

The Power *of the* Chamber: 2019 Marketing Report

Your chamber is a Catalyst for business growth, Convener of leaders & influencers, and Champion for a stronger community.

The Florence Area Chamber of Commerce is the marketing contractor for the City of Florence. The 2018/19 report is out and it's good news for Florence. Tourism revenue is up over \$5 million to a whopping \$142 Million!

The chamber partners with coastal and county tourism partners driving revenue and economic development into Western Lane County and supporting over 1900 jobs.

Here are just a few highlights from the report:

- FlorenceChamber.com has

more than 52,000 new users and five new pages including Bicycling, Winter Fun, Annual Events and more.

- The chamber's Florence Oregon Coast Facebook page averages

over 7,000 impressions a DAY. Instagram and Twitter audiences are growing too.

- The Chamber invested



The Florence Visitors Center, 290 Highway 101, is also the office for the Chamber and the workplace for many volunteers.

over \$87,000 in addition to the City marketing contract a year in tourism marketing and services. The Chamber/City

\$50,000 in earned (FREE) media coverage.

- The Chamber produced three 15-second commercials

partnership is productive and performing. Scott Steward of Creative Wave Marketing consults with both the Chamber and the City. Chamber work alone generated over

that run all over Oregon. The ads are “book-ended” — one running as the first ad after regular programming and then again as the last ad prior to resumed programming. These ads are available for viewing and sharing on the Florence Area Chamber of Commerce YouTube page.

- We ran two productive photo contests which have generated over 200 excellent images that have been watermarked “Florence, Oregon's Coastal Playground,” which are FREE and available for all Chamber members. “Kiteboarder at the South Jetty,” by Dana Vion, was the 2020 winner (see front cover).

See more on page 19



Aileen Sapp

Broker

541-999-5396

aileen@trhunter.com

1749 Highway 101, PO Box 3104
Florence OR 97439
www.trhunter.com

