
REOPEN RESPECT RECOVER

TILLAMOOK COAST MESSAGING PLAN



**LIFE WILL BE
CONTINUOUSLY
CHANGING FOR
18-24 MONTHS AS
THE CORONAVIRUS
IMPACTS THE
WORLD, U.S.,
OUR STATE AND
OUR COUNTY**

- Tourism industry: not every business will survive, as many as 20% will not reopen, another 20% may close in 6 months
- Other industries and suppliers will be impacted
- Workforce will be altered
- Childcare may be non-existent for months
- Real estate/housing will feel the economic strain
- Business owners will pause growth and investments
- Grant funding may be less than previous years, depending on federal and state budgets

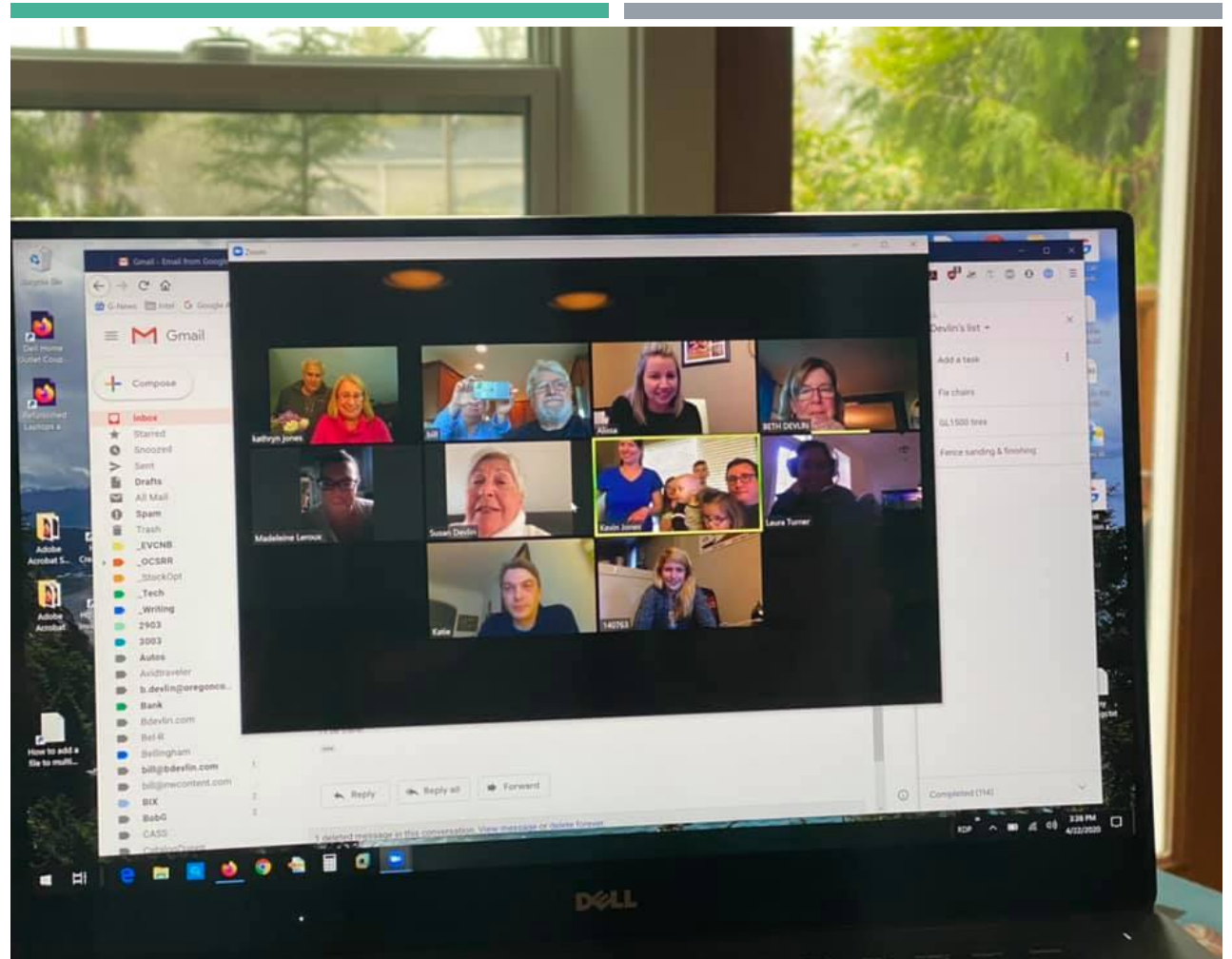
**THERE WILL BE FREQUENT
STOPS AND STARTS, HITS AND
MISSES, CRISES AND
CORRECTIONS, OPENINGS
AND CLOSURES**

- Tourism industry will have to be fluid
- Tourism messaging will have to be fluid
- Communication between agencies and industry will have to be frequent and fluid
- Communication with locals about visitors must be positive, encourage kindness



CONTINUE COMMUNICATIONS

- Travel Oregon
- Regional Solutions
- County commissioners
- Port directors
- State and County Parks
- Cities
- Chambers
- Businesses and organizations
- Locals



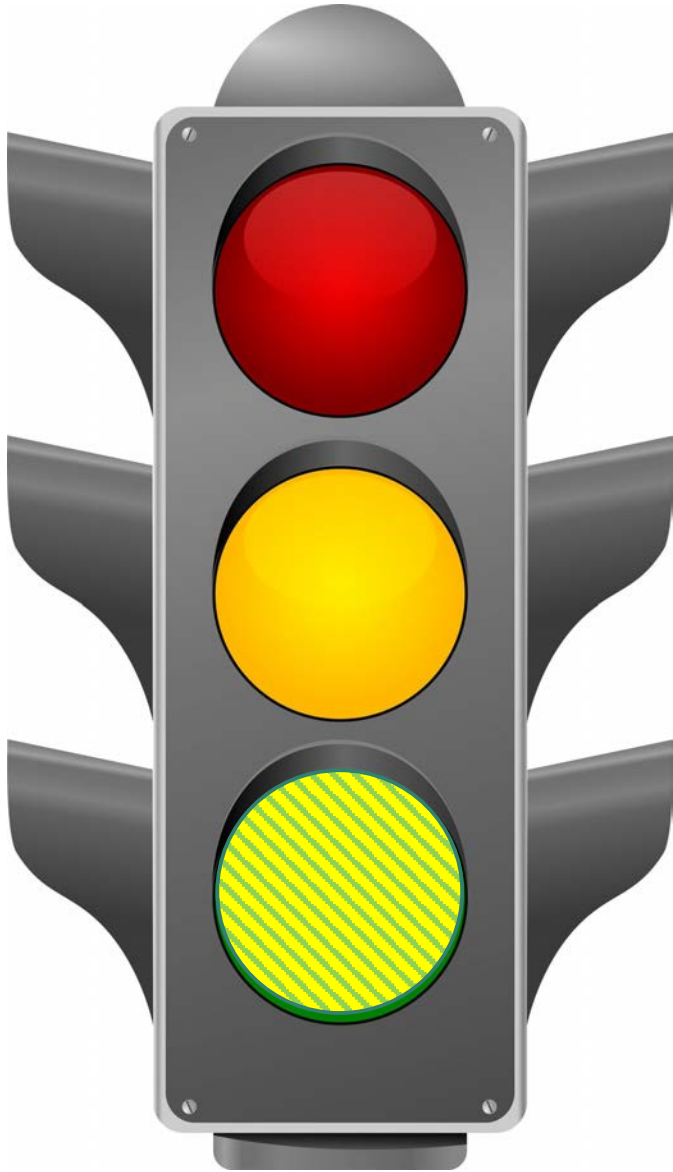
COMMUNICATIONS TEAM FOR CONSISTENT MESSAGING

- Dan Haag, Manzanita Visitors Center, north county local messaging
- Sayde Walker, Rockaway Beach
- Laura Schmidt, Garibaldi
- Chelsea Yarnell, central county
- Tara Blair, south county
- Julie Hurliman, central and south county local messaging
- Nan Devlin, local and regional media, Travel Oregon, state and county guideline news

CAUTIOUS ROLLOUT OF TILLAMOOK COAST ASSETS

- Visitors will come but majority will be cautious
- Desiring rural and beach destinations
- Outdoor recreation at top of wish list
- Dining in restaurants – limited seating capacity for at least half of the summer
- Majority of events cancelled through summer (fewer things to do here as a family – locals and visitors)
- Museums/arts organizations continue limited capacity (volunteers often in at-risk category)
- July, August, September won't reach normal numbers
- Most will drive from Portland Metro, Washington state, some from Idaho and Utah
- Camping will be in great demand





**Stay Home.
Save Lives.**

**Stay Safe.
Stay 6 Feet Apart.**

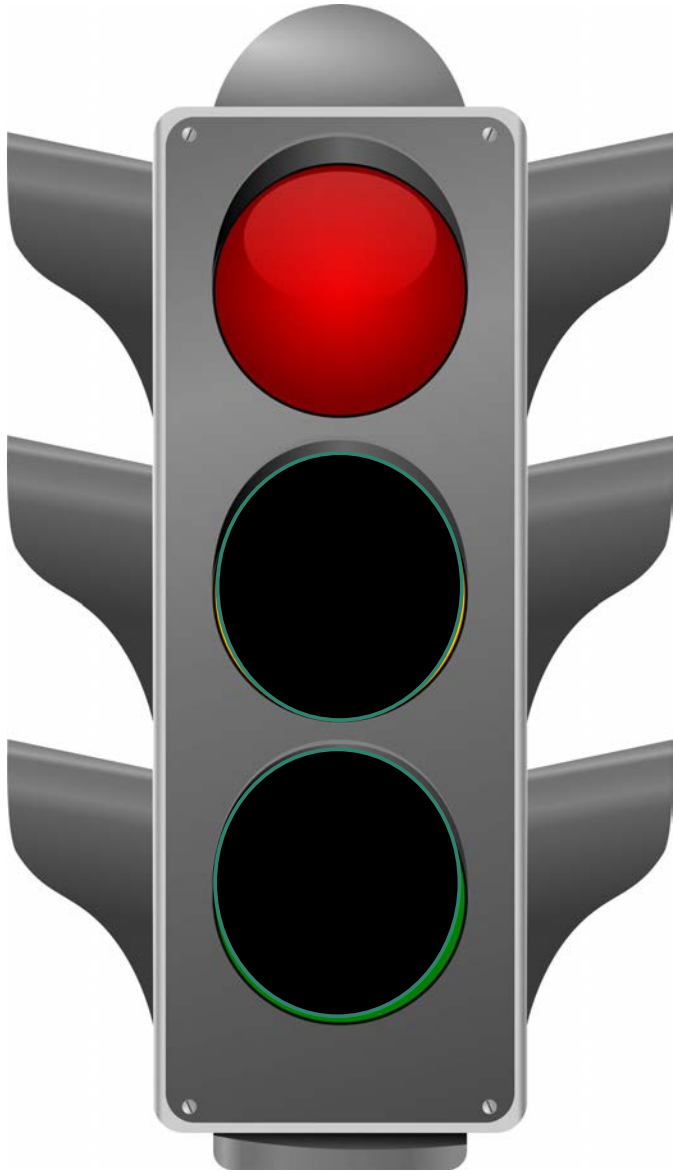
**Stay Smart.
Remain Cautious.**

Phase 1

Phase 2

Phase 3





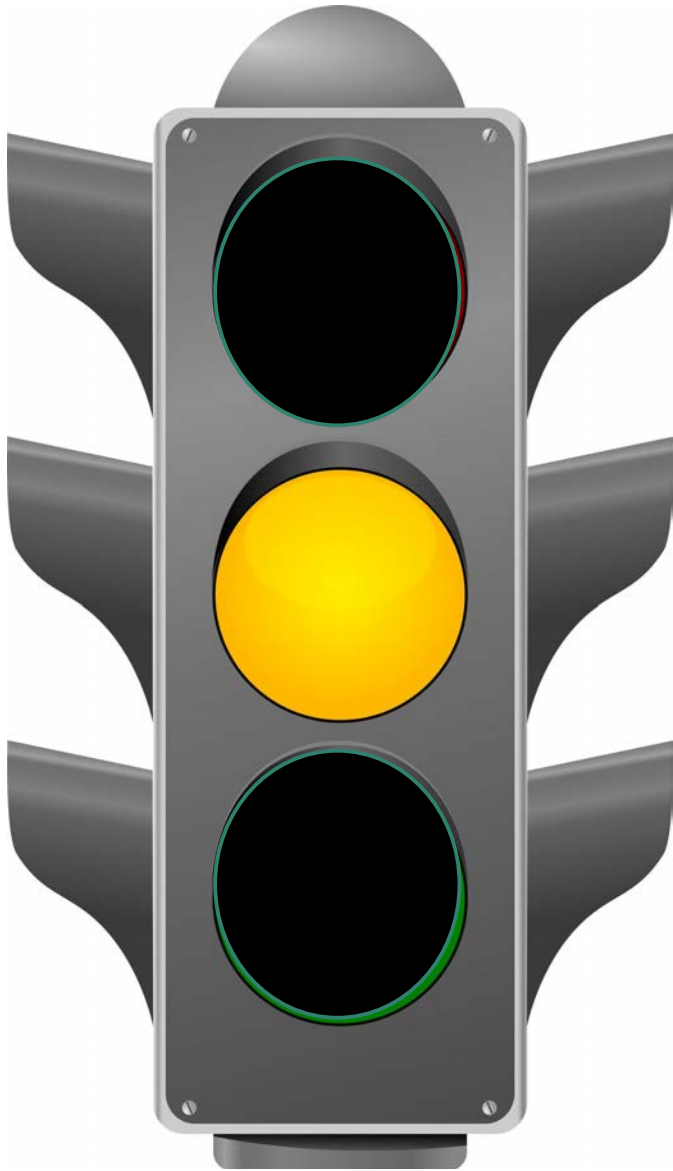
Phase 1: Stay Home. Save Lives.

- Request people stay home, respect directives, look forward to future visits
- Provide inspiring stories, images
- Locally, gentle reminders of how tourism industry is woven throughout the local economy, benefits communities
- Encourage local support for businesses
- Local positive messages, focus on community helpers

GRANT MCOMIE (GRANT'S GETAWAYS) PRODUCED FREE PSA VIDEOS



<https://vimeo.com/408527556/36f5196dba>



Phase 2: Stay Safe. Stay 6 Feet Apart.

- Set expectations with visitors on capacity: not business as usual
- Set expectations on social distancing and mask wearing – communicate continually
- Businesses institute frequent, recommended cleaning practices
- Outdoor recreation with safe distancing



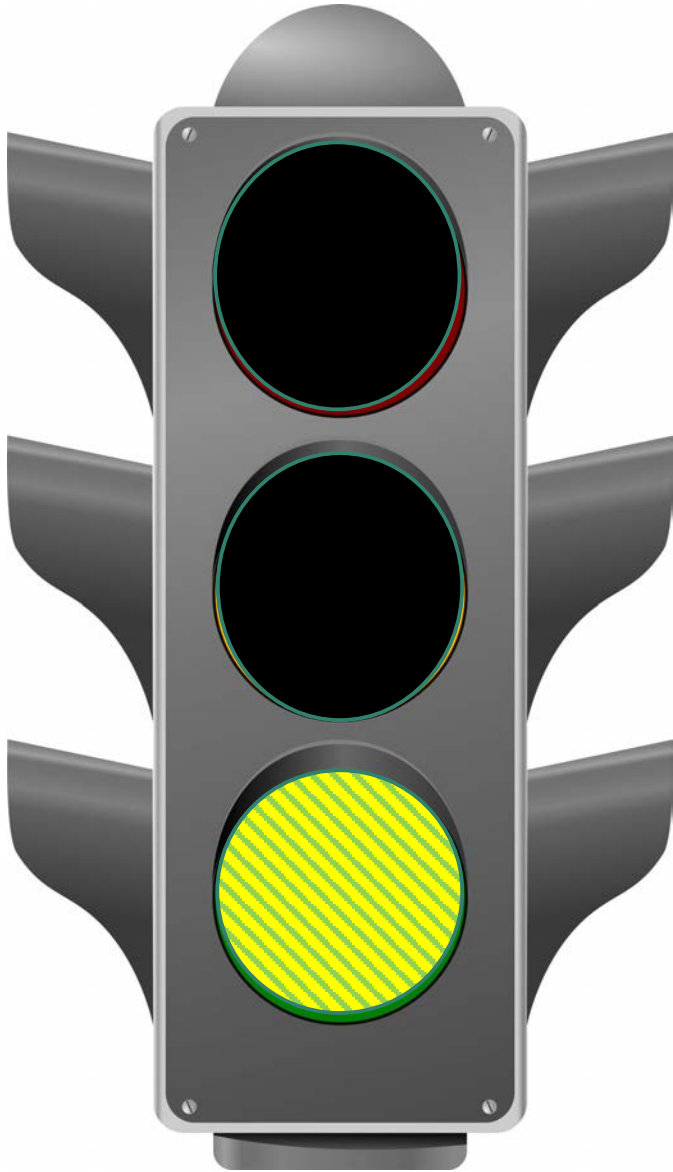
Phase 2: Stay Safe. Stay 6 Feet Apart.

- Lodging and restaurants on limited capacity for workforce and safety
- Use social media to keep visitors and business owners updated on partial openings, continued closures
- Engage with locals: positive messages, reminder of safe practices, show appreciation for local businesses that benefit from visitor spending

**CONSISTENT
MESSAGING AND
SIGNAGE:**

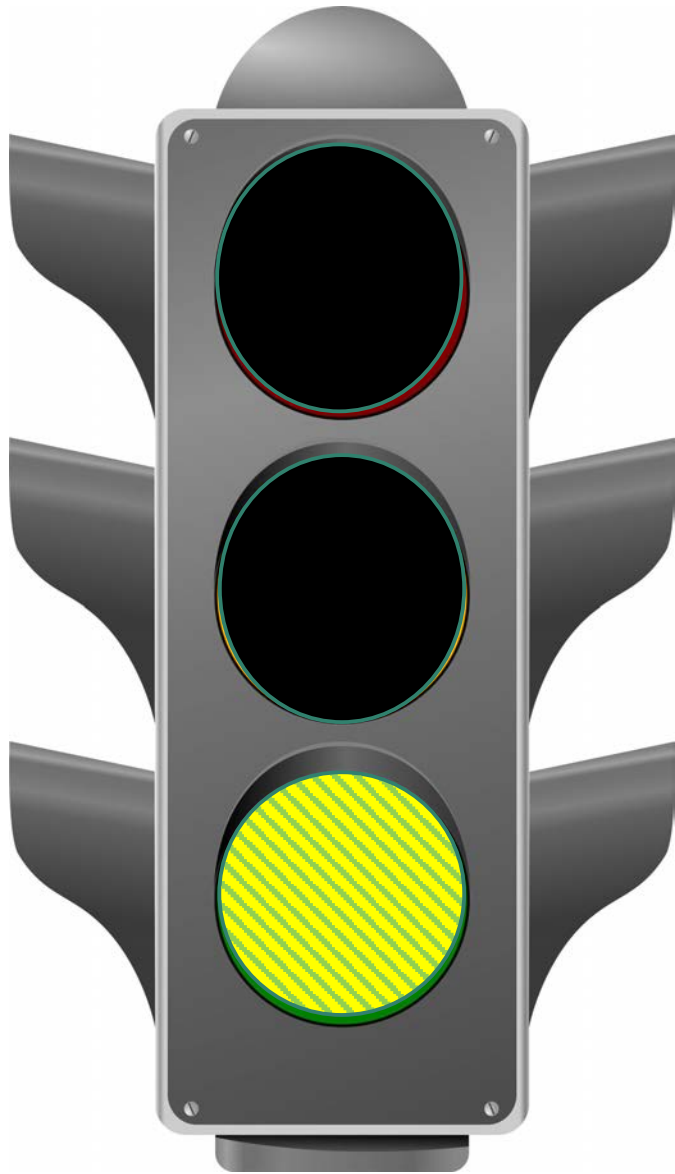
**POSTERS,
WINDOW AND
PAVEMENT
CLINGS
ONLINE GRAPHIC**





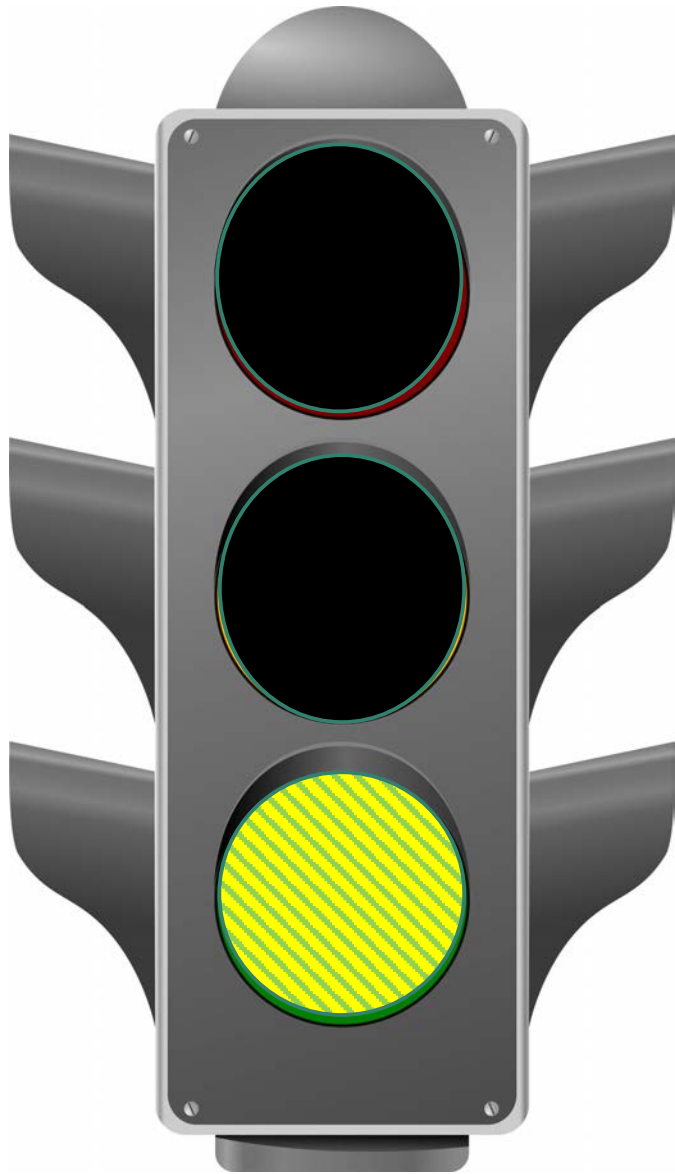
Phase 3: Stay. Smart. Remain Cautious.

- NOT back to normal – it is new abnormal
- Safe distancing and mask wearing encouraged – dependent upon on state and local guidelines, and activity undertaken
- Lodging may not be fully open – and may still be keeping rooms vacant for 24-48 hours between guest rental



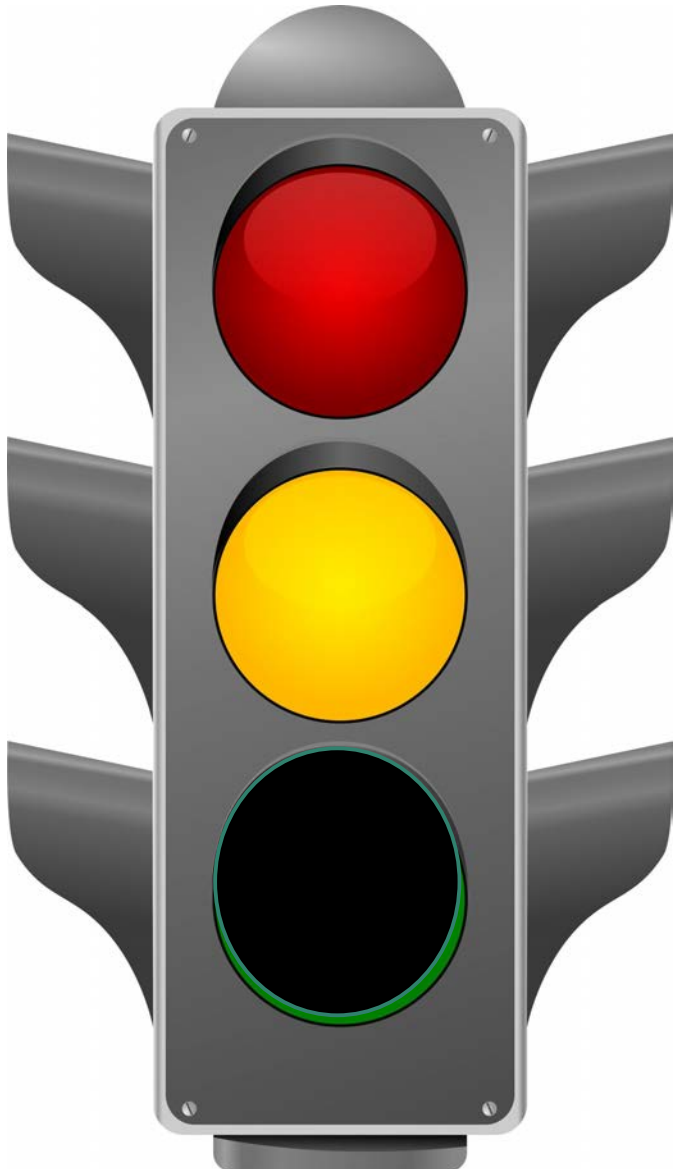
Phase 3: Stay Smart. Remain Cautious.

- Encourage outdoor recreation with safe distancing awareness
- Trailhead and beach ambassador program will be active
- Restaurants open, but may have limited capacity and staff; North Coast Food Trail will be promoted
- Majority of events cancelled



Phase 3: Stay Smart. Remain Cautious.

- Farmers markets may still be altered, with drive-up sales
- Museums/arts activities may experience slower visitation as people will want to be outdoors and in restaurants
- Engage with locals: continue positive messages, reminder of visitor support for local businesses, be ambassadors, be thankful



Possible second wave of COVID-19 cases – combined with flu

- May see return of Phase I and 2 restrictions
- Stay informed on state and county guidelines
- Use social media to keep visitors and business owners updated on partial openings, continued closures
- Use video and radio messaging to inform of situation

THROUGH THIS 18-24 MONTH ORDEAL, MESSAGES CONVEY HOW THE COMMUNITY WORKS TOGETHER

- We help businesses, non-profits, agencies, environment
- We help our community members
- We convey the value tourism and visitors bring to our community
- We treat locals and visitors with respect and understanding by sharing helpful information (facts, not rumors)

