

THE VOICE OF BUSINESS



BANDON CHAMBER NEWS

NOV - DEC 2022

THANK
YOU

If you want to increase profitability, consider getting personal!

When you acknowledge each of your customers individually for being engaged members of your brand community, you demonstrate a desire to get to know them and continue building that relationship. This personal attention goes a long way towards endearing customers to your brand, so making sincere “thank yous” should be a key component of your ongoing business model.

Show your appreciation to customers this holiday season by offering free gifts, special offers, thank-you cards, gift cards, and more.

- **Offer a free product, service, or upgrade**

Customers love freebies, so show your gratitude by offering just enough to say thank you and not break your business’s bank.

- **Provide coupons or special offers**

If you don’t want to provide a physical gift to your customers, coupons and special offers may be your best option.

- **Include a free gift with purchases**

Since it is the gift-giving season, consider providing a customer with a free gift with their purchase.

- **Send a thank-you card**

Writing a note to express gratitude for purchasing your products or services during the holiday season is a meaningful way to demonstrate your appreciation for their business.

- **Give away gift cards**

Consider showing your appreciation by offering free gift cards. If your company provides a service like selling real estate, you could give away gift cards to local businesses in your area to say thank you while also creating a strong networking relationship in your community.



That image is an example of what’s called “indirect impact.” Indirect impact is felt when a local business owner or employee spends the money they make locally but it’s not the only kind of impact that can be felt by spending local.

Johnny Goes to Band Camp When your son or daughter has a school expense like a club trip, sporting event, yearbook expense, camp, or graduation program, do you email Elon Musk to fund it? No. You ask your local pizza parlor or favorite small business owner. They get their name listed as a sponsor and your child is one step closer to their goal.

Small Nonprofits Win Along the same lines of sponsors, when it comes to local nonprofits and raising money for local causes or even natural disasters, it’s the local businesses that come through. They understand the importance of helping neighbors. Yes, large companies give hundreds of thousands of dollars to large nonprofits. We’re not discounting that. But local charities and nonprofits are often not on their funding radars. Chains are doing their part donating to the United Way and national groups like the American Cancer Society.

Local charities often rely on local support.

We Enjoy a Better Quality of Life According to studies compiled by the Institute of Self Reliance, “the more locally owned businesses per capita that a community has, the better off that place is on many of the other indicators of community health. The larger the share of transactions in our economy—buying, producing, investing—that involve a locally owned business, the more thriving, equitable, and resilient our economy and community can be.”

Local Vendors and People Win During COVID and immediately after reopening, there were supply chain issues (we’re still feeling them in some industries). Many of those issues were due to lack of transportation or lack of labor in the transportation industry.

That caused many businesses to look for local options to meet their needs.

Jobs Are Plentiful In times when jobs are needed most—in high unemployment—local businesses are there. According to the article “The Contribution of Large and Small Employers to Job Creation in Times of High and Low Unemployment,” which appeared in the American Economic Review, “...in times of high unemployment, small businesses both retain and create more jobs than large firms do.” Where you spend your money is an investment in the growth and prosperity of our area. You’re either investing for maximized returns on your holiday dollars by spending local or you’re not. We hope it’s the former.



The Bandon Chamber works to create an environment where
business can prosper.

Upcoming "Learn at Least One Thing" classes - locations TBA



January 26: Marketing and Google for Business

February 9: Hospitality Best Practices

February 23: Accounting & Bookkeeping Best Practices

(Above Classes will start at 8:00AM with coffee and be done by 9:30AM)



Find us on

Facebook www.facebook.com/groups/bandonchamber

If you are on Facebook, please join the Bandon Chamber Member Forum, we use it for quick and fast information pertinent to our member businesses.



Keepin' it local...

The Chamber Cash program is ongoing, so anytime you want to purchase a gift for someone (employee/friend/etc) & want to shop

local... head to

bandon.com/chambercash



Questions? Your Board of Directors:

Lori Osborne - Farm & Sea . Sara Kimball - Umpqua Bank . Archie Garrett - Wilson's Market

Kelley Basey - South Coast Tire Pros . Anthony Zunino - Freedom Graphics .

Christine Michalek - Big Wheel General Store . Amanda Whitlatch - Edward Jones

Staff: Margaret Pounder & Andrea Wilson (541) 347-9616



Chamber Holiday Party - December 10th

We had such a great turnout last year, and so much fun! Please join us. December 10 at Billy Smoothboar's at 6PM. No host bar. Prizes. Dancing.



Three ways to thwart retail theft, according to experts:

- Engaging shoppers is not only good customer service, but you might also unwittingly foil a would-be thief by giving a hearty welcome, asking a quick question like, 'What are you looking for today?' and keeping eye-to-eye contact.
- Increase your staff to handle the crowds but be careful about who you welcome aboard, because temporary employees may not be as loyal as your existing staff.
- Tap the latest technological tools to keep thieves at bay, like alarm tags and video analytics.



We recently celebrated three ribbon cuttings . .



Edward Jones, Amanda Whitlatch, Financial Advisor

1230 Oregon Ave SW, Suite B P: 541 329-4334

We partner with our clients to put all the pieces of their financial picture together in a proactive and holistic way so that they feel confident in their financial future.



Dew Valley Ranch Campground <http://bit.ly/dvrglamp>

Unique "Glamping" stays and dispersed tent camping experience in the Oregon Coastal rain forest scattered over 40 acres. P: 541 404-3178



Bandon Youth Center

101 11th Street SW P: (541) 347-8336

The Bandon Community Youth Center is a 501(c)3 nonprofit organization that provides structured afterschool programs, clubs and other activities for ages K-12. Supporting our community and working families.

Cranberry Country Jamboree 2022

What was old is new again. 2022 brought a new venue for the Cranberry Festival - moving back to the original festival grounds at Bandon City Park.

Cranberry Court and Cranberry Coronation

Cranberry Parade

Cranberry Kitchen at the VFW

Quilt Show at the Oddfellows Hall

Prancing Pet Parade

Cranberry City

Two stages of music for two days.

Cornhole Tournament benefiting Team Todd

A jam packed Car Show

Kids Korner

Arts & Crafts Vendors

New & "happy to have them back" food vendors

Cranberry Eating Contest



Princesses Rhiannon Green,
KayDence Augsburger,
Hallie Minkler



Cranberry Queen 2022
Hallie Minkler



Aerial Drone Shot of Cranberry 2022
Thanks to Josh Meredith



North Music Stage
Sponsored by First Community
Credit Union



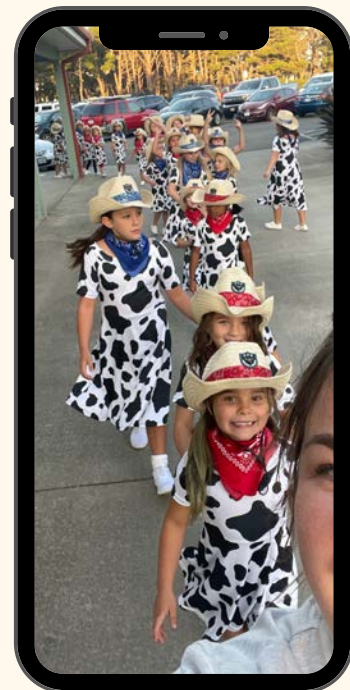
Cranberry
Festival
coloring book
sponsored by
Beach Loop
Realty



Cranberry Cornhole
Tournament sponsored by
ZiPLY Fiber and benefit
fundraiser for Team Todd



Cranberry Eating Contest
Sponsored by The Beverage
Barn and Farm & Sea



27 Princesses in Training
following their leader,
Danielle Smith :-)



COOKIE CUTTER

Crawl

**NOVEMBER 26 TO
DECEMBER 17 2022**

What is a Cookie Cutter Crawl?

Bandon Businesses want to thank you for shopping local!

How does it work?

In 14 stores in & around Bandon - if you spend \$35 or more, receive a free cookie cutter that is part of a 14 piece collection.

What's the Grand Prize?

Bring a set of 12 Bandon Cookie Cutters to the Visitors Center and receive a one-of-a-kind cookie cutter of the Coquille River Lighthouse



MERCHANT LIST

CONTACT US

Bandon Chamber of Commerce
300 Second Street S.E.

541-347-9616

<https://bandon.com/cookie-cutter-crawl-2022/>

Remember when . . . The Bandon Chamber coordinated and implemented Shop Bandon?

The Cookie Cutter Crawl is similar but different. This year - 14 Bandon retail merchants are offering memory making Bandon cookie cutters when you purchase \$35 in merchandise from them.

Once you have collected a dozen (12) you can bring to the Bandon Visitors Center - and you will receive a one-of-a-kind collectors cookie cutter of the Coquille River Lighthouse along with a bag to hold your bounty.



Click on the QR code above or visit:
bandon.com/cookie-cutter-crawl-2022/
to find the participating merchants.

NEED TO KNOW WHAT'S GOING ON IN THE COMMUNITY?

CHECK THE CHAMBER'S
ONLINE CALENDAR.



bandon.com/events/

(Add your event or check out what's happening around Bandon)