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2022-23 Lincoln City

Strategic Marketing Plan



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MARKETING PLAN

Vision

A thriving and prosperous Lincoln City recognized as the preferred travel destination on the Oregon Coast.

Mission

Strengthen Lincoln City's economic health by inspiring travel, encouraging overnight stays, and stewarding brand identity as the trusted destination and trip planning resource.

What we do

Originally the Lincoln City Visitor & Convention Bureau, Explore Lincoln City is the official Destination Management Organization (DMO) for the Lincoln City area. Explore Lincoln City serves as a resource for Lincoln City's tourism industry and promotes the area for visitation through a variety of strategic initiatives.

Why we do it

With help from local partners and stakeholders, Explore Lincoln City aims to create positive economic impacts, which drive the local economy, help cultivate a thriving community, and strengthen livability.

Situation Analysis

Beginning in March 2020, ELC Marketing Plan development was put on hold, with tactical programs replacing strategic planning as the COVID-19 pandemic repeatedly changed ELC marketing priorities. As the full impact of the pandemic became apparent, a simple, three-phase plan was developed to guide ELC through its expected phases. Over two years later, the marketing environment remains uncertain because of COVID-19 variants and vaccine hesitancy fueling ever more waves of infections. This plan was created on the assumption (which thus far has proved to be correct) that the COVID-19 waves will recede and ELC can proceed according to the first annual marketing plan in the "next normal."



CORE AREA OF FOCUS

Destination Marketing

Promotion of Lincoln City as a desirable destination through paid and owned media, content, and curated experiences.

Communications

Influence the perception of Lincoln City through public relations and direct consumer interaction.

Promotions & Events

Generate demand through promotional activities, events, and other activations.

Visitor Services

Enhance the destination and trip planning experience.

Stakeholder Relations

Facilitate partnerships and opportunities to drive awareness, increase visitation, and champion the value of tourism.



BUDGET

FY22-23

Advertising & Promotions – \$692,000 (24.9%)

Marketing Services – \$550,943 (19.8%)

Data & Research – \$75,000 (2.7%)

Events – \$177,200 (6.4%)

Destination Development & Partnerships – \$75,000 (2.7%)

Capital Projects – \$205,000 (7.4%)

Admin & Operations – \$196,571 (7.1%)

Personnel – \$804,915 (29.0%)



TOURISM IMPACTS

(2021 COMPARED TO 2020)

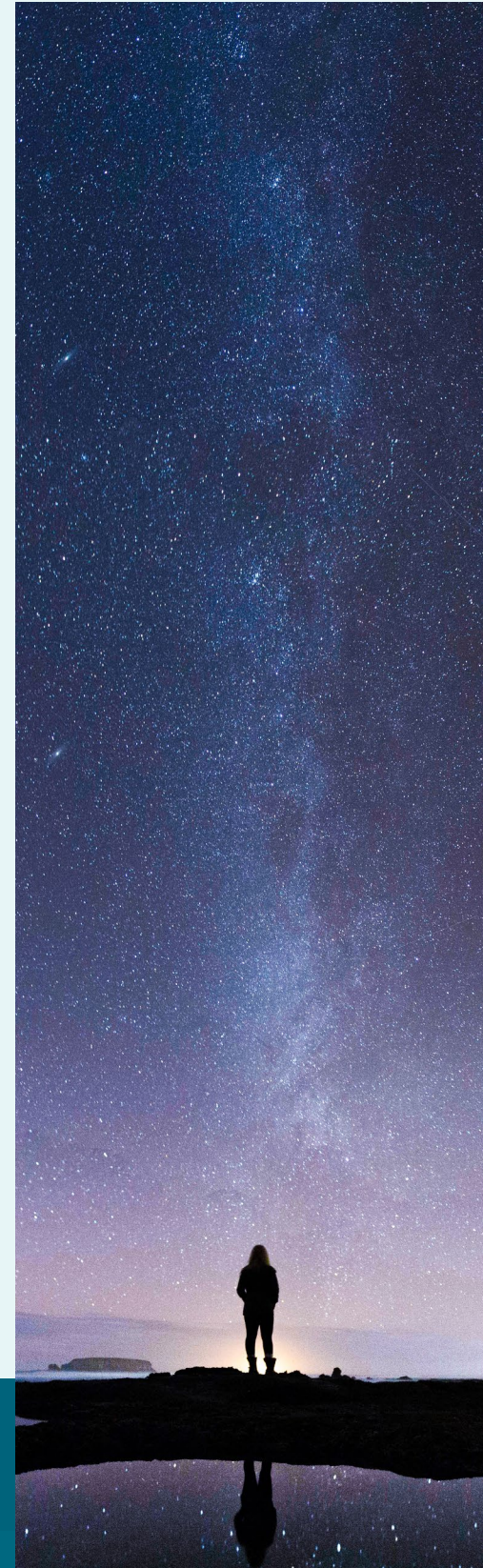
Dean Runyan (Lincoln County)

- Overnight Visitor Volume – 2.1M (+12.4%)
- Overnight Visitor Spending – \$593.8M (+29.6%)
 - Transportation – \$46.6M (+36%)
 - Arts, Entertainment & Recreation – \$52.9M (+18.3%)
 - Food Service – \$129.5M (+14%)
 - Food Stores – \$50.1M (+39.5%)
 - Accommodations – \$255.6M (+39.4%)
 - Retail – \$59.2M (+27.2%)
- Employment (Jobs) – 6,060 (+13.7%)
- Statewide Comparison
 - Oregon Coast ranks 3rd in state visitor spending by region (\$1.91B) with the Central Coast ranking 1st among the coastal sub-regions (\$827M)

Lincoln City TRT Revenue – \$116.6M (+59.8%)

Lincoln City Lodging Performance

- Occupancy – 64.8% (+32.2%)
- ADR – \$138.30 (+23.0%)
- RevPAR – \$92.84 (+59.1%)



MARKETING IMPRESSIONS & REACH

(FY21-22)

Website

- Page views – 1.5M

Paid media

- Impressions – 71M

Earned media

- Impressions – 110M

Owned media

- Email marketing
 - Total emails delivered – 415K
- Visitor guide
 - Requests – 39.1K

Social

- Impressions – 18.8M
- Followers – 98K



BRAND OVERVIEW

Positioning Statement

In addition to having one of the longest coastlines of any beach town on the Oregon Coast, much of what makes Lincoln City interesting seems slightly unusual and a bit surprising. This is a place that seems to major in The Unexpected – why else would Lincoln City's biggest icon be a glass float hunt?

Unique Selling Proposition (USP)

The Unexpected – Lincoln City is uniquely full of surprises big and small.

Brand Pillars

Coast

Not be confused with beach, Lincoln City embodies the quirky, salty, unapologetic identity of Oregon's Coast.

Outdoor Recreation

With ocean, lake, rivers, and estuaries, all nestled within coastal forests, it's hard not to stumble into adventure you'll love.

Treasures

You never know what gems you'll find in Lincoln City, maybe even one of our famous Finders Keepers glass floats.

Tradition

People have been visiting Lincoln City for years, perhaps generations. Lincoln City creates memories that last lifetimes.



KEY MARKETING GOALS

- Establish, reinforce, and increase awareness of the Lincoln City brand.
- Inspire visitation and tell the Lincoln City story.
- Drive visitor demand and local spending.
- Create data-driven strategies.
- Provide exceptional destination experiences, information services, and trip planning resources.
- Encourage increased length of stay, shoulder/off-season visitation (September – May), and repeat visits.
- Enhance the perceived value of Lincoln City as a destination and maintain top-of-mind awareness.
- Grow Lincoln City's share of voice and marketing reach.
- Diversely engage with target audiences.
- Develop new tourism products and experiences.
- Position ELC as the authoritative resource for Lincoln City destination travelers.



TARGET MARKETS

Primary

Greater Portland and Willamette Valley (50- to 100-mile radius, 50% of current visitors).

Secondary

Balance of Oregon and the Pacific Northwest Region (Washington state, 20% of current visitors in aggregate), currently in-town.

Possible Expansion

Central Oregon, Boise, Washington state (SW, Tri-Cities, Spokane), Northern California.



It's Better
at the
Beach!

AUDIENCES

Consumer

Demographics

- Young Family: 25-54, children under 18 living at home, HHI < \$100K.
- Empty Nester: Skew 45+, no kids at home.
- High school or college educated, married, women trip planners.

Psychographics

- Beach/waterfront areas, casinos, dining, camping, shopping, outdoor recreation, national/state parks, landmark/historic sites.

Visitor Profiles (Longwoods, Dean Runyan, Madden)

- Source markets – OR (Portland, Salem, Eugene), WA (Seattle, Vancouver, Yakima)
- Visitation – Peak (June-August), Off (September-May)
- Trip planning length – 1 month or less (34%), 2 months (15%), 3-5 months (19%), 6-12 months (17%), year+ (4%)
- Trip planning resources – Online travel agencies (19%), destination websites (18%), hotel (16%), word of mouth (16%), social media (15%)
- Travel party size – 2.7
- Length of stay – 2.5 days
- Age - A higher proportion of visitors from younger, family communities (< 34 years) vacation during the Peak season. Year over year (YoY), visitation increased among younger communities during the Off season, the opposite of which was observed during the Peak season, where visitation from older communities increased YoY.
- Household Income – \$30K - \$149K
- Education – Visitors to Lincoln City during the Peak season tend to come from higher-educated communities compared to Off season visitors. Between 2019 and 2020, Off season visitation has decreased among visitors from higher-educated communities (bachelor's and beyond). Peak season visitors from communities with some college-educated members has increased YoY.



AUDIENCES

Personas



Young Family - Jenna

Jenna is the head of her household and lives in Portland, OR. She tends to plan all her family's vacations and likes repeat vacations due to comfort and convenience. She's looking for her family's next affordable spring break destination.

Profile

- 37
- Married
- 2 kids under 10 years old
- Household Income \$90K
- Has a college degree
- Interests: beach, shopping, hiking

Demographics

- Average Magazine
- Light Newspaper
- Average Radio
- Light TV
- Heavy Internet
- Heavy Outdoor



Empty Nester - Diane

Diane is the head of her household and lives in Salem, OR. Her kids are off to college and she and her husband are adjusting to an empty nest. They are saving for retirement but have more time to travel. She's looking for a nearby fall getaway.

Profile

- 55
- Married
- No kids at home
- Household Income \$80K
- High school educated
- Interests: beach, culinary, classes, history, hiking

Demographics

- Heavy Magazine
- Heavy Newspaper
- Average Radio
- Heavy TV
- Light Internet
- Heavy Outdoor

CUSTOMER JOURNEY (LIFE CYCLE)



STAKEHOLDER

Partner Businesses

Lodging • Restaurant • Tourism-Related Retail • Attractions

Elected Officials

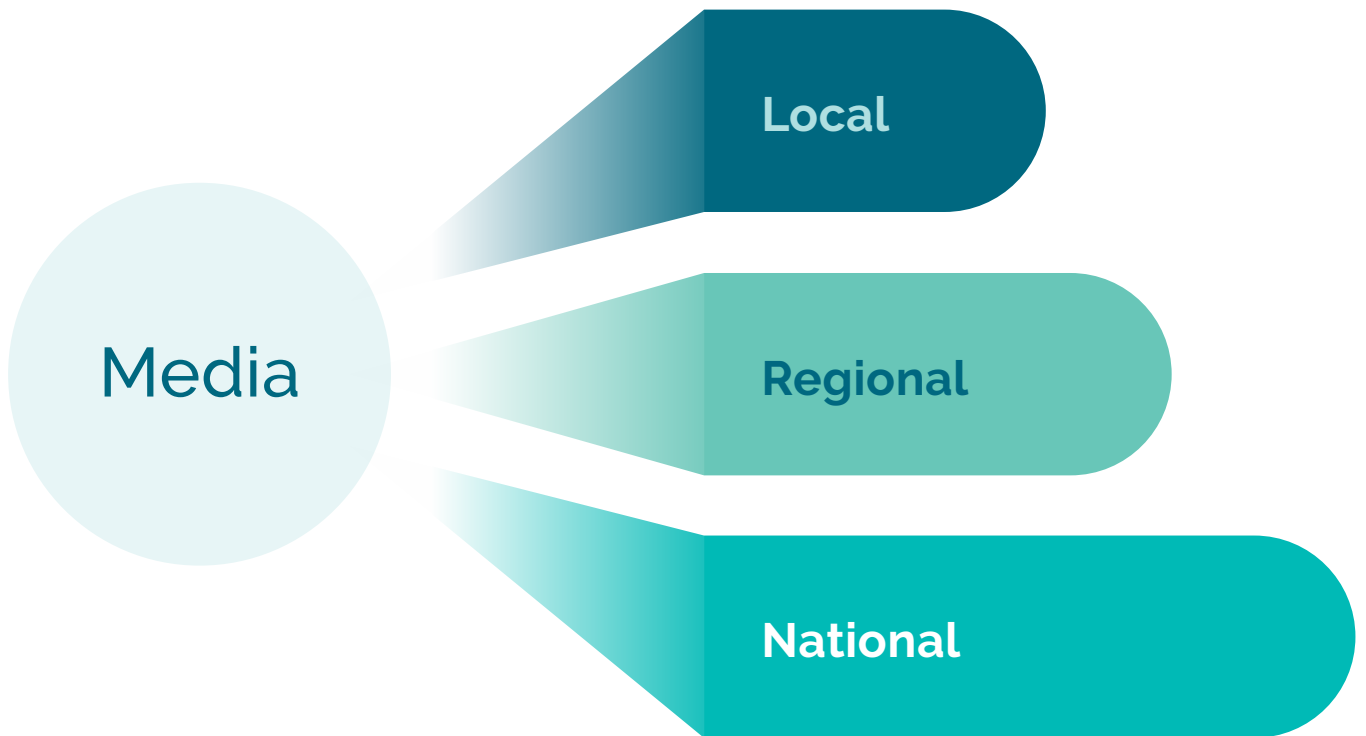
Civic and Community Groups

Local, County, and State agencies

Residents



MEDIA



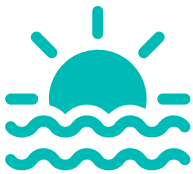
DESTINATION MARKETING

Our efforts encompass the following marketing elements:



Price

Enhance the perceived value of visiting Lincoln City, and give lodging properties, restaurants, and retail establishments, the ability to maximize profits and promote their improvements. Create the expectation of 'more to explore' and priceless experiences with our guests.



Product

Continue to develop awareness of all the experiences Lincoln City offers, and provide more opportunities to be seen as a weeklong vacation destination versus a weekend getaway.



Promotion

Targeting on digital channels has opened ways to reach specific audiences in larger markets. While earned media has provided us the opportunity to have a regional — and the occasional national — presence.



Distribution

Destination marketing is typically thought of as promoting a place guests need to go to experience, but ELC has expanded its ability to deliver virtual experiences and provide another means of sampling outside of traditional visits.

BRAND MANAGEMENT

Objectives

- Single-mindedly establish the Lincoln City brand and maintain its reputation.

Strategies

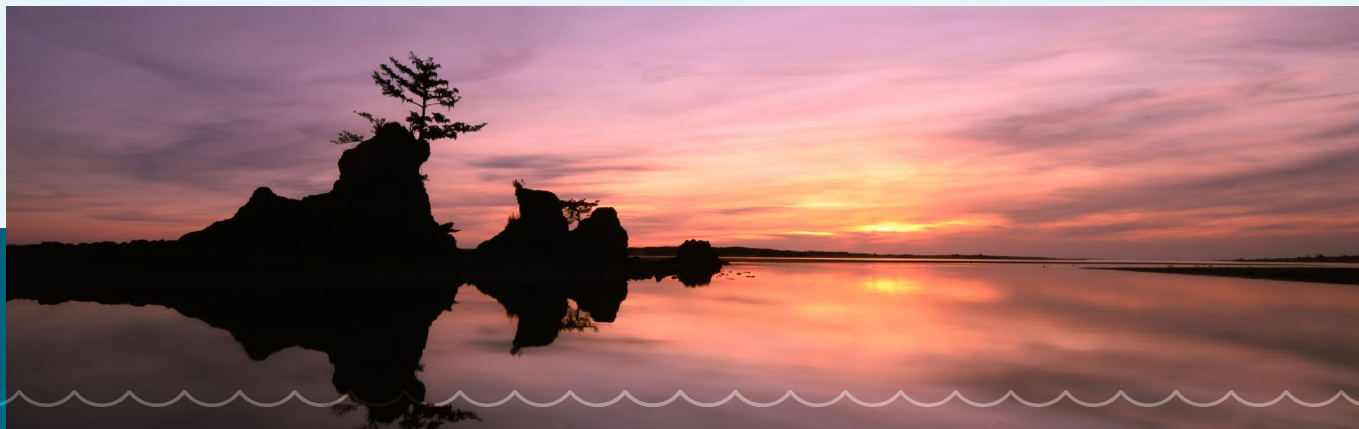
- Adhere to brand standards in all marketing and communications.
- Govern the application of the brand to Lincoln City marketing, product, and experiences.

Tactics

- Curate and maintain up-to-date brand guidelines.
- Act as decision-maker for Lincoln City brand applications.
- Apply brand to all ELC owned marketing channels and assets.
- Ensure that ELC contracted partners operate within brand guidelines.
- License and regulate the use of Lincoln City brand assets.

Measurement

- Brand awareness study



ADVERTISING

Objectives

- Drive demand for overnight stays in Lincoln City in the shoulder and off seasons.
- Increase Lincoln City brand awareness.
- Inspire visitation to Lincoln City.
- Reinforce the Lincoln City brand.
- Grow Lincoln City's marketing reach and market share.

Strategies

- Develop unique, eye-catching creative that reinforces Lincoln City's brand promise.
- Deliver visitors to ELC owned marketing channels.
- Focus media investments, targeting the shoulder and Off seasons.
- Prioritize communication to identified target markets.
- Align media and creative to the established visitor audience.
- Support well-established events and promotions to drive overnight stays.
- Use unconventional activations or sponsorships to reinforce brand, leverage media, and create deeper engagement with target markets.

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ADVERTISING

Tactics

- Deploy broad-reaching media vehicles such as outdoor, video, audio, and digital to drive consideration.
- Utilize a mix of traditional and new media such as print, digital, display, out of home, radio, and sponsored content.
- Activate paid media campaigns targeting the spring, fall, and winter seasons.
- Deliver a general sponsorship campaign year-round to maintain baseline destination and brand awareness.
- Leverage Finders Keepers equity year-round as a signature event/activity of Lincoln City.
- Implement simple but effective calls to action within advertising creative.
- Use the ELC website as the primary advertising conversion point.
- Support lower funnel marketing tactics to reach people actively searching and planning for their next vacation through digital and social that drives users to the ELC website.
- Use targeted paid media campaigns to take advantage of events and promotions, including, but not limited to Antique Week, Arts Week, Kite Festivals, Exploriences, etc.
- Deliver engaging first touch content to pique interest and drive users to robust website landing pages for conversion.
- Continue to evolve and refresh ELC's established cut paper campaign creative.
- Purchase cost-effective, high-impact media to maximize budgets.
- Evaluate high-value expansion markets for future reach.

Measurement

- Channel-specific analytics
- Social listening
- Referral traffic
- Followers



INTEGRATED MARKETING

Objectives

- Continuously improve engagement with audiences interested in Lincoln City.
- Increase awareness of ELC as a trip planning resource.

Strategies

- Manage ELC social accounts and communities as the official tourism resource for Lincoln City.
- Leverage individual social media channel strengths and audiences.
- Limit community management to channels that can be actively managed.
- Implement best practices within individual social media channels to maximize effectiveness.
- Identify emerging social media channels that are a good fit for Lincoln City to increase reach and capture new audiences.

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INTEGRATED MARKETING

Tactics

- Regularly post original curated content to ELC owned social media channels, using a content calendar as guidance.
- Include simple but effective calls to action with posted content.
- Utilize compelling imagery in posts across all social media channels, leveraging ELC owned and crowdsourced resources.
- Use Facebook as a social media “home base,” distributing broad content designed for a wide audience.
- Use Instagram as a visual inspiration channel with content curated for younger audiences.
- Use YouTube as a warehouse for original video content to be distributed on ELC social accounts and other owned marketing channels.
- Use LinkedIn to engage with the broader tourism industry and local stakeholders.
- Use paid support to boost reach within social media channels.
- Leverage social media trends, applying to ELC channels as appropriate.
- Claim accounts on high-value emerging social media channels, even if not actively posting content.

Measurement

- Channel-specific analytics
- Social listening
- Referral traffic
- Followers



CONTENT

Objectives

- Create inspirational destination demand and tell the Lincoln City story.
- Create awareness of the great variety of experiences offered by Lincoln City.

Strategies

- Support all ELC owned marketing channels as inspirational trip planning resources and information hubs that are important, engaging, and timely.
- Enhance the Lincoln City destination experience through actionable content.

Tactics

- Manage a content calendar to support content distribution, events and promotions, and time-sensitive activations.
- Develop content to meet the immediate and long-term needs of the ELC website.
- Create seasonal content to support shoulder and Off season visitation.
- Regularly update the Blog section of the ELC website as a content hub and to support other marketing channels.
- Deliver a monthly consumer newsletter that highlights relevant and timely content.
- Acquire rights-approved professional and crowdsourced photography to support all content needs.
- Produce independent, recurring, and episodic video assets.
- Collect and update video B-roll library.
- Curate ELC photo and video libraries, including owned and sourced assets.
- Support paid media through on-brand sponsored editorial.

Measurement

- ELC owned marketing channel engagement.



PRODUCTS & PLATFORMS

Objectives

- Amplify the capacity of ELC marketing staff.
- Increase the effectiveness of marketing channels.
- Enhance the guest visitation experience through ELC owned marketing channels.

Strategies

- Enhance ELC owned marketing channels with complimentary third-party programs and platforms.
- Create cost-effective means of content generation and management.
- Deliver streamlined access to trip planning resources.

Tactics

- Use Tempest's Craft CMS platform to host and provide support for the ELC website and deliver an exceptional user experience.
- Use Tempest for search engine optimization service to maximize organic search results.
- Maintain IDSS as a customer relationship management database to support critical content for the ELC website, including business listings, calendar events, and key imagery.
- Subscribe to CrowdRiff to obtain crowdsourced photo and video and facilitate digital asset management.
- Leverage content generation through Localhood to integrate video storytelling through organic search and social media platforms.
- Build Bandwango digital passes to support events and promotions and elevate destination experiences.
- Integrate Book Direct by Simpleview within the ELC website to deliver easy access to Lincoln City lodging inventory.
- Utilize Sprout Social as a multi-channel social media scheduling and reporting tool.
- Employ Emma as an email marketing platform to distribute content to consumer first-party contacts.

Measurement

- ELC owned marketing channel engagement.



DATA & RESEARCH

Objectives

- Inform marketing decisions to maximize ROI.
- Measure performance to determine success.

Strategies

- Gather first-party resources via ELC owned channels and research.
- Gather third-party resources via industry-specific partners and sponsored research.
- Apply industry best practices for destination marketing.

Tactics

- Subscribe to Madden Voyage to provide critical data and information (e.g., visitor profile, source market trends, economic impact, marketing insights, etc.), allowing ELC to make data-driven decisions.
- Analyze available industry research (Travel Oregon, US Travel Association, DMA West, Destinations International, Longwoods International, Dean Runyan, etc.).
- Partner with lodging community, retail, restaurant, and other industry sectors to gather visitor data.
- Utilize industry expertise through webinars and conferences to gain insights into trends and best practices.
- Identify best practices for Destination Organizations and leverage competitor research.

Measurement

- Utilize data and research to influence marketing decisions.



COMMUNICATIONS

Objectives

- Enhance the destination experience.
- Improve the perception of Lincoln City as a vacation destination.
- Increase intent for repeat visits to Lincoln City.

Strategies

- Assist in-town guests to maximize the enjoyment of their visit to Lincoln City.
- Demonstrate that Lincoln City is a welcoming, fun vacation destination.
- Communicate the breadth of experiences Lincoln City offers to encourage week-long stays.

Tactics

- Provide printed and virtual resources for in-town visitors.
- Establish a physical official City Welcome Center in Lincoln City.
- Provide a personal point of contact for information and assistance.

Measurement

- Length of stay trends via Madden Voyage, occupancy by day & RevPAR as reported via STR.



PUBLIC RELATIONS

Objectives

- Drive awareness of Lincoln City as a preferred vacation destination.
- Increase visitation to Lincoln City and its multiple, diverse offerings.
- Expand the geographic reach of the Lincoln City tourism message.
- Enhance the effectiveness of media campaigns for Lincoln City.
- Build momentum and lay groundwork for future outreach.

Strategies

- Build frequency of media placements in core markets, primarily the Portland DMA.
- Facilitate vetted media, travel writer, and influencer visits.
- Deliver media coverage consistent with the Lincoln City brand, utilizing multiple spokespeople covering a diverse range of topics.
- Expand the reach of the Lincoln City marketing efforts through regional and national media pitches.
- Focus media visits during shoulder seasons when possible.

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PUBLIC RELATIONS

Tactics

- Leverage key time pegs, such as local events, milestones, and campaigns, to create topical media pitches.
- Focus media pitches to Portland-specific outlets (which also cover the Willamette Valley) while selectively pursuing high-potential national opportunities.
- Provide regular, thoughtful pitches in line with what audience interests.
- Stay up to date on all things happening in Lincoln City to guarantee awareness of promotable press opportunities.
- Create and continually update key pitch angles, highlighting priority pillars.
- Highlight local businesses and the unique things they are doing in the community.
- Highlight economic development and feature new tourism experiences.
- Draft press releases announcing key events, activations, milestones, etc.
- Create and distribute media mailers when appropriate.
- Invite priority media to Lincoln City, creating fully vetted itineraries that allow the media to experience all the community has to offer, resulting in well-rounded stories.
- Respond reactively to on-assignment reporters.
- Stay in front of key partners, including Travel Oregon, ensuring inclusion in press itineraries.
- Coordinate media interviews and craft specific talking points for each interaction.

Measurement

- Reach/impressions
- Earned media value
- Media outreach (press releases, pitches, etc.)
- Lead generation (writers/influencers, website referrals)
- Added value



EVENTS & PROMOTIONS

Objectives

- Reinforce the Lincoln City brand.
- Increase visitor length of stay.
- Amplify Lincoln City's media voice and marketing reach.
- Enhance the destination experience.

Strategies

- Demonstrate the promise of the Lincoln City Unique Selling Proposition to be true.
- Demonstrate that to fully experience Lincoln City, you need more than a weekend.
- Support advertising and communications efforts with promotional programs.
- Promote key Lincoln City events/create new citywide promotional experiences.
- Introduce messaging to new expansion markets.

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EVENTS & PROMOTIONS

Tactics

- Create promotions demonstrating the surprisingly great variety of Lincoln City experiences.
- Provide marketing support for key Lincoln City events, including, but not limited to, Summer and Fall Kite Festivals, Fourth of July, Deck the Dock, Haunted Taft, Antique Week, Siletz Bay Music Festival, Arts Week, Sandcastle Contest and Festival of Illusions.
- Provide marketing support for food and experiential trails, including the Lincoln City Chowder Trail, Public Art Trail and restaurant theme trails.
- Work with marketing and public relations agencies to leverage paid media buys and add immediacy to Lincoln City marketing efforts.
- Develop an overall marketing plan encompassing all ELC promotional efforts.

Measurement

- Social media metrics on leveraged social media exposure
- Engagement driven by promotional programs
- Partner resources leveraged via promotions
- Value of partner-contributed media
- Earned media exposure
- Earned media from writer hosting and FAM tours
- ELC cost savings
- ERP partner satisfaction with programs



VISITOR SERVICES

Objectives

- Ensure that visitors have access to high-quality information and services.
- Enhance the destination and trip planning experience.

Strategies

- Provide destination resources during the research, consideration, and pre-travel phases of the customer journey.
- Provide destination resources to in-market visitors while visiting Lincoln City.

Tactics

- Provide on-demand customer service through phone, email, social media, and in-person communication.
- Own and operate Lincoln City's official Welcome Center.
- Continue development of new Welcome Center at D River Wayside.
- Keep the ELC website current and up to date.
- Respond to all visitor inquiries in a timely manner.
- Develop new ways to communicate with visitors in all phases of the customer journey.

Measurement

- Website visits
- Call log
- Visitor Guide requests
- Walk-in traffic
- Contact Us submissions



STAKEHOLDER RELATIONS

Objectives

- Create awareness and understanding of the Lincoln City brand.
- Create awareness, understanding and support for ELC programs.
- Amplify collective Lincoln City marketing efforts.
- Establish an understanding of the value of tourism.
- Gain industry input for ELC strategy and programs.

Strategies

- Engage with partners to deliver the Lincoln City visitor experience.
- Provide local stakeholders with resources, information, and marketing materials on a regular basis.
- Conduct outreach to engage with industry stakeholders.
- Provide regular updates on ELC programs and opportunities.

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STAKEHOLDER RELATIONS

Tactics

- Deliver a weekly “Hot Sheet” directly to local businesses and stakeholders highlighting visitor-based events, experiences, and programs.
- Produce branded collateral (brochures, maps, etc.), made available and delivered to local businesses free of charge.
- Publish a monthly Industry Newsletter, supplying local businesses and stakeholders with relevant and timely information.
- Maintain an industry section within the ELC website.
- Facilitate regular face-to-face outreach with industry partners through social gatherings and networking opportunities.
- Distribute biennial stakeholder survey.
- Create and distribute posters for events, promotions, and experiences.
- Support partner marketing efforts and leverage resources through ELC sponsorships.
- Conduct regular stakeholder feedback sessions and surveys.
- Create an executive reporting dashboard demonstration measurable marketing results.
- Amplify outreach through partnerships with other business advocacy organizations (i.e., Chamber of Commerce).
- Produce an ELC annual report highlighting results and successes.

Measurement

- Stakeholder engagement



FY22 HIGHLIGHTS

After several months of waiting, in FY22 Explore Lincoln City started to invite visitors back to the coast through the Finders Keepers campaign that launched in August 2021 and the Activate Fall/Winter campaign that launched in November. Our education campaign ended in September 2021, transitioning back to our cut paper campaign, highlighting the activities available to travelers.

Priorities Progress

As the pandemic mandates relaxed in FY22, we focused on transitioning from our “Know Before You Go” and educational messages to inviting visitors and travelers back to Lincoln City.

Website

Evaluating year over year, the website saw a 9% increase in page views and 44% increase in new users.

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FY22 HIGHLIGHTS

Creative

We continued with an evolution of the cut paper technique throughout different executions. It is prevalent in the Finders Keepers and Activate campaigns. The unique and eye-catching creative aided in rebuilding brand awareness with the cohesiveness and differentiation of these campaigns.

In FY22, existing elements from previous Activate campaigns were repurposed for the Activate Fall and Spring campaigns to create efficiencies in production as well as to feature familiar activities that are enticing to our target audiences.

Priorities Progress

- Media delivered 70.0 million impressions with an overall CPM of \$4.94 across all media
- Total media spend was \$345,278, with 41% supporting Activate creative and 34% Finders Keepers (including general sponsorship spend)



MEDIA SUPPORT

FY22 started with the continuation of the Education campaign from FY21. In August, we launched communication inviting visitors back to Lincoln City with our Finders Keepers campaign. Finders Keepers had two campaign flights during the year with a multimedia mix. Our activate campaigns launched in November and February, inviting visitors during the fall, winter and spring timing. General sponsorship utilized a mix of Education, Finders Keepers and Activate creative throughout the year. We also supported two events: Antique Week and Arts Week.

Overall, FY22 media spend was \$345,278 and delivered nearly 70 million impressions. The majority of the budget supported Finders Keepers and Activate creative.

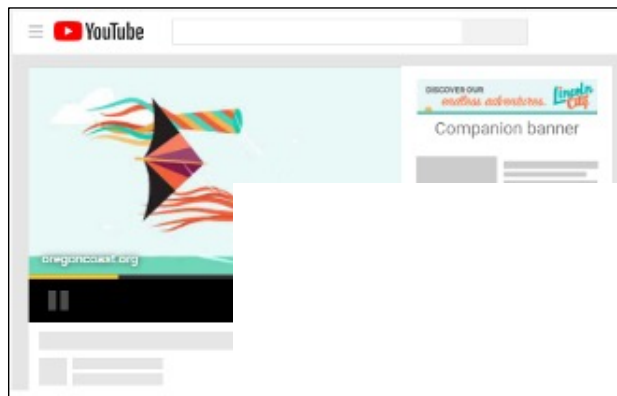
Media		2021						2022						% of Budget
		July	August	September	October	November	December	January	February	March	April	May	June	
Finders Keepers	Facebook/Instagram, Kargo, OregonLive, I-5 Billboard, Salem Digital Billboards, 1859 Magazine													24%
Activate	KGW Sponsorship/Spot Buy, I-5 Billboard, Highway 217 Billboard, I-205 Billboard, Oregonian, Facebook/Instagram, Google, YouTube, Portland Monthly													35%
Events	Facebook/Instagram													4%
Education Campaign	Radio (KBCH), News Guard, Facebook/Instagram, YouTube, Pandora													10%
General Sponsorship	Oregon Coast Today, NW Travel Magazine, Travel Oregon Visitor's Guide, OCVA Visitor Guide, News Guard, Oregon Coast Beach Connection, Madden Media Travel Oregon FB Retargeting, Max Fullside, Highway 18 Billboard													27%
Grand Total														100%



EDUCATION CAMPAIGN

- The campaign delivered 2,489,199 impressions across radio, print, streaming audio, social media, and digital ads.
- Facebook, YouTube, and Pandora all exceeded planned impressions.
- We negotiated and received one month of digital ads on TheNewsGuard.com as added value (\$672).
- YouTube outperformed cost per completed view benchmark, delivering a \$0.03 CPCV compared to the benchmark of \$0.10.

Education Campaign	July					August					September				
	28	5	12	19	26	2	9	16	23	30	6	13	20	27	
Radio															
KBCH															
Print															
News Guard															
NW Travel															
Oregon Coast Today															
Digital															
News Guard															
Facebook/ Instagram															
YouTube															
Pandora															
Total															



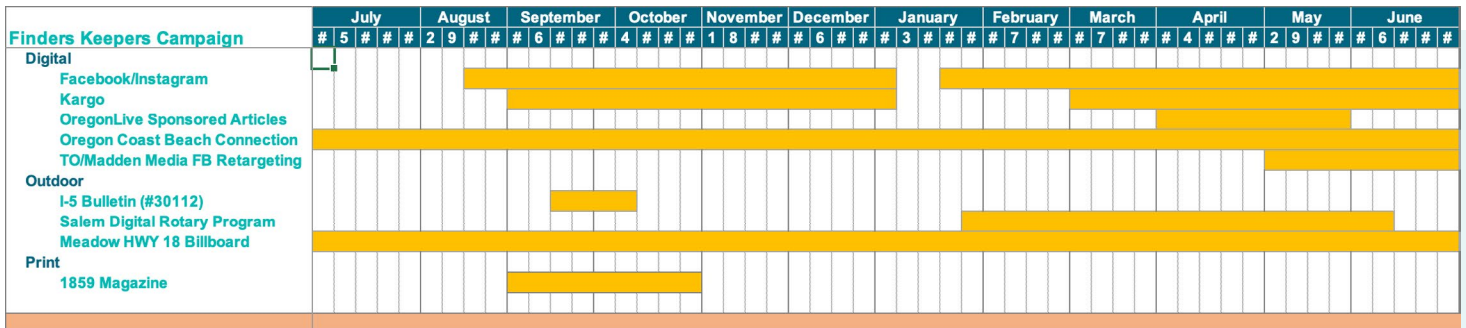
FINDERS KEEPERS CAMPAIGN

July – December Performance

- Overall, the campaign delivered 25% more impressions than planned and exceeded all benchmarks.
- There were 134.14% more website sessions on the /glass-floats landing page than the same time the previous year (22,548 total website sessions).
- The average duration on the page was one minute and 53 seconds.

January – June Performance

- The campaign delivered nearly 7.3 million impressions, 62% more than planned.
- In total, the campaign delivered 25,227 landing page views, or about 24% of all landing page views for the duration of the campaign.
- All media partners exceeded benchmarks.



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FINDERS KEEPERS CAMPAIGN



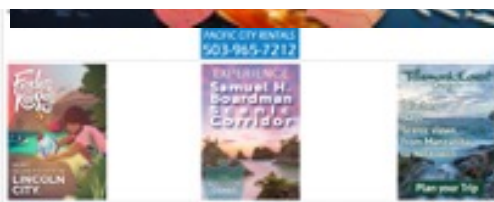
SPONSOR CONTENT

Everyone can enjoy exploring this seven mile stretch of the Central Oregon Coast

For Explore Lincoln City on May 01, 2022 at 04:08 AM



In days gone by, treasure hunters searched Oregon's coastline for find events



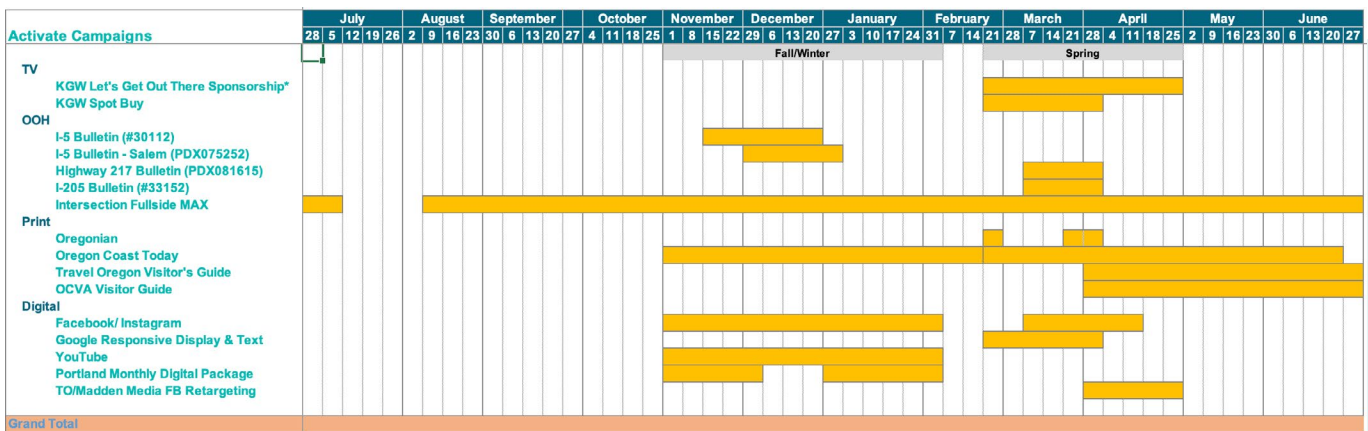
ACTIVATE CAMPAIGN

Activate Fall/Winter Performance

- All ads drove to the home page, which saw a 109% increase in traffic from the same time the previous year.
- All media partners exceeded benchmarks.
- The campaign delivered a total of 16.1 million impressions, over 10 million more than planned.

Activate Spring Performance

- Overall, there was a 16.99% increase in website traffic to the home page compared to the previous year.



Continued on next page

ACTIVATE CAMPAIGN



...open fields, rugged shores and
...the world to experience its beauty
...the sun peaks through the clouds
...used during every season. Although
...of Lincoln City in winter months, more
...glee in the magic of the Coast
...brary, Seaside Pacific Ocean waves roll
...come are at their peak, howling winds
...of water onto the beach and against the

EVENTS: ANTIQUE WEEK & ARTS WEEK

Antique Week Performance

- Antique Week social ads were split between event ads and traffic driving ads to the website.
 - The event ads targeted to Lincoln City residents reached 16,278 people with 268 people responding to the event (1.65% response rate).
 - For event ads targeted to tourists, 75,737 people were reached across Portland, Eugene and Salem with a total of 1,254 people who responded to the event (1.66% response rate).
 - Ads that drove traffic to the website delivered 3,819 landing page views, with an average landing page view rate of 0.78% and a CPLPV of \$0.99.

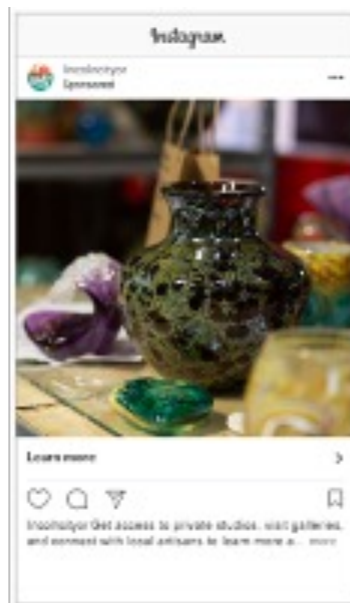
Arts Week Performance

- Antique Week social ads were optimized to drive the target audience to the campaign landing page to learn more.
- The campaign delivered 888K impressions, 8,099 clicks to the site and 4,614 total landing page views.
- Cost per click was \$0.80 and cost per landing page view was \$2.20.

Media	February				March				April					May				June					
	31	7	14	21	28	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	
Antique Week Digital Facebook/Instagram																							
Arts Week Digital Facebook/Instagram																							

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EVENTS: ANTIQUE WEEK & ARTS WEEK



★ EXPLORE
Lincoln
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Thank You

