

/ Transient Room Tax Marketing Highlights /



"2017-2018 has been a great year for our City in Motion in Oregon's Coastal Playground!"

Scott Steward, Creative Wave Marketing and FACC Marketing Consultant



Heads-in-beds events are growing and improving, and our local and regional partnerships are stronger than ever!

Our extensive out of area marketing covered:

Portland, Vancouver, Longview, Salem, Corvallis, Albany, Newport, Lincoln City, Yachats, LaGrande, Baker City, Eugene, Springfield, Cottage Grove, Roseburg, Canyonville, Medford, Newport, Bandon, and Bend.

This gained us:

Est. 8+ million ad impressions (an increase of 1 million)
Est. \$30,000+ in earned media (an increase of \$10,000)

Valued event partnerships:

Wings & Wheels Fly In and Car Show, Winter Music Festival and FlorenceFest '18, Florence Half Marathon, and Dunes City Triathlon/ Duathlon

Downtown Revitalization Team - Incalculable earned media with Small Business Revolution.

Passport to the Arts and Charm Trail supporter

RipCity Relay event with Portland Trailblazers

Hosted Oregon State Chambers of Commerce at Three Rivers Casino Resort

Rick Dancer Facebook Live Event: 62,000+ views of several videos from March 23 event



Special Awards:

