



MARCH 2006



LINCOLN CITY, OREGON

VISITOR/TOURISM ASSESSMENT

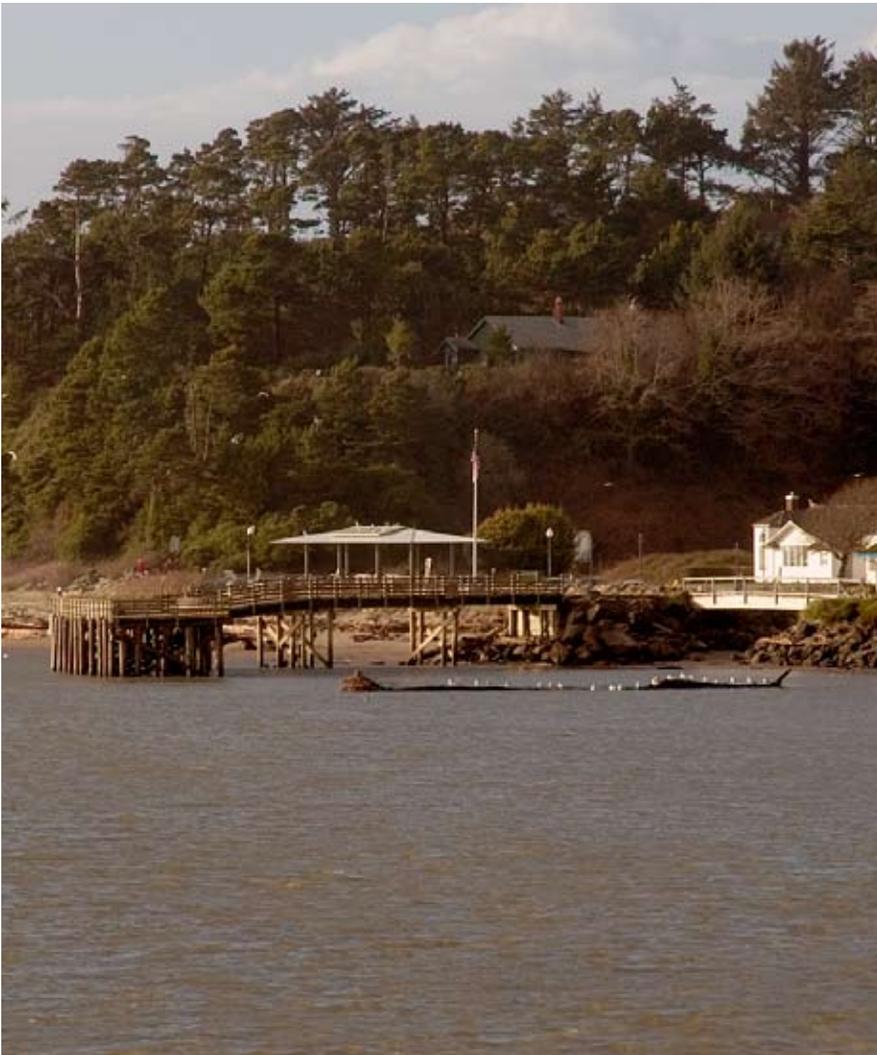




Lincoln City, Oregon • March 2006

# First impressions

...and some ideas to increase tourism spending.



In January of 2006, a Tourism Assessment of Lincoln City, Oregon was conducted, and was presented in a three-hour workshop in March. A "Tourism Assessment" is a process in which the area is looked at from the eyes of a visitor. No prior research was facilitated, no community representatives were contacted except to set up the project, and the town and surrounding area was "secretly shopped."

The assessment is a no-holds-barred look at the community from a visitor's perspective. It includes marketing, signage, things to see and do (attractions mix), critical mass, ease of getting around, customer service, availability of visitor amenities (information, rest rooms, parking, etc.), general appeal, and the community's ability to attract overnight visitors, who spend three times that of day visitors.

There are two primary elements to the assessment process:

- 1) A Marketing Effectiveness Assessment
- 2) On-site Assessment

In the Marketing Effectiveness Assessment two people were asked to plan trips into the region both as a leisure and business traveler. They are not told in advance what communities are actually being assessed. They are to use whatever resources they would typically use in planning a trip: travel guides, brochures, the internet, calling visitor information centers, etc.

The community has four opportunities to close the sale:

- Personal contact (visitor information, trade shows, etc.)
- Internet (websites)
- Brochures and printed materials
- Word of mouth (referrals, image)

In this process we test all four methods by contacting area visitor information services and attractions, looking for activities via the internet, requesting and reviewing printed materials, and asking visitors and regional contacts about their opinions of the area. This last method also includes looking at on-line articles, AAA Tour Book reviews, etc.

The findings determine how "visible" the community is during the research and whether or not the materials and/or person-

al contacts were good enough to “close the sale,” convincing the potential visitor that the community is worth either a day trip, stop, or an overnight stay.

The On-site Assessment process includes a look at enticement from freeways and highways (signs, billboards, things that would pull a visitor off the primary roadways), beautification, wayfinding (ease of getting around), visitor amenities (public restrooms, visitor information, parking), things to see and do, overall appeal of the community, business attractiveness (drawing power), signage (public and private), customer service, area attractions (things that might prompt a visitor to spend the night), retail mix (lodging, dining, shopping), critical mass (are these things concentrated in a pedestrian-oriented area?), availability of marketing materials and their effectiveness.

The “Recommendations” made herein are referred to as “suggestions,” as they were developed without consulting the local community. It will be up to the community to adopt some or all of the suggestions, taking them from suggestions to recommendations.

For every shortcoming or challenge we note during the assessment process, we have provided a low-cost suggestion (when possible) on how the challenge, obstacle or negative element can be corrected. It’s important to point out, that to increase the community’s tourism industry, fulfilling one or two of the suggestions will have little impact, but implementing a number of them, if not all of them, can have a profoundly successful impact on the community’s ability to tap into the tourism industry.

Implementation of these suggestions must be a community effort - involving both privately owned businesses as well as county and state agencies, where appropriate.

A Destination Marketing Organization (DMO or CVB, Chamber, etc.) cannot be successful if the tourism effort is not a community-wide effort.

Tourism is largely a private-sector industry, after all, the benefit of tourism is to convince visitors to come, spend money, then go home. That spending takes place, primar-

ily, in local businesses.

Product development is far more of a driving factor in tourism than marketing. After all, you must be able to deliver on your marketing promises. Visitors are drawn to activities, not cities or counties.

The Visitor/Tourism Assessment took place over a period of several days, providing a low-cost overall assessment with ideas the community can discuss and hopefully implement.

### Successful tourism translates to cash

- The idea is to import more cash into your community than you export. When local residents earn money in the community and spend some of it outside the community, this is referred to as “leakage.” Tourism is a way to fill that gap, importing cash into the community, without the necessity of having to provide extended social and other services.

Communities with successful tourism programs will see that the industry subsidizes the community, whereas communities which don’t have successful tourism programs find that they are subsidizing visitors - providing services which visitors use, but don’t leave enough money behind to cover the cost of having them available.

### There are three kinds of tourism

#### • 1. Status quo

If you do nothing to further the tourism industry, you will still have an element of tourism, just by the fact that some visitors will pull off local highways or freeways for services (gas, food, lodging), and by the fact that the number one reason for travel is to visit friends or family. If you have residents, you will have tourism.

#### • 2. Getting people to stop

Getting people to stop is always the first priority of successful tourism. Imagine how successful the businesses in the community would be if just 50% of the vehicles traveling through (there are hundreds of thousands every year) pulled off the highway and spent just 30 minutes in your community.

And if there’s a strong pull, imagine the money spent if visitors stayed two hours in the community, which almost always translates to additional spending.

#### • 3. Becoming the destination

You cannot be a successful tourism destination if you can’t get people to stop. And to become the destination, you must have attractions (things to see and do) or amenities that will convince visitors to spend the night.

Overnight visitors spend three times that of day visitors, and nearly ten times that of visitors making a “pit stop.”

### The Four-Times Rule

- Visitors will make it a point of stopping or staying in your community if you have enough to offer to keep them busy four times longer than it took them to get there.

In other words, if a person has to drive 15 minutes to visit you, do you have enough for them to do to keep them busy for an hour? (4 times 15 minutes). If a visitor drives an hour, do you have the activities and amenities to keep them busy for four hours?

In a nutshell, if you hope to keep visitors overnight, you must make it worth the drive.

The more you have to offer, the further visitors will come, and the longer they will stay. This is why rural communities **MUST** typically market more than just the immediate downtown areas. You need to market neighboring communities, outdoor recreational opportunities, exploration, and discovery.

Finally, you must also be different. Too many communities promote “outdoor recreation” as a primary draw. But if residents living in the markets you’re hoping to attract can enjoy the same activities closer to home, then why should they go out of their way or the extra distance to visit you?

### Market the broader package

- Every community **MUST** market more than just the community in order to be successful with their tourism efforts.

Remember the Four-Times Rule and also remember that visitors don’t

stay within or care about boundaries - so market the attractions you have around your community that might keep people in the area long enough to translate to another meal, some shopping, or an overnight stay.

The more you have to offer “collectively,” the longer visitors will stay. And the longer they stay, the more they spend.

### Critical mass means cash

- While it may not be the primary reason *why* visitors come to your community, shopping and dining in a pedestrian setting is the number one activity - and where visitors spend the most amount of money - other than lodging.

Do you have a pedestrian-oriented shopping district? If not, can you create one? Many rural communities have been highly successful with the development of a two or three block long pedestrian “village” which would include visitor-oriented retail shops, dining, visitor information, restrooms, etc., all in an attractive, well-landscaped setting.

The general rule of thumb is ten retail stores (more on that in a minute), and ten dining establishments which can include sit-down restaurants, espresso bars, cafes, dessert and ice cream shops, etc.

“Visitor Retail” would include antique stores, galleries, collectibles, souvenir shops, T-shirt shops, outfitters, bike and jeep rentals, guided tour operations, activity shops (kites, hiking, climbing gear, etc.), home accents, jewelry, old-fashioned hardware stores, casinos, entertainment facilities such as movie theaters, pubs, etc.

By grouping these businesses together, you will create the “critical mass” in a pedestrian setting that will draw visitors and will make it worth their while to stop and shop.

Have you ever noticed at major intersections you will see a Chevron, Union 76, Conoco, and Shell on each of the four corners? Or how about fast food franchises? McDonald’s, Burger King, Jack In The Box, and Wendy’s on each corner. You would think these places would avoid being next to the competition, but they know that visitors are drawn to the “critical mass” where they have multiple choices that are convenient.

Where are your visitor-oriented shops? If they are spread out, they will be marginally successful when it comes to tapping into visitor spending. Put them all together, and you have what it takes to get visitors out of their cars (or busses and RV’s) and into your stores.

### You must be different or better than everyone else

- To become a destination community where you're the place visitors spend the night or multiple days, you must set yourself apart from everyone else.

In order to make your community "worth the drive" and/or "worth a special trip," you must be better or different from other competing communities.

Ashland, Oregon, previously a depressed timber town, adopted its Shakespeare Festival which runs nine months of the year and draws hundreds of thousands of visitors who spend an average of six nights in the community. It became "different" than other communities and the festival set it apart.

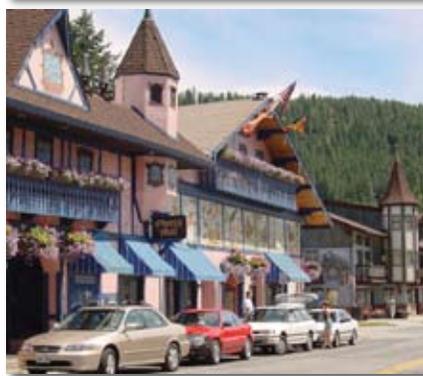
Leavenworth, Washington, another dying timber town, adopted a Bavarian architectural theme and all of their events revolve around the Bavarian theme. The town is one of the primary tourist attractions in Washington state, hosting more than two million visitors annually. They have something different to offer.

Okanogan County, Washington (just south of the Canadian border in central Washington) is an outdoor recreational paradise - but so are 37 of the 38 other counties in Washington. So why go to the Okanogan? Because they are the best. They researched guide books, newspaper and magazine articles, and pulled quotes they could use in their advertising efforts. They started using quotes along the line of "Pinch Yourself, you're in Okanogan Country with perhaps the best cross country skiing on the continent."

This, and numerous other quotes,

makes it "worth the extra drive" to visit Okanogan Country. They used third party endorsements to show that they are the "best."

Just look at how powerful movie ratings are when it comes to box office receipts. "Two thumbs up" carries a lot of weight.





Tourism is all about cash.

The idea is to import more than you export.

### **Tourism is an economic development activity**

The object is to have people come, spend money, then go home

90% of tourism industry businesses are small businesses.

83% of tourism spending is by visitors with annual household incomes of \$70,000 plus.

Visitors spent \$7.4 billion in Oregon in 2005, a 7.4% increase over 2004.

Overnight visitors account for \$3.7 billion of the spending total.

### **The three types of tourism:**

- Visiting friends and family
- Business travel
- Leisure travel

### **The three stages of tourism:**

- Getting people to stop (the pass through visitor)
- Becoming a day-trip destination
- Becoming the destination

Tourism is the fastest growing industry in all 50 states and the nation's third-largest industry. In Oregon, tourism is a \$7.4 billion industry, and much of that is spent along the Oregon coast.

For coastal communities, tourism is and always will be the primary industry. Hundreds of coastal communities have spent decades hoping to diversify from tourism, but with little success. The effort should be geared to creating a brand that sets the community apart from other coastal communities, will spur non-tourism development around the brand, and one that will extend the seasons.

If you were to pick up the entire city of Lincoln City, and plop it down in the hills of McMinville, would the community survive? What do you have beyond the beach that will extend your seasons?

The beach is, no question, the number one tourist attraction in the world - during the peak seasons, but what about the rest of the year? And most importantly, what do you have to offer that a visitor can't get at other beach areas closer to home?

The first element in a successful tourism program is getting visitors to stop. If you can get them to stay at least two hours, chances are you'll see additional spending. But becoming the destination should be the primary goal. Overnight visitors spend three times more than day visitors.

#### **Lesson learned:**

1. The FourTimes Rule will determine who your primary market is.

2. What do you have that the customer can't get closer to home?

Portland - Cannon Beach:	1.5 hour drive
Portland - Lincoln City:	2 hour drive
Eugene - Cannon Beach:	3 hour drive
Eugene - Lincoln City:	2.5 hour drive

3. Visitors will break the FourTimes Rule for the best. This is why 60% of visitors to Cannon Beach are from Washington.

**Branding defined:**

Branding is the process of setting yourself apart from everyone else.

Successful branding creates the perception that there is no place quite like yours.

Branding includes both product development and marketing

Successful brands don't appeal to everyone.



**BRANDING**

Branding is critical, especially for tourism-driven economies. Branding extends far beyond slogans and logos - branding is your image, your value, your promise. Branding is what sets you apart from everyone else. Many communities need to develop a branding image, and they do that through product development first, then public relations, followed by advertising and sales efforts.

First, though, the community needs to take a close look at itself and decide what its brand will be - what does it already have that differentiates itself from other similar communities? What is its lure? Then build on that.

**Suggestion #1:**

Promote specific businesses that will make Lincoln City worth a special trip, or at least make it worth a stop. Stating "we have unique shops" doesn't set you apart from anyone else. Sometimes visitors will travel a great distance to eat at a special restaurant that's highly rated or renowned. You MUST promote these opportunities.

**Note**

Newport has done a good job sticking to its brand as a working fishing village and home of the Oregon Coast Aquarium. Everything fits the brand: the murals, the retail shops, the working marina and docks, etc. Visitors are drawn to the activities in downtown Newport.



**Branding ideas and comments**

- The “surf city” town of the Northwest, like Pismo Beach. Funky. 60s.
- The “glass float” capital - not just one event. Glass blowing artists from around the world. Special events. Learning.
- The Oregon Coast event capital. Always something going on.
- The Oregon Coast Plaza - the shopping mecca of the coast.

“Make tracks to the Ocean” is not a brand and promotes the entire coast, a very noble cause that I’m sure Seaside, Cannon Beach, Newport, and the other coastal communities appreciate.

“The Beach is just the Beginning” is not a brand and doesn’t say anything about Lincoln City at all.

Tell the visitor WHY they should come to Lincoln City. Who are you? What is your brand? What are you known for? And is that a good thing? What can you promote that is unique, positive, and worth the drive?



**Suggestion #2:**

Create a Tourism Development, Branding & Marketing Action Plan. This should be your number one priority.

The Plan will help identify the brand, and what product development needs to take place to support the brand and make it successful. It will dovetail with non-tourism economic development efforts.

It will include key messages, marketing slogans, graphic images, icons, signage design, ad design concepts, and recommendations regarding wayfinding, signage, and entries.

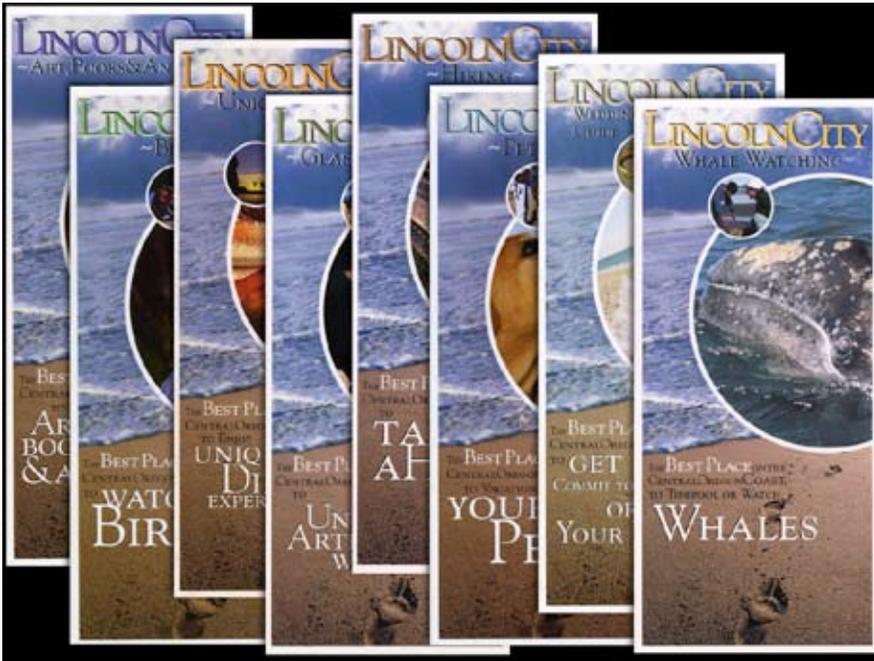
The plan should also include recommendations for marketing, advertising, and public relations including detailed budgets.

Recommendations should include ten to twenty year capital projects planning to support the brand development.

The plan should also include a three to five year detailed marketing plan. You build your brand through public relations, advertising is used to maintain your position.

**Suggestion #2: Create a Tourism Development, Branding & Marketing Plan:**

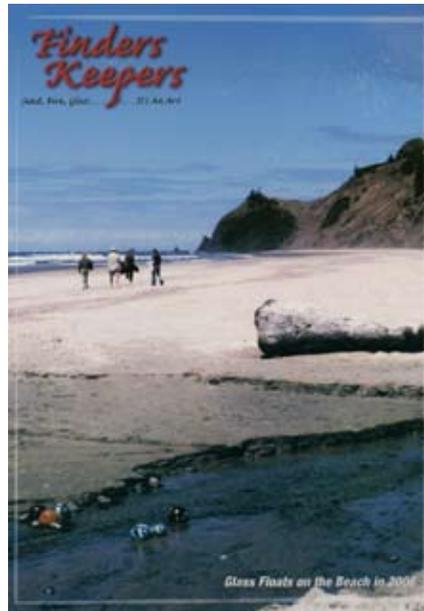
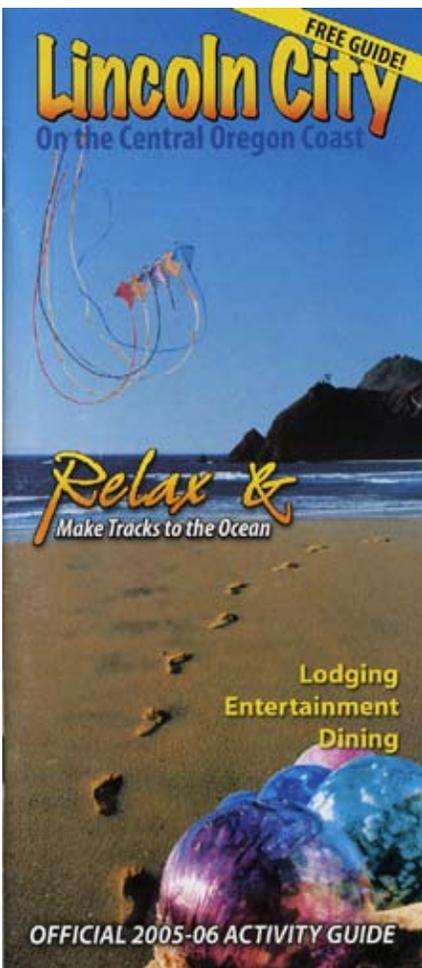
- Branding
- Product development
- Dovetail with non-tourism economic development efforts
- Wayfinding, signage & entries
- Marketing: advertising & public relations
- Detailed budgets
- Ten to twenty year capital projects plan
- Three to five year marketing plan



**Note**

It takes a village to obtain success. It must also be a grassroots effort - top down seldom works.

- The business community must take the lead
- Business organizations take on the cause
- Together they come to the city for help
- The business community STILL takes the lead. The city only provides support: grants, ordinances, funding, technical assistance
- Winning popularity contests won't result in a successful effort. You can't be all things to all people.
- Every branding effort requires a "tireless pioneer"



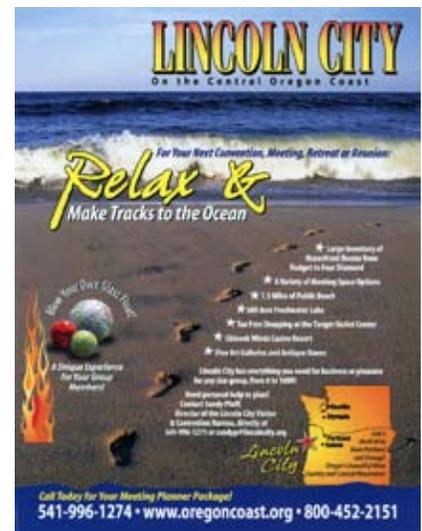
**Suggestions #3 & #4:**

Develop continuity in your marketing pieces. The brochures (above left) are terrific and help create continuity in your marketing efforts. Additionally, these have been developed around different experiences - a great job, and well done. Now get the guides and other materials to follow suit.

Develop a professional photo library. Nothing sells better than excellent photography.

**Suggestion #5:**

Rework your advertising to be specific to Lincoln City. Most of the photos we viewed online, in brochures, the visitors guide and post-card seem dated and of poor quality. Invest in a new professional photo library. Make them modern and cutting edge. Once you develop a brand, it will help guide the type of photos you need, including content.



**Sell the rapids, not the river**  
The rule of selling experiences, not geography



• **Visitors want activities, not just things to look at**

- **Experiential learning is key:**
  - Artists in action
  - Learning pottery, tying flies
  - Painting, fly fishing
  - Culinary arts
  - Genealogy



**Let Your Fingers Do the Walking**  
Rules for the Internet



**THE INTERNET**

The top marketing priority should be placed in the internet. 94% of all internet-abled people use the web as their primary travel resource. It is, by far, where most of the marketing effort should be directed. Even your advertising should drive people to your website. But then, the website **MUST** be good enough to close the sale. How do you stack up against Seaside? Cannon Beach? Newport? Rockaway Beach? Florence?

**Words to avoid**

Visitors are looking for activities, not just things to look at. Always sell the “rapids” - not the “river.”

Avoid:

- Marketing counties
- Marketing cities

Avoid these words:

- Explore
- Discover
- Outdoor recreation
- We have it all
- Naturally fun
- The four season destination
- Something for everyone
- Historic downtown
- Center of it all
- Gateway

**Main Street trends**

- Festivals and events is the fastest growing trend in tourism.
- Creation of “gathering places”
- Activity-based retail: Restaurant and culinary education, visiting artists
- People are moving into downtowns

Welcome to the experience economy. You must sell activities, education, culture, and fun - experiences. The beach is the draw, but then what?

**A few numbers to get us started**

**94 %** of travelers with internet access is it as their primary travel planning resource

**70 %** of people planning trips have difficulty finding what they are looking for

**88 %** of all Americans say the internet plays a major role in their lives

**75 %** of all American use the internet regularly

New internet user are growing by **10 %** per **month**

**Suggestion #6:**

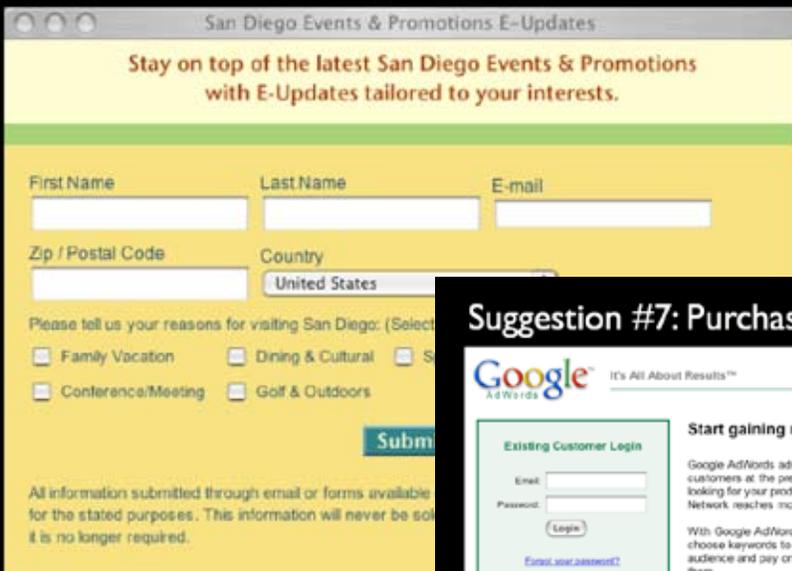
Develop an e-marketing program.

It must be permission-based, and provide the reader with real information about something they're interested in or special deals.

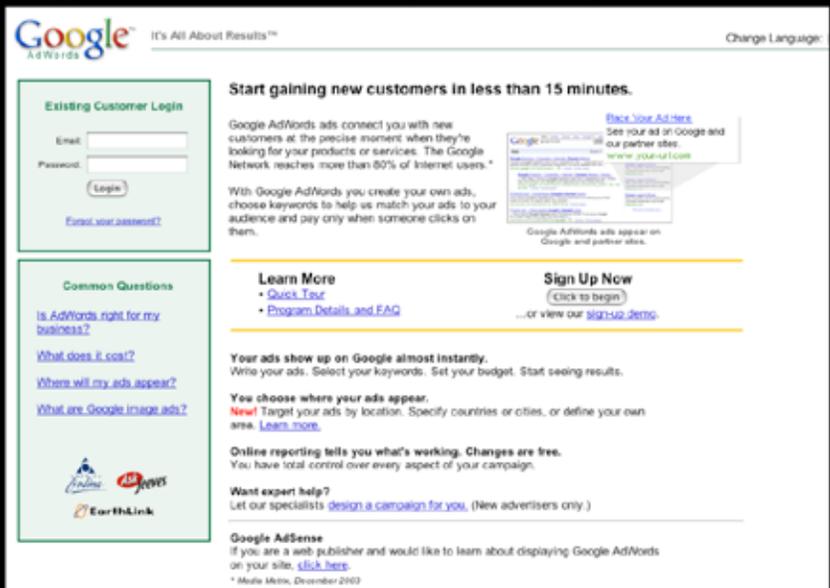
E-marketing creates top of mind awareness. The customer gets a short e-mail once a month, or even every other month, and when they see it, they remember Lincoln City. Since most getaways are now planned within three weeks of the departure, you want to be the first place that comes to mind when someone says, "let's get away this weekend. Where should we go?"

Make your teaser e-mails specific, short (one or two paragraphs, max), and good enough that the recipient will click on a link to get more information. Make it easy for them to unsubscribe, as well.

**Suggestion #6: Develop an e-marketing program**



**Suggestion #7: Purchase key word listings**



**Suggestion #7:**

Purchase key word listings.

It's one thing to have a great website; it's another to have people find it. Purchase strategic, activity-based, key words from Google and Overture, who command 70% of all search engine searches.



**Purchase key words**

Make sure the keywords are activity based. People are looking for things to do, not locations.

Some suggestions:

- Oregon Coast
- Glass floats
- Ocean storms
- Central Oregon Coast
- Glass blowing Oregon
- Surfing Oregon
- Outlet malls Oregon
- Shopping Oregon coast
- Beachcombing Oregon coast

**Suggestion #8:**

Make all your marketing materials available for viewing online, and have them be downloadable for printing as well. Make it as easy and convenient for potential visitors as possible to get the information they want.

Make sure your materials will print easily on 8.5" x 11" paper.

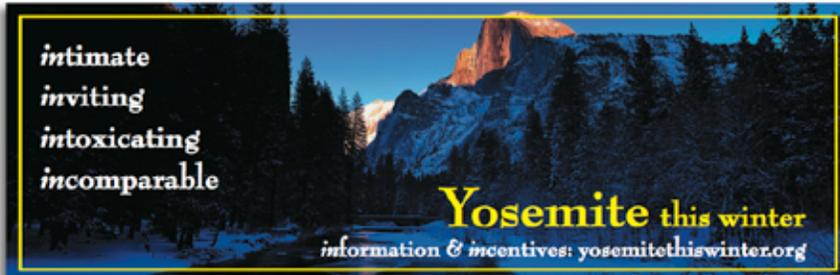
**Suggestion #9:**

Include special deals on your website - with specifics. Don't use discount percentages - that doesn't tell the reader what they really want to know, which is "how much!" Use real dollar amounts.

Offering special deals on your website creates a call to action, a sense of urgency, and a reason to check back again and again for other, new special deals.

**Suggestion #10: Purchase additional domain names**

- Make your website address your key marketing focus along with a toll-free number. Addresses, fax numbers not necessary.
- Match website addresses to your message.



**Suggestion #11: Redevelop the site to make it more modern, include less text, sell more experiences, promote specific itineraries, reduce the size, etc.**

**Start your site with "Pick Your Season" then "Pick Your Passion."**

**Suggestion #10:**

Purchase additional domain names to help sell your activities. Make sure they are short and easy to remember. For instance, Tucson, Arizona uses [visittucson.com](http://visittucson.com), but during the winter when they are trying to attract frozen northerners, they promote another domain, [www.worshipthesun.com](http://www.worshipthesun.com). Both take you to the same site, but which is a better lure and still easy to remember? You may end up with half a dozen domain names used to market to niche groups. You can register a domain name for about \$8.95 at [GoDaddy.com](http://GoDaddy.com).

**Suggestion #12:**

Develop some video clips to include on your website. Make it fun and engaging. But be sure the viewer has the OPTION of clicking on the video - don't make it mandatory.

Streaming video sells. Create one to four minute clips of various fun experiences.

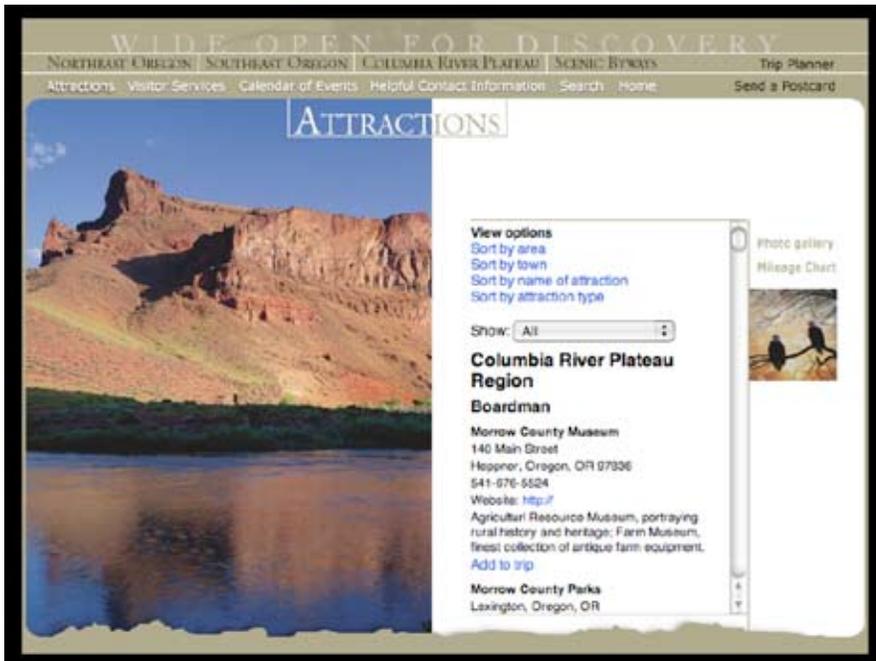
**Suggestion #13:**

Work with OCVA to develop a new website. Use [EOVA.org](http://EOVA.org)'s site as a benchmark.

Be sure to use lots of eye-catching professional photography, and keep the text as brief as possible. Website viewers don't read - they scan. Use bullet points, and be sure to provide the details and information that potential visitors want to know.

What do you want to find out when you're deciding where to go on vacation? Be sure to include that.

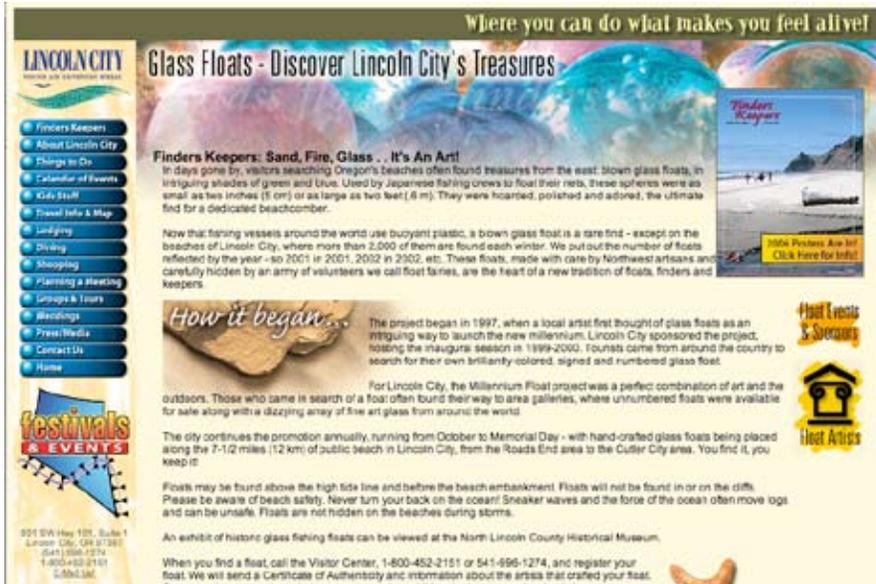
Don't overwhelm your viewer with too many categories, and make your site easy to navigate.



**Note**

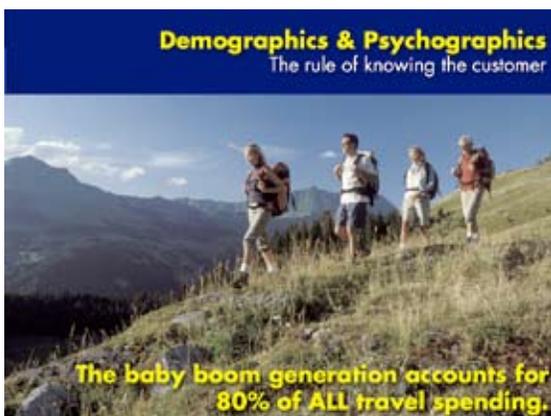
The Eastern Oregon Visitors Association's (EOVA) website (left) does a good job of selling experiences. It includes professional photography, itineraries, and is a very well designed website.

Compare the OCVA site to central Oregon's site and others. How does it stack up? Is it good enough to close the sale?



**Suggestion #14:**

Provide more details. Every day? Once a month? How often do you put floats out? If chances seem very remote that I might find a float, then why bother? Why pick Lincoln City over other coastal towns? What else could you do, with the same amount of money that might do a better job of closing the sale? Our secret shoppers weren't so sure the glass floats was enough to entice them to Lincoln City over other beach destinations closer to home.



**Demographics: The baby boom generation**

The baby boom generation:

- 350,000 turning 50 - every MONTH
- For another nine years
- They control 70% of North America's wealth
- Mindset: Individuality. Emphasis on youth. Self-absorption.
- Currencies embraced: Time, comfort, easy access
- Trend: "Downshifting" and simplicity. Entire trip planned and booked for them.
- Empty nesters prefer to travel during the shoulder seasons.
- Baby boomers will be inheriting \$10.4 trillion from their parents.
- A HUGE opportunity for "me-oriented" spending.



**Events embraced by boomers**

- Culinary tourism: visiting chefs, restaurants, education
- Art: Artists in action, learning new hobbies, education
- Ethnic events: European, Scandinavian, Cajun, Indian
- Home and garden: education, training, tours of gardens and historic homes with a great story to tell
- Open air markets, farmers markets
- Activity based events, albeit cushy adventure

**Real men don't ask for directions**  
The rule of wayfinding



**Suggestion #15:**

Work with seasonal businesses to tell customers WHEN they will be open. "Open April 1st"

Don't just say you're closed - let potential future customers know when you'll be open so they'll come back.

Extend your seasons. Baby boomers, who are becoming empty nesters, travel extensively in April, May, September and October. Are you open for business? If not, when ARE you open?

**Wayfinding**

- If it's not convenient, or easy to find, chances are that visitors will not find what you're offering and will move on.
- Adequate signage and wayfinding are essential to help visitors know where attractions and amenities are located, and what you have to offer.
- Tourism-related signage, including wayfinding or directional signs, should be decorative and should help promote the area's "brand."

**TOURISM ASSESSMENT & SUGGESTIONS**



**Suggestion #16:**

Develop and implement a signage plan and program that includes:

- Wayfinding
- Gateways and entries
- Attractions
- Amenities
- Billboards and marketing displays

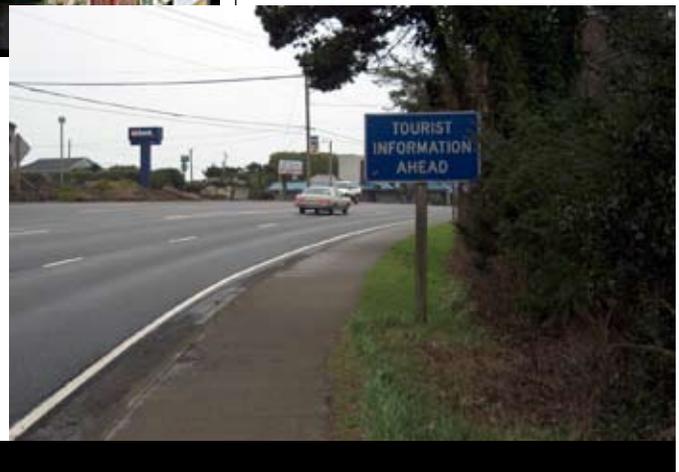
The signage should be decorative, like the samples shown here. The signs for Appleton, Wisconsin (below left) cost approximately \$550 each, including stainless steel mounting hardware.

Your signage should be decorative, and should promote the brand: the essence of who you are as a community.

**Suggestion #17:**

(Below) Add location information or at least distances. Where is this taking the visitor?

The sign should read "Visitor Info - 1/4 mile" (or whatever the distance is). Once again, even this sign should be decorative.



## TOURISM ASSESSMENT & SUGGESTIONS

### Suggestion #18:

Never have more than five items on a sign. The sign (far right) has twelve, far too many to read from a passing car. Additionally, the sign should say what instead of who. What is “Filthy?” What is “The Red Cock?” What is “Sea Wick?” If a gallery, the sign should simply say “Gallery.” Sell the experience, not the business name.

Consider a pedestrian-friendly plaza sign if this is what this is designed for.



### Suggestion #19:

Is this sign saying that there is parking two blocks ahead on both sides of the street? If so, just put “Parking - 2 blocks” with a straight-ahead arrow. When they get there, direct them right or left.



The first sign should simply state “Parking ahead two blocks.” Then when they get there (left) another sign will direct them to both sides of the street.



**Note**

Lincoln City should develop several different districts along its seven miles, then identify each with banners and signs like those shown above, identifying each district.

**Suggestion #20:**

Add directional signage to the "historic Taft district." If we hadn't been doing an assessment, we might never have found this little gem. The only signage we saw was for visitor information and parking.



**Suggestion #21: Good first impression. Good location. Could you combine the other signs?**





**Suggestion #22:**

“The Beach is just the beginning” should be removed. Consider a brand defining slogan. The gateway signs, however are nice and provide a positive reflection on the community.



**Suggestion #24:**

Is this really where you want to begin to promote the core shopping area (above)? Consider redefining the boundaries. Start with just one block. Make it fun! Quit using brown and gray. Avoid using script text on banners and signs.

First impressions are lasting impressions. When a visitor sees the first Ocean Lake banner, they will size up this area of town immediately. Reduce this district down to one or two blocks, where there is something to sell.



**Suggestion #23:**

This isn't Lincoln City? What is Ocean Lake? Where is Lincoln City?

Consider a much more colorful banner. Instead of saying “Downtown Ocean Lake,” consider “Ocean Lake District.”



**Suggestion #25: Develop strong boundaries for the downtown core area:**

- Decorative crosswalks
- Landscaping
- Street trees
- Better retail signage, etc.



You need more than pole banners to effectively identify a district. Street-Print is a company that embeds designs into asphalt (above and left) to help create a more powerful identifier for different districts.



**Suggestion #26:**

Consider removing these signs at both ends of town (left). Do they really serve any purpose? The locations do not provide a positive first impression of the community and just add to sign clutter, already somewhat of a problem in the area.

**Suggestion #27:**

Can you read this banner? (Right)

- Never use script lettering on banners or signs
- The general rule: Letters should be 1 inch tall for every 12 feet of viewing distance.
- Begin putting banners where you will make the first, best impression.

As part of a branding program, all banners, districts, and signage should be redesigned to fit the overall brand. There is no continuity between districts, banners, signs, promotional materials, advertising, etc. Banners should only have one simple graphic and the text should be readable from a distance.





**Note**

Salishan has done a great job with its gateway signage, which sets the ambiance, the brand as a lodge-style resort.



**Beautification**

Curb appeal is an investment with tremendous return. The greater the “perceived value,” the more visitors will spend and the longer they will stay.

Planters with flowers, shrubs, street trees, decorative signage and facade improvements entice people to stop and linger, encouraging more spending.

Sisters, Oregon (left) is considered to be one of Oregon’s most beautiful communities, and this effort has paid off with increased spending, and one of the state’s most successful small communities.



Suggestion #28: Get involved with KAB

**KEEP AMERICA BEAUTIFUL**  
INC.

The nation's largest community improvement network

[www.kab.org](http://www.kab.org)

Neenah, WI



Neenah, WI



**Note**

Lincoln City, overall, can use major improvements in its beautification and curb appeal efforts.

Compare the two top photos. Doesn't the scene on the right stand out for its curb appeal, with the planters, shrubs, and street trees, compared to the scene on the left? This is in the town of Neenah, Wisconsin. Which shops (before or after) most catches your eye?



**Restrooms attract more than flies and other notes of convenience**  
The rule of visitor amenities



**Visitor information**

Visitor amenities are critical. The number one reason people stop is to use a restroom, so if you place public restrooms near where visitors can spend money, you'll see your visitor spending increase. Promote your public restrooms.

Likewise, if you place your visitor information center near where people can spend money, they will be likely to take advantage of stopping to get a cup of coffee, an ice cream cone, or buy a gift.



**Visitor information**

Visitor information should be working 24/7, 365 days a year. Travelers don't just travel during business hours.

Put up visitor information kiosks and outdoor brochure holders at local attractions, parking areas, and at visitor amenities such as public restroom areas.

Make sure you have signage that notes 24 hour visitor information is available.



**Suggestions #29 & #30:**

Decide which place will be the official place for visitor information, then have all signage lead there.



Instead of signing this "Chamber of Commerce," use "Visitor Information." Always sell the activity, the draw or lure, not the name of the organization.



**Note**

This is not a very attractive “front door” for the town or the chamber. Add some gingerbread. Make it fit the brand. Better yet, provide visitor information in the heart of downtown where there is visitor-oriented retail. This location is difficult to get to, not very convenient, and not very attractive.



**Suggestions #31 & #32:**

Consider not allowing advertising banners except with a temporary permit for two weeks. They do not enhance the appearance of any building. Signage should be decorative, permanent.

Promote “24 hour visitor information.” Let visitors know you can help them, no matter what time of day or night they arrive. Instead of Chamber of Commerce, make Visitor Info prominent, then put Chamber of Commerce in smaller letters below.

Once on the other side of the building you can see it's quite attractive with nice landscaping, a nice walkway and landing. And 24 hour visitor info! Good job. Promote it.





**Suggestion #33:**

Is “Travel Info” different from “Visitor Info?” This sign should be removed.

The signs below contain no traveler information, only rules and regulations.



**Suggestion #34:**

This kiosk (left) is very poorly maintained. Either do something to keep it up, or close it down. It would be better served as an interpretive center than a visitor info center. It reflects very poorly on the community.



**Note**

Does everything need to be painted brown or gray? Wouldn't it be nice if Lincoln City was colorful, fun, vibrant?



**Note**

There was no information whatsoever for Lincoln City in this kiosk. This is so poorly maintained it should be closed or turned into an interpretive kiosk. See if you can lease it from the state for \$1 a year and convert it or just tear it down. This would be a great location for some public art.



**Suggestion #35:**

It was easy to miss the Visitor Information Center. Consider moving it to a visitor-oriented retail site.

Tucked away in a corner next to a grocery store is not a good location. Visitor info should be placed in visitor-oriented shopping areas. While it's convenient to city hall, the focus should be on making it convenient to the city's customers: its visitors.





**Suggestion #36:**

Develop a new, simpler brand identity (logo) and maintain the sign. Most of the signage in Lincoln City is reflective of a second class destination.

The landscaping should be maintained around important signage like this.



**Suggestion #37:**

Include signage to your public restrooms - but in places where visitors can spend money.



**Note**

This set of restrooms should be promoted with signage. It's in the heart of the "shopping district." Once a visitor gets out of their vehicle, you have a four-times greater chance of getting them to spend money. There should also be visitor information mounted on the restroom exterior walls.

## Parking Is Not Just For Lovers



## Critical Mass Is Not Just A Religious Experience

The "mall mentality" rule



### Critical mass

Ever wonder why fast food restaurants and gas stations gather together at intersections? The critical mass (choice) translates into increased sales for all. Another great example is antique malls - all the competitors under one roof attracts the most shoppers. Lincoln City outside of the outlet mall and Salishan's shopping village, is missing the critical mass. The businesses are in the community, but are scattered along the seven mile route - not convenient at all for shoppers.

### Parking time limits

Shopping and dining in a pedestrian setting is the number one activity of visitors. Visitors will spend four hours in a pedestrian-friendly setting.

Two hour parking sends customers away before they are done spending money.

If you insist on parking limits, use courtesy tickets (warnings.)

Include RV parking areas.

### Critical mass

Again, the #1 visitor activity in the world is shopping and dining in a pedestrian setting.

Visitor-oriented retail needs to be in a compact setting. Separate "neighborhood retail" from "visitor retail."

The average rule of thumb is 10/10/10: Ten retail stores, ten dining establishments, and ten entertainment options. All in a pedestrian-friendly setting.

**What to do:**

**critical mass**

- Create pedestrian-friendly shopping districts or areas

---

- Create "open market" events or that type of atmosphere:
  - Flea markets
  - Farmers markets
  - Arts & crafts fairs
  - Include education & entertainment

---

- Narrow the streets to create an intimate setting



**Critical mass (continued)**

By grouping together these visitor-oriented businesses, you will create the "critical mass" in a pedestrian setting that will draw visitors (and residents!) and make it worth their while to stop and shop.

Currently, the only "critical mass" in Lincoln City is at Salishan.

The number one activity of visitors around the world is shopping and dining in a pedestrian setting. It's typically not the primary lure, but it is the top diversionary activity. Consider the success of intimate shopping areas like Cannon Beach, downtown Seaside as a couple of examples. Lincoln City's most popular attraction is probably the factory direct stores - a powerful draw to the community.



**Note**

(Above) Seaview has a great little shopping district as does Salishan (left and right). The fireplace adds some ambiance to Salishan's lodge-style branding effort.





**Suggestion #38:**

Concentrate on just one area. Just one block. Work to make it a showcase - a demonstration project - and retailers in neighboring blocks will want to start working on their block.

Start small, keep it manageable and really take it to the next level. To determine which block to begin with, talk with property owners and tenants. Revitalization is a public/private process. The city will invest in the block where the merchants will also invest. This may even include rearranging the merchant mix.

**Note**

This block has the makings as a starting point for revitalization. Most other areas are in need of major makeovers. This area does need some help, but it is much farther along and could set the standard for visitor-oriented retail.

**Note**

There are several "destination retail" businesses, but they are spread out over a seven-mile stretch, making it difficult for them to survive. Visitors want convenience above all else: park the car, walk a very short distance, to a variety of shops, restaurants and attractions.

Lincoln City should work to find or create a district where these types of businesses can congregate and succeed. This is the "antique mall" mentality. Like businesses group together, and even though they are competitors, they all do more business. You're a lot more effective as one loud voice than a bunch of small voices. This goes for marketing as well as critical mass.

## TOURISM ASSESSMENT & SUGGESTIONS



### Note

There are some outstanding galleries and shops at both the north and south ends of Lincoln City, but they are not convenient for most shoppers and so retail sales are probably not as strong as they could be.

### Suggestion #39:

The signage throughout town does little to attract customers.

Merchants need to work to improve the signage throughout town with decorative, well maintained, easy to read signs. What is your impression of the Bird Nest Gallery? Signage is a direct reflection of the business it's suppose to promote.



### Suggestion #40:

Develop new banners: consider "Ocean Lake District." Downtown Ocean Lake sounds like it's a different city than Lincoln City. Where is its downtown?

Narrow this promoted area down to one or two blocks, then make it a showcase.



## 20/20 Signage Equals \$\$\$

The rule of signs that sell



### The rules of retail signage

- Promote what you're selling not the name of the business.
- Promote the best lure that will pull customers in the door.
- The quality of the signage is a direct reflection on the retailer.
- Use perpendicular (blade) signs, like those shown to the left.

### Suggestion #42

Consider offering technical assistance to local retailers to help them raise the bar considerably. What is your impression of the shops and signs showcased below? Effective signage can dramatically increase sales. These say "stay away."

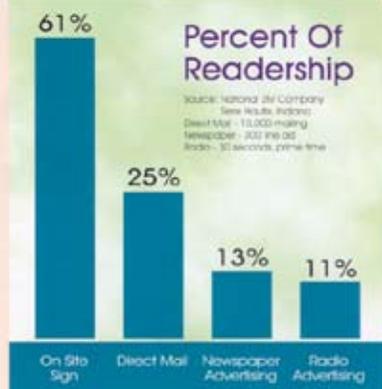
### Signage is a great investment - if done right

Typical Monthly Advertising Costs Of Various Advertising Media



Cost per thousand exposures in a community of approximately 130,000 population.  
Source: Signs and Your Business  
U.S. Small Business Administration / Coas and Coas.

Readership Comparisons Of Various Advertising Media





**Suggestion #42**

Consider developing a merchant-driven signage, sandwich board, and exterior display program. Offer technical assistance and retail training for downtown merchants. Most of the Lincoln City businesses do a very poor job of exterior displays, signage, and curb appeal making Lincoln City seem like a second-class citizen in an age where quality accounts for 80% of all visitor spending.



## TOURISM ASSESSMENT & SUGGESTIONS



### Technical assistance to local businesses

The examples above, show the benefit of quality exterior displays (above) and attractive signage, including sandwich boards (top right).



### Note

The casino looks good - very clean and well-maintained, and a primary draw to the city.





**Suggestion #44:**

This hotel looks nice - does it have a name? Where do you go to check in? Is there a phone number? A sign stating the name of the hotel and other information would be very helpful, including a sign that tells visitors where the entrance is.

Consider using a couple of different colors. The photo (below) was taken in Whistler Resort, but the lodging facilities there use two or three complementary colors.



**Note**

The Odysius, Looking Glass Inn, and Salishan seemed to be the primary upscale lodging properties in Lincoln City. The Landmark Inn also looks like a nice place to stay. Congrats on doing an excellent job with the landscaping and overall curb appeal.





**Notes**

Most of the lodging properties seem tired and present a poor first impression, bringing the whole town down in overall appeal as a seaside destination.

First appearances may be deceiving, though. Some of these properties may be nice. Consider beautification to make the first impressions more favorable: hanging baskets, new paint, landscaping, new signage, etc.

The new construction (below) - Hotels? Condos? Timeshares? Fractional shares?





**Notes (continued)**

Most of the lodging facilities have little curb appeal, but could be charming. 80% of all lodging expenditures are spent in the highest quality establishments (20% of all properties.) The Sandcastle, for instance, could be charming with some hanging baskets, planters, garden areas - anything to break up the barrier between concrete and building. Like most of the other hotels, it looks dated.



**Note**

The cabins near the lake look terrific. This is a nice RV/resort park. (Below left)

From a curb-appeal standpoint, the Italian Riviera looks like one of the best restaurants in the area. Is it worth a special trip? It looks like it. In fact, local residents gave it a two thumbs up. (Below)





**Create Gateways & Boundaries**  
Create the "Mall Mentality"



**Suggestion #45:**

The Taft District (top left) has tremendous potential as the primary attraction to Lincoln City. Consider developing a better, more substantial gateway along the lines of the examples shown here.

Gateways are a wonderful means to enhance a location, creating a special destination.





**Suggestion #46:**

(Above) Move all the rules and regulations inside the parking area. Where people can get out of their vehicles and read them without walking back out to the street.

Java Eats is cute and funky. A little like Pismo Beach, CA. or other surfing destinations.

**The Taft District**

There's not enough critical mass here to make it a shopping, dining, or entertainment district. It does have tremendous potential, if the right retail mix can be recruited, and the properties were made available.

The rule for critical mass: 10+10+10. While this may be the primary beach access site in Lincoln City, it could be a hub for entertainment, shows, fairs, and for retail sales.



**The Taft District (continued)**

Could some of the homes be zoned and converted to commercial uses?

This district has tremendous potential for being a major Oregon coast attraction. The buildings are very quaint, the setting is charming. But to succeed, the district needs the critical mass.

Most of the homes here would be outstanding artists in action workshops and galleries, little coffee shops, bistros, wine stores, etc.

**Suggestion #47:**

Once you decide on a pedestrian-friendly shopping/dining district, recruit like businesses to that location. The surf shop (below) would be a great fit along with Java Eats (previous page).





**Suggestion #48:**

It's difficult to tell if the museum (left) is still in operation. Add exterior displays, an open neon sign, signage stating hours, etc. If it's closed for the season, put up a sign stating when it will be open again. Is it, in fact, an operating museum?

It's certainly a nice facility. What's its focus? Maritime? Fishing? Native American? "Historical Museum" is pretty bland. Make sure the museum concentrates on stories rather than the display of artifacts. Stories captivate visitors and bring them back. Artifacts don't.



**Suggestion #49:**

This could be a major attraction, but has very poor curb appeal, poor signage, etc. (Middle and lower left)

A glass float theme has tremendous appeal, so the potential for this business is great.



**Suggestion #50:**

Consider exterior pieces of art, decorative signage, curb appeal enhancements, etc.

This type of business has great potential, and curb appeal and adequate signage would do a lot to help it attract customers.

When is it open? Is it seasonal?



**Idea**

In downtown Appleton, Wisconsin, they have placed rotating wind sculptures (left) in front of one of the commercial buildings. Imagine placing wind-driven sculptures throughout Lincoln City to add motion, vibrancy, fun, and to develop a brand around the ocean breezes. Sculptures like this, in front of the glass blowing studio, would pull visitors in.



**Suggestion #51:**

Consider creating a variety of “districts” along Highway 101 so that visitors don’t judge the entire town by a few less-than-attractive locations. There is too much of this along the highway, which gives a poor impression of the entire town.

The city needs to aggressively work with local land owners regarding signage, fallen fencing, abandoned sign posts, trash barrels, weed abatement, facade improvements, etc.

The general impression is that Lincoln City has fallen on hard times and is still falling.





**Note**

Some areas of town show a lot of promise - like the entrance to this parking area. We never have figured out what the design is between the words “Public” and “Parking” (left). Is it an arrow pointing into the parking lot?



**Suggestion #52:**

The theater has potential, but little curb appeal. When is it open? What is the season?

More information posted would be helpful including a brochure rack so visitors can pick up a guide to an upcoming season, if there is one.



**Note**

Develop perpendicular (blade) signage. Add landscaping. These two additions would do a lot to increase the ambiance of this part of town.





**Note**

The Tanger Outlet Center is nice and seems to be the major attraction in Lincoln City. It's the one thing that sets the community apart from the other beach towns.

**Note**

This is a charming little retail mall, that with some curb appeal and landscape improvements, could be a real showcase. This should be one of the many districts in Lincoln City.



**Suggestion #53:**

Consider using two colors on shops, making the sign much simpler and easy to read. "Quilts" "Gifts" "Gallery" Barber Shop" (Bottom left)

If each shop were painted a different color, it might have more appeal and look less like another strip mall. The building(s) are in bad need of paint and curb appeal improvements.





### Note

The Espresso bar (left) is perhaps one of the best looking businesses in Lincoln City in terms of curb and architectural appeal.



### Note

This is a great restaurant. Don't be afraid to promote specifics! Have a travel writer or someone come from the outside and develop itineraries that include specific places to eat, things to do, and places to visit.

The Blackfish Cafe is an outstanding restaurant, that is worth a drive from other communities.

Consider this: If we were to mention to friends that when they visit the Oregon coast, they need to have dinner at the Blackfish Cafe in Lincoln City. Most people visit communities, stay in certain hotels and eat in certain restaurants, and even frequent specific shops based on recommendations.

If we were to mention to friends that Lincoln City has a number of good restaurants, would this really close the sale? Probably not since every town has a number of good restaurants. Promote specific businesses that have raised the bar. Then as other reach that plateau, promote them so they can succeed. Success breeds more success.

### IN A NUTSHELL

- Create a Tourism Branding, Development & Marketing Action Plan. Have it include a downtown plan.
- Develop a brand, a new identity, and key messages.
- Develop a pedestrian-friendly shopping district. Create a plan for redevelopment, business recruitment.
- Have a Signage & Wayfinding System developed.
- Create various downtown districts and appropriate pole banners for each along with other treatments.
- Create a technical assistance program for local businesses. Perhaps a Main Street Program.

The following pages contain “Marketing effectiveness assessments” done by Destination Development staff members. These will give you an idea of what impressions people have of the area, and whether or not they would visit and/or stay in Lincoln City. Enjoy.

### Assessment #1

If I were going to the Oregon Coast, I would plan to go to Cannon Beach. This is because of reputation and past experience rather than a look at current marketing materials - I know that Cannon Beach has a beautiful beach, quality accommodations and dining, and a charming downtown with lots of shopping. My impression is that Cannon Beach is more of a high-end beach destination than most, which appeals to me.

However, I know that the entire Oregon Coast is fabulous, so if I had time, I would want to drive the entire coastline, staying for a few nights at several locations along the route. I would begin in Astoria; I understand they have revitalized their downtown in recent years, and its history is a real draw.

I would travel on down to Cannon Beach, probably staying there the longest, making day trips to neighboring communities, such as Seaside, Lincoln City, and Newport, but spending most of the time in Cannon Beach. The one draw I can see to Lincoln City is their glass float event, and the glass blowing factory and stores. Newport’s aquarium is a must-see.

I’d probably pass through the Coos Bay area, but stop in Florence (visit the Sand Dunes) and head on down to the southern tip of the Oregon Coast. I’d probably stay in Brookings for a couple days before heading back home.

My favorite place along the Oregon Coast is Cannon Beach because of its natural beauty and the charm of the town.

If I were to take kids with me, I would probably follow the same itinerary, maybe spending more time in Seaside at their fun family activities.

My thoughts on the following communities:

- Astoria - historic seaside town - I think it would be fun to explore this town for its own charms
- Seaside - family beach town - fun, carnival atmosphere
- Cannon Beach - beautiful beach, charming town - higher end beach destination than most
- Newport - Oregon aquarium, and fun town to visit - the old fishing town atmosphere along the river-front is great
- Lincoln City - long spread-out town overlooking the ocean - mostly just a town you drive through as you go along the coast. Glass-blowing, glass float event.

- Coos Bay - logging.

In doing research, I compared several of the towns' websites, and found that Lincoln City's site does have quite a bit going for it. The drawbacks are that there are not enough photos, and the text is invariably too long. But, I like how it is organized - it's easy to find information, and the Welcome page is very good - the photo of the glass floats on the beach is absolutely fantastic! Other good things: I like how the "Things to Do" page is organized into the different categories; it is very helpful to have the photos of the lodging facilities; and the descriptions of the restaurants in the Dining section are very good. The shopping section was weak.

In comparison, even though Cannon Beach would be my choice of where to go, I found their website to be very boring. Hardly any photos, no real attempt to "sell" a potential visitor on why they should visit. They used lists, rather than descriptions. If I were unfamiliar with the Oregon Coast, I wouldn't choose Cannon Beach based on their website.

The Astoria website had way too much text, and the font should be different - the one they used is difficult to read on a web-page.

Seaside's visitor information website only has lodging and dining information, but doesn't tell about the town itself or what it has to offer visitors.

Coos Bay's website needs more photos, but I was surprised by all they have to do there. If I were planning the trip I talked about above, I would decide to spend some time in Coos Bay after all because of the activities they show on their website.

Lincoln City needs to develop a niche or a specific identity - it could be the glass blowing and the glass floats - that appeals to me a lot. Without a major attraction, such as the aquarium, or a fantastic natural feature, such as Haystack Rock, Lincoln City has a greater challenge. It needs to MAKE its own niche.

### Assessment #2

- Heading down to the Oregon coast, where would you go and why?
- What's your favorite place on the Oregon Coast and why?

Heading down the Oregon Coast, I really like the Cannon Beach area, particularly because of its proximity. Going to points further south can be such a long drive, but Cannon Beach isn't too bad. It's a nice getaway with cool beaches. As far as my favorite place, I honestly can't say I have a favorite. Believe it or not, I haven't spent a lot of time there.

- Where would you go with friends and family?
- With kids?
- As a couple?

Again, Cannon Beach would be a good choice for a vacation with friends and family. I could also see going further south to perhaps the Central Coast area. With kids, again because of the proximity, I like Cannon Beach. But Newport also comes to mind because of attractions like the aquarium.

As a couple, I'd pick a smaller town and stay at a cool B&B.

When you think of the following communities, what do you think of each? What's the first thing that comes to mind?

Astoria – I haven't been through Astoria in a while, but I think of it as being charming. Honestly, I don't know if I'm right, but the picture I have in my head is of a cute little coastal town.

Seaside – Beaches... Seaside makes me think of beaches. Again, it's a place I haven't been to in a long while, but what stands out for me is just the idea of a beach town.

Cannon Beach – I always think of the big rock formations on the beach. I think of Cannon Beach as a good vacation spot; someplace I'd definitely choose to go.

Lincoln City and Newport – I tend to lump these two together when I think about that area. I think of these as some of the larger cities on the Oregon Coast. They have more amenities, and possibly a longer list of attractions, but less small coastal town charm than other areas.

Coos Bay – I honestly don't know much about Coos Bay, so nothing particularly comes to mind. I believe it's located in the south coast area, but that's about all I know.

Any other Oregon Coast communities that you like or know about? I've been to Florence and the surrounding area. I've also been to Depoe Bay, which is between Newport and Lincoln City. I've heard of Yachats as well, but I don't know that I've ever been there, other than perhaps driving through.

### **Assessment #3**

First on my radar is always Cannon Beach, followed by Seaside. They are the places that my grandparents took us when we visited them in Longview, WA. The locations are just tried and true safe bets for a one or multi-day family outing.

We visited friends in Oregon quite a few years ago and it was destination Seaside. We had the kids and it was a fun, family friendly place to visit.

I have always enjoyed Astoria--even before the revitalization. Now with the revitalization I am really curious and have wanted to visit. Astoria would be fun as a couple's getaway or with the kids. We loved looking at all of the old homes, while the kids begged to go back to the beach! The Astoria Riverfront Trolley sounds fun.

Next pick is Long Beach, not on your list below, but again it is a known place and we are comfortable going there.

Seaside brings to mind fun in the sun, family activities.

## TOURISM ASSESSMENT & SUGGESTIONS

Astoria brings to mind a fishing town--reminds me of my Alaskan home. I love its location on the river, the downtown, and it's close to the beaches. I also love the easy connection to WA via the bridge.

Cannon Beach is always great. The big rocks, miles of shore--rain or shine a great location. I've enjoyed wandering around there in the evening too. The town is not too big, and I remember it as quiet, but not boring.

I decided to research the Oregon Coast. I typed that into Yahoo! and the Oregon Coast Visitor Association's website [www.visittheoregoncoast.com](http://www.visittheoregoncoast.com) was first on the list.

Coos Bay looks like fun--of course I always like commercial fishing towns, but I also like the sound of the antique shops, galleries, etc. Because of Coos Bay's size, I expect it will have plenty of amenities, i.e. shopping and dining.

Newport looks beautiful to me--I love the lighthouses and the sound of all that fresh seafood. I also really like watching boats and commercial fishing activity, so this would be a top pick for me. And I know I would enjoy the aquarium.

Lincoln City--The Kite Capital of The World sounds fun, but this alone would not compel me to go. The Lincoln City description on the OCVA site did little to persuade my visit. Other than the kites, it had this to say about Lincoln City. (I cut and pasted this from that site.)

### Recreation

You'll find the usual Oregon recreational activities available in Lincoln City including beachcombing, hiking, camping, fishing, whale watching charters, kite flying, shopping and great dining in many fine restaurants.

### Attractions

- \* Chinook Winds Casino Resort
- \* Connie Hansen Garden
- \* Tanger Outlet Center
- \* Chinook Winds Golf Resort
- \* North Lincoln County Historical Museum
- \* Kites at D River Wayside
- \* Blue Heron Landing

It then goes on to list annual events. Since this really did not pull me in and tell me I had to go to Lincoln City, I clicked on the Lincoln City Visitors and Convention Bureau's site at [www.oregoncoast.org](http://www.oregoncoast.org) and I'm glad I did! I really like the picture of the glass balls, and would recommend moving the info on the left of that page somewhere else, because the picture is pretty and good as a stand alone. I like it! I really like the sound of Finders Keepers: Sand Fire Glass. This is a fun idea and I would go there for that -- it is a good launching pad to other activities in the area. The idea is unique and I know my whole family would have fun with this activity. Who doesn't like a treasure hunt? The kite competitions would be fun to view too. I would

## TOURISM ASSESSMENT & SUGGESTIONS

also want to visit the Connie Hansen Gardens, one of Lincoln City's "jewels".

Kids would enjoy the skate park, "one of the 'gnarliest' parks in the United States".

It looks like there are plenty of dining and shopping options in Lincoln City, which is good.

I feel that there is probably plenty to do in Lincoln City and that it is worthy of a visit, now that I know more about it, but I am surprised that I hadn't heard about it before now.

I called my husband and asked him where he would go if visiting the Oregon Coast. I did not mention any towns at all. Here are his top picks and why:

Newport--he likes the atmosphere and the central location

Cannon Beach--because of scenery

Lincoln City- Fun, nice place to stay--good hotels, dining, activities. He especially likes the hiking.

I then asked about Seaside and Astoria. Neither of these would be among his picks for lodging, but both were worthy of a side trip from one of the other locales.

## TOURISM ASSESSMENT & SUGGESTIONS

This visitor assessment was prepared by the team at:



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