting in-person surveys for those visitors who haven't already completed the questionnaire on-line. Miller congratulates volunteers on their successful efforts and notes that the overwhelming majority of on-site survey participants rate their Bandon experience as "very positive."



Board Interest & General Annual Membership Meeting

Open in 2013: Two four-year BCC Board Director Positions

Bandon Chamber of Commerce members interested in board positions must be members in good standing for at least one year. Register your interest in writing with a letter of petition signed by five other members in good standing. Petitions must be mailed or hand delivered to the Chamber of Commerce no later than 4 PM February 1st. Two board directors will be elected to four-year positions beginning in 2013. For more information on the election process, contact Executive Director Julie Miller at bandoncc@mycomspan.com or 541-347-9616; Post Office Box 1515, Bandon.

The Bandon Chamber of Commerce will hold a general membership meeting March 19 and annual meeting April 16. Both meetings will be held at the Edward Jones conference room, 1160 Oregon Ave SW (Highway 101), 8 AM. All members welcome.

"It's the connection with people We need to have lots of one-on-one conversations with business owners."
–Marc Hinz, Executive Director, OCVA



The people connection is what matters to Marc Hinz, Executive Director for the Oregon Coast Visitors Association. Relationships, built on one-on-one conversations with business owners, are what Hinz relies on to make OCVA an effective organization.

"In my opinion, we need to be nimble and active and responsive to businesses," said Hinz.

OCVA works with local visitor bureaus such as the Bandon Chamber of Commerce to promote the Oregon Coast as a year-round visitor destination. The OCVA board hired Hinz as executive director in September 2012. BCC Executive Director Julie Miller is one of the OCVA board members who approved Hinz for the position.

"This is an organization that's going to make a difference, and we have the leadership now to do it," said Miller.

Hinz earned a Master's Degree in Public Administration from Portland State University and has worked with several Oregon organizations. But it was Hinz's experience as a business owner that impressed Miller.

Hinz, who lives in Oceanside, is co-owner of Kayak Tillamook, a worker owned guide service in Tillamook County. After working for Tillamook Bay Community College, Hinz decided the best way to establish roots in his community was to build a business. His plan worked. His customers' curiosity about area history, tidal estuaries and the plants and animals that inhabit them, helps him stay tuned to the natural processes of the coast.

"People aren't buying a kayak tour," explained Hinz. "They're buying an experience; it just happens to be in a kayak."



Bandon Connection

To jumpstart his connection to the Southern Oregon Coast, Hinz paid a visit to Southern Coos and Northern Curry Counties in November. He introduced himself to business owners, chamber members and volunteers. In Bandon, Hinz toured the Old Town Marketplace and met Seth Biersner of Seth's Brick Oven Bakery. At Bandon Coffee Café, Hinz sat down with Miller and BCC Vice President Margaret Pounder to talk about OCVA services and their potential impact on Bandon businesses.

Business owners should look at OCVA as a resource that helps visitors arrive in town with a plan, explained Hinz. OCVA allows travelers to request information that's customized to the kind of Oregon Coast experience they're seeking. Visitors have access to electronic and print publications, and they can call with questions. The electronic information request form allows OCVA members to learn who is coming to town, when, and what they want to do when they get there.

"I don't believe anybody else is providing that service," said Hinz.

Hinz said his job is not just to provide visitor data, but help business owners use that data effectively. And since the Oregon Coast boasts such rich and varied resources, he welcomes feedback from local business owners to help him refine the services OCVA offers.



•Visit OCVA on the web, visittheoregoncoast.com

•Consider: What's the no. 1 way OCVA can contribute to your business?

•Send your answer to Marc Hinz, 541-574-2679 or Julie Miller, 541-347-9616



Bandon Visitors Center
Open 10 AM to 4 PM
Monday through Sunday
300 Second Street
Bandon, Oregon
541-347-9616

2013 Officers

President
Bart Stein

Vice President
Margaret Pounder

Secretary
Cathy Underdown

Treasurer
Breanna Quattrocchi

Past President
Johnna Hickox

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Joseph Bain
Peter Braun
Steve Dimmock
Marc Dryden
Melody Gillard-Juarez
Chris Powell
Jim Wathen

Executive Members

Executive Director
Julie Miller

Legal Counsel
Robert S. Miller III

... a good evening with friends and business partners. Nobody should miss the Chamber Christmas party!! –Nora Thomason



I am overwhelmed with excitement of the people of Bandon. They are from all walks of life, have come here from all over the United States to set up business, and are proud to be a part of Bandon. –Ellen Lafferty



... how lucky I am to have so many great friends here in Bandon. Had the best time Thanks to everyone. –Cathy Bernal



Images cover Jan Moore; page 3 Geneva Miller; page 4 Angela Cardas, Cardas Photography; page 6 Mary Schamehorn; BCC Newsletter © 2013 Bandon Chamber of Commerce

The Bandon Chamber of Commerce Welcomes New Members



101 Market Place of Bandon
A Beach Loop Getaway
Asian Garden
Bandon Supply
Beach Loop RV Park

Bob's Locksmith
Chubby Girl Cheesecakes
It's The View
Marilyn Wilson
Masterpiece Fitness Training

A Rivers' View Retreat
SeaPort Airlines
Spyglass House
Second Street Gallery
US Cellular

The BCC Hosts Destination University Business and Marketing Series with Jon Schallert
Chamber Members pay \$50—compared to \$380 individual registration cost!
Sessions January through May. Space is limited. Sign up today at the BCC, 541-347-9616.

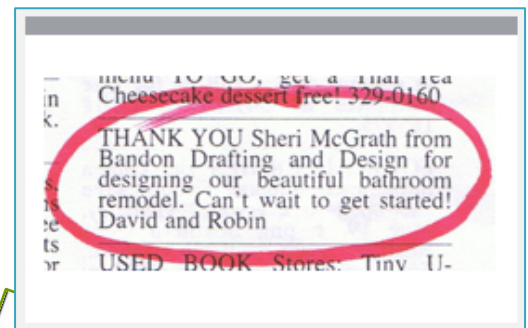
Tuesday Tune-Up

Tuesdays 8 to 9 AM

BCC Member Tune-Up: How two BCC members put ideas to action with effective use of bounce-backs and testimonials, following practical tips from the Tuesday Tune-Up business series.

Testimonials

Sheri McGrath is making the most of testimonials from Bandon Drafting and Design clients. Last month, McGrath updated her archive of glowing reviews; she streamlined her website testimonials page and added client comments to specific services pages. McGrath also brought one couple's story front and center with a client photo and narrative on her landing page.



Bounce-Back Promotion

Beth Wood used coupon incentives in her Bandon Mercantile e-newsletter throughout 2012. In December, she put Shallert's bounce-back ideas to work with a coupon that rewards customers on a return visit. The design is simple, with a message stating the dollar value and time limit. Shoppers are offered the coupon at check-out.

"It's working!" said Mercantile manager Eileen Lehman. Customers are already returning to redeem their bounce-back coupons.





WHAT'S HAPPENING

More events at bandon.com

Bullards Run

January 6, 2 PM

South Coast Running Club

Bullards Beach State Park, Bandon

1 mile, 5k, 10k; \$4 members, \$5 nonmembers

Contact Dave Ledig, 541-347-3491

Tuesday Tune-Up

January 8 and 15, 8 to 9 AM

Best Western Inn at Face Rock, 3225 Beach Loop Rd, Bandon

Sign up at the Visitors Center, 541-347-9616

BLFF Author Night with [Bob Welch](#)

January 21, 7 PM

Bandon Library Friends and Foundation free community event, Sprague Room, Bandon Public Library

1204 11th Street, Bandon

Petition for BCC Board Election

February 1, before 4 PM

Members interested in a four year board director position must indicate interest in writing. Petition details page 2.



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OR 97411