CITY COUNCIL WORK SESSION AGENDA
Monday, November 16, 2026 - 3:00 PM
Council Chambers - 169 SW Coast Highway, Newport, Oregon 97365
Join Zoom Meeting: https://newportoregon.zoom.us/j/89337695001
Meeting ID: 893 3769 5001

All public meetings of the City of Newport will be held in the City Council Chambers of the Newport City Hall, 169 SW Coast Highway, Newport. The meeting location is accessible to persons with disabilities. A request for an interpreter, or for other accommodations, should be made at least 48 hours in advance of the meeting to the City Recorder at 541.574.0613, or cityrecorder@newportoregon.gov.

All meetings are live-streamed at https://newportoregon.gov, and broadcast on Charter Channel 190. Anyone wishing to provide written public comment should send the comment to publiccomment@newportoregon.gov. Public comment must be received four hours prior to a scheduled meeting. For example, if a meeting is to be held at 3:00 P.M., the deadline to submit written comment is 11:00 A.M. If a meeting is scheduled to occur before noon, the written comment must be submitted by 5:00 P.M. the previous day. To provide virtual public comment during a city meeting, a request must be made to the meeting staff at least 24 hours prior to the start of the meeting. This provision applies only to public comment and presenters outside the area and/or unable to physically attend an in person meeting.

The agenda may be amended during the meeting to add or delete items, change the order of agenda items, or discuss any other business deemed necessary at the time of the meeting.

1. Call to Order and Roll Call

2. Discussion Items

2.A Planning Commission Interviews

2.B Discover Newport
Discover Newport, Council Meeting 11.16.26.pdf

3. Adjournment

4:50PM Executive Session
ORS 192.660(2)(i) To review and evaluate the employment-related performance of the chief

executive officer of any public body, a public officer, employee or staff member who does not request an open hearing.

Meet Discover Newport

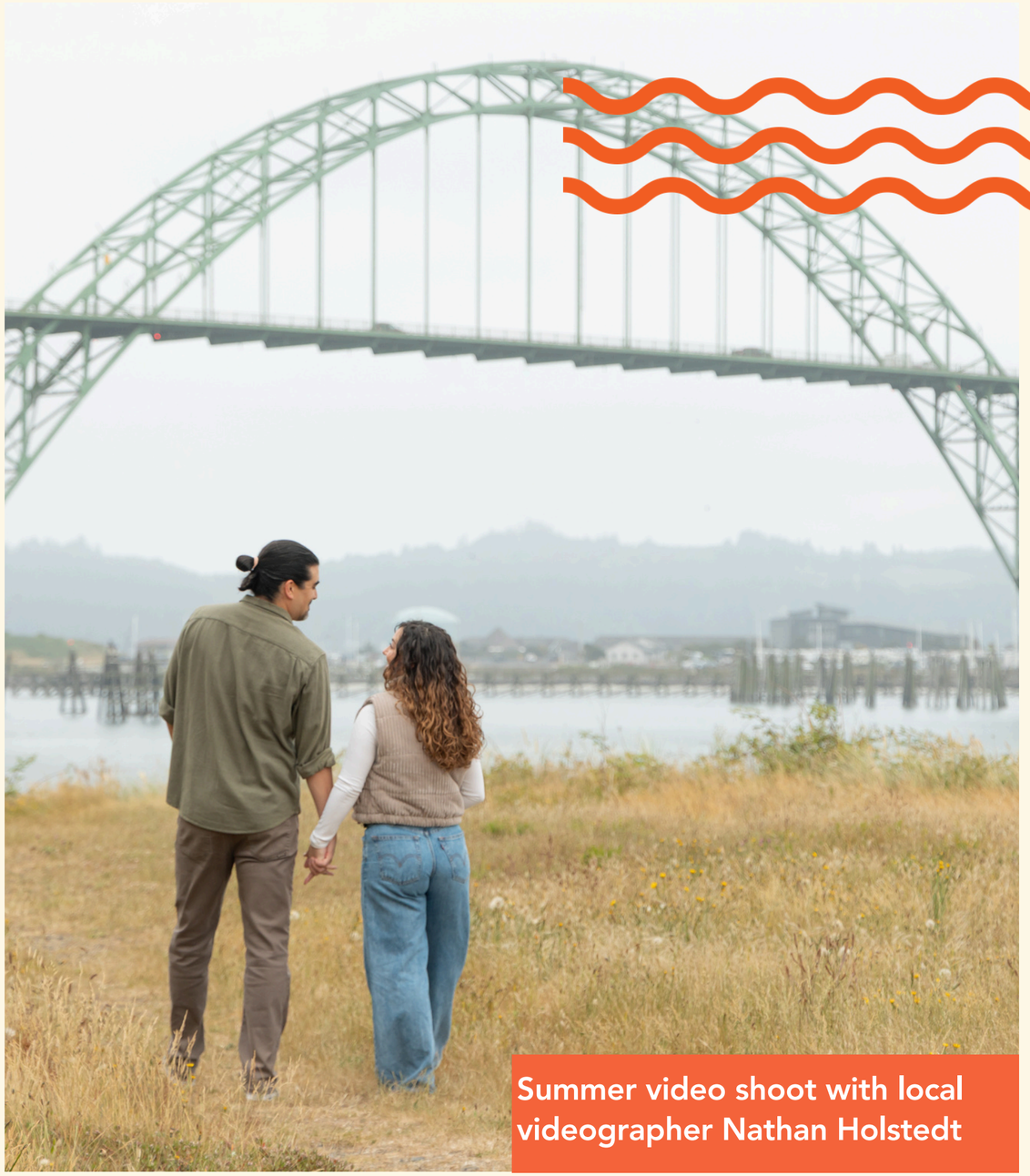
Your Destination Marketing Organization

November 2026

WHAT WE’RE TALKING ABOUT TODAY

DISCOVER NEWPORT

- What's Happening in Newport
- Visitation Trends
- Marketing Overview
- What’s Upcoming
- Next Steps
- Questions



Summer video shoot with local videographer Nathan Holstedt

EXECUTIVE SUMMARY

- **Relationships and collaborations are key** to a successful destination.
- Visitors want **multiple reasons** to come to Newport
- **Tourism is a central** part of the Newport economy
- **Community partners want to work together** but have limited time
- Hiring **local artisans** builds authenticity
- **Targeted advertising dollars** make a difference in visitation.
- **People continue to prioritize vacations.** They just need the right tools and information to make them happen.

Newport Tourism Trends:

We are seeing a higher concentration of visitors from the Portland media market, while household size and age demographics remain relatively unchanged. As fuel costs influence travel decisions, more travelers are choosing road trips over air travel, creating an opportunity for Newport to attract visitors from nearby markets.

Who's Been Visiting Newport Lately?

Marketing Area

- Portland: 54%
- Eugene: 15%
- Seattle: 6%
- Bend: 3%
- Medford: 3%

Household Size

- 1-2: 49%
- 3-5: 42%
- 6+: 9%

Age

- 16-24: 13%
- 25-44: 28%
- 45-64: 32%
- 65+: 27%

Best Year on Record

TRANSIENT LODGING TAX

Newport closed its last fiscal year with its highest lodging tax revenue on record.

- Lodging tax revenue paid to the City of Newport increased 7% this year.
- Shoulder season lodging tax revenue grew 17% year over year (October–April).
- More visitors stayed overnight in Newport compared to previous years.

Coastal City	Room Demand Change	Occupancy Change
Newport	**+2.3%**	**+1.6 pts**
Cannon Beach	+2.1%	+1.4 pts
Seaside	+1.0%	+0.6 pts
Lincoln City	−2.1%	−1.2 pts
Florence	−2.8%	−1.6 pts
Coos Bay	−4.4%	−2.7 pts

HOW DID WE GET HERE?

Told dozens of Newport stories, from the Oregon Coast Food Web and King Tides to Oregon Paddle Out and more.

Promoted more than 70 local events, including over $80,000 in event marketing support.

Helped drive a **17% year-over-year increase in lodging tax revenue** during the shoulder season (October-April).

Supported more than 60 local businesses through Shop Local, the Newport Activity Pass, and influencer partnerships.

Ran more than 100 targeted digital ads, reaching potential visitors 50+ miles outside Newport.



Summer photoshoot at South Beach Fish Market with local photographer Danny Fulgencio.

Marketing Makes a Difference

Digital Advertising

10 million targeted impressions to

- Previous visitors to Newport and the coast
- Living in drive markets
- Pushing Newport lodging

$8.5 million

estimated visitor spending as a result of targeted digital ads

70:1 return on ad spend

Every $1 invested generated $70 in visitor spending in Newport.



Newport Popping Off the Page

Print Advertising

Highlighted Newport through engaging content, primarily in the Portland media market, reinforcing messaging across digital platforms.

Focused on regional publications like Willamette Week, Portland Mercury, Portland Monthly, and others to reach potential visitors.

Promoted Newport's free travel guide, generating more than 100 guide requests through these efforts.



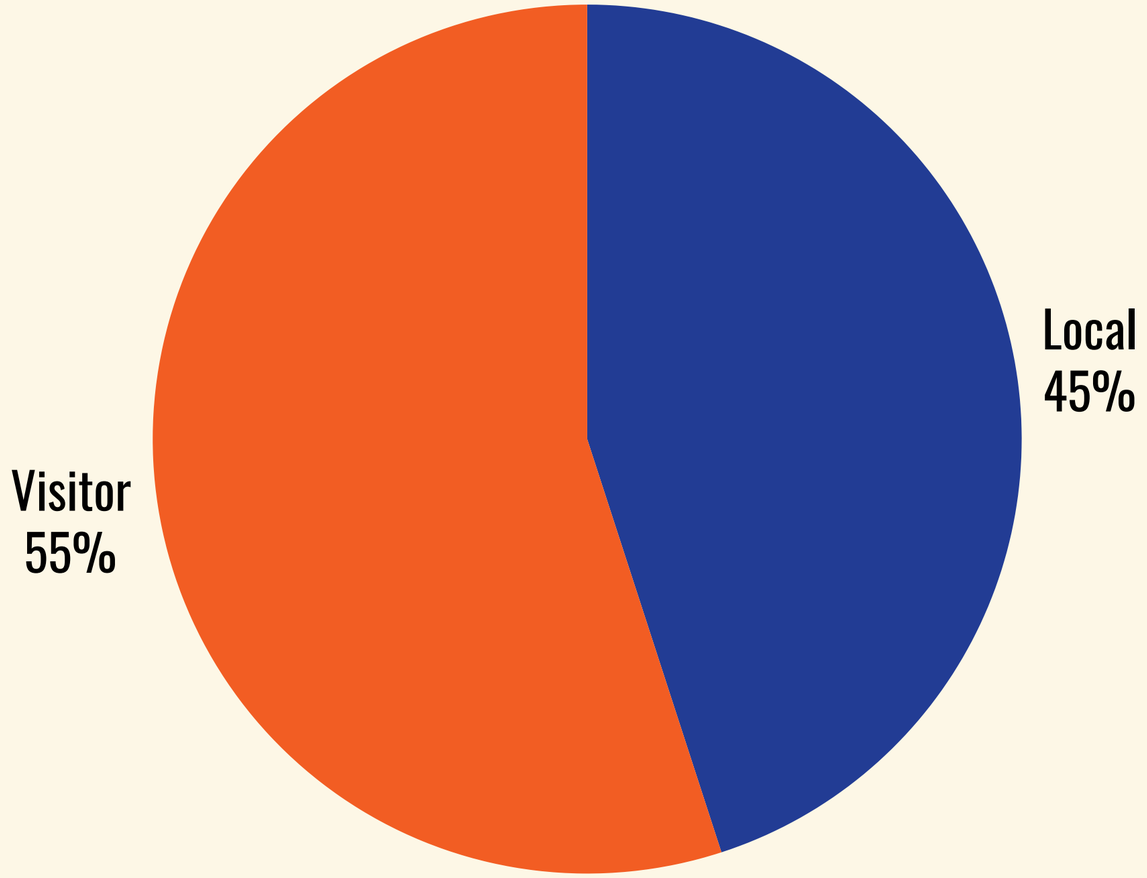
Why Does Tourism Matter?

JOBS CREATED

According to the 2024 Dean Runyan report, tourism supports at least **2,050 jobs in the Newport community.**

Tourism is a major economic driver, supporting local families, businesses, and livelihoods throughout Newport.

Local vs. Visitor Spending



Jan - Oct 2026
Visitors: 25+ mi | Locals: 0 - 25 mi

Partnerships in Action

Lodging Partners

- Bi-monthly lodging partner meetings
- Activity Pass program to encourage overnight stays
- Partnerships with Travel Oregon to promote international travel
- Influencer collaborations to highlight local accommodations

Local Businesses, Attractions, & Events

- Shop Local Holiday Rewards Program
- Newport Activity Pass to encourage visitor spending
- Influencer partnerships to showcase local businesses and experiences
- Event collaboration and planning with key signature events

Tourism & Economic Development Partners

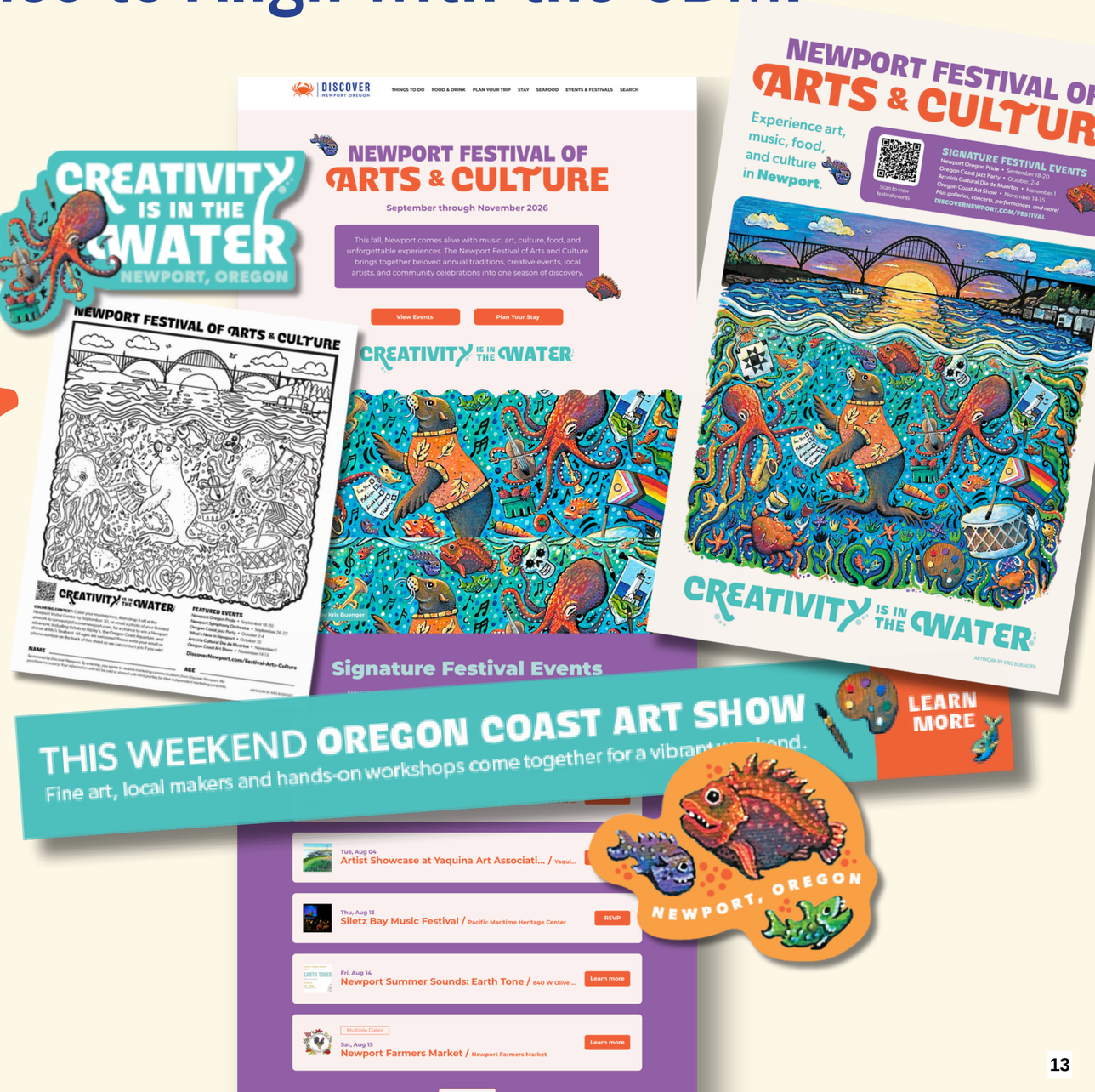
- Confederated Tribes of Siletz Indians
- Economic Development Alliance of Lincoln County (EDALC)
- Friends of Otter Rock
- Newport Chamber of Commerce
- Newport Visitor Information Center
- Oregon Coast Visitors Association (OCVA)
- Travel Oregon
- And more!



Influencer @kelseystacypearson experiences glassblowing at Oregon Coast Glassworks.

Centralizing Our Campaign Themes to Align with the SDMP

Recently celebrated the Festival of Arts & Culture where we showcased Newport's vibrant arts and culture community by highlighting local artists, creative experiences, and cultural events.



Looking Ahead to 2027

- **Ocean Wonder**: Highlighting marine education, conservation, and stewardship.
- **Recreation in Newport:** Inspiring visitors to explore Newport's outdoor adventures and recreational experiences.

How to Engage

- **Engage Online:** Comment on and share Discover Newport posts on social media
- **Build Authority:** Link to our website as a trusted source of information for food, activities, lodging and more
- **Submit Events:** Submit events intended to attract visitors from more than 50 miles away at **connect@discovernewport.com**
- **Know the Upcoming Campaign:** Support the theme “Ocean Wonder” and amplify the message to locals and visitors
- **Share feedback with Discover Newport** to help refine future investments.
- **Shop Local:** Newport businesses can sign up through the end of this week at **discovernewport.com/holidayrewards**





Summer photoshoot at Hallmark Resort Newport with local photographer Danny Fulgencio.

Questions?

Thank you for supporting visitor-funded investments in Newport's economy!