

Southern Oregon Coast Tourism receive \$10,000 Grant

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South Coast, OR - For some companies, a weakened economy drives them to be more competitive with like businesses; for the Southern Oregon Coast tourism industry, they've embraced the idea of working together. Destination Marketing Organization's (DMO's) from Brookings to Reedsport have pooled their resources together and on September 21st, got the prestigious nod of approval from the Oregon Tourism Commission (dba Travel Oregon).

Travel Oregon announced that the South Coast Partnership Project would receive \$10,000 from its Matching Grants Program to advance their efforts. "The Matching Grants Program was designed to advance tourism development and tourism marketing projects across the state," said Scott West, Chief Strategy Officer of Travel Oregon. "This is exactly the type of creativity and commitment we love to see."

Katherine Hoppe, director of the Coos Bay – North Bend Visitor & Convention Bureau was at the Oregon Tourism Commission meeting when the decision was announced. "We are all ecstatic, we had high hopes for this grant, but we were also very aware that this year would be especially competitive. Getting this grant is just the first step, now starts a lot of hard work to make sure we make the most of this opportunity."

According to the grant application, the winning project is a multi-layered marketing campaign focused on the outdoor recreation options of the South Coast. The campaign includes television ads, a newly created website, weekly blogs from local residents, and several social media components.

This isn't the first time these groups have worked together. Les Cohen of the Brookings-Harbor Chamber of Commerce said this collaboration has been going on for some time. "We've always communicated with one another," said Les, "but over the past couple years we've really come together and created a strong bond. Making a financial commitment was the next logical step".

Partners named in the grant application were the Brookings-Harbor Chamber of Commerce, Gold Beach Promotions & Visitor Center, Port Orford & North Curry County Chamber of Commerce, Bandon Chamber of Commerce, Coos Bay – North Bend Visitor & Convention Bureau, and the Reedsport/Winchester Bay Chamber of Commerce. This is the fourth year in a row that an organization from the Southern Oregon Coast has received this grant.

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