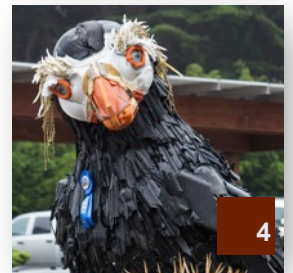




Professional Development, South Coast Style: Bandon business owners can boost their professional know-how with classes and workshops tailored for rural and small business owners. Training offered through Travel Oregon, Southwestern Oregon Community College and the BCC.

Cranberry Festival Highlights: The Bandon business community made a regal showing at the 67th annual Cranberry Festival in September—gracing the Cranberry Kingdom were tufted puffins, corseted ladies, cloaked lads and cranberry trifles a plenty.



October 2013 *Bandon*
Oregon Chamber of Commerce

Professional Development::Designed for south coast business owners

Travel Oregon Rural Tourism Studio

October 2013 – January 2014

Wild Rivers Coast Region: Bandon, Langlois, Port Orford, Gold Beach, Brookings

Bandon Contact, Julie Miller, BCC Director

PDF Registration Download: bandon.com > about the chamber > member services

Engage in hands-on skill-building through nine days of interactive sessions that will assist residents and businesses in the Wild Rivers Coast region. Topics include

- sustainable tourism development,
- nature based, cycling, agriculture and culinary tourism,
- marketing,
- action team development.

Oregon's RTS workshops assist rural communities interested in stimulating their local economies through sustainable tourism development. Increasing authentic experiences for travelers across the state strengthens Oregon's position as a premier tourism destination.



SWOCC Small Business Development Center

Southwestern Oregon Community College, 2455 Maple Leaf, North Bend, OR 97459

Arlene Soto, Director, 541-756-6866

Info: socc.edu/bizexcellence/

Practical information and services for business success. Fall 2013 workshops include Simplified Bookkeeping and Ready, Set, Start Your Business.

Bandon Chamber of Commerce Tuesday Tune-Up

January through May 2014

Contact Julie Miller, BCC Director

The BCC offers Destination University business and marketing web series with Jon Schallert. Topics include customer service, employee leadership, product spotlight, integrated marketing. Discounted webinar cost for chamber members. Sessions second and third Tuesdays. More details soon.

Expand Market Reach

Rural tourism development for Bandon & beyond

If the Southern Oregon Coast is your destination for life, work and play, Travel Oregon's Rural Tourism Studio wants you.

The RTS model, developed and workshopped in other rural Oregon locales, helps local enthusiasts identify, develop and market existing assets with visitor-friendly appeal. RTS workshops start in October 2013 and continue through January 2014.

Regional asset mapping began last spring. Travel Oregon staff networked with business owners and public officials in May 2013 to introduce the studio concept and take note of local input.

Attendees at the network sessions nominated favorite haunts, from restaurants to fishing holes.

The emphasis is on development, not reinvention.

Outdoor enthusiasts are multi-dimensional tourists.

According to a study commissioned by Golf Digest, golfers shop as often as non-golfing tourists; and they are more likely to seek out fine dining, performing arts and local sightseeing experiences. A survey of visitors to Bend, Oregon during a national cycling tournament showed tournament attendees enjoyed additional outdoor sports such as rafting, kayaking and canoeing. Many also visited local breweries.

Sources: Oregon and the Golf Travel Market, John Last, Vice President, Corporate Marketing & Research, 2006; Economic Impact Study 2009 USA Cycling Junior/U23/Elite National Road Cycling Championships Bend, Oregon, Kreg Lindberg, Ph.D., Central Oregon Research Services, 2009



Travel Oregon facilitator Kristen Dahl reminded participants that the studio aims to protect and celebrate rural Oregon's unique character. Research by the Oregon Tourism Commission shows travelers look for unique local culture and delight in the same experiences as residents—familiar cafés and u-pick farms offer the thrill of discovery for visitors.

Product development is the goal, and each community has to leverage that product, explained Julie Miller, director for the Bandon Chamber of Commerce. Those acquainted with RTS projects in other towns will note a new spin on the local studio, which includes residents from Bandon to Brookings.

"It's great networking and an opportunity to link the region in a way we haven't tried before. This gives Bandon business owners a platform to explore ideas they might not have thought related to their business," said Miller. "We can partner and build relationships regionally and expand market reach beyond Bandon."

Regional assets identified last spring include culinary arts and agriculture, cycling and nature-based recreation.

Of course, visitors do more than eat and enjoy the great outdoors. They also seek entertainment, shopping and lodging options. RTS facilitators are recruiting a cross section of community participants: community leaders; business entrepreneurs; tour guides, outfitters and operators; lodging property owners; farmers, ranchers, and land managers; outdoor enthusiasts; restaurateurs; event producers.

(See RTS registration information page 2.)





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

**Bandon Oregon
Chamber of Commerce
2013-14 Officers**
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Margaret Pounder

Vice President
Peter Braun

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Bart Stein

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Melody Gillard-Juarez
Chris Powell
Matthew Whitmer

Executive Director
Julie Miller

Legal Counsel
Robert S. Miller III

2013 Cranberry Contests AND THE WINNER IS . . .



- Cranberry Coronation
Emma Wampler, 2013 Cranberry Queen
Ariel Elstad, Steve Underdown Memorial Director's Award
Kimberly Carrero, Most Congenial Award

- 2013 Queen of the Kitchen, Kathleen Stadelman
Recipe: Chilled Cranberry Soup

- Cranberry City at Old Town Marketplace
Vendors: Willie and Sunny Kudo

- Cranberry Festival Parade First Place Float
Art to Save the Sea: Puffin sculpture built by The
Washed Ashore Project, sponsored by Bandon
Dunes Golf Resort and Wild Rivers Coast Alliance

- Cranberry Eating Contest, 2012 Cranberry
Queen Alexis Busso

- Washed Ashore Art to Save the Sea
Sculpture Naming Contest
Winner: Jenny Kinberg
Puffin Name: Sebastian



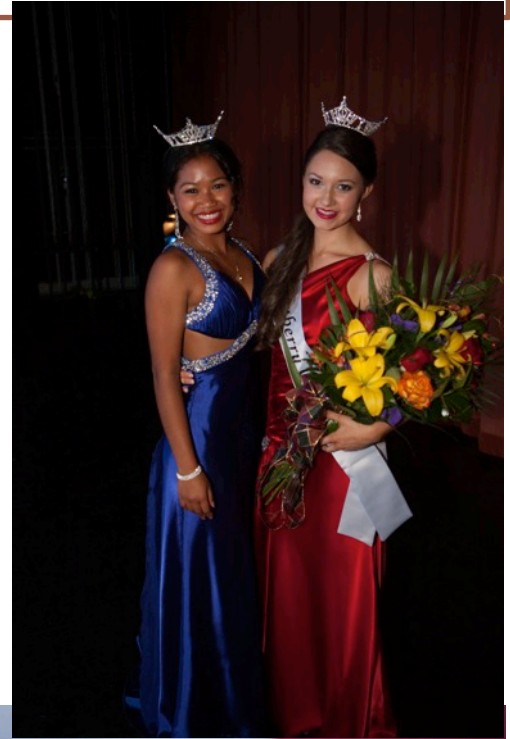
CONGRATULATIONS!

Find the full list of
contests and winners at
bandon.com/cranberry-festival



Contributed Images cover Angela Cardas, Cardas Photography; page 2 Geneva Miller; page 3 fishing, Cardas Photography; crab cake, Geneva Miller; page 4 parade, puffin, Queen of Kitchen by Cardas Photography; Old Town Marketplace by Rushel Reed; page 5 parade, Cranberry Queens, Old Town Marketplace by Cardas Photography; food fair by Geneva Miller; page 6 Cardas Photography. BCC Newsletter © 2013 Bandon Chamber of Commerce.

This year our community came together and made our 67th annual Cranberry Festival a smashing success. The festival committee worked incredibly long hours planning and implementing some new ideas. Bandon Masonic Lodge stepped up to help the Chamber of Commerce by taking on the task of providing something fun for the children of our community. The Greater Bandon Association was instrumental in helping to coordinate this year's parade, and by all accounts it was one of our best ever. We look forward to having more of our civic organizations join in and help build our festival into community wide event. As the old saying goes, "many hands make light work." –Peter Braun, Bandon Chamber of Commerce Vice President



Images, clockwise from top: page 4 Bandon High Varsity Cheerleaders; Kathleen Stadelman, 2013 Queen of the Kitchen, with Dan Barnett; Sunny Kudo, Mary Schamehorn, Willie Kudo, Julie Miller, 1st place vendor booth, Cranberry City at Old Town Marketplace; Washed Ashore Art to Save the Sea puffin sculpture, Bandon Dunes and WRCA 1st place parade float; page 5 Southern Coos Hospital and Health Foundation, 2nd place festival parade float; 2012 Cranberry Queen Alexis Busso and 2013 Cranberry Queen Emma Wampler; Marilyn Williams' Turkey Cranberry Tamales, 2nd place food fair entrée; Susan Vanderpool Christiansen, Old Town Marketplace



WHAT'S HAPPENING

More events at bandon.com

Face Rock Golf Course welcomed a full house for a lively BCC ribbon cutting in August. Want to host your own ribbon cutting or after hours event? Contact the BCC today.

Painting with Abandon
Watercolor demonstration by Linda Doll
11 AM, Sunday, October 6; admission \$10
Sprague Community Theater, 1202 11th Street SW
watercolorsofOregon.com

Rural Tourism Studio
Community Tourism Visioning and Planning
4 to 8 PM, October 8 and 9, Port Orford, Oregon
Contact Julie Miller for details, 541-347-9616

Seeing the Light
Digital painting demonstration by Linda Doll
7 PM, Tuesday, October 8; admission \$10
Bandon Community Center, 1200 11th Street SW

Oregon Coast Film Festival
6 PM, Saturday, October 12; admission \$10
Sprague Community Theater
1202 11th Street SW, Bandon
oregoncoastfilmfestival.org

Bandon Showcase Season Tickets
2014 season on sale now



BANDON CHAMBER OF COMMERCE
POST OFFICE BOX 1515
BANDON OR 97411