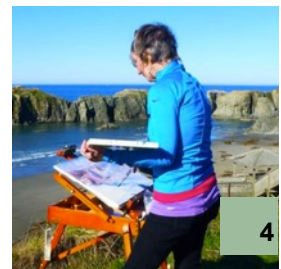


Bandon by the Numbers: How do visitors want to spend their time? And why do they choose Bandon as their vacation destination? Local survey results, compared with additional Bandon data and Oregon tourism statistics, help the Bandon Chamber of Commerce communicate with consumers.

Summer & Fall Highlights: Inspired artists from around the state, Bandon's biggest charitable golf tourney; promotional projects.

Also in this issue: Get ready for the holidays. Save the date for community wide celebrations and events.



November 2013

Bandon
Oregon Chamber of Commerce

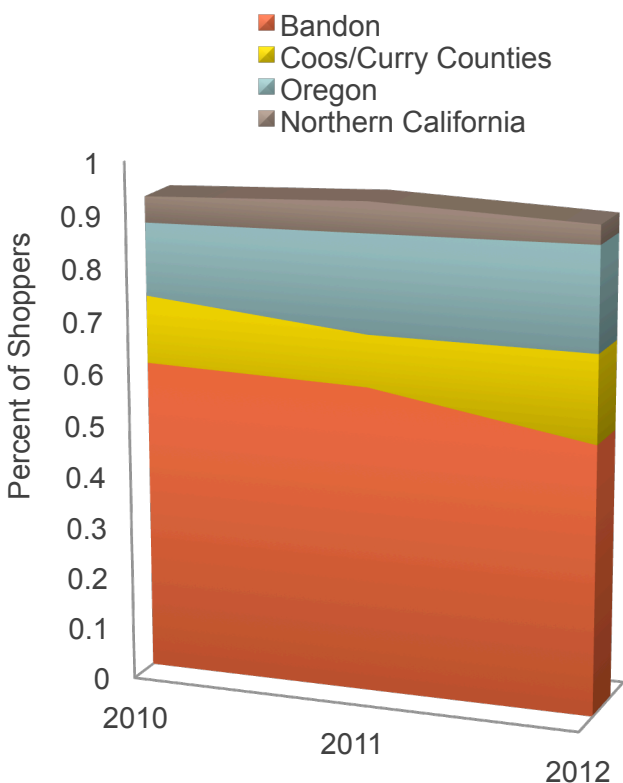
Shop Bandon Attracts a Growing Number of Regional Consumers

Since 2010, Bandon's Visitor Center has enjoyed a noted uptick in the number of December visitors, prompted by the annual holiday Shop Bandon campaign. Visitor Center traffic is a good indicator of the number of visitors "on the ground," according to a 2013 tourism report issued by Travel Oregon for the south coast region. In the last three years, the campaign has attracted increased participation from shoppers who live in other parts of Oregon and the Coos and Curry county region.

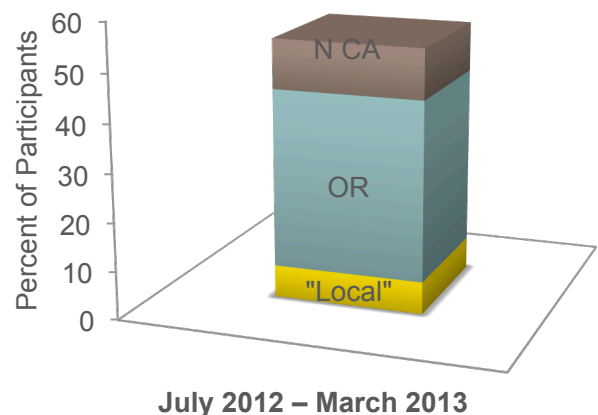
How it works Shoppers who purchase Bandon goods and services between November 25 and December 23 are invited to redeem their receipts for one of four commemorative drinking glasses. In 2012, more than 600 participants redeemed receipts valued at \$176,904 for 1,841 glasses. The average participant spent more than \$250 locally during the campaign.

Promote Shop Bandon 2013 with a sponsorship of \$100: See your business name in print and web promotions, receive Shop Bandon buttons (for your employees too!), window cling and commemorative glasses. Already a sponsor? Remember Shop Bandon is open to all Bandon businesses, so share your enthusiasm, and recruit your friends and neighbors. Contact Julie Miller at the BCC by November 11 for program and sponsorship details.

Shop Bandon Resident Participation by Region



BCC Web & Visitors Center Survey Resident Participation by Region



Market Reach

The majority of Bandon's visitors live in Oregon. In the last three years, the Shop Bandon campaign has captured commerce from a growing percentage of consumers from our extended market region.

In 2012, more than 600 participants redeemed receipts valued at \$176,904 for 1,841 glasses. Participants—40% of whom live outside Bandon—averaged more than \$250 in local spending during the campaign.

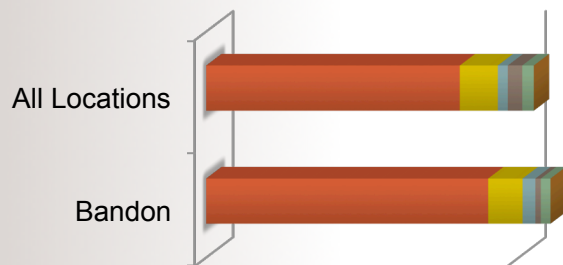
Bandon by the Numbers

Tourist data highlights Bandon's visitor appeal, online profile

Feedback from visitors to the Bandon Chamber website and Visitors Center provides valuable data about local tourism. This year, the BCC completed a nine month survey of bandon.com users and visitors center drop-ins. The survey results, compared with additional Bandon data and Oregon tourism statistics, help the chamber communicate with consumers.

The internet is the top tool visitors use when planning a visit to Southwestern Oregon. 74% of those surveyed said chamber websites are their first site choice when researching vacation spots.

BCC Web and Visitors Center Survey % Planned Destination Activities

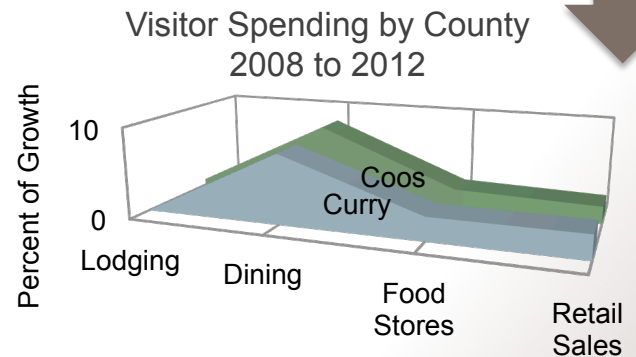


	Bandon	All Locations
Beach Activities	63.8	42
Sightseeing	42	31.4
Shopping	22	11.6
Hiking/Backpacking	10.6	20.2
Other Outdoor Activities	21.1	19.5
Culinary/Dining	0.05	0.05

Communication: This spring, the BCC produced a new Bandon fishing and outdoor recreation guide, available [online](#) and at the Bandon Visitors Center.

Growth Potential: Restaurants and food spending showed the strongest gains in area tourist spending between 2008 and 2012, according to reports by Dean Runyan for Travel Oregon.

Join the BCC in the Rural Tourism Studio Culinary and Agri-Tourism development workshop Nov. 5; cycling and outdoor recreation workshops in Nov and Dec. (Event details page 6.)



BCC surveys, conducted online or in person at the Visitors Center, polled visitors on a range of topics, including their reasons for visiting Bandon, lodging and activity preferences, and residence. At Bandon Baking Company, owner Chris Powell sees the demographic variety represented in Bandon tourists.

"Just about anybody can walk through that door," he said.

So it's his job to keep his bakery cases filled with a variety of goods that will appeal to everyone, from cyclists and fishermen to children and their grandparents.

Powell has noted an increasing number of patrons toting printed versions of local business listings from bandon.com. Visitors are scouting Bandon businesses online before their outings and designing their own travel notebooks. It's a pre-travel routine Powell understands.

"When I got to plan a trip somewhere, the first thing I do is go to a chamber website," he said.

From the chamber sites, he expects to learn about the community he intends to visit and find a directory of members businesses. Powell keeps his eye out for bakeries, where he can find professional inspiration.

Surveyed bandon.com users indicated their travel plans are influenced by consumer reviews, professional photographs and maps.

The Bandon visitor survey was conducted by Dennett Consulting Group and included participation by Destination Marketing Organizations in Roseburg, Klamath, Medford, Coos Bay and Gold Beach. Review copies of the full report, stats from the Shop Bandon campaign and the Rural Tourism Studio baseline report at the Bandon Visitors Center.



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**

President
Margaret Pounder

Vice President
Peter Braun

Secretary
Angela Cardas

Treasurer
Cathy Underdown

Past President
Bart Stein

2013-14 Directors

Joseph Bain
Dan Barnett
Peter Bauer
Steve Dimock
Marc Dryden
Melody Gillard-Juarez
Chris Powell
Matthew Whitmer

Executive Director
Julie Miller

Legal Counsel
Robert S. Miller III



Clear Bandon skies.

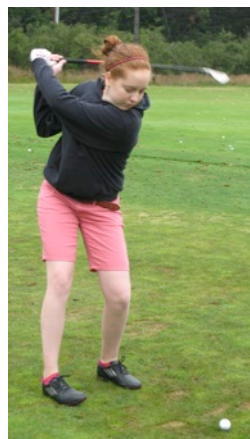
Above: Visiting and local artists brought creative enthusiasm to Bandon for the Watercolor Society of Oregon fall workshop. Plein air painters unpacked their outdoor gear and enjoyed an open air studio at Coquille Point.

Below: Bandon's largest charitable golf tournament is the annual Southern Coos Health Foundation Golf for Health Classic. 2013 sponsors, players, volunteers and donors raised nearly \$24,000 toward the purchase of a bone density scanner to detect and track osteoporosis. The scanner will be available to patients at Southern Coos Hospital in November.

We are grateful for the tremendous support given by Bandon area businesses toward this event. With the money raised going to buy a bone density scanner, the whole community benefits with greater local access to healthcare services. Thank you so much.

—Joseph Bain, Southern Coos Health Foundation President

Mark your calendars for the 2014 Classic, July 18 and 19. Photos at Bandon Crossings Golf Course from left: Reillys in knickers; Grace McMahon; Kathy Arendsen and Randy Harris.



Contributed Images cover Howling Dog Sunset, Kathe Murray, Spyglass Designs; page 4 painters, Hyon Fielding, Victoria Tierney; golf, Southern Coos Health Foundation; page 5 Santa, Geneva Miller; page 5 Julie Miller and page 6 Chambers Productions, BCC. BCC Newsletter © 2013 Bandon Chamber of Commerce

WELCOME NEW 2013 BCC MEMBERS

Angela's Lake Cabin
American Western Exotic Hardwoods
Bandon Coastal Dental
Bandon Key Works
Rod Cink, Individual Member
Foley's Irish Pub
Face Rock Creamery
Face Rock Golf Course
Gold Coast Properties
The Heat Pump Store
Historic Queen Anne
The Killarney House
Sierk Orthodontics



Membership Renewals

Thank you to all members who have submitted 2014 Bandon Chamber of Commerce membership renewals.

BCC member packets were mailed in October. If you have not received your renewal packet, please contact Julie Miller at the BCC.

Reminder:
Bandon.com web directory listings for non renewed accounts will expire as of November 15, 2013.



Old Town Holiday Marketplace
10 AM to 4 PM, Fridays & Saturdays, Nov – Dec 14
250 First Street SW
1 PM, Saturday, Dec 14, Santa arrives by Prowler Charter boat, Port of Bandon boat launch. Photos with Santa by Cardas Photography, 1 to 3 PM at the Marketplace.

Shop Bandon
Nov 25 – Dec 23, 2013
Shop locally and redeem Bandon business receipts for commemorative glasses at the BCC Visitors Center.

Holiday lights in Old Town
Saturday, November 30, details TBA.
Contact Tara Shaw, 541-347-9438;
or Harv Schubotho, 541-297-2342.

Ray's Shopping Center Festival of Lights
Friday, Dec 6, 5:30 PM
66 Michigan Ave

Christmas in the Aire, presented by Bandon Playhouse
7:30 PM, Thursday – Saturday, Dec 12, 13, 14
Sprague Community Theater, 1202 11th St SW
Celebrate the season in the embrace of family and friends—songs, stories, surprises and fun. Admission \$5 children, \$12 adults, \$10 seniors.

Christmas at Billy's
6 to 8 PM, Dec 18
Billy Smoothboar's Restaurant
3030 Oregon Ave SW
A night for Santa, Mrs. Claus and their helpers to give to less fortunate children in Bandon. Contact Dan or Lynn Barnett, 541-347-2373.

Congratulations Julie Miller!

Julie Miller, Executive Director for the Bandon Chamber of Commerce, was selected 2013 Executive of the Year by members of the Oregon State Chamber of Commerce.

"Bandon is a great community and I have been fortunate enough to have had an amazing board of directors who have allowed me to grow into the position over time," said Miller. "I feel extremely honored and humbled."

Chamber executives are nominated by local board members, and nominees are selected by fellow Oregon chamber executives. The award represents the highest industry recognition in Oregon.

"A body of her peers gave her this honor after asking for nominations from across the state. That is huge," said Margaret Pounder, Bandon Chamber President.

Miller has worked as Bandon's chamber director since 2002. Pounder led the 2013 nomination process for Miller, whose expertise has earned state-wide respect. In recent years, she's been recruited to represent Oregon, the Oregon Coast, and Bandon at local, regional, state, national, and international events.





WHAT'S HAPPENING

More events at bandon.com

"Shoulder season" promotional campaigns organized by the BCC pique tourist interest during the winter months. In October, Chambers Productions captured footage for a series of broadcast advertisements highlighting many of the unique features and attractions that draw visitors to Bandon.

Rural Tourism Studio
 Culinary & Agri-Tourism, 9 AM to 4 PM, November 5
 Bicycle Tourism, 9 AM to 4 PM, November 6
 Gold Beach, Oregon
 Nature Based Outdoor Recreation, December 3 and 4
 Port Orford, Oregon
 Workshop admission \$5, includes lunch
 Register online at bandon.com –or–
 Contact Julie Miller, 541-347-9616

Watercolor Society of Oregon Annual Fall Exhibit
 On display through December
 Southern Coos Hospital and Health Center
 900 11th Street SE, Bandon

Free Computer Classes
 Through December 19 at Bandon Community Youth Center and Bandon Public Library
 Register online, cyberlynxoregon.org –or– at Bandon Public Library
 Sign up for open lab and classes for Gmail, photo lab, Google apps, Windows 8 and Microsoft Word. Classes offered as a collaborative project of Bandon Public Library, BPL Friends and Foundation, Bandon Community Youth Center and CyberLynx.



BANDON CHAMBER OF COMMERCE
 POST OFFICE BOX 1515
 BANDON OR 97411