



Executive Director's 2025 Report

As we reflect on 2025, one theme stands out clearly: this was a year of strength, stewardship, and intentional progress. Behind every event, every visitor interaction, and every collaboration was a focused effort to stabilize, modernize, and strengthen your Chamber of Commerce for the long term.

This year, we conducted a comprehensive review of our financial systems, updated employee policies to reflect modern standards, and improved our insurance and risk management structure. These efforts were essential to ensuring accountability, transparency, and compliance in a post-Covid environment where expectations and operations have significantly evolved. This foundational work continues as we move into a formal review of our bylaws and policies to ensure the Chamber reflects the organization we are today and positions us for the future.

The Chamber successfully produced and supported a full calendar of community events designed to drive visitation and economic activity throughout the year, including:

- Fat Bike Festival, Sandcastle Contest, 4th of July Parade, Treat Trail, Stormy Weather Arts Festival, Haystack Holidays

These events are more than traditions. They are strategic economic drivers that support restaurants, lodging properties, retail businesses, and service providers in every season. We also modernized our sponsorship structure to provide clearer value to partners and strengthen the sustainability of these events moving forward.

Through our Destination Management Organization work, we continued to protect and promote Cannon Beach as a premier year-round destination. The Visitor Information Center, website, and the Cannon Beach Magazine, along with our marketing efforts, remain essential tools that connect visitors directly to our local businesses.

In 2025, we also made meaningful progress in accessibility. The installation of Mobi Mats and our collaboration with Wheel the World improved access for visitors and locals alike, reinforcing our commitment to responsible tourism and inclusive community development.

The Steidel Community Hall continued to serve as an important gathering space for residents, businesses, visitors, and public meetings during City Hall construction and transition. The Hall remains an important community asset that supports collaboration, civic engagement, and the shared experiences that strengthen Cannon Beach.

This year marked the second year of our three-year transition to the new membership tier structure, which will go fully into effect in July 2027. The tier model is designed to better align investment with value while building long-term sustainability for the organization. As we focused on organizational stabilization and compliance work, we also identified an opportunity to strengthen direct engagement with our members. Renewing personal outreach and connection has become a clear priority as we move forward, ensuring every member understands their value and feels connected to the Chamber's work.

In the upcoming year, we will begin renegotiating our DMO contract with the City. This is a vital step in strengthening long-term partnership, ensuring financial stability, and protecting the tourism work that benefits our entire business community.

2025 was a year of foundational work and forward momentum. Your Chamber strengthened its internal systems, delivered measurable economic activity, improved accessibility, and began critical governance modernization. Most importantly, we remain committed to unity, collaboration, and a healthy year-round business environment for Cannon Beach.

Thank you for your continued investment, partnership, and leadership. The work we accomplish together strengthens not only our businesses, but our entire community.

The mission of the Cannon Beach Chamber of Commerce is to promote, enhance, and maintain a healthy environment for business as a year round destination resort. This includes a desire that such an environment will be protective of the aesthetics and livability of the community.

483,000 Active Users

6.2 Million User Actions

High-Impact Pages

239,000 Views – Tide Charts

121,000+ Views – Lodging Pages



Views by Page title and screen class

PAGE TITLE AND SCREEN ...	VIEWS
Tide Charts for Cannon Beac...	239K
Cannon Beach Hotels, Rest...	121K
Haystack Rock Explore the ...	48K
Cannon Beach Lodging Hot...	45K
Cannon Beach Things to Do ...	41K
Cannon Beach, OR Events F...	33K
Oceanfront Hotels in Cannon...	31K

Even with modest year-over-year adjustments, website engagement remains exceptionally strong. Nearly half a million users generated more than six million interactions across lodging, dining, events, and local business listings. These are real visitors planning trips, booking rooms, checking tides, and exploring Cannon Beach.

Why This Matters

- Direct exposure for member businesses
- Visitors rely on our site as a trusted planning tool
- Lodging and activity searches drive local revenue
- Digital engagement is measured and continuously improved

Your Chamber website remains one of the most powerful visibility tools we provide to our members.

Our Events. Driving Energy, Connection, and Economic Activity.

Throughout the year, the Chamber produces and supports signature community events that bring energy to Cannon Beach and opportunity to our local businesses. From the Fat Bike Festival and Sandcastle Contest to Stormy Weather Arts Festival, Haystack Holidays, the 4th of July Parade, and Treat Trail, these events create meaningful moments for residents and visitors alike.

More than celebrations, our events are economic drivers. They extend stays, increase foot traffic, generate sponsorship opportunities, and showcase our member businesses to thousands of attendees. They strengthen community pride while supporting year-round vitality for our local economy.



When our events succeed, our businesses benefit.

Chamber Staff

- James Paino**, Executive Director
- Laura Kaim**, Office Manager
- Cheryl Ham**, Office Assistant
- Marci Heath**, Visitor Information Specialist
- Mylasia Miklas**, Visitor Information Specialist
- Kirik Schenbeck**, Visitor Information Specialist

Board Members

- Elése Claussen**, Claussen Engineering Inc.
- Sandie Dodson**, Beachcomber Vacation Homes
- Julie Walker**, Center Diamond
- Paul Tice**, Gearhart by the Sea
- Erik Ostrander**, Sea Breeze Court
- Robin Risley**, Cascade Hasson Sotheby's International
- Sonya Agnello**, Pelican Brewing Co.
- Ashlee Gilbertson**, USBank
- Mike Morgan**, Tallwoods

Destination Management Organization Work in 2025



Travel Oregon and OCVA Leadership

Travel Oregon and Oregon Coast Visitors Association have made accessibility a core part of destination stewardship along the Oregon Coast. Through statewide partnerships with Wheel the World and targeted coastal investments, they funded accessibility assessments in Cannon Beach and Seaside, hosted workshops and TravelAbility learning sessions, and elevated this work at the Governor’s Conference on Tourism and the People’s Coast Summit. Their coordinated effort ensures accessibility is not an add-on, but a long-term strategy that strengthens coastal communities.

Cannon Beach Implementation

In partnership with these regional efforts and the City of Cannon Beach, the Cannon Beach Chamber and DMO helped bring accessibility to life locally. We supported Wheel the World destination assessments to provide verified accessibility information for trip planning, and implemented Mobi-Mats to create stable beach pathways for visitors using mobility devices, families with strollers, and others who benefit from improved access. Together, these initiatives reflect our commitment to making Cannon Beach welcoming, inclusive, and accessible for everyone.



Cannon Beach OR
2024-25 Annual Campaign

Campaign Run Dates: 11.05.24 - 05.25.25 | Report Period: 11.05.24 - 12.31.25
Attribution Mileage: 50 - 3794 mile radius | Attribution Reflects: 11.12.24 - 12.31.25

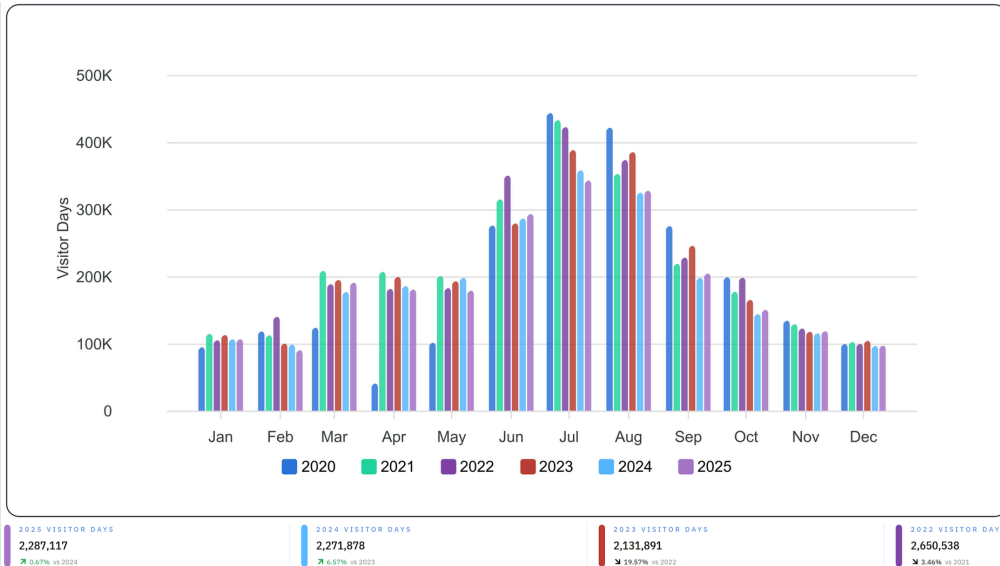
Attribution		Campaign Impact		
Destination	Total Trips / Visits 18,627 Est. Campaign Impact \$4,735,915	TRIPS 18,627	EST. CAMPAIGN IMPACT \$4,735,915	EST. ROAS \$157.90: \$1
Cannon Beach	Total Trips / Visits 17,598 Est. Campaign Impact \$4,474,292	Traditional KPIs		
Hotels	Est. Room Nights 14,000 Est. Campaign Impact \$4,900,000	TOTAL IMPRESSIONS 2,473,882	TOTAL CLICKS 3,879	TOTAL SPEND \$29,992.36
Attribution reflects visitation between 11.12.24 - 12.31.25		AVG DISPLAY CTR 0.17% Benchmark: 0.12%-0.18%	AVG VCR/ACR 75.57% Benchmark: 75%	TOTAL VIDEO/AUDIO COMPLETES 479,527
		— 0% compared to benchmark		

Datafy Campaign Performance

Datafy is a destination marketing attribution platform that measures how our digital advertising converts into real-world visitation using privacy-compliant location data. The dashboard shows attributed trips, estimated economic impact, return on ad spend, hotel room night impact, and traditional marketing metrics such as impressions and clicks. In short, it demonstrates that our marketing dollars are driving measurable visitation and economic activity to Cannon Beach.

Datafy Multi-Year Visitor Trends

The visitor chart displays total monthly visitation from 2020 through 2025, allowing us to compare year-over-year performance. It highlights seasonal trends, post-pandemic recovery, and continued strength as a year-round destination. This data helps guide strategic planning, seasonal programming, and responsible marketing investments on behalf of our members and our community.



Visitor Information Center Statistics

Month	Year	Walk-Ins	Info Calls	Lodging Calls	Magazines Mailed	Reloc. & Misc Inquiries	Email Magazine Requests	Boxes Picked up at VIC	Boxes Shipped from VIC
January	2025	417	706	706	102	1	164	0	0
February	2025	315	508	218	6	1	300	6	36
March	2025	679	426	286	507	1	297	58	91
Fiscal 3rd Qtr		1,411	1,640	1,210	615	3	761	64	127
April	2025	924	569	244	170	0	139	13.25	0
May	2025	1,245						11	
June	2025	2,120						25.25	
Fiscal 4th Qtr		4,289	569	244	170	0	139	49.5	0
July	2025	1,725	1,163	498	178	0	172	35.5	0
August	2025	1,555	862	574	157	2	150	15.5	1
September	2025	1,764	852	459	108	2	105	22	
Fiscal 1st Qtr		5,044	2,877	1,531	443	4	427	73	1
October	2025	1,081	471	202	70	1	66	11	0
November	2025	520	635	272	51	1	46	2	0
December	2025	474	332	142	46	1	50	7	4
Fiscal 2nd Qtr		2,075	1,438	616	167	3	162	20	4
2024/2025 Fiscal YTD		14,380	5,755	2,975	1,380	14	1,474	178	132
Calendar 2025 YTD		12,819	6,524	3,601	1,395	10	1,489	207	132

Chamber of Commerce and City Partnership for the Destination Management Organization

The Cannon Beach Chamber of Commerce serves as the City's contracted Destination Management Organization under the Promotion Program agreement. Through this partnership, the Chamber leads tourism promotion efforts, manages the Visitor Information Center, supports community events, and delivers required reporting and accountability to the City.

Funding for this work comes from a dedicated portion of Transient Room Tax revenues, ensuring tourism dollars are reinvested directly into marketing and visitor services that support local businesses and the broader community. This structure provides a clear framework for delivering destination management services while aligning with City priorities.

The City has requested discussions regarding potential modifications to the DMO contract. Those discussions are expected to take place soon as part of the ongoing coordination between the Chamber and the City.

Our goal remains clear:

To strengthen the partnership, maintain financial stability, protect tourism funding, and ensure that Cannon Beach continues to benefit from a well-managed, accountable, and forward-thinking destination management program.

We look forward to engaging in these discussions in a constructive and transparent manner that supports the long-term success of our businesses and community.