



EAT, DRINK & BE MERRY 2025



CITY OF BROOKINGS • CITY OF GOLD BEACH • GOLD BEACH MAIN STREET • NORTH BEND MAIN STREET
OREGON'S WILD RIVERS COAST • OREGON'S ADVENTURE COAST • REEDSPORT CHAMBER OF COMMERCE

CAMPAIGN DETAILS

OBJECTIVE

Encourage residents and visitors of the Southern Oregon Coast to shop locally during the holiday and winter season. Through Facebook and Instagram campaigns, we aim to support local businesses during their off-season while increasing traffic to the TSOC website and partner sites.

CAMPAIGN DATES

November 1, 2025 through December 6, 2025

AD SPEND

\$5,100 spread among 42 individual ads and 7 community partners



CAMPAIGN DETAILS

AUDIENCE

Locals from the Southern Oregon Coast, inland to Eugene, and north to Newport, south to Crescent City, California.

CREATIVE

42 individual images with the Eat, Drink & Be Merry Logo on them representing seven communities on the Southern Oregon Coast.





CAMPAIGN HIGHLIGHTS

IMPRESSIONS

2,334,723

Total impressions across all ads – Average CPM \$3.22
(2025 Industry Standard \$10.36)

TOTAL LINK CLICKS

18,760

Total link clicks – Average CPC \$0.30,
(2025 Industry Standard \$0.75)

AD SPEND

\$5,100 Ad spend collected from community partners



CAMPAIGN HIGHLIGHTS

ENGAGEMENT

38,119

Total engagements across the 42 ads – Total 1.63%
(Industry Standard 0.06%)

CLICK THROUGH RATE

1.33%

Highest click-through rate was 3.14% – Average CTR 1.33%
(Industry Standard 0.90%)







EAT, DRINK & BE MERRY CAMPAIGN ANALYTICS



EAT, DRINK & BE MERRY 

COMMUNITY	AD	AD SPEND	IMPRESSIONS	ENGAGEMENT	CLICKS	CPM	CTR	CPC
City of Brookings	Ambiance by the Sea	\$100	24,850	563	296	\$4.02	1.19%	\$0.34
City of Brookings	Chetco Brewing Company	\$100	26,113	744	474	\$3.83	1.82%	\$0.21
City of Brookings	Harris Beach	\$100	17,467	515	224	\$5.73	1.28%	\$0.45
City of Brookings	Nature's Coastal Holiday	\$100	231,740	2,353	549	\$0.43	0.24%	\$0.18
City of Brookings	Pacific Sushi	\$100	20,904	533	381	\$4.78	1.82%	\$0.26
City of Brookings	Redwood Theater	\$100	20,215	560	415	\$4.95	2.05%	\$0.24
City of Gold Beach	Groundling's Pizza	\$100	23,938	491	317	\$4.18	1.93%	\$0.32
City of Gold Beach	Old Agness Store	\$100	25,870	780	462	\$3.87	1.53%	\$0.22
City of Gold Beach	Wildflower Inn	\$100	18,468	392	301	\$5.41	1.13%	\$0.33
Gold Beach Main Street	Port Hole Cafe	\$100	40,352	691	262	\$2.48	0.65%	\$0.38
Gold Beach Main Street	River's End Collective	\$100	22,464	422	267	\$4.45	1.19%	\$0.37
Gold Beach Main Street	Small Town Christmas	\$100	33,802	759	405	\$2.96	1.20%	\$0.25
North Bend Main Street	Christmas on Main	\$100	71,406	1,369	536	\$1.40	0.75%	\$0.19
North Bend Main Street	Shop Small	\$100	30,777	522	324	\$3.25	1.05%	\$0.31
North Bend Main Street	Holiday Events	\$100	30,462	584	333	\$3.28	1.09%	\$0.30
Oregon's Wild Rivers Coast	Arch Rock Taphouse	\$133	32,723	798	592	\$3.06	1.81%	\$0.22
Oregon's Wild Rivers Coast	Augustino's	\$133	28,166	227	600	\$3.55	2.13%	\$0.22
Oregon's Wild Rivers Coast	Coastal Swag	\$133	34,429	761	400	\$2.90	1.16%	\$0.33
Oregon's Wild Rivers Coast	La Casita de Oro	\$133	33,817	633	399	\$2.96	1.18%	\$0.33
Oregon's Wild Rivers Coast	Mr. Ed's Underground Pub	\$133	28,645	951	672	\$3.49	2.35%	\$0.20
Oregon's Wild Rivers Coast	Pithitude	\$133	23,206	482	338	\$4.31	1.46%	\$0.39
Oregon's Wild Rivers Coast	Shoreline Bistro	\$133	28,492	783	495	\$3.51	1.74%	\$0.27
Oregon's Wild Rivers Coast	The Christmas Shoppe	\$133	26,578	632	342	\$3.76	1.29%	\$0.39
Oregon's Wild Rivers Coast	The Lucky Pirate Chop House	\$133	35,576	779	571	\$2.81	1.60%	\$0.23
Oregon's Adventure Coast	Festival of Trees	\$133	27,199	1,144	855	\$3.68	3.14%	\$0.16
Oregon's Adventure Coast	Holiday Drinks	\$133	36,481	465	361	\$2.74	0.99%	\$0.37
Oregon's Adventure Coast	Holiday Lights at Shore Acres	\$133	637,782	5,936	591	\$0.16	0.09%	\$0.23
Oregon's Adventure Coast	Ice Skating	\$133	90,383	1,280	535	\$1.11	0.59%	\$0.25
Oregon's Adventure Coast	Holiday Dining	\$133	30,635	568	356	\$3.26	1.16%	\$0.37
Oregon's Adventure Coast	Tree Lighting Ceremonies	\$133	32,043	685	422	\$3.12	1.32%	\$0.32
Oregon's Adventure Coast	Shop Small/Local	\$133	20,639	448	292	\$4.84	1.41%	\$0.46
Oregon's Adventure Coast	Christmas Music Events	\$133	27,877	622	463	\$3.59	1.66%	\$0.29
Oregon's Adventure Coast	Railroad Museum Holiday Lights	\$133	184,164	2,581	850	\$0.54	0.46%	\$0.16
Reedsport Chamber of Commerce	Big Fish Cafe	\$133	36,925	964	743	\$2.71	2.01%	\$0.18
Reedsport Chamber of Commerce	Harbor Light	\$133	63,359	1,374	658	\$1.58	1.04%	\$0.20
Reedsport Chamber of Commerce	Highwater Cafe	\$133	30,006	442	268	\$3.33	0.89%	\$0.50
Reedsport Chamber of Commerce	Tiki Bar at Stillwagon Distillery	\$133	33,946	624	420	\$2.95	1.24%	\$0.32
Reedsport Chamber of Commerce	Kismet's Landing	\$133	29,047	619	425	\$3.44	1.46%	\$0.31
Reedsport Chamber of Commerce	Salmon Harbor Cafe	\$133	60,241	1,230	591	\$1.66	0.98%	\$0.23
Reedsport Chamber of Commerce	Schooner's Cafe	\$133	22,087	543	353	\$4.53	1.60%	\$0.38
Reedsport Chamber of Commerce	Sol de Mexico	\$133	25,873	602	414	\$3.86	1.60%	\$0.32
Reedsport Chamber of Commerce	Two Shy Brewing	\$133	35,576	668	208	\$2.81	0.58%	\$0.64
	TOTALS	\$5,100	2,334,723	38,119	18,760	\$3.22	1.33%	\$0.30
			Industry Average CPM (cost per 1,000 impressions) is \$10.36					
			Industry Average CTR (click through rate) is 0.90%					
			Industry Average CPC (cost per click) is \$0.75					

CAMPAIGN AUDIENCE

LOCATION

Oregon: Agness, Bandon, Brookings, Cave Junction, Coos Bay, Coquille, Cottage Grove, Creswell, Drain, Dunes City, Elkton, Eugene, Florence, Glendale, Gold Beach, Grants Pass, Lakeside, Langlois, Mapleton, Myrtle Point, Newport, North Bend, Noti, Port Orford, Powers, Reedsport, Roseburg, Sixes, Sutherlin, Veneta, Waldport, Walton, Winchester Bay, Yoncalla, Melrose

California: Crescent City

INTERESTS

Adventure travel, Organic food, Vacations, Theatre, Fishing, Surfing, Beer, Ecotourism, Mountains, Mountain biking, Food trucks, Boutiques, Holiday, Coffeehouses, Boating, Electric vehicle, Desserts, Chocolate, Painting, Distilled beverage, Parties, Wine, Performing arts, Bars, Automobile travel, Fine art, Dining out, Seafood, Diners, Camping, Nature, Nightclubs, RVs, Plays, Dance, Lakes, Tourism, Beaches, Golf, Foodie, Hotels, Coffee, Ice skating, Hybrid travel, Local bike shop, Horseback riding, Engaged shoppers, Food and restaurants



TOP ADS FOR EACH COMMUNITY



CITY OF BROOKINGS



CITY OF GOLD BEACH



TOP ADS FOR EACH COMMUNITY



GOLD BEACH MAIN STREET



NORTH BEND MAIN STREET



TOP ADS FOR EACH COMMUNITY



OREGON'S WILD RIVERS COAST



OREGON'S ADVENTURE COAST



TOP ADS FOR EACH COMMUNITY



REEDSPORT CHAMBER OF COMMERCE



WHAT PEOPLE ARE SAYING ABOUT CITY OF BROOKINGS!



There are so many great gift shops in Brookings, like Ambiance by the Sea. Tons of treasures and hte perfect place to find a special gift for the holidays. Let's support our local shops this year and buy our gifts locally!

City of Brookings, Oregon

Ambiance by the Sea is my favorite gift store in Brookings. Beautiful items & lovely owner. ❤️

Karen Burroughs

Love this store [Ambiance by the Sea] and its owner, Debra Wells!

Connie Vodika-Hunter

A piece of writing that makes you want to set off immediately, as gentle yet powerful as a winter sea breeze. [Harris Beach]

Dan Brewer

**EAT, DRINK
& BE MERRY**

Nicole Lillico check out this place [Ambiance by the Sea] next time you're going to Brookings!

Patsy Peters

I always find unusual last minute gifts here. So start here first this year. [Ambiance by the Sea] 🥰

Joanne Apicello

So excited!! 💖🌟
[Nature's Coastal Holiday]

Morgan Lee

What are the hours [at Ambiance by the Sea] now, please?

Patsy Haggerty

Where is this store [Ambiance by the Sea] located? What street?

Karen Hicks

A beautiful store! [Ambiance by the Sea]

Annette Roe

SO BEAUTIFUL!!!
[Ambiance by the Sea]

Queen Bee Boutique

They brew their own Birch Beer (non-alcoholic). [Chetco Brewing Co]

Linnea Lamont

WHAT PEOPLE ARE SAYING ABOUT CITY OF GOLD BEACH!



👏
ricobat1982

John & I's favorite place to eat
when we're in Gold Beach!!
Delicious New York Style Pizza.
[Groundlings]
Wildflour Public House

We are frequent customers at Groundlings and let
me tell you amazing food. Their PAF (pepperoni
pizza with hot honey and chili flakes yummmm) is
amazing and our go to. They also have a full bar
attached and an amazing eating area overlooming the
rogue river. Amazingg and beautiful. What I order
when I'm not in the mood for pizza is their arugula
and pear salad with walnuts, dried cranberries.
Gorgonzola, balsamic glaze and Italian dressing, it's
so incredibly tasty. Fav pizza in Gold Beach.

Sarah Williamette

Congratulations Groundlings
Pizza Co. Totally agree, your
pizza 🍕 is top notch legit yum!!
😋 Gold Beach is lucky to have a
restaurant of this caliber. Keep
creating. ❤️😊

Misty Buchhalter

Dillepeno relish is our fave.
[Old Agness Store]

Renae Sele Rogers

Awesome place! Friendly people!
Fantastic owner ❤️ [Groundlings]

Julie Scherbarth

We really like it [Groundlings].
We are trying to go every time
we are up there 🍕

Michael N Jen Cherelli

Groundlings Pizza and Sam's
cocktails are the best!!

Tina Tucci Laurino

Love that place
[Old Agness Store]

Jami Akers

Love the calzone!
[Groundlings]

Stephanie Pedroni

Their pizza is awesome! The
atmosphere is fun and great
wait staff!! [Groundlings]

Iris Wilson

Our favorite place for family and friends to stay! The
deep soaking baths are amazing!! 🏠 [Wildflower Inn]

Ria Shannon

Our favorite ❤️ And Sam Deaver
always makes our visit special.

Todd Beem

Love Steve and Michele!
[Old Agness Store]

Lynn Bennet

A Gold Beach gem not to be missed! 🍕 #thebest
Groundlings Pizza Co.

Elizabeth Parish Farnsworth

And the soups!!!! OAS is a treasure!

Anthony Pagano

Michele Goritz Berlant one day
I'll visit in person!!! I definitely
need to make an order soon!!!

Nicole Young

Loved shopping at your store!
Felt the friendly atmosphere
and we have enjoyed the foods
we purchased. We'll be back!!
[Old Agness Store]

Valerie Hurst-Peterson

WHAT PEOPLE ARE SAYING ABOUT GOLD BEACH MAIN STREET!



Cheryl Barret Shall we go down for this? 😊
[Gold Beach Holiday Events]
Patsy Peters

Sounds like fun!!
[Gold Beach Holiday Events]
Tina Gulseth

My sister Jill & I always eat @ Port Hole when we visit our hometown of Gold Beach. 🌊🌲🌲🌊
Rocky Wentzel

Shopped here for small business Saturday and had a great experience! [River's End]
Shanea Chenowith

WONDERFUL!
[Gold Beach Holiday Events]
Dixie Russell

Great owners great staff and one of my favorite places to go in Gold Beach 💜 [Port Hole Cafe]
Angela Motley

The food is delicious there. And if you hit it right, the ladies singing is quite entertaining 😊
[Port Hole Cafe]
Ken Lindgren

Great boutique! Thank you for helping me find some great Xmas gifts!! [River's End]
Iris Wilson

Yes! Gold Beach 😊 One of our favorite places to go when we're there ❤️ [Port Hole Cafe]
Trina Friez

My fav dinner option is the calamari steak. It is so tender!!
[Port Hole Cafe]
Lisa Hernadez

Always great food and serviers...
[Port Hole Cafe]
Mark Cox

Love Port Hole Cafe. The staff is friendly and great people!
Mike Champlain

Great food, great people!
[Port Hole Cafe]
Sandra Sorenson

Wow, that looks nice!!!!
[Port Hole Cafe]
Pat Lindeblad

The calamari is the best I've ever had!!!
[Port Hole Cafe]
Micah Parham

Great food! [Port Hole Cafe]
Jannelle Wells

You're missing out if you're not stopping at our friends at River's End Collective!
Singing Springs Resort

We still need to go here!
[River's End Collective]
Danielle Dye

Always a delicious meal.
[Port Hole Cafe]
Vickie Nordeen

WHAT PEOPLE ARE SAYING ABOUT NORTH BEND!



Make Sweet Street Boba part of your Winter Wonderland Adventure!
[Christmas on Main]
Sweet Street Boba

The holidays on the south coast are amazing!!!
[North Bend Holiday Events]
Tracy Pierce

Hope to see everyone at the Lighted Holiday Parade at 6pm on Saturday by the North Bend Library and fire station side of town. Bring your kids and get your family in the Christmas Spirit!
[North Bend Holiday Events]
Genny James

Ashley Yvonne this looks like fun for the kiddos
[Christmas on Main]
Miki Fomasi

[Shop Small] Or not at all!
Donna Lindwood

I ❤️❤️❤️❤️ being on the Vitality Committe in North Bend OR and getting to support small and local business!
Macie McCurdy-Jones

like
love
Wildflour Public House

I love this ❤️ Holiday parade to get kids and families in the Christmas Spirit 🎄🎄🎄
[Christmas on Main]
Genny James

Shop Small Saturday is almost here! Be sure to support our shops and local restaurants Saturday and every day!
Coos Bay Today

What is the route?
[Christmas on Main]
Jason Guzzone

How do we sign up for the Christmas Parade!!
[Christmas on Main]
Dakota Haviland

What street is the parade on?
[Christmas on Main]
Jason Guzzone

Anyone know where the ice rink is located?
[North Bend Holiday Events]
Elizabeth Wargo

Remember to Shop Small this season! Kicking off November 29th, the day belongs to our local shops. Stop by the North Bend Visitor Information Center to pick up a community map.
CCD Business

WHAT PEOPLE ARE SAYING ABOUT OREGON'S ADVENTURE COAST!



I was there several years ago and was like omg so cool. Want to visit again.
[Shore Acres Holiday Lights]
Julie Grote

That looks like fun! Nessa, we need to do this.
[Ice Skating]
Peggy Powell

That's super cool!
[Ice Skating]
Stacy Chapin

That's awesome! The wife and I are planning a trip next week to tour all the Christmas Lights along the Other Coast. Really excited!
[Railroad Lights]
Dennis Perry

Mill Casino looks pretty.
[Festival of Trees]
Deborah Pedersen

Best shows ever! I drove over for years. Well worth it.
[Holiday Music Events]
Sharon Land

Kimberly Audorva We've taken the kids to this one on the coast and it's fun for us as we don't get any snow on the coast.
[Ice Skating]
Becca Marie

This would be fun to go see!
[Railroad Lights]
Stacey Suda

We've been there twice and loved it so much! I am sure we will make the trip again!
[Shore Acres Holiday Lights]
Brenda Atkinson

Here we go!
[Festival of Trees]
Kim McIlwain

Tobias Jost you and your friends should go do this! But wear thick wool socks. Eric has some you can borrow.
[Ice Skating]
Sue Lee

I'm missing my town. Thank you, it's beautiful.
[Railroad Lights]
Diana Liggett

Whitney, I remember you saying Jack loves trains.
[Railroad Lights]
Vicki Parker

I want to go when it opens. It's absolutely beautiful!
[Shore Acres Holiday Lights]
Tamie Davie Hutchings

One of our favorite places for a night out! ❤️
[Holiday Dining]
Lisa Russell

So awesome!
[Ice Skating]
Teresa Throop

Ice skating!
[Ice Skating shared to Let's Go Myrtle Point]
Terry Harris

Let's see it while we're there!
[Railroad Lights]
Paula Breland

It is really beautiful... magical experience.
[Shore Acres Holiday Lights]
Becky Way

Is there an admission price as well?
[Ice Skating]
Lisa Hope

How much does it cost for kids to skate?
[Ice Skating]
Claudia Craig

OMG, Molly and Fred - are you going????!!??
[Ice Skating]
Kathy Jackson

Thank you for sharing this – such a charming and nostalgic holiday display. A wonderful treat for families and the community!
[Railroad Lights]
Positive Pathways

Has become a Christmas Eve tradition, since I've moved here.
[Shore Acres Holiday Lights]
Kris Engdahl Laurance

This is the coolest little museum! Everyone should check it out!!!
[Railroad Lights]
Tracey Pierce

Extra lights to see on your birthday weekend!
[Railroad Lights]
Bonnie Lee

Looks like you have your own beautiful display of lights in Coos Bay too!
[Railroad Lights]
Patsy Haggerty

Thanks to the Oregon Coast Historical Railway, the Coos Bay Visitor Center, and the stores that decorated for the holidays.
[Railroad Lights]
Corinne Spots

This is the coolest little museum! Everyone should check it out!!!
[Railroad Lights]
Tracey Pierce

Christopher, how cool would this be at the coast?!
[Shore Acres Holiday Lights]
Stacey Prusso

We were there at the parked train display last night. Very nice display. We enjoyed the coast light displays at both locations.
[Railroad Lights]
Dennis Perry

Thanks to the Oregon Coast Historical Railway, the Coos Bay Visitor Center, and the stores that decorated for the holidays.
[Railroad Lights]
Corinne Spots

Billy, this would be a fun place to take the kids.
[Shore Acres Holiday Lights]
Helen Naffziger

Went there last year, 2024, and was very special to see and walk through.
[Shore Acres Holiday Lights]
Marilyn Crover

Linda, we need to do this.
[Shore Acres Holiday Lights]
Crystal Clayborn

This is certainly worth visiting! What a beautiful display!
[Shore Acres Holiday Lights]
Crystal Clayborn

Such a glorious experience!
[Shore Acres Holiday Lights]
Kris Engdahl Laurance

WHAT PEOPLE ARE SAYING ABOUT OREGON'S WILD RIVERS COAST!



Their porter is my favorite!
[Arch Rock Brewing]
Julie Malcom

One of my favorite beers!
[Arch Rock Brewing]
Charles Webster

Love us some Mary Stansell!!! She's a gem!!
[Arch Rock Brewing]
Gretchen Anthony

One of my favorite breweries.
[Arch Rock Brewing]
Spencer Tiffany

We just stayed at Turtle Rock Beach resort in Gold Beach. The people running the Arch Rock Brewing Tap room at the resort were awesome and their beer tasted great. We will definitely be going back next summer. The RV resort is also one of our favorites.
[Arch Rock Brewing]
Donna Haugan

My paycheck loves this store.
[Coastal Swag]
Lavina Willings

I enjoy this place. They have live music on Sat. They are open Fri, Sat, and Sun. The people are so friendly. See you there!! [Augustinos]
Janet Hallowell

Great place to relax.
[Augustinos]
Don Gilbert

What kind of music has played there at the tasting room? [Augustinos]
Sam Hernandez

Arch Rock Brewing—you guys make great beer. Thank you.
Arthur Taylor

Have bought a kitchen towel there for my New Hampshire brother! [Coastal Swag]
Susan Whisman

Very cool!
[Coastal Swag]
Steven Christensen

Love, love this place! It's a great stop for anyone traveling through our beautiful tiny coastal town! [Coastal Swag]
Selina Webb

I bought some nice Native American earrings there.
[Coastal Swag]
Annette Whelan

Don't forget Mr. Ed's Underground Pub which hosts music 5 nights a week.
[Coastal Swag]
Alisdair McGregor

Delicious!
[La Casita de Oro]
Debborah Strong

My number one choice for Mexican on the coast! Order Camarones Diablo for me! [La Casita de Oro]
Crazy Norwegian's

Love Coastal Swag. Huge variety to choose from and the owner is such a sweetheart.
Tr Coast

A wonderful place to visit and buy some great gifts.
[Coastal Swag]
Cliff Bundy

Looks like you have your own beautiful display of lights in Coos Bay too!
[Railroad Lights]
Patsy Haggerty

Has become a Christmas Eve tradition, since I've moved here.
[Shore Acres Holiday Lights]
Kris Engdahl Laurance

Best t-shirts ever. [Pithitude]
Linda Huffman

My favorite place for gifts.
[Pithitude]
Linnea Lamont

I love this gift shop!
[Pithitude]
Pat Zlamal

It's good food! [La Casita de Oro]
Carrie Korelac

This is the coolest little museum! Everyone should check it out!!!
[Railroad Lights]
Tracey Pierce

Some of my favorite coastal ornaments are from this store. [The Christmas Shoppe]
@stampmom

Amazing dinner after visiting Azalea park Christmas lights. Tara made our dinner experience! She's so genuine, funny and has the best customer service! We all said she could do stand up. Thank you Tara for a wonderful time! [Lucky Pirate]
Verna Dunlap

We loved our meal at the Shoreline Bistro!!
Chris Snow

Shoreline Bistro absolutely has the best view!
Chrissy Buehrig

Bought mugs and matching towels for friends. They loved them. [Pithitude]
Sherry DuBois

Love this store! I always have such fun when we go!
[Pithitude]
Diane Rasmusson

Best Birria tacos ever!
[La Casita de Oro]
Vickie Loebis

Really good... they are located between the arcade and Hip Nautic Gifts. Awesome food!!! [Lucky Pirate]
Sabena Cross

It's such an awesome place!! Great music!! So many bands come through & play! [Mr. Ed's]
Kim Benavente

Great band... great setlist. Check 'em out. [Mr. Ed's]
Crystal Clayborn

Not only good music, but excellent pizzas, wraps, fresh juice and smoothies as well as a big variety of beer. And the vibe is wonderful. [Mr. Ed's]
Beth Welch

Just went for lunch! So nice and food was good. It goes on the list of places to return to as often as we want. Price was reasonable. Try it you will not be disappointed.
[Lucky Pirate]
Joanne Apicello

WHAT PEOPLE ARE SAYING ABOUT REEDSPORT!



Awesome restaurant! [Big Fish]
Lori Larson

We love Big Fish!
Tina Johnson

Fantastic food, atmosphere/views
and service. We love it!!! [Big Fish]
Kim Ritter

We've been there, it's
fantastic! [Big Fish]
Stacci Mack

Whenever they offer fried
green tomatoes, I get some.
So delicious! [Big Fish]
Bella Black

Every meal is beautiful and delicious and the view
from the window with a nice glass of wine makes
every meal memorable. Can't recommend it
highly enough. Try it. [Big Fish]
Robin Schaeffer

Not only is the food awesome,
service is warm and friendly,
welcoming. Check out the amazing
art. There are some awesome
pieces. [Big Fish]
Rene Blair

Big Fish is excellent! Food and staff are exceptional!
And the atmosphere is magical! [Big Fish]
Katy Downard

Our favorite place.
[Big Fish]
Armond Bettencourt

This place is awesome! My favorite is
whatever Jennifer is cooking! And sit in
Tish's section. She rocks [Big Fish]
Larry Heuer

Big Fish Cafe ROCKS
Kim Ritter

Honestly, everything we've had
here is fabulous!! Our two favorite
restaurants, Big Fish and Club
One!!! [Big Fish]
Anonymous

Our favorite restaurant on the
central coast! [Big Fish]
Steven Swenson

French onion
soup is my fav.
[Harbor Light]
Sue DeBaca

French dip (their au jus is amazing) and the smoked
chicken pot pie. I am also not usually a chowder fan
but still found myself eating some when I worked
there because it was delicious. [Harbor Light]
Daelyn McGee

Tempura prawns are my fav!
[Harbor Light]
Jennifer McDuffy

Big Fish Cafe ROCKS
Kim Ritter

Big Fish Cafe ROCKS
Kim Ritter

Shrimp Louie or French Dip Sandwich are
my favorite. [Harbor Light]
Cynthia Toney

"Fish On" platter, so good!
[Harbor Light]
Susan Huebner

They have the best
carrot cake I've ever
ate anywhere.
[Harbor Light]
Daisy Owen

I have recommended the clam
chowder bread bowl deluxe
with crab and melted cheddar
so many times to friends driving
thru Reedsport!!! YUMMY!
[Harbor Light]
Connie Brown

The desserts are homemade
and excellent. [Harbor Light]
Sheila Pointer

Fish and chips are a favorite for
me. [Harbor Light]
Tammy Ward

French dip, smoked chicken pot pie,
and chowder supreme are my favs.
[Harbor Light]
Jeanne Plagmann

Tri-tip salad, smoked chicken and avacado
salad and clam strip on platter. The clam
chowder is also the best!! A big part of my life
right there!! [Harbor Light]
Julie Haukoos

Love their tuna melt and
milkshakes! [High Tide Cafe]
Diana Hurst

I had the breakfast burrito the other day. It
was so big I shared it with my husband. It
was delicious and the sausage was so
yummy. Try it, you'll love it. [High Tide Cafe]
Carol Robinson

One of our favorite
stops! [Harbor Light]
Mariann Parker

Love their prawns! [Harbor Light]
Margo Souhrada

French onion soup, shrimp, salad and
any of the specials are my favs.
[Harbor Light]
Carol Robinson

Their calamari is top notch, as is the elk
shepherd's pie! [Harbor Light]
Bella Black

It's a great place to eat and only
2 miles from home. I love going
there. [Harbor Light]
MaryAlice Zastoupil

Fantastic food. We drive over
from Sutherlin to eat there.
[Harbor Light]
Lori Nelson

Your tuna melt sandwich is
great! [Harbor Light]
Adriene Wiles

They have delicious blueberry
scones. [High Tide Cafe]
Bobbie Hafer

I brought Cherry there last year. We had turkey
w/cranberries for lunch. Delicious! [High Tide Cafe]
Rich Dickson

One of our favorite places! The staff is
amazing and the food is wonderful!
[High Tide Cafe]
Jennifer Brandenberger

Love this gem! Good
food/coffee and fun things to
shop. [High Tide Cafe]
@602malimomx4

BLT and onion rings are my
fav! [Harbor Light]
Linda Goalder

Guilty of eating their chowder once a week.
Can't help it, it's that good! [Harbor Light]
Kristen Hall

I'm a huge fan of Harbor Light! My favorite go to on the
menu is their smoked chicken salad. It's over the top
delicious. I love everything on their menu really but
I've never had such good chicken. [Harbor Light]
Kelly Beez

I guess we better try this
place when we head to the
beach house. [Harbor Light]
Trish Perrigo

Everything they have is delicious! Best
clam chowder I've ever had.]
[Harbor Light]
Sandra Newell

Best clam chowder anywhere, not
just the Oregon coast. Just
picked up 7 quarts! [Harbor Light]
David Ayres

 GRAPHICS



 GRAPHICS





GRAPHICS

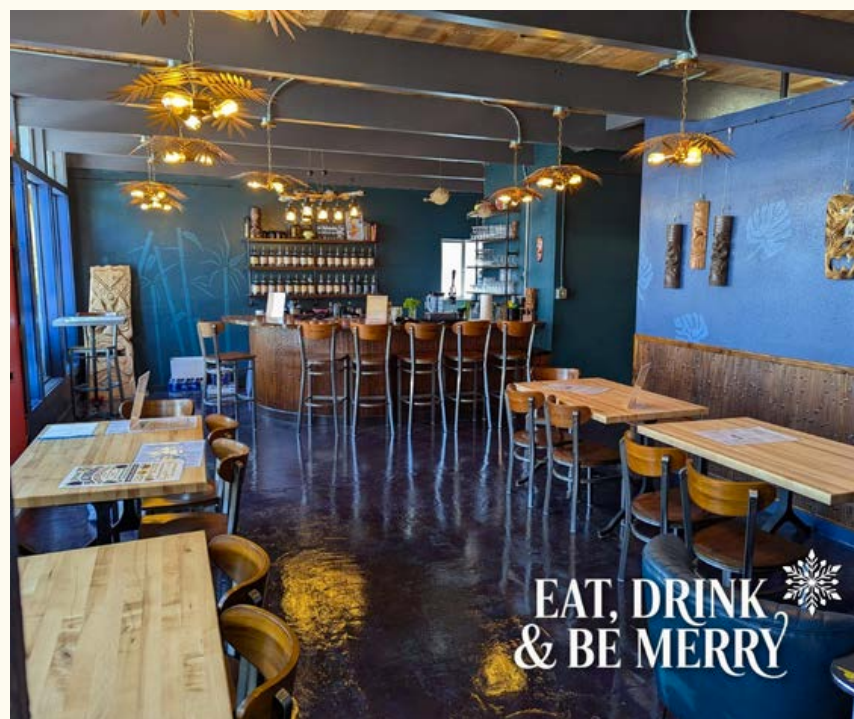


 GRAPHICS





GRAPHICS





GRAPHICS





THANK YOU!

The **2025 Eat, Drink & Be Merry Campaign** delivered outstanding results through highly efficient, community-focused outreach:

- **2.33 million impressions** achieved with an exceptionally low average CPM of \$3.22, far outperforming the industry benchmark of \$10.36
- **18,760 total link clicks with an average CPC of just \$0.30**, less than half the industry standard
- **Strong engagement rate of 1.63% across 42 ads**, dramatically exceeding typical industry performance
- **Average click-through rate of 1.33%**, with top-performing ads reaching as high as 3.14%
- **1 Viral Post (637k reach) and 2 Unicorn Posts (231k & 184k reach)**

These results reflect a campaign that resonated deeply with audiences while maximizing every advertising dollar. By combining authentic local imagery with targeted distribution, the campaign successfully drove meaningful engagement, supported partner communities during the off-season, and strengthened connections between residents, visitors, and Southern Oregon Coast businesses.

Thank you to our participating communities – your collaboration, creativity, and local pride made this campaign a true success. We look forward to continuing this momentum in future seasons celebrating the Southern Oregon Coast.

