



# Media Strategies

Helping DMOs connect with measured results

Jan. 18, 2024



**HERE**  
**IS OREGON**

**A celebration of  
the best living  
in Oregon.**





# Powered by The Oregonian/OregonLive

We're building on the strength of the teams, tools and audiences of The Oregonian/OregonLive sharing the stories of our communities since 1850.





# Largest in the Northwest<sup>1</sup>

We reach 65% of people  
in Oregon & SW Washington<sup>2</sup>

We are the #5 most used website in  
the Portland market<sup>3</sup>

There's Google, Facebook, Google  
Maps, and Instagram, then us

1. comScore, Feb. 2023; 2. Scarborough 2023 R2 print reach and Google Analytics Q4 2023 monthly avg.;  
unique visitors = non-duplicated; Portland DMA (27 counties); Target: A18+; 3. Scarborough 2023 R2:  
Portland-Area (Clackamas, Multnomah or Washington counties); Target: A18+ and visited apps /websites or  
used past 30 days.

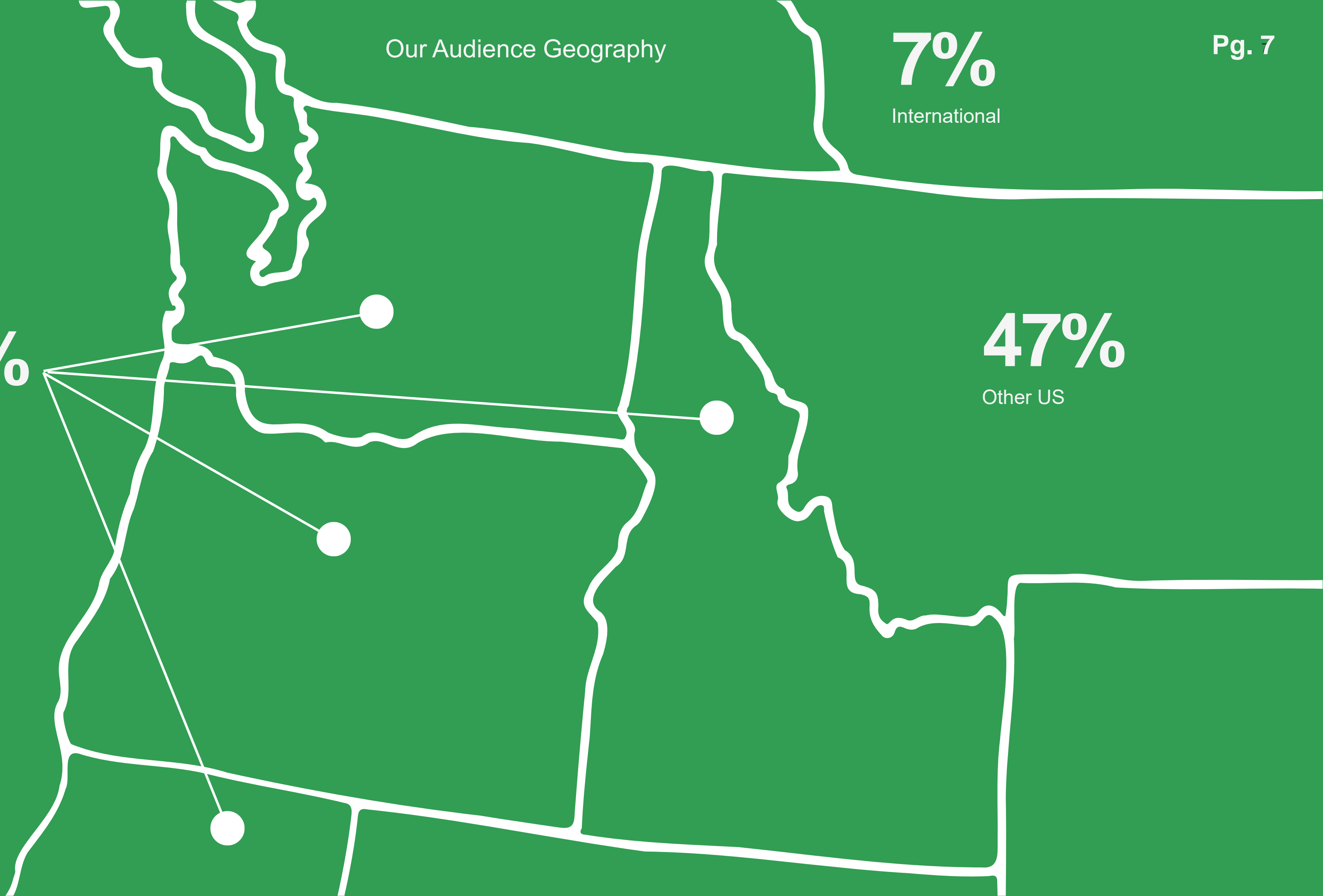


# Our Audience Geography

**7%**  
International

**46%**  
PNW + CA

**47%**  
Other US





# Share the good.

Here is Oregon is a place to lift and celebrate.

To catalyze leaders together to drive economic recovery and reconnection.

Join us in building from the ground up, stories of the people, the places, the experiences and the diversity of culture and skills that inspire innovation and build community.



↗ BRAND GROWTH<sup>1</sup>

3.2 million

Avg. Monthly Reach  
+21% YoY

13 million

Avg. Monthly Impressions  
+6% YoY

🎵 📺 📷 🐦 📺 SOCIAL @HEREISOREGON<sup>2</sup>

156,951

Total Followers  
+88.8% YoY

91%

Engagement Rate  
+1.5% YoY

11.1%

Avg. Monthly Growth

✉ EMAIL WEEKLY NEWSLETTER<sup>3</sup>

20,903

Subscribers

26.2%

Avg. Open Rate

3.2%

Click Thru Rate

Source: 1. Google Analytics, Dash Hudson, Sprout Social, & Meta Business Suite, ACE, events, Jan. 2022 – Dec. 2023; 2. @HereisOregon Social media accounts, Jan. 2022 – Dec. 2023; 3. SailThru, Jan. 2022 – Dec. 2023. 4. Google Analytics, Dash Hudson, Sprout Social, & Meta Business Suite, Jan. 2022 – Dec. 2023

📰 HERE IS OREGON STORIES<sup>4</sup>

1.9 million

Avg. Content Reach/Month  
+76% YoY

5.7 million

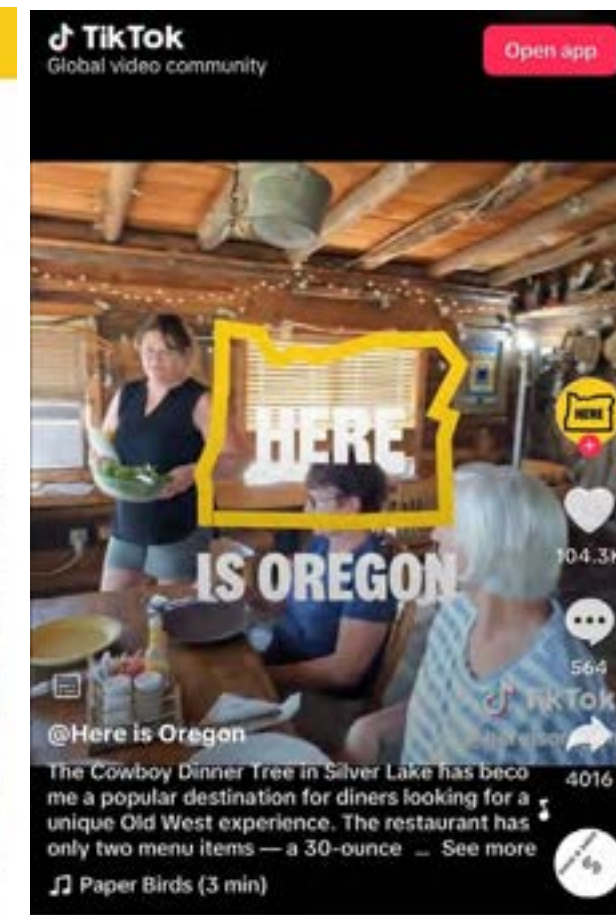
Avg. Content Impressions/Month  
+111% YoY

TOP CONTENT

Top Story  
(72,763 pageviews)



Top Video  
(1,451,932 views on TikTok)



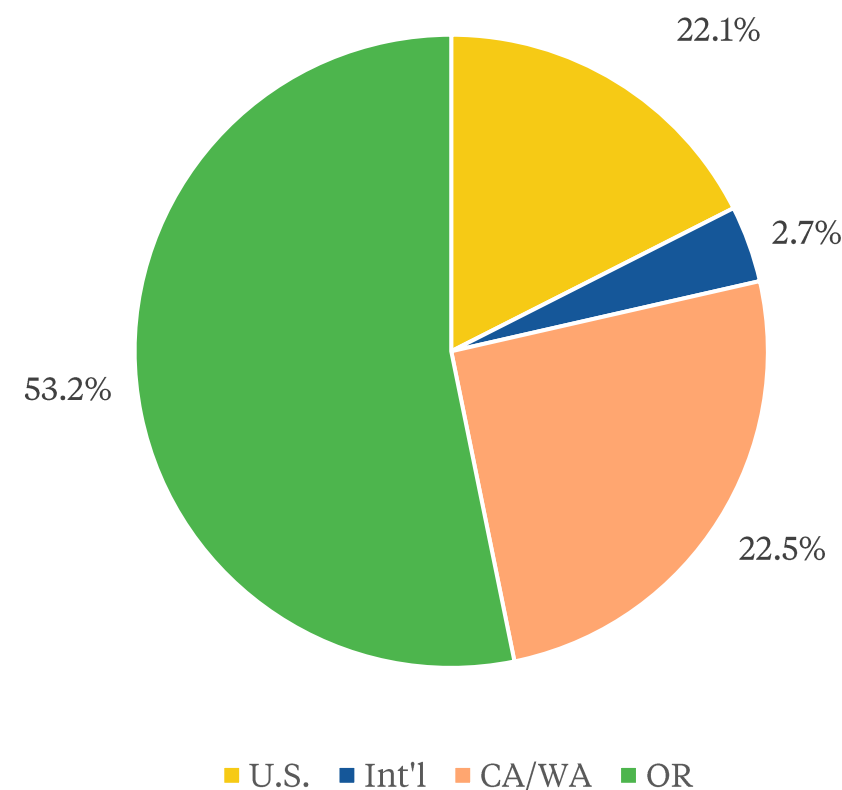
Top Social  
(23,064 engagements)



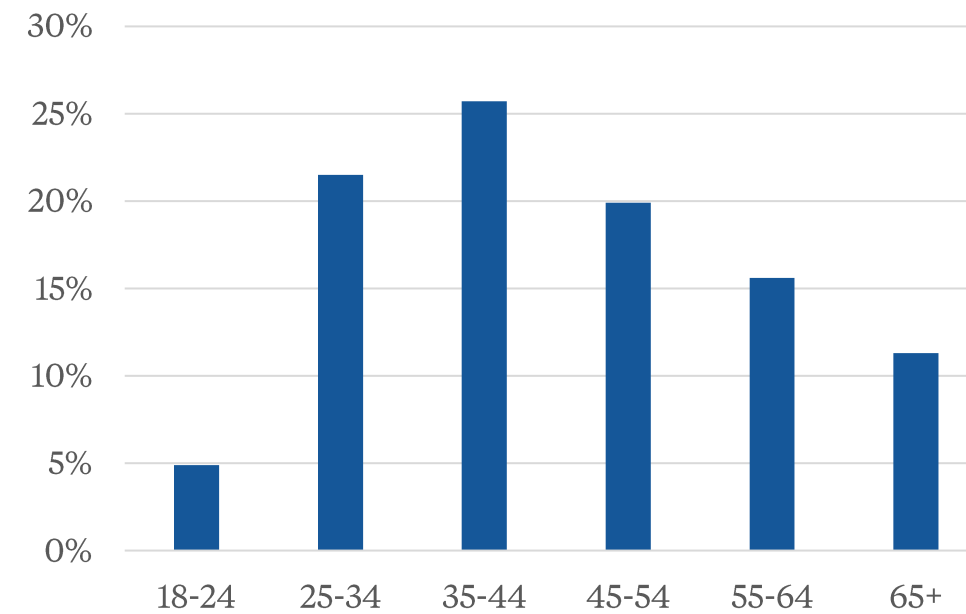
564 Comments



## Users by Geography<sup>1</sup>

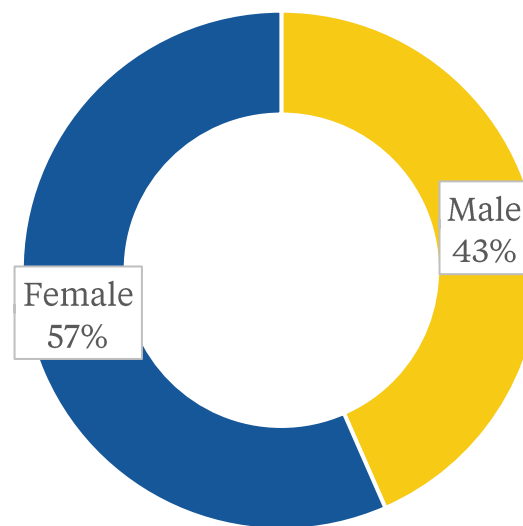


## Audience Age/Gender<sup>2</sup>



## Top Segments<sup>1</sup>

1. Home Décor / Gardens
2. Real Estate / Residential For Sale, Houses For Sale, Preowned Homes For Sale
3. Apparel & Accessories/Women's apparel
4. Travel/Trips by Destinations/Trips to North America
5. Real Estate / Residential For Sale, Houses For Sale, Preowned Homes For Sale
6. Travel/Hotels & Accommodations
7. Gifts & Occasions/Gift Baskets
8. Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
9. Gifts & Occasions/Holidays Items & Decorations
10. Financial Services/Investment Services



# 1,150,486

Users, HereisOregon.com, 2023

+128.01% YoY / 88.9% New Users



# Beyond Advertising

Here is Oregon works with more than 216 event organizers and nonprofits throughout the state. Our community partnerships are designed to help elevate awareness and build engagement for Oregonians in every region.

We directly support Black Business Association of Oregon, Oregon Business and Industry, Oregon Restaurant Lodging Alliance, Oregon Zoo, Partners in Diversity, SMART Reading, SOLVE, Sport Oregon and Special Olympics Oregon.



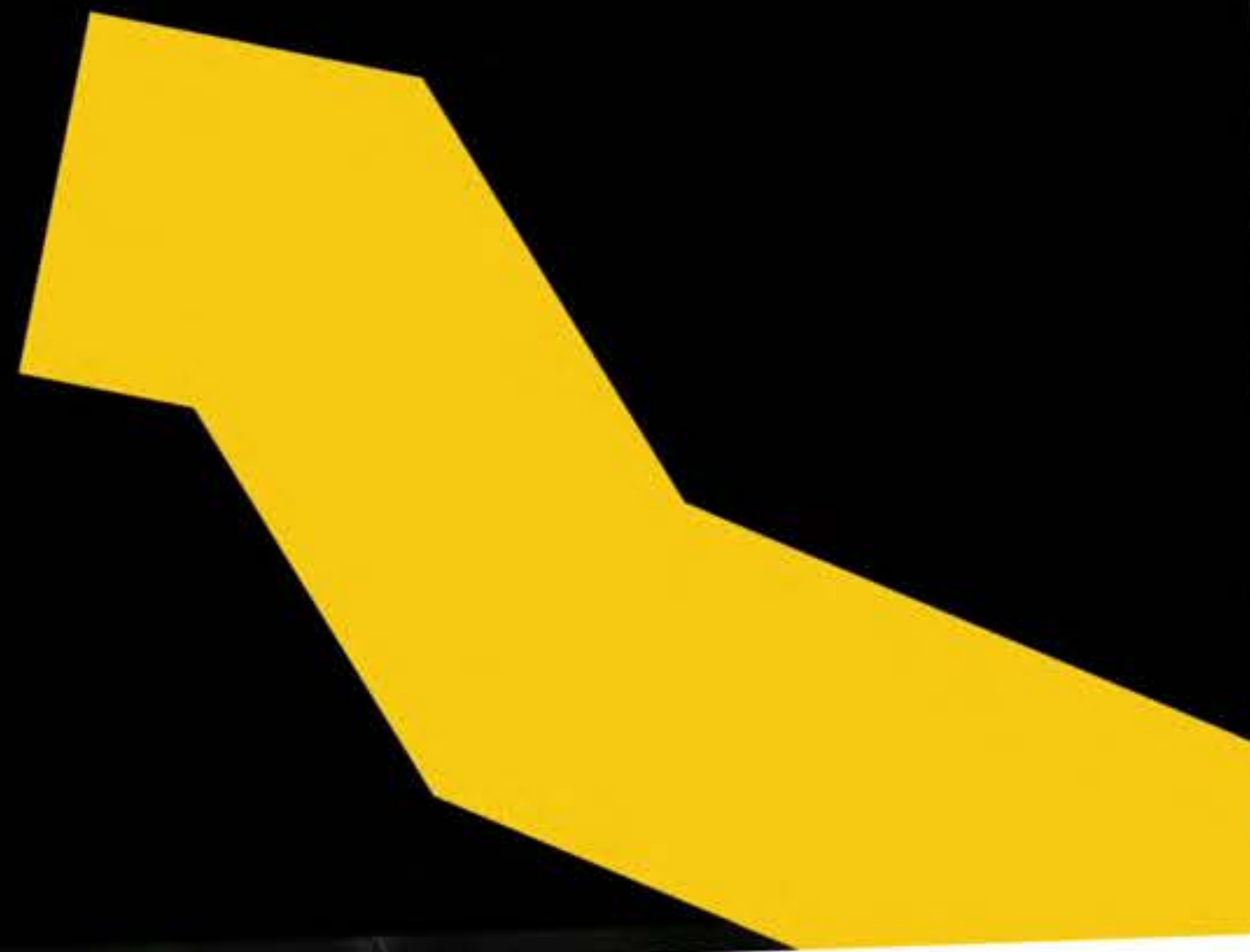


# Thanks to our supporters!

adidas America Inc.  
Bendfilm Festival  
Blue Mountain Community College  
Bricks need Mortar  
Cake Hoopla  
City of Canby  
City of Lake Oswego  
City of West Linn  
Daimani  
Downtown Portland  
Eastern Oregon University  
EC Electric  
Fred Meyer Local  
GreenSavoree Portland, LLC  
Home Builders Association  
Juneteenth Oregon  
Lake Oswego Festival Of Arts  
La-Z-Boy  
Life Flight Network  
Mt. Hood and the Columbia River Gorge Tourism Alliance  
Noah Events, LLC  
Northwest Draft Technicians  
Northwest Framing

Northwest Framing  
NW Natural  
NW Wine Shuttle  
OHSU  
Old Mill District  
One Motorcycle Show  
Oregon '22  
Oregon Business and Industry  
Oregon Cultural Trust  
Oregon Heritage Commission  
Oregon Lottery  
Oregon Potters Association  
Oregon Shakespeare Festival  
Oregon Tourism Commission dba Travel Oregon  
Oregon Wine Board  
Oregon's Adventure Coast  
Oregon's Mt. Hood Territory  
PacificSource  
Partners in Diversity  
Pelican Brewing  
Portland Cider Company  
Portland Coffee Roasters  
Portland Metro Association of Realtors  
Portland Rose Festival

Portland Spirit  
Portland Timbers  
Portland Track  
Portland Winter Light Festival  
Prosper Portland  
Providence Foundation  
Quail Ridge Golf Course  
Rick's Custom Fencing  
Rip City Management  
Royal Sonesta Portland  
Shaniko Wool Company  
SOLVE  
Special Olympics Oregon  
Subaru of America, Inc. Portland Zone  
TEDx Portland  
TrackTown USA  
Travel Pendleton  
Travel Portland  
Tsingtao  
Visit Grants Pass  
Walla Walla Sweet Onion  
Waterfront Blues Festival  
Western Governors University





# Destinations





# Leaders in destination marketing

**We use data-driven insights to create personalized marketing campaigns that deliver results**

Our team of experts offers over 20 years of experience helping destinations, hotels, museums, attractions and other travel-related organizations reach their goals. We are committed to open and honest reporting of our metrics so you can see exactly how your campaign will perform.





# Leaders in destination marketing

## Omni-channel strategies

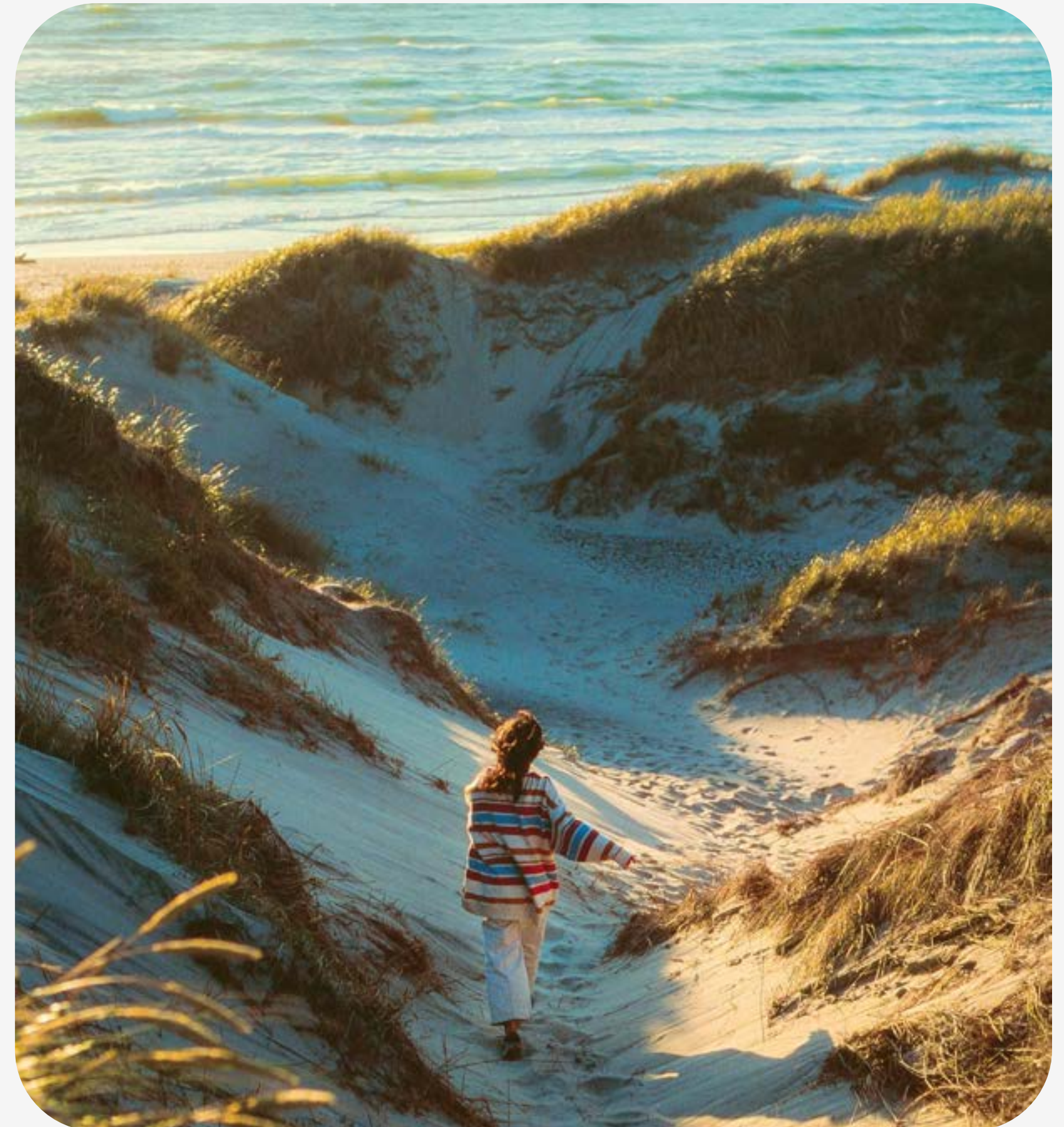
We build strategies that showcase your brand on a variety of platforms. Whether that's Meta, Google, YouTube, Spotify or OregonLive, our custom campaign strategies showcase your brand and drive results.

## Audience engagement

Your story is unique. Your advertising campaign will be too. Pairing our sophisticated technology alongside engaging visuals and creative messaging, we're able to elicit action from your target audience.

## Exceptional results

Analytics and testing are the keys to success. Our team uses A/B testing, data analysis and your feedback to continually optimize campaigns. Our process drives results. Just ask our clients.



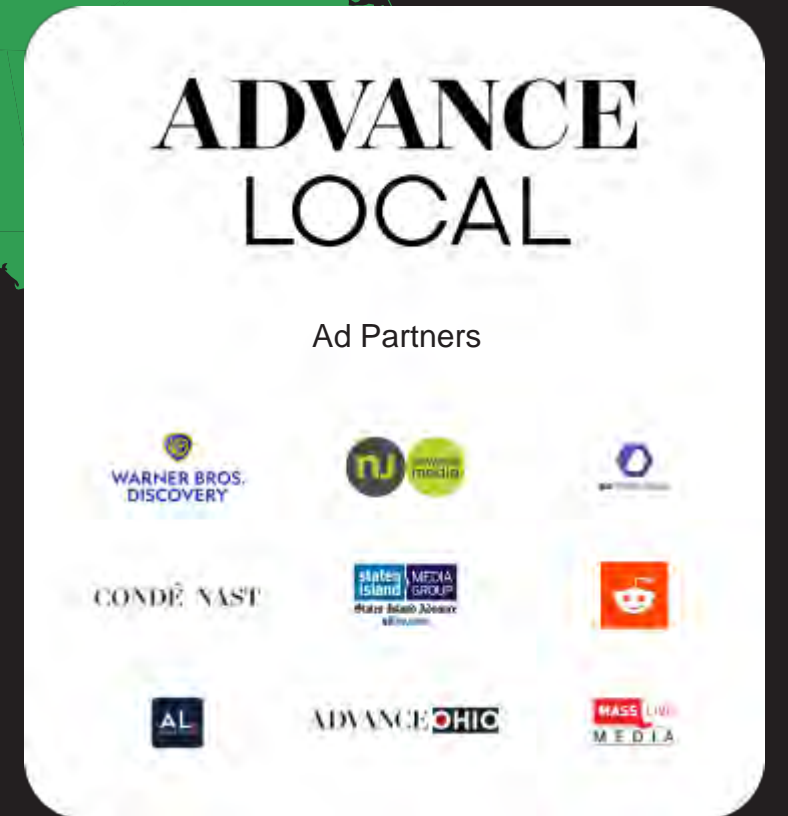


The latest digital marketing solutions

# National Resources

Oregonian Media Group is part of Advance Local Media, a leading digital media and marketing group operating in more than 20 cities across the U.S. Combined, we reach more than 52+ million people each month across our award-winning publishing platforms.

Our clients have access to the latest digital marketing resources. We are a Google Premiere Partner, Microsoft Solutions Partners, Meta Business Partner, and Spotify Advertising partner, representing the top 3% of digital agencies in the U.S.







# Our approach to destination marketing

We craft audience-first marketing strategies that guide travelers from discovery to memories. To book and share, we must engage and inspire them through dream and plan.

## Dream

**Awareness:** We will build brand awareness, increase brand credibility and create excitement in the “dream” phase.

## Plan

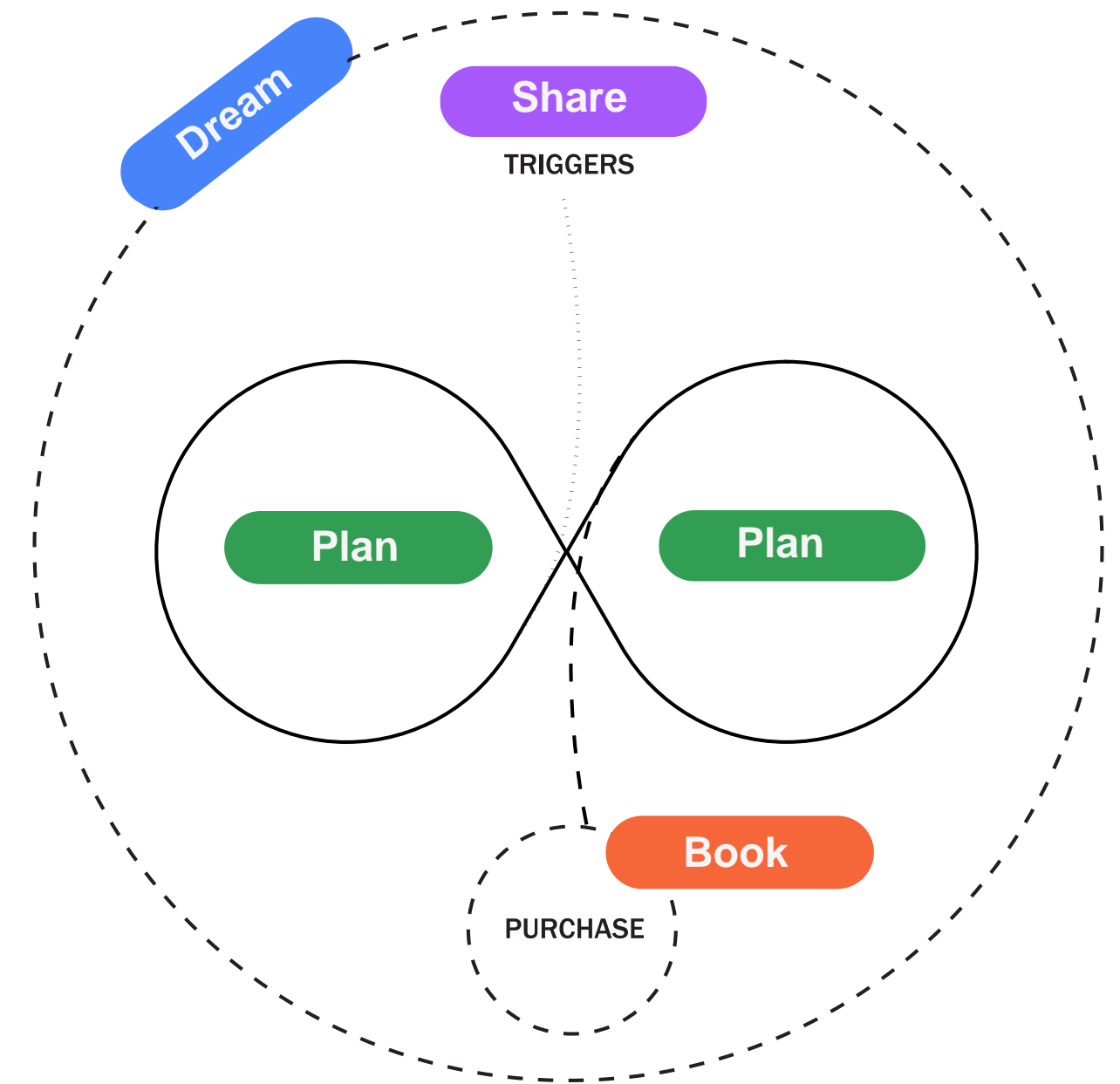
**Consideration:** We will showcase your unique offerings in the plan phase, engaging consumers with stories, strong visuals and itineraries.

## Book

**Conversion:** Consumers are ready to book their travel plans and we will be there with strong calls to action.

## Share

**Triggers:** We will engage travelers in the share phase with assets they need and want – content and visuals.





# Our approach to destination marketing

## Dream

**Awareness:** People must be aware of your business and what you offer to buy from you instead of a competitor.

**Key Metrics:**  
Served Impressions  
In-View Time • Total Exposure  
Ad Completion % • Heat Maps  
Views • View Rate

## Plan

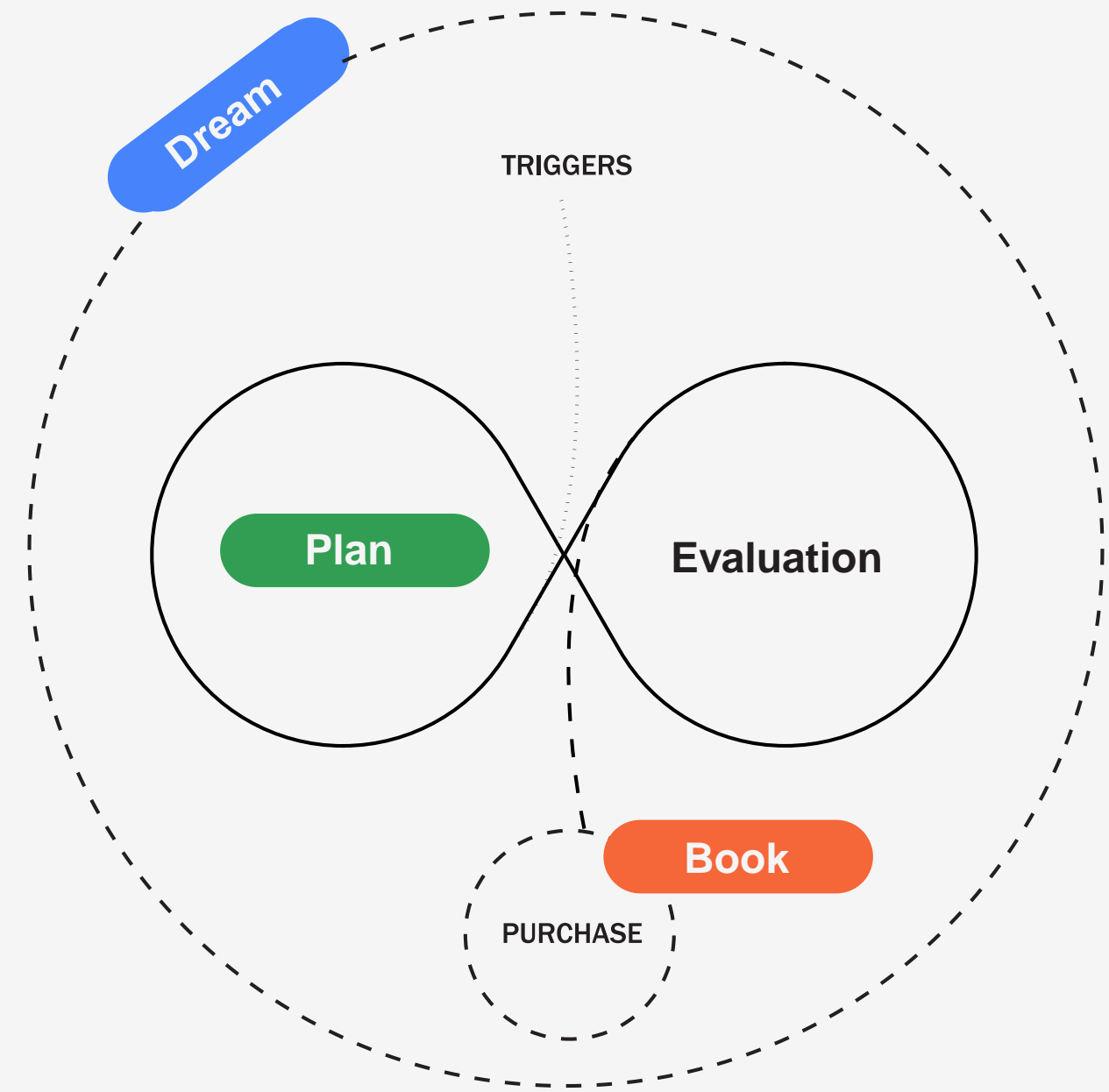
**Consideration:** People may know of your business and products but don't understand the true value of buying from you, so they buy from a competitor.

**Key Metrics:**  
Likes • Comments • Shares  
Opens • Views • Clicks • CTR  
View Through Conversions • Average time on article  
Click to Article • Session Duration

## Book

**Conversion:** People must be able to conveniently find you when they are looking to buy from you or a competitor.

**Key Metrics:**  
**Hotel Bookings • Brochure Downloads • Phone Calls •**  
Emails Captured • Pixels Fired • Clicks / Taps on Map • In-Store Visits • Return on Ad Spend • eCommerce Purchase





# Campaign steps

**Dream** →

**Break through:** Visibility unlocks opportunity. Become a known brand.

Digital Display →

Streaming Video (OTT) & Digital Audio →

Print Advertising →

Sponsor Content →

Video Advertising (YouTube & Pre-Roll) →

**Plan** →

**Attract:** Guide audiences to your expertise when they are searching.

Paid Social Media →

Search Engine Optimization (SEO) →

**Book** →

**For Impact & Action:** When potential customers are ready to buy, are you visible?

Search Engine Marketing (SEM) →

Recruitment →

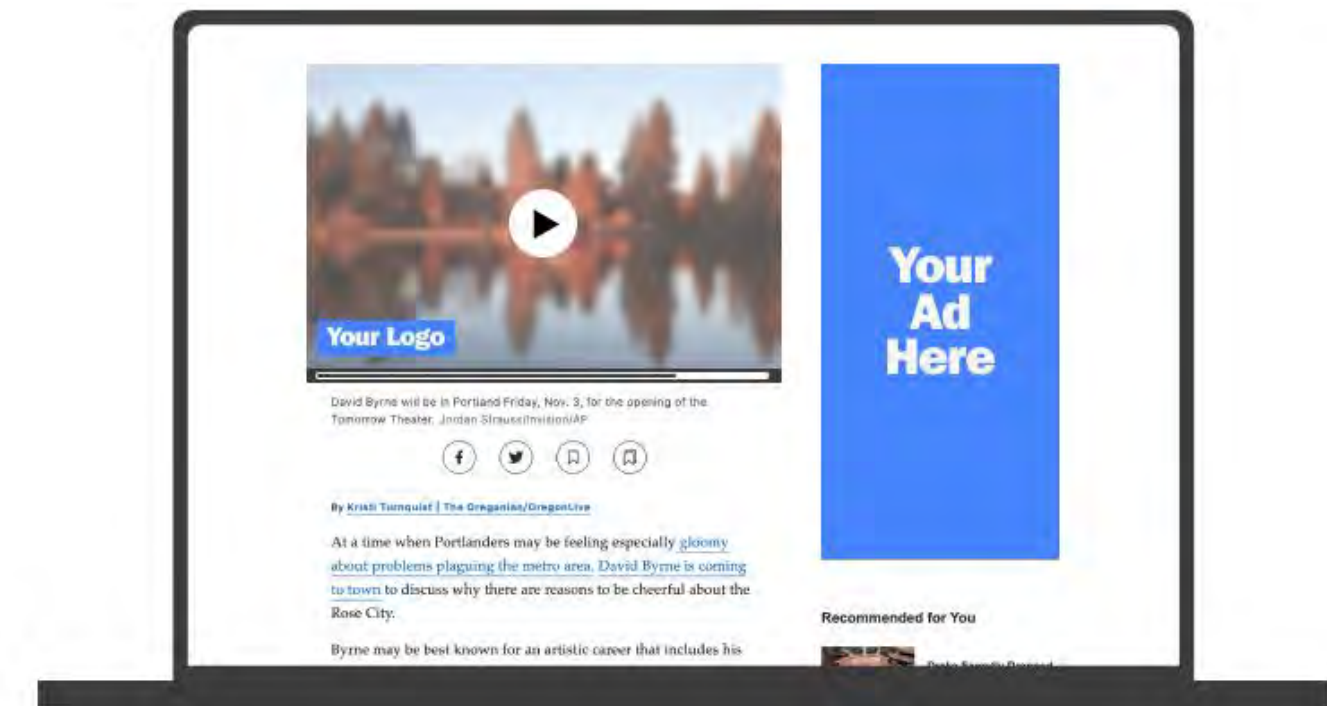


# Extension Opportunities

## Target feeder markets

Extend your campaign beyond local media to target out of state attendees. Custom targeting strategies for places such as Vancouver, B.C., Northern California, Seattle DMA, Idaho, etc.

- Performance Display
- Search Engine Marketing
- OTT
- Digital Out of Home
- YouTube TrueView
- Direct text messaging

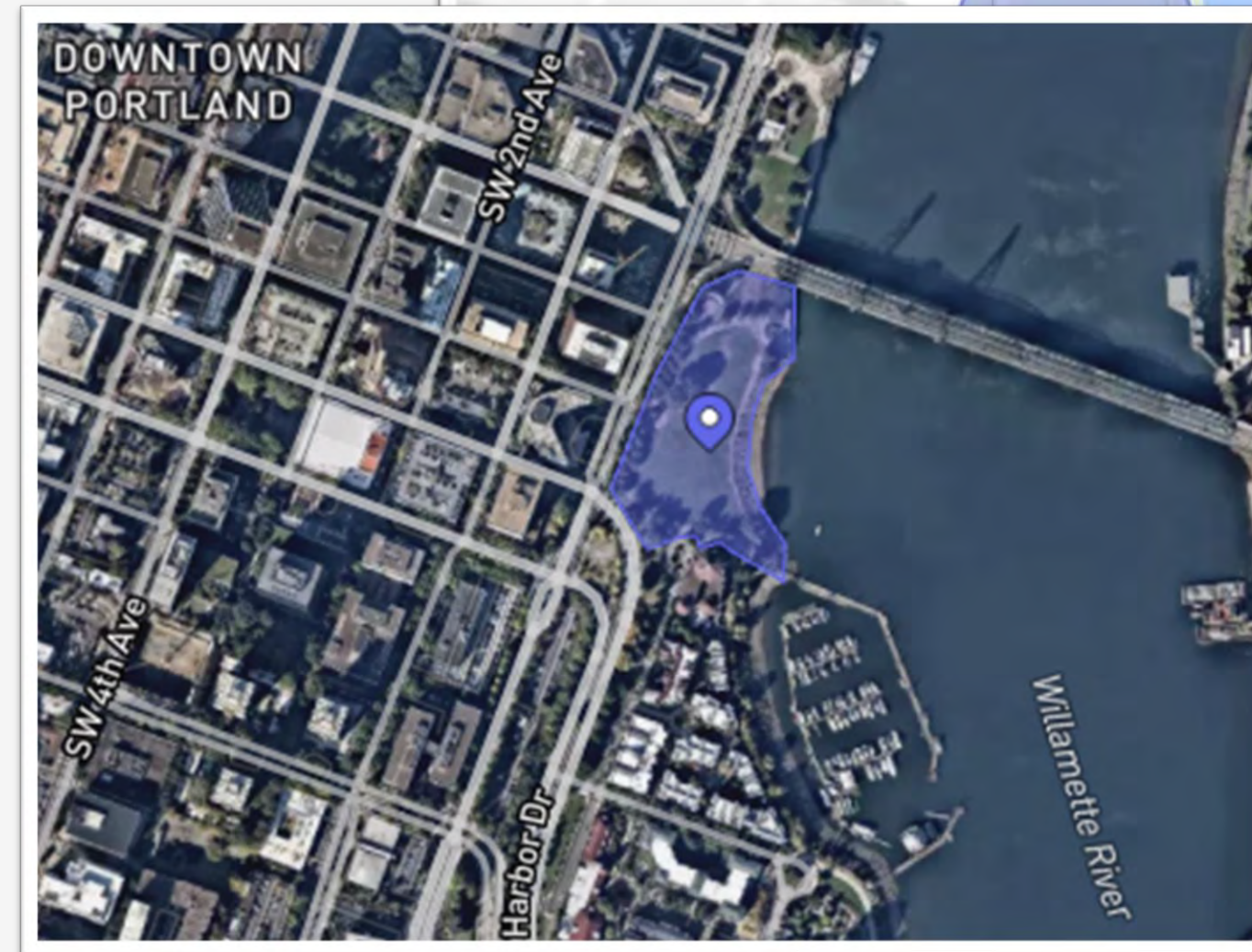
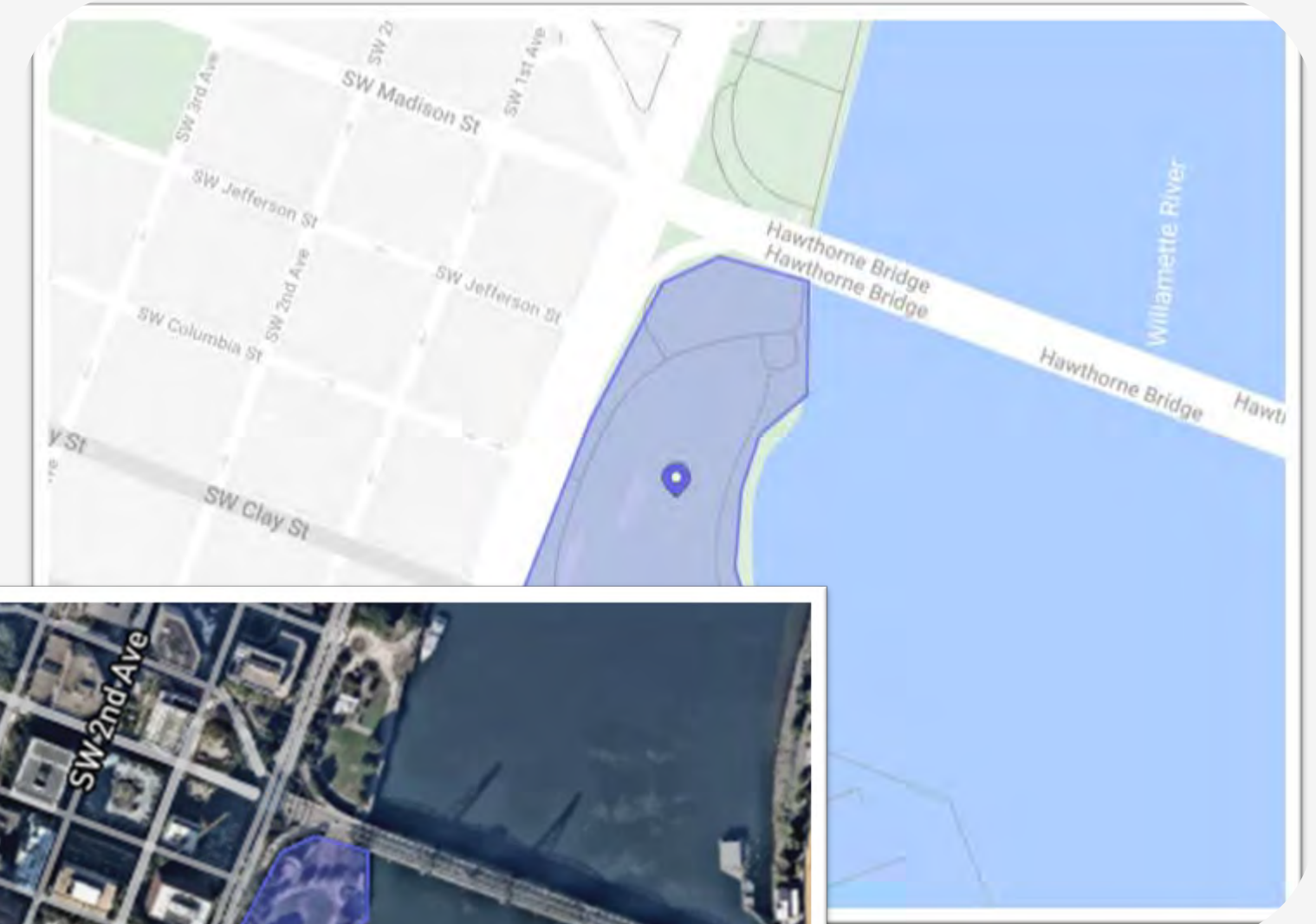




# Campaign strategy defined by data

## Example: Mobile Analytics Data

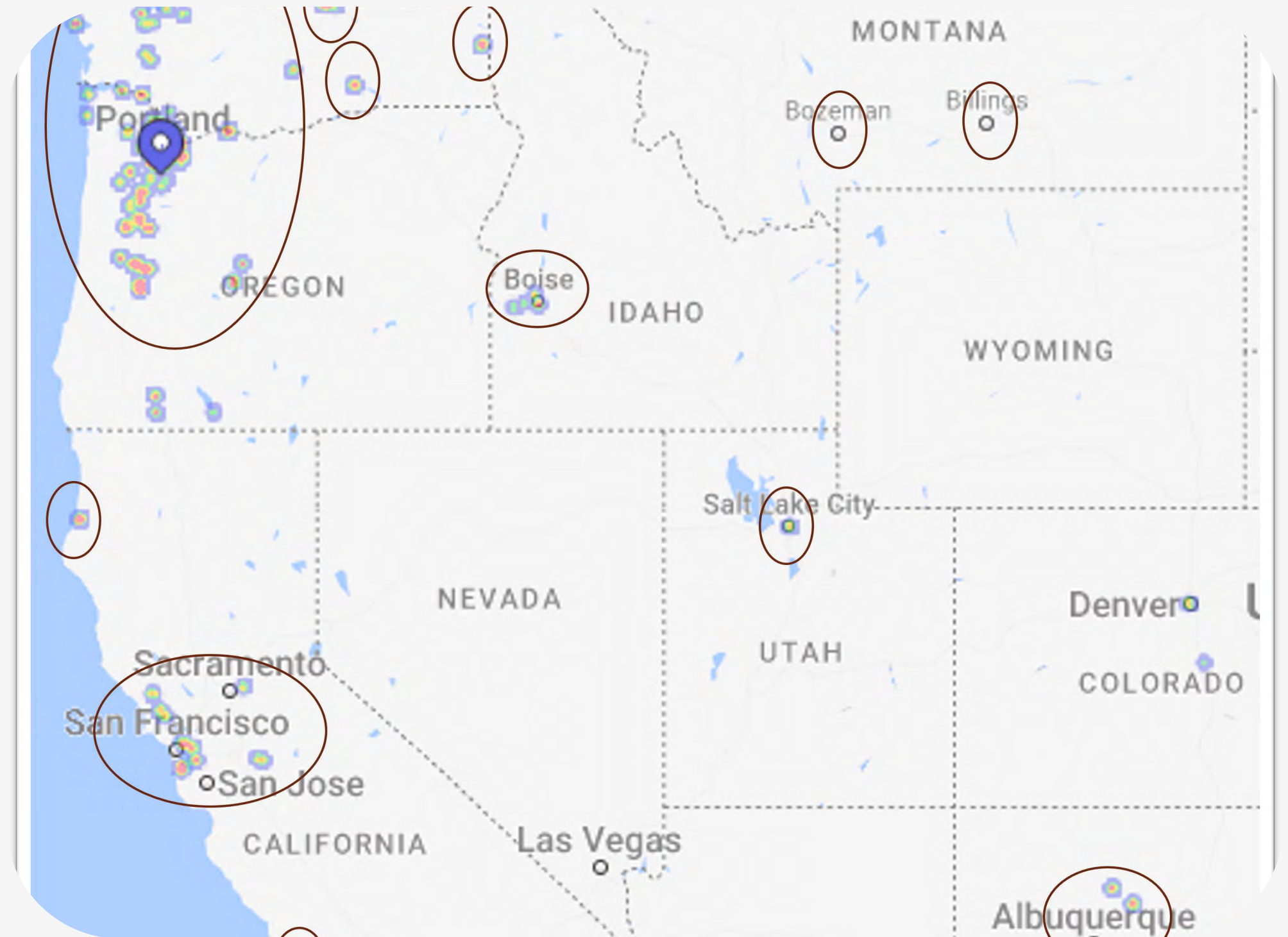
Using custom tools such as Placer AI to better understand the visitor's journey to major events.



# Campaign strategy defined by data

## Example: Mobile Analytics Data

- 14.49% of attendees traveled 250+ miles.
- 24.26% traveled 100+ miles.
- 56.75% traveled < 10 miles.

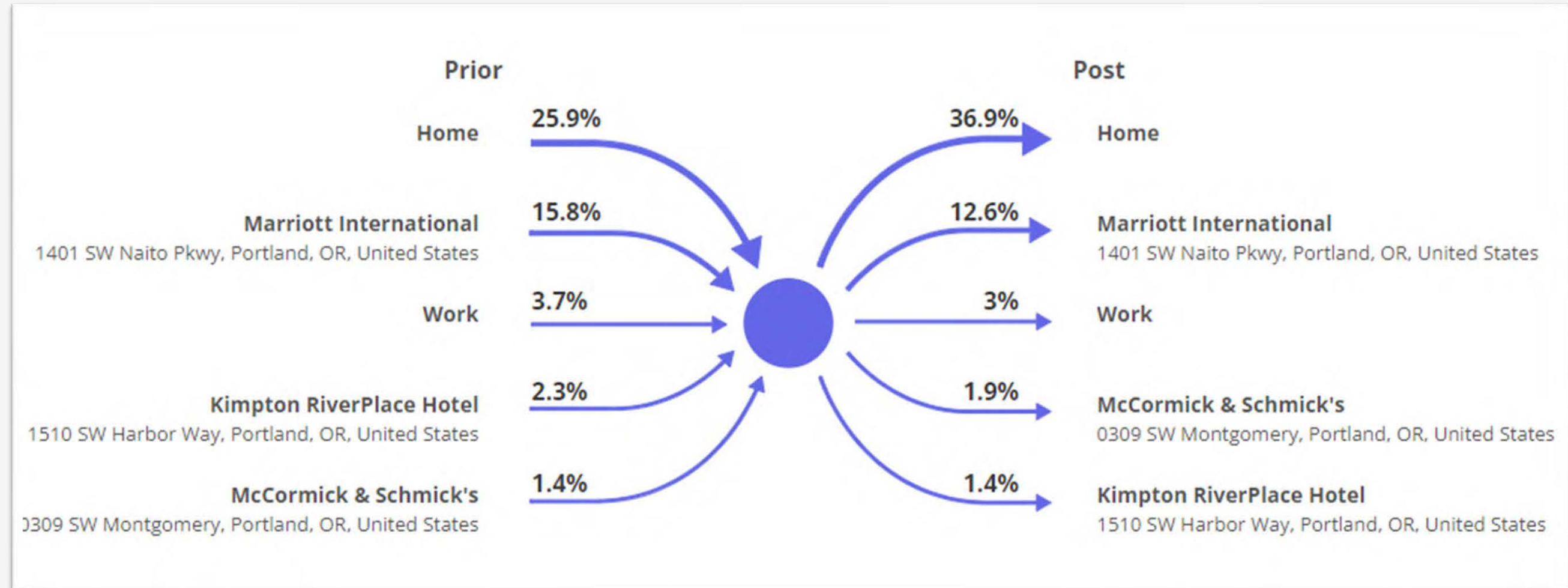




# Campaign strategy defined by data

## Visitor Journey

Understand where visitors came from before attending the event and where they went after.





# Examples & Insights





**Historic Fun Throughout Oregon**  
Does your community event qualify to be an Oregon Heritage Tradition?



Sponsor Content

## Fall and winter bring a wonderland of historic Oregon events

By Oregon Heritage Commission  
August 23, 2023 at 04:01 AM



Based on the Beaver State, there are historic festivals and events that have been part of our cultural heritage for decades, sometimes over a century. (Courtesy: Oregon Heritage Commission.)

It may not feel like it now, but fall is just around the corner in Oregon and that means cooler weather, autumnal festivities and nature putting on one of the most spectacular shows of the year.

**Here in the Beaver State, there are historic festivals and events that have been part of our cultural heritage for decades, sometimes over a century.**

The [Oregon Heritage Tradition designation](#) recognizes community events that are more than 50



SPONSOR CONTENT

### Fall and winter bring a wonderland of historic Oregon events

By Oregon Heritage Commission

It may not feel like it now, but fall is just around the corner in Oregon and that means cooler weather, autumnal festivities and nature putting on one of the most spectacular shows of the year.

Here in the Beaver State, there are historic festivals and events that have been part of our cultural heritage for decades, sometimes over a century.

The Oregon Heritage Tradition designation recognizes community events that are more than 50 years old, reflect Oregon's unique character and have become associated with what it means to be an Oregonian.

The Happy Campers Night Show of the Pendleton Round-Up has been celebrated by generations of all ages since 1933. In 2023, the Oregon Legislature declared Happy Campers the state's official rodeo program and Wild West Show. Happy Campers is scheduled for Sept. 14-16.

The Happy Campers Program has shown depicting the settling of the American West, beginning with a portrayal of the Indigenous culture before the early arrival of colonization. Followed by the arrival of Lewis and Clark, public education of the pioneers of the Oregon Trail, the show concludes with a reenactment of a frontier town's wildling town street in sleep. The colorful program takes you into the past to relive the experiences of the West's beginning. Tickets are available now for Sept. 14-16.

Don't miss other fantastic festivities like the Pendleton Round-Up located on Sept. 29 for the 100th Anniversary Festival on Sept. 12 - Oct. 3. You can celebrate the 10th annual Portland Green Festival on Oct. 6 - 8 and catch the Portland Oktoberfest Parade from Dec. 1 - 3.

Wild west, Christmas breads, and potato lovers — Oregon has it all. Learn more on [HereIsOregon.com](#) or scan the QR code.




Share your updates with us! [HereIsOregon.com/community](#)



## Oregon Heritage Commission

Celebrate Oregon history in fall and winter. (Sponsor Content / Oregon Heritage Commission)

**Historic Fun Throughout Oregon**  
Does your community event qualify to be an Oregon Heritage Tradition?



Sponsor Content

## Fall and winter bring a wonderland of historic Oregon events


By Oregon Heritage Commission

It may not feel like it now, but fall is just around the corner in Oregon and that means cooler weather, autumnal festivities and nature putting on one of the most spectacular shows of the year.

Here in the Beaver State, there are historic festivals and events that have been part of our cultural heritage for decades, sometimes over a century.

The Oregon Heritage Tradition designation recognizes community events that are more than 50 years old, reflect Oregon's unique character and have become associated with what it means to be an Oregonian. To learn more about the unique historical Oregon events near you, visit [here: bit.ly/3Paztjb](#)

The Oregon Heritage Commission is a proud supporter of #HereIsOregon #ad



**Historic Fun Throughout Oregon**  
Does your community event qualify to be an Oregon Heritage Tradition?

nature putting on one of the most spectacular shows of the year.

Here in the Beaver State, there are historic festivals and events that have been part of our cultural heritage for decades, sometimes over a century.

The Oregon Heritage Tradition designation recognizes community events that are more than 50 years old, reflect Oregon's unique character and have become associated with what it means to be an Oregonian.

After six decades, The Greek Festival has become one of the largest festivals of its kind, sharing their Greek Orthodox faith and rich culture with more than 15,000 guests annually.

Celebrate Oregon history in fall and winter

1:12 PM · Aug 24, 2023 · 243 Views





Sponsor Content

## Good beer backed by good community

By NW Draft Technicians

June 12, 2023 at 04:01 AM



NW Draft Technicians at McMenasins (Courtesy: NW Draft Technicians)

A round of beers, without a doubt, has brought more than just a good group together — it has the power to change neighborhoods too.



### Community Updates

- 1 It's time to be inspired! Register for Good Design 2023
- 2 Getting your kid a library card, here are the benefits
- 3 Back-to-back concerts at the Clackamas County Fairgrounds bring lots of happy faces

### Latest

- 1 New Siskiyou Crest Festival offers free hikes, talks, art displays and concerts this weekend
- 2 Erie Wines offers a license to chill
- 3 Yelp ranked the top 100 ice cream shops, but this iconic Oregon location is missing



**Good beer backed by good community**  
By NW Draft Technicians

A round of beers, without a doubt, has brought more than just a good group together — it has the power to change neighborhoods too.

This includes local favorites like McMenasins, Breakside Brewery and Oakshire Brewing.

According to NW Draft Technician Manager Nick Klein, each location makes their clientele feel important and cared for, with custom beerware design that makes the systems look attractive for customer transparency and style.

"Northwest Draft works with all three of these breweries to install high-quality draft systems that pour high yield, low waste and retain creases' reverse through dispensing systems," said Klein, whose team has worked with McMenasins and their draft systems for nine years.

He recommends their (Substrata) IPA, for its combination of Ruby beer mixed with their classic Dredford or Stout.

"Breakside does a really good job focusing on putting their taproom in areas that are easy to locate for tourists and neighbors alike," said Klein.

Breakside continues to focus on community with discounts for neighbors and high quality products. It's a neighborhood environment that allows & thrives on it.

Oakshire Brewing is big on community involvement. In their taproom and Portland locations, they offer local kitchen and food operations for other taprooms to feed hungry beer lovers. They also care about quality.

That quality reflects in the way their business is run as much as it Oakshire. Klein recommends their Citrusy IPA, one of his favorites.

Travel across Oregon to learn more and to check it out from our website [www.nwdrafttechnicians.com](https://www.nwdrafttechnicians.com) or scan the QR code.

**NW Draft Technicians**  
*Good beer backed by good community (Sponsor Content / NW Draft Technicians)*

**Here is Oregon**  
about a month ago

For Northwest Draft Technician Manager Nick Klein, a clean-tasting, quality beer is only as good as the place that serves it.

"Without partners like McMenasins, Breakside and Oakshire it would be a lot harder to do what we do," said Klein. "Our clients allow us to elevate ourselves to the level that we're operating at."

To learn more about how delicious beer builds community, visit our site here: [bit.ly/42J2ypD](https://bit.ly/42J2ypD)..... See more — with Northwest Draft Technicians.

About this partnership

**Good beer backed by good community**  
By NW Draft Technicians





# Destination Partner packages

## Custom packages, data-driven results

Marketing opportunities from the teams at [The Oregonian/OregonLive](#) and [Here is Oregon](#) designed to maximize return on investment to help you reach your targeted audiences.

- **Awareness Packages**
- **Event Shakers Package**
- **Featured Story**
- **Destination Video**
- **Extension Opportunities**





# Awareness Package: Oregon's Adventure Coast

**152,806**

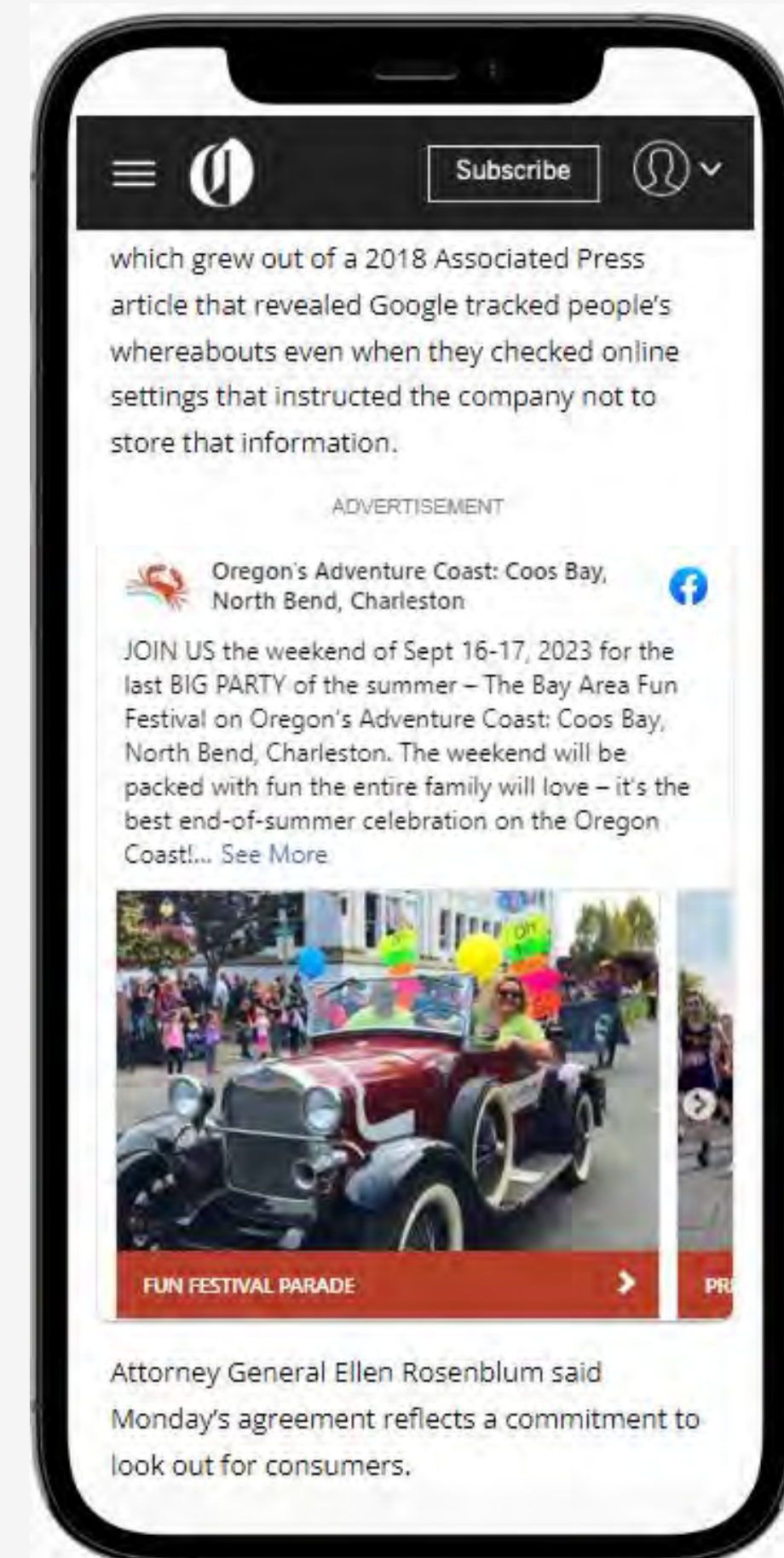
Impressions (web only)

**1,499**

Clicks

**0.98%**

Click thru rate (CTR)



# Awareness Package: Oregon's Adventure Coast

112,154

Impressions (web only)

1,304

Clicks


1.16%

Click thru rate (CTR)

**BUSINESS**

## This quirky Portland hardware store says its 48th year could be its last

Updated: Aug. 20, 2023 5:51 p.m. | Published: Aug. 20, 2023 7:51 p.m.



**Hippo Hardware & Trading Co.**


By [Janet Eastman](#) | [The Oregonian/OregonLive](#)

No one passes by [Hippo Hardware & Trading Co.](#) on Portland's busy East Burnside Street without taking a second look.

**Recommended for You**

**Oregon's Adventure Coast: Coos Bay, North Bend, Charleston**

The Mii-Luck Salmon Celebration (Sept 8-10, 2023) is a fun-filled, weekend festival celebrating Native American and Coquille Indian Tribal culture. Experience a Traditional Pit Salmon Bake Meal! This event features canoe races, vendors and crafts, and live entertainment with authentic native... See More





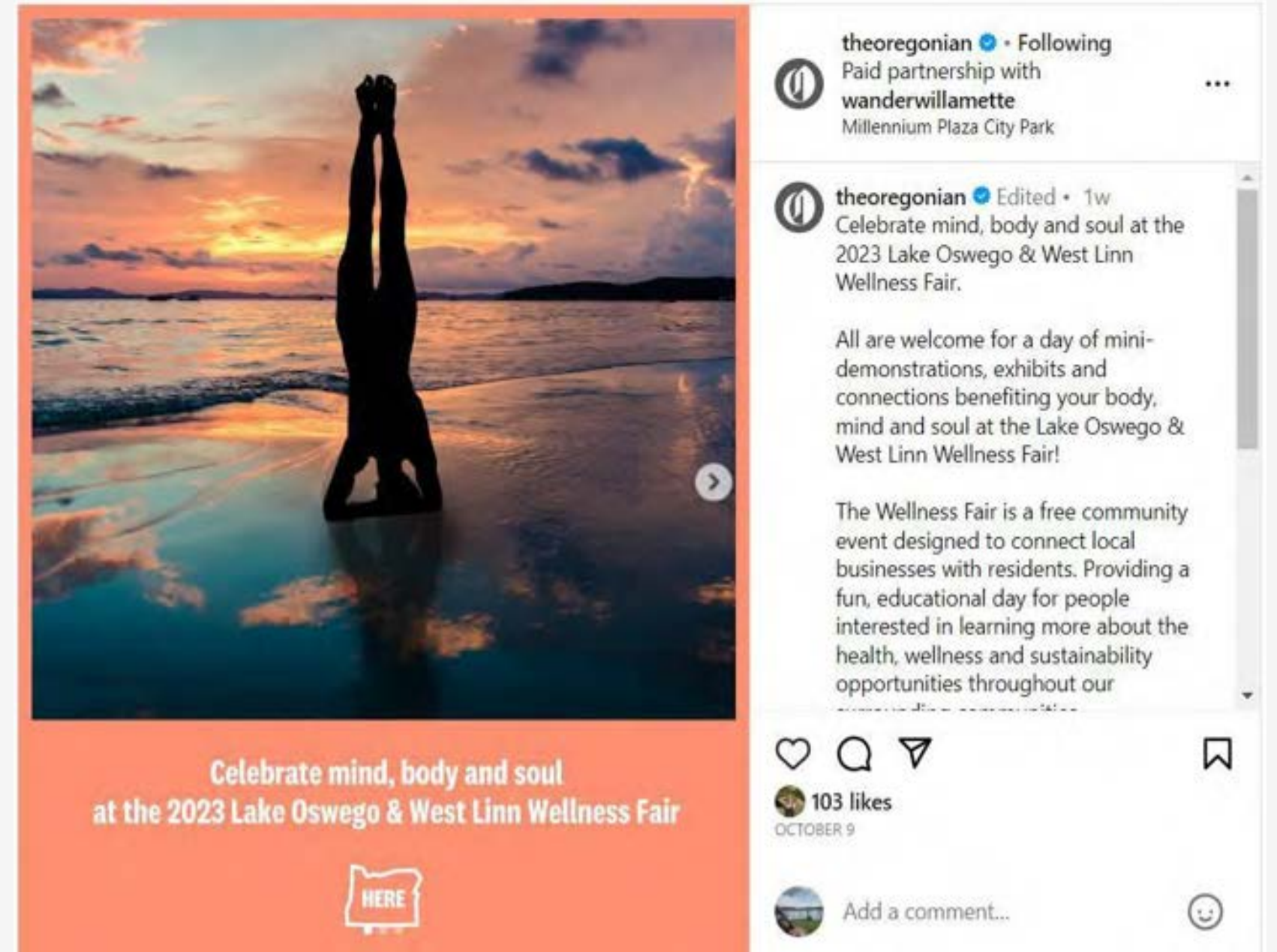
# Event Shaker: Wander Willamette

# 165,206

Reach (social, print & email)

# 492

Engagements (clicks, likes & shares)



# Event Shaker: Wander Willamette



Celebrate mind, body and soul at the 2023 Lake Oswego & West Linn Wellness Fair

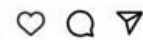


theoregonian • Following  
Paid partnership with wanderwillamette  
Millennium Plaza City Park

theoregonian • Edited • 1w  
Celebrate mind, body and soul at the 2023 Lake Oswego & West Linn Wellness Fair.

All are welcome for a day of mini-demonstrations, exhibits and connections benefiting your body, mind and soul at the Lake Oswego & West Linn Wellness Fair!

The Wellness Fair is a free community event designed to connect local businesses with residents. Providing a fun, educational day for people interested in learning more about the health, wellness and sustainability opportunities throughout our surrounding communities.



103 likes  
OCTOBER 9

Add a comment...

**The Oregonian with Wander Willamette: Dine and Shop Local.**  
Paid Partnership · October 9 at 12:00 PM · 🌐

Celebrate mind, body and soul at the 2023 Lake Oswego & West Linn Wellness Fair.

All are welcome for a day of mini-demonstrations, exhibits and connections benefiting your body, mind and soul at the Lake Oswego & West Linn Wellness Fair!

The Wellness Fair is a free community event designed to connect local businesses with residents. Providing a fun, educational day for people interested in learning more about the health, wellness and sustainability opportunities throughout our surrounding communities.

**EVENT DETAILS:**  
Saturday, Oct. 14, 10 a.m.-2 p.m.  
Millennium Plaza Park: 200 1st St.  
Lake Oswego, OR 97034

Learn more about this wellness event here: [https://bit.ly/3Q3s8QP?utm\\_campaign=theoregonian\\_sl...](https://bit.ly/3Q3s8QP?utm_campaign=theoregonian_sl...)

This is a paid partnership between Wander Willamette: Dine and Shop Local and The Oregonian.



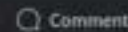
All are welcome for a day of mini-demonstrations, exhibits and connections benefiting your body, mind and soul at the Lake Oswego & West Linn Wellness Fair!

The Wellness Fair is a free community event designed to connect local businesses with residents. Providing a fun, educational day for people interested in learning more about the health, wellness and sustainability opportunities throughout our surrounding communities.

EVENT DETAILS

Bre Johnson and 15 others

1 share



**Here Is Oregon with Wander Willamette: Dine and Shop Local.**  
Paid Partnership · October 10 at 9:00 AM · 🌐

Celebrate mind, body and soul at the 2023 Lake Oswego & West Linn Wellness Fair.

All are welcome for a day of mini-demonstrations, exhibits and connections benefiting your body, mind and soul at the Lake Oswego & West Linn Wellness Fair!

The Wellness Fair is a free community event designed to connect local businesses with residents. Providing a fun, educational day for people interested in learning more about the health, wellness and sustainability opportunities throughout our surrounding communities.

**EVENT DETAILS:**  
Saturday, Oct. 14, 10 a.m.-2 p.m.  
Millennium Plaza Park: 200 1st St.  
Lake Oswego, OR 97034

Learn more about this wellness event here: [https://bit.ly/3Q3s8QP?utm\\_campaign=hereisoregon\\_sl...](https://bit.ly/3Q3s8QP?utm_campaign=hereisoregon_sl...)

Wander Willamette: Dine and Shop Local is a proud supporter of #HereIsOregon.



All are welcome for a day of mini-demonstrations, exhibits and connections benefiting your body, mind and soul at the Lake Oswego & West Linn Wellness Fair!

The Wellness Fair is a free community event designed to connect local businesses with residents. Providing a fun, educational day for people interested in learning more about the health, wellness and sustainability opportunities throughout our surrounding communities.



Photo: Mark Grayson | The Oregonian/OregonLive

### PHOTO OF THE WEEK @HEREISOREGON

The Native American Youth and Family Center's 11th Annual Neetchokiloo Powwow kicked off in Northeast Portland Saturday, Sept. 16, 2023. This year, the event doubled as a celebration of the organization's Land Back accomplishment.

### SPONSOR EVENT

#### Celebrate mind, body and soul at the 2023 Lake Oswego & West Linn Wellness Fair

The fair is a free community event on Saturday, Oct. 14. It'll be a fun, educational day for anyone interested in learning about the health, wellness and sustainability in the surrounding communities.



#### Dine the Couve in Vancouver, WA, this October with unbeatable dining specials

October is dining month in Vancouver, WA, and Dine the Couve is the best way to try new restaurants and dishes. Plus, you're supporting your local favorites. Download the free mobile-friendly pass and choose from over 30 participating restaurants throughout the city.



### COMMUNITY EVENTS

#### Top 5 haunted houses for the family

By Oregon Kid

Spooky season is here, and you know what that means, right? It's the best time to go looking for a haunted house! Check Oregon Kid's top five picks



## Wander Willamette

The **181**e Oswego & West Linn Wellness Fair is a fun and free way to learn about wellness and sustainability. (Sponsor Content / Wander Willamette)



Celebrate mind, body and soul at the 2023 Lake Oswego & West Linn Wellness Fair



hereisoregon • Following  
Paid partnership with wanderwillamette

hereisoregon • 1w  
Celebrate mind, body and soul at the 2023 Lake Oswego & West Linn Wellness Fair.

All are welcome for a day of mini-demonstrations, exhibits and connections benefiting your body, mind and soul at the Lake Oswego & West Linn Wellness Fair!

The Wellness Fair is a free community event designed to connect local businesses with residents. Providing a fun, educational day for people interested in learning more about the health, wellness and sustainability opportunities throughout our surrounding communities.



23 likes  
7 days ago

Add a comment...





# Featured Story: Women-Owned Businesses

# 238,516

Impressions (web, print & email)

# 11,956

Reach (social)

# 492

Engagements

The screenshot shows a website article with the following elements:

- Header:** "ENGAGE WITH OUR LAKE OSWEGO & WEST LINN BUSINESS RECOVERY CENTER & WANDER WILLAMETTE WOMAN-OWNED SMALL BUSINESS MAP VISIT WANDERWILLAMETTE.COM TO EXPLORE & DISCOVER EXCEPTIONAL BUSINESSES NEAR YOU!"
- Sponsor Content:** "Support women-owned businesses with this new interactive map"
- By:** Business Recovery Center Wander Willamette
- Date:** October 16, 2023 at 03:00 PM
- Main Image:** A group photo of approximately 15 women standing outdoors in front of a building.
- Text:** "October is Women-Owned Business Month, which gives shoppers a great reason to explore more than 200 locations on the new, interactive Wander Willamette map." This October, while the crisp fall air gets you craving all things pumpkin spice, look for a treat at a local establishment like [Willamette Coffee House](#), [Kyra's Bake Shop](#) or [Sesame Donuts](#). Not only will you be shopping small, but you'll be supporting a woman-owned business. You can quickly find these local, female-led businesses by using [Wander Willamette](#), a new,
- Video Thumbnail:** "Oregon's cranberry capital is 'epica... HERE Oregon Cranberries"
- Community Updates:**
  1. Say Hey! smiles seen at PCC campus
  2. Oregon Association of Nurseries announces six Friends of Nurseries awards
  3. Fun fashion at the Portland Cheese and Meat Festival
- Latest:**
  1. A record baby beaver joins wildlife at Bend's High Desert Museum
  2. Get free parking at Oregon, Washington parks on day after Thanksgiving
  3. Bridging Voices choir offers crescendo of hope for queer and trans youth: Season of Sharing 2023
- Footer:** "WOMAN OWNED SMALL BUSINESS" logo and "OCTOBER is National Women in Small Business Month! CLICK HERE to explore and discover the premier small businesses throughout Lake Oswego & West Linn!"







# Featured Story: Women-Owned Businesses

**Sponsor Content**



By Business Recovery Center Wander Willamette

**Support women-owned businesses with this new interactive map**


**WOMAN-OWNED SMALL BUSINESS MAP**  
VISIT WANDERWILLAMETTE.COM TO EXPLORE & DISCOVER EXCEPTIONAL BUSINESSES NEAR YOU!

Sponsor Content

**Support women-owned businesses with this new interactive map**

By Business Recovery Center Wander Willamette

October 16, 2023 at 03:00 PM



**Community Updates**

1. Say Hey! under us at PCC campus
2. Oregon Association of Nurses announces six Friends of Nurses awards
3. Fun festival at the Portland Cheese and Meat Festival

**Latest**

1. A record baby boom joins wildlife at Bond's High Desert Museum
2. Get free parking at Oregon, Washington parks on day after Thanksgiving
3. Bridging voices choir offers crescendo of hope for queer and trans youth

**Season of Sharing 2023**

**WOMAN OWNED SMALL BUSINESS**

**October is National Women in Small Business Month! CHECK, RELE, to explore and discover the women-owned businesses throughout Lake Oswego & West Linn!**

This October, while the crisp fall air gets you craving all things pumpkin spice, look for a treat at a local establishment like [Willamette Coffee House](#), [Kyra's Bake Shop](#) or [Sesame Donuts](#). Not only will you be shopping small, but you'll be supporting a woman-owned business.

You can quickly find these local, female-led businesses by using [Wander Willamette](#), a new,

**WOMAN-OWNED CONTENT**

**How to celebrate women-owned businesses this October**

By Business Recovery Center Wander Willamette

This October, while the crisp fall air gets you craving all things pumpkin spice, look for a treat at a local establishment like [Willamette Coffee House](#), [Kyra's Bake Shop](#) or [Sesame Donuts](#). Not only will you be shopping small, but you'll be supporting a woman-owned business.

You can quickly find these local, female-led businesses by using [Wander Willamette](#), a new, online interactive tool designed to help you find local businesses. The map is a new, online interactive tool designed to help you find local businesses. The map is a new, online interactive tool designed to help you find local businesses.

Shopping with diversity is an ethical imperative.

The map is a new, online interactive tool designed to help you find local businesses. The map is a new, online interactive tool designed to help you find local businesses.

October is Women-Owned Business Month, which gives us a great opportunity to explore some of the best women-owned businesses in our area. We've compiled a list of some of the best women-owned businesses in our area.

Another way the [Wander Willamette](#) map is helping to strengthen the community is through its "Join" filter. Supporting a woman-owned business might mean joining the team.

No matter which business you explore throughout West Linn and Lake Oswego, you're guaranteed to find a really great place to see you and share all their hard work.

Celebrate diversity every day on [WanderWillamette.com](#) or scan the QR code.

**WOMAN-OWNED CONTENT**

**Meet the face of soccer in Portland**

By Scott Brown

Meet Julie Whitaker, Takekawa Hangaifit C. Co. CEO. All business owners know that it's not just about the product, it's about the people. Julie is a woman-owned business owner in Portland, Oregon. She is a woman-owned business owner in Portland, Oregon. She is a woman-owned business owner in Portland, Oregon.

Julie, who grew up in Alaska, Oregon, graduated from the University of Oregon in 1996 with a Bachelor's degree in Journalism and Public Service. Shortly after graduation, Julie set off for the East Coast to make her mark in the professional world. This journey led her to Washington, D.C., where she worked for several years with a focus on the Special Access to the President and Deputy Director of Scheduling for the Clinton administration and diversity after working for the Clinton Center for Strategic Policy's first year in the United States. Ready to further her career, Julie made the decision to return to her hometown of Lake Oswego, Oregon, to start her own business.

"My first job was at a law firm called, Covington and Burling, and one of their biggest clients was the NFL," she shares.

This experience in the world of corporate sports led Julie to start her own company with the NFL, where she worked as the league's diversity and inclusion and special events director.

Despite the challenges she faced, Julie's love for the sport led her to start her own business. She decided to start a sport utility vehicle repair shop. The shop is now a success.

Julie has been successful through her own Oregon journey, and she will continue to make the sport utility vehicle repair shop a success. She will continue to make the sport utility vehicle repair shop a success.

Head over to [WanderWillamette.com](#) or scan the QR code.

hereisoregon • Follow

Paid partnership with wanderwillamette



hereisoregon Edited • 4w

Celebrate Women-Owned Business Month by shopping local! Wander Willamette is a new interactive map that helps you find local businesses owned by women, minorities, veterans and more.

The map is helping Lake Oswego and West Linn businesses recover from the pandemic. Looking for a new place to eat? Need a haircut? Finally starting therapy? Want a new career? Wander Willamette will help you discover local restaurants, shops, services and jobs at small businesses across the region.

Start browsing the map today by clicking the link in our bio.

40 likes

OCTOBER 16

Add a comment...

**Support women-owned businesses with this new interactive map**

**HERE**



**Business Recovery Center**

How to [celebrate women-owned businesses](#) this October. (Sponsor Content / Business Recovery Center for Lake Oswego and West Linn)





# Destination Video: Oregon's Adventure Coast

**37,895**

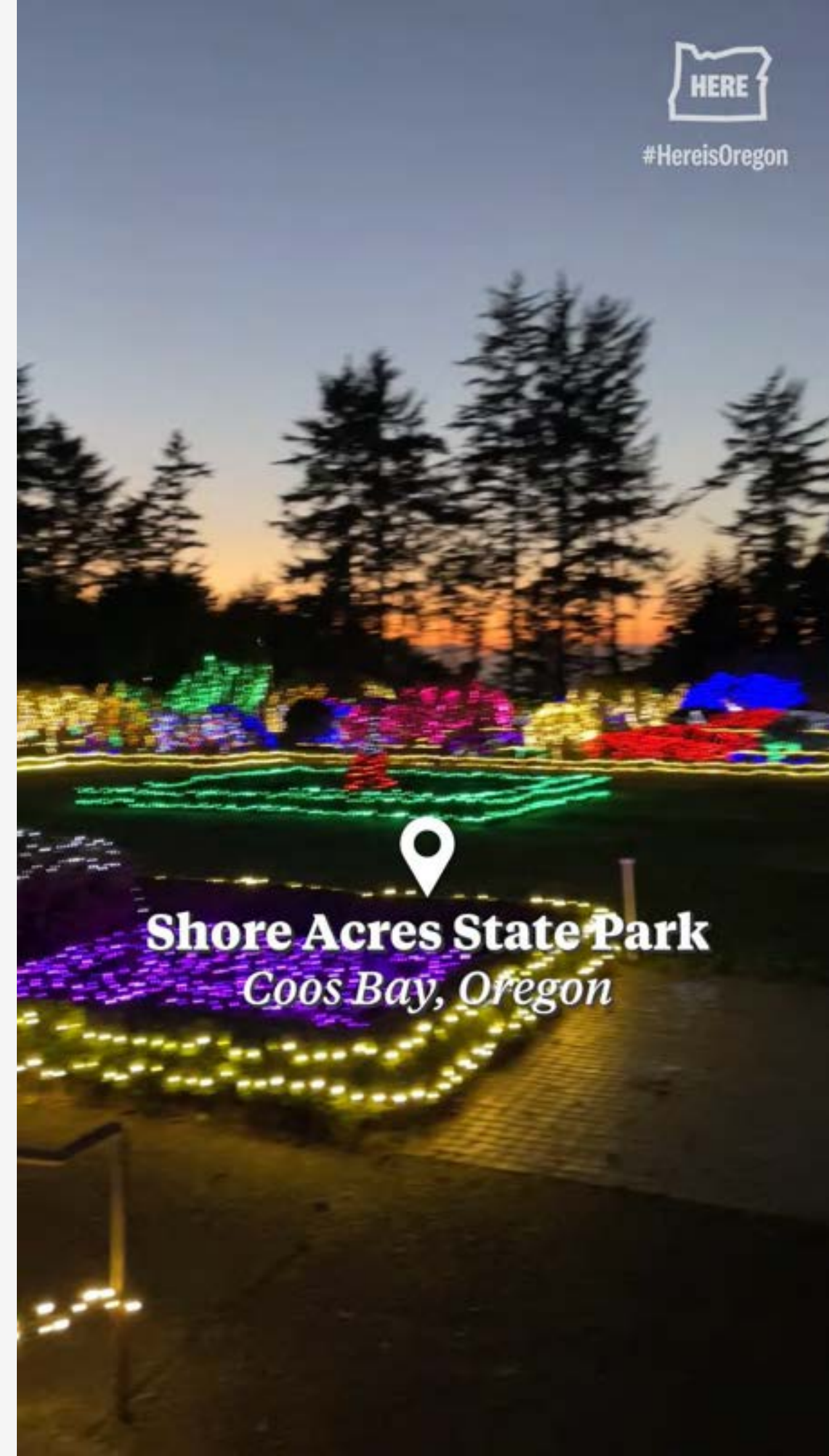
Reach

---

**21,842**

Engagements (clicks, likes & shares)

---





# Destination Video: Oregon Wine Board

**199,762**

Reach

---

**1,305**

Engagements

---



# Destination Video: Oregon Wine Board



HERE IN OREGON DESTINATIONS

### Where to find hidden little lakes in Clatsop State Forest

The Coast Range forest is home to several small lakes found at the end of quiet hiking trails

*Janice Hale* The Oregonian/OregonLive

You may have made it out to Clatsop Lake, but Sogopone Lake? Maybe not. Oregon is known for its many natural lakes and reservoirs, from beautiful spots in the Cascade Mountains to a darker lake in the desert. But while people flock to these spots every season, nobody few visit the little lakes tucked away in the Clatsop State Forest.

Typically, it makes sense. While each of these four Clatsop State Forest lakes is protected by the Oregon Department of Forestry as a destination in its own right, with designated trails leading through the Coast Range forest, some are particularly spectacular natural attractions. Classified as "secret" lakes, they're not on the map.

With so many incredible lakes to visit around Oregon, why give any of these spots the time of day? The answer is not in the destination but in the journey to get there.

Let's go off any ideas you may have about spending "a day at the lake" and focus instead on what these lakes have to offer: quiet trails, spectacular mountain views and lush forests teeming with wildlife. Some of these "secret" lakes may well be hidden when you see them, but that's OK — they're just the most beautiful of secrets.

Traverse all four of these lakes and find yourself on U.S. 26 east of Cannon Beach, making thoughtful ways to break up your drive to the coast, or place to spend some days in the winter. Later may see lots of people during sunny spring or summer afternoons, but some drive the kinds of roads that make for "year" lakes like Timothy Lake, Emerald Lake or Lake Billy Chinook, which, to the coast, are all human-made reservoirs.

These lakes may be small, but that doesn't mean they're not worth a visit. Here's how to find them.

**REGON LAKE:** With easy access and a moderately easy trail, the hike to Sogopone Lake is a nice place to dip your toes into the little lakes of Clatsop State Forest. The Sogopone Lake Trail, which starts on the south side of U.S. 26, reaches the lake in about 2.5 miles. With a well-trailled path along the lake's circumference, the lake surface is mostly flat, making it a good place for a picnic. The lake is also stocked with fish, and isn't accessible to boating.

To find the Sogopone Trailhead, take Oregon 33 south of U.S. 26, Sogopone Lake is a nice little lake that evokes a sense of serenity. A moderately easy hike to and around the lake takes in at 4.2 miles, making through a lush forest that's home to single white oaks that are known to stand across the trail during the rainy season. The shallow lake is not stocked with fish, and isn't accessible to boating.

To find the Sogopone Trailhead, take Oregon 33 south of U.S. 26, Sogopone Lake is a nice little lake that evokes a sense of serenity. A moderately easy hike to and around the lake takes in at 4.2 miles. There left over Sogopone Trailhead and look for the parking area in 2 miles.

**SPRING BUN LAKE:** The Spring Run Creek Trail may end at Spring Run Lake, but it's better known for its steep, scenic trail leading to emerging Coast Range views. The 4.5-mile trail and back hike begins at the Henry Wilson Spring Run Campground, which has 13 drive-in campsites open year round.

To find the Spring Run Creek Trailhead, take U.S. 26 to milepost 20, turn left onto Lower Nehalem Road. After about five miles, look for the parking area on the right.

**MAKING A WINTER VISIT:** A best kept secret access to some spectacular views, like kayaking and canoeing, and an easy loop hike leads 1.2 miles around the lake.

To find Low Lake, take U.S. 26 to milepost 20, then head north onto Lower Nehalem Road. After about five miles, turn left onto Low Lake Road. In 1.2 miles, look for the parking area on the right.

**WAPYONE LAKE:** Found just off Oregon 33 south of U.S. 26, Sogopone Lake is a nice little lake that evokes a sense of serenity. A moderately easy hike to and around the lake takes in at 4.2 miles. There left over Sogopone Trailhead and look for the parking area in 2 miles.

**SPRING BUN LAKE:** The Spring Run Creek Trail may end at Spring Run Lake, but it's better known for its steep, scenic trail leading to emerging Coast Range views. The 4.5-mile trail and back hike begins at the Henry Wilson Spring Run Campground, which has 13 drive-in campsites open year round.

To find the Spring Run Creek Trailhead, take U.S. 26 to milepost 20, turn left onto Lower Nehalem Road. After about five miles, look for the parking area on the left.

*A misty winter morning at Low Lake in the Clatsop State Forest. (and in the north Oregon Coast Range. Janice Hale, staff)*

Perfect Pairing from Saint Jack: steak tartare and Kelly Fox Wines Pinot

Watch the full video on [OregonWine.com](https://www.oregonwine.com) or scan the QR code





# Custom Extensions: Oregon Wine Board



Sponsor Content

**Get tips on the best winery hopping experience from locals**

Discover hidden gems in Oregon wine country and get insider tips for the ultimate winery hopping adventure.



Oregon Wine Board

is not a warranty. The Oregon Wine Board, its members, employees, agents, and other persons, and its companies, do not warrant the accuracy, completeness, or timeliness of the information provided on this website. The Oregon Wine Board, its members, employees, agents, and other persons, and its companies, do not warrant the accuracy, completeness, or timeliness of the information provided on this website. The Oregon Wine Board, its members, employees, agents, and other persons, and its companies, do not warrant the accuracy, completeness, or timeliness of the information provided on this website.

oregon wine

**BOUNTY & VINE**



**What Grows Together, Goes Together**

Oregon wines paired with foods that come from the same soil teach us more about both and allow us to appreciate the pleasures of Oregon wine country all the more.



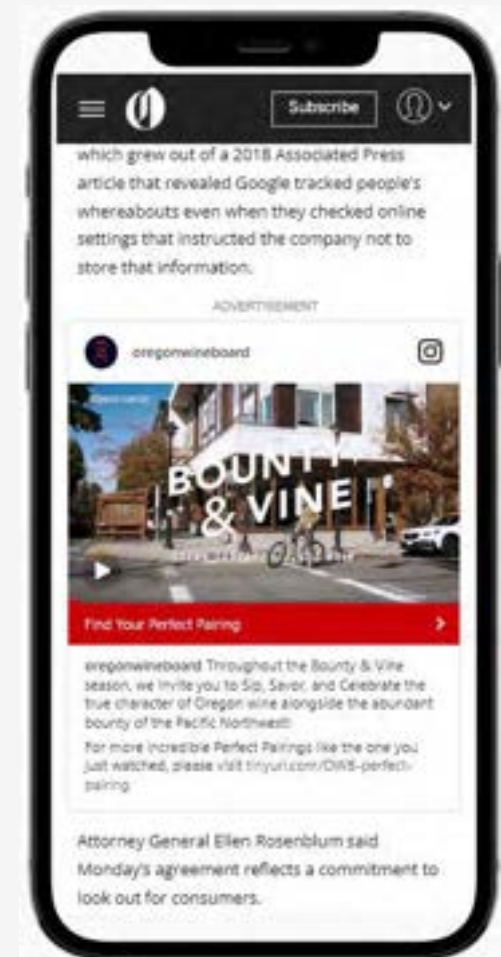
**WINE COUNTRY WONDERS**

How to spend a perfect day at the region's best vineyards

**SPONSOR CONTENT**

Unwind and indulge in the perfect wine experience







# Let's talk





## Shatrine Drake

Executive Director, West Linn Chamber of Commerce  
Business Recovery & Resource Director  
Co-op: Oregon's Mt. Hood Territory



## Tim Goulet

Owner, Echo Creative  
Client: Oregon's Adventure Coast



# Thank you



Amy Lewin  
Vice President, Brand & Strategic Partnerships  
[alewin@oregonian.com](mailto:alewin@oregonian.com)

[oregonianmediagroup.com](http://oregonianmediagroup.com)





# Let's lift & celebrate Oregon together

Story ideas:

[share@hereisoregon.com](mailto:share@hereisoregon.com)

Community updates:

[HereisOregon.com/community](https://HereisOregon.com/community)

Subscribe to our newsletter: [HereisOregon.com/signup](https://HereisOregon.com/signup)

