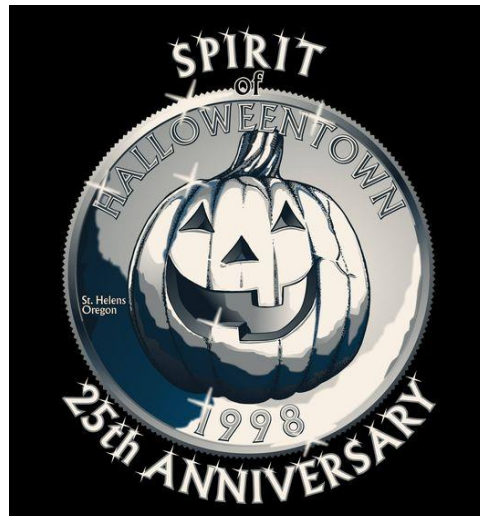


ACTIVATING TOURISM 2023

St. Helens, Oregon -

2023 Semi Annual Report



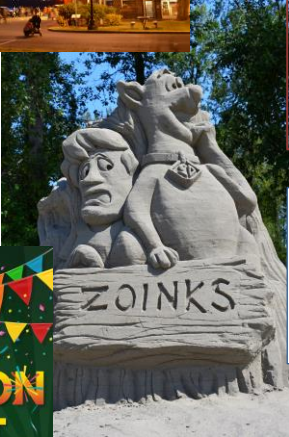
2023 Brought New Additions



13 Nights on the River features world-class musicians from all genres. This free concert series draws from around the area and beyond. The vendor marketplace provides food and more. Guests can enjoy drinks, food, music, and vendor experiences too.



July 4th is everything it should be. Veterans play a strong part in St. Helens. The day is filled with the flag raising ceremony and community activities. Tailgating, fireworks, and awesome music make this a day everyone looks forward to. It's a full day of musical entertainment.



The Sand Island Sand Castle Competition made its 3 Annual debut in August to a welcoming crowd.



Halloween draws an amazing array of guests from all over the world. 50,000 people visit St. Helens. A wide array of activities, music, celebrity appearances, and photo ops fill the seven weekends. It's placed 1st in the nation of places to visit both in Oregon and more nationally known publications. Each year our guest experience is enhanced. Many other nonprofits jump in to raise dollars for their causes which makes this much more valuable to our community. This year our new train set the stage for even more guest experiences.



December 14th Christmas Ships and Santa Claus. Live Music and more...
4 p.m. live music by Jim Fisher. Hot cocoa starts at 5 p.m.



The Christmas Ships, the Tree Lighting, and photo ops of a special kind make this one of the most wonderful times of the year. This year plans Santa, Live Music and a return of boaters to City Council Chambers.



Water Taxi with some famous Twilight guests aboard.



*SandCastle
Competition*



Haunted House continues to improve guest experience.



Halloween Hunt takes guests directly into participating retail locations in **uptown** that were open Sundays. This kept guests engaged, active, and spread-out. 2023 will also offer this for guests that partake. Over 500 made the voyage



Improved and updated the After Dark Experience was full up with happy guests from across the globe. Tourism dollars Increased décor and engagement that welcomed allow more guests to experience this fun family-friendly offering. After hours includes Decorated Home Tour, Haunted House and The Big Exhibit of Halloween. This was a new addition in 2023.



In 2023, we welcome another new addition to our event selection with Etkti at The Alien Museum.



New entry system on the door for year-round entertainment along with Museum of Peculiarities & Oddities.

Upcoming Billboards



Our sponsors receive unprecedented exposure and continue to support our efforts.



Thank you to our sponsors



Discovercolumbiacounty.com

Tourism 2023 Late Summer – Fall Highlights



Plaza & City Hall Upgrades:

City Hall Power UpGrade, Lighting and Door Locks

Video Surveillance Enhanced.

Enhanced Signage and Traffic Control Equipment

Summer Activities Increased – Sand Island Sand Castle & Par 3 Golf

Development of Business and Community, Re: New Retail and Business Buildings

Increased earning more profit through licenses, permits & taxes from completed new businesses. Start up businesses continue to be sought after in our downtown.

Spilt Ink. Bistro 63 & Record Store opened for their 1st Halloween plus a New luxury hair salon.

New camera equipment for communications department & printers for communications & social media posts.

New Photo Booth.

Updated Museum Offerings with new additions.

New Train Experiences & New Train Upgrades.

Multiple New Props delighting guests.

New Halloween Installations and Signage.

Updated Haunted House Technology & Offering.

Entertainment Enhancement – Live Acts & Celebrities. Disney 2023 VIP

New The Big Halloween Exhibit 40 x 100 commercial tent

Creating New Opportunities For Volunteers.

Community & Volunteerism Increased.

New Sponsors and Partners – Laurelwood Brewing, Rogue Brewing.

Restroom & Garbage Solutions – we recorded no waiting at portables over 5 minutes.

Increased Revenues at store with larger retail space.

The COI for the boat was replaced from this past Feb - through Aug 2028.

New Water Taxi Boat in service. Ride Time Less Than 4 minutes. Over 500 people a day were magically transported to Sand Island. First year there was zero issues with yacht community.

Penny Press in the black – currently resides at Spilt Ink Gallery.

Vending Machine – in the black

Off Site Parking with Bus Shuttles major new expense.

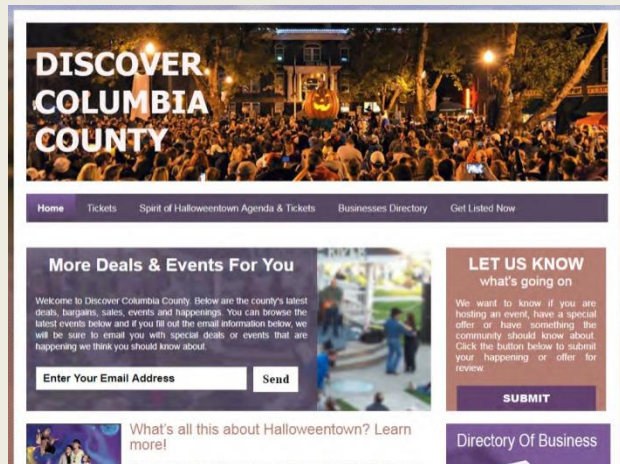
New Christmas Lights & Christmas Props.

Christmas Ships boaters are returning to dine in at City Hall December 9th.

ADVERTISING CAMPAIGNS & MORE

Tourism achieves results that are simply – “out of this world.” Our social media engagement numbers show reaches that far exceed expectations avoiding expensive marketing costs.

Over 3 Million engagements now on discovercolumbiacounty.com



FB fans are now over 110,000 followers from 12,000!

We increased our reach even more in 2023. The film crew completed filming here for the documentary about Spirit of Halloweentown and how it has come to be so highly recognized. In addition, OPB is now producing a segment around The Sand Island Sand-Castle Competition. Disney Corporate brought over 400 guests to be entertained for the entire weekend.

A detailed report on promotion results is being provided by the City Communications Department.

*Special thanks to those
who make it happen:*

City of St. Helens Staff

Public Works

Tourism Liaison Stephanie Patterson

All Volunteers

Every Organization & Nonprofit

School Fund Raisers

Guests & Community

Recognizing Those Who Actually Make It Happen

Thank You For Allowing E2C Corp To Continue To Build Your
Tourism Offerings.

E2C Corp continues to be mindful of the value of historical standards within the event industry while applying them to current project execution. These industry norms along with customized ideas provide a platform for success. Part of that mindfulness allows participation of individuals or groups to thrive.