



2019-2020
ANNUAL REPORT



Visit Tillamook Coast

PREPARED BY
NAN DEVLIN
EXECUTIVE DIRECTOR



Annual Report 2019–2020

Presented to:

**Tillamook Coast Visitors
Association Board of Directors**

**Tillamook County
Board of Commissioners**

September 2020

**Prepared by:
Nan Devlin, Executive Director**

Tillamook County Agreement with TCVA - Section 1.12

"At least semi-annually, including annual reporting, TCVA shall provide updates to County at one of its regularly scheduled and televised meeting on the progress and status of its work under this Agreement."

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A YEAR OF TRANSITION-ON SO MANY LEVELS

"Change is gonna come."



The 1964 song first made famous by soul singer Sam Cook wraps up the 2019-2020 fiscal year in those four succinct words.

- We started this fiscal year, 2019-2020 by disconnecting from the Economic Development Council to start a new organization, new official name, new board of directors and new benchmarks that more accurately reflected our work and goals.
- Then we transitioned from employees of Tillamook Bay Community College to employees of a 501c6, with new titles, job descriptions and employment package. We also were able to adopt an accounting system that better reflects our financial story, much more in line with other tourism organizations and destination management goals.
- Having completed the initiatives of the Tourism 2025 that we had control over, we developed a new strategic destination management plan that better reflected community needs and sustainable tourism principles.
- Then COVID hit and tourism shut down. Massive layoffs first started in the hospitality industry, but hit many other economic sectors as well. Businesses scrambled to survive, while keeping the community, and their employees and families, safe. We looked for ways to support them through each phase of 1) stay home, stay safe and 2) stay home, keep 6 feet apart, wear a mask, be patient and treat people with kindness.

It's been a challenging year, one of both expected and unexpected changes. But it is also one filled with new insights, partnerships, collaboration and a much deeper appreciation for the levels of creativity and resiliency in our community.

We are in this together

OUR TEAM & BOARD OF DIRECTORS



NAN DEVLIN, MTA
EXECUTIVE DIRECTOR



AMY BLACKBURN, CPA
**DIRECTOR OF FINANCE &
ADMINISTRATION**



JULIE HURLIMAN
**COMMUNITY & INDUSTRY
PROGRAMS MANAGER**

Coming Soon.....

DESTINATION MANAGER
SOUTH TILLAMOOK COUNTY COMMUNITY PROGRAMS

JIM PRINZING
BOARD CHAIR
PELICAN BREWING &
COMPANIES

CARLA ALBRIGHT
BOARD SECRETARY
TILLAMOOK COUNTY
HISTORY ALLIANCE

GEOFF WULLSCHLAGER
BOARD MEMBER
CITY OF GARIBALDI

DAVID WIEGAN
BOARD MEMBER
NORTH COUNTY RECREATION
DISTRICT

VALERIE FOLKEMA
BOARD VICE-CHAIR
GARIBALDI MARINA
PORT OF GARIBALDI

SUSAN AMORT
BOARD MEMBER
WINDERMERE, PACIFIC CITY
PCNV CHAMBER OF COMMERCE

CHANTELLE HYLTON
BOARD MEMBER
SALMONBERRY COMMONS

JEFF WONG
BOARD MEMBER
COMMUNITY SUPPORTED
FISHERIES

MIKE BEVER
BOARD TREASURER
TILLAMOOK CREAMERY
ASSOCIATION

JUSTIN AUFDERMAUER
BOARD MEMBER
TILLAMOOK AREA
CHAMBER OF COMMERCE

JAE KIM
BOARD MEMBER
SURFSIDE OCEAN RESORT

MARY FAITH BELL
COUNTY LIAISON
TILLAMOOK COUNTY
COMMISSIONER

2020-2022 STRATEGIC INITIATIVES

1

Position Tillamook County as the leader in sustainable tourism, environmental stewardship, and encouraging optimal visitor behavior.

2

Build on current destination management projects, and develop new and regional approaches to mitigate potential issues.

3

Continue to focus on off-peak, mid-week and longer stays, and attract small meetings and retreats to enhance year-round economic activity.

4

Collaborate, lead, and partner to improve access to outdoor recreation and education. Build on comprehensive management of our scenic byways.

5

Share the stories of our arts & cultural heritage, develop programs that support organizations including specialized training.

6

Build on the success of the North Coast food Trail and growth of the local food industry, expanding on a reputation of abundance natural bounty and agritourism.

7

Create a hospitality culture that welcomes visitors, creates an experience of 'local ambassadors,' information, inclusion and kindness.

8

Support and empower the tourism industry, providing consulting, lodging booking technologies, workforce training and more.

9

Implement communications, messaging and public relations targeted to key audiences of stewardship, outdoor recreation, arts and culture, food and off-season travel/events.

Click [HERE](#) to review the plan.



COVID-19 ACTIONS & MESSAGING

"What if tourism suddenly went away?"

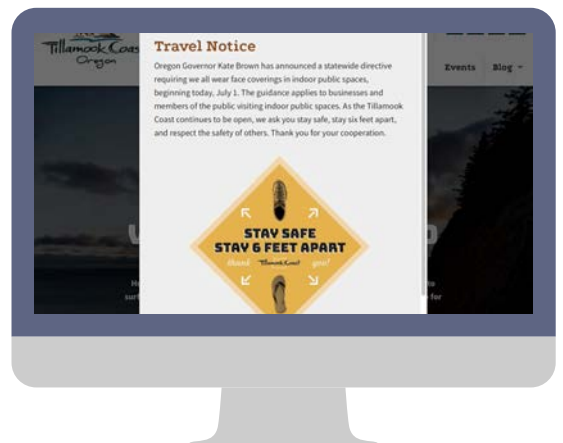
In a four-day training course in February to become nationally certified interpretive guides, 12 trainees were required to give a 10-minute interpretive presentation on a topic that related to our work. Nan Devlin's topic was "What if tourism suddenly went away?" **We found out three weeks later exactly what that could be like.**

With the outbreak of COVID in Washington state in mid-February, **TCVA stopped all promotions.** At this time, we don't expect to resume until mid-2021, depending on the pandemic situation. **Any promotion done then will be tied to business resiliency and support.**

We immediately sought ways to help our community businesses survive, inform of safety guidelines, and work regionally to educate visitors. This last part was a struggle, but we collaborated with many organizations: Regional Solutions, Travel Oregon, Oregon State Parks and Recreation, north coast tourism organizations and chambers, city administrators, legislators at state and federal level, sheriff's office, ports/special districts, and community groups.

DISTRIBUTED

- Travel Notice warnings on all website and social channels
- 1,800 Stay Safe signage (window and pavement clings, & posters) throughout Tillamook County in the months of May and August
- 2,000 Face Masks
- 15 Gallons Hand Sanitizer
- 500 "Wear Face Mask" Posters



TCVA FUNDED GIFT CARD GIVEAWAYS FROM RESTAURANTS THROUGHOUT THE COUNTY

Partnering with Tillamook Chamber of Commerce, **#tillamooktakeout** inspired **\$2.87 million in restaurant sales in 9 weeks,** April-June, supporting local food producers and businesses.

COVID-19 COMMUNITY & VISITOR MESSAGING

REOPEN RESPECT RECOVER

TILLAMOOK COAST MESSAGING PLAN

TCVA developed a communications plan to manage messaging according to Governor Brown's re-opening phases; plan was shared throughout the north coast and around the state by Travel Oregon and Oregon Destination Management Association.

Click [HERE](#) to read the plan.

We worked with Regional Solutions, Travel Oregon, Oregon Parks & Recreation Department, Columbia-Pacific Economic Development District, Port of Garibaldi, North Coast Tourism Management Network and north coast chambers to relay consistent and accurate information.



We issued two public service announcement video messages.

Click the title to watch:

"Stay Home, Stay Safe"

"Stay Safe, Stay 6 Feet Apart, Wear a Mask"



Reminder to our visitors: If you visit, and may we suggest again waiting until after summer, please pick up your trash and take it to a dumpster or to your garbage can at home. Thank you. And stay safe, keep your distance, and wear a mask.



Our team posted closures, limited hours, visitor behavior expectations, and other travel warnings on social media and in e-newsletters.

THE TILLAMOOK COAST

Pledge

- 1) I promise to be respectful when enjoying the Tillamook Coast's forests, farmlands and beaches.
- 2) I will make my own memories, but not my own trails.
- 3) I will be responsible with fire on the beaches, in campgrounds, and any other designated fire area.
- 4) I will heed cautionary signage. If it says "Do not go past this point!" - I won't. Double pinky promise on this one.
- 5) I will enjoy the slower pace of beach life.
- 6) If I cannot find a parking spot, I will not invent my own. Same goes for restrooms.
- 7) When playing at the beach, I will be mindful of sneaker waves and logs. I will NEVER turn my back on the ocean. Ever.
- 8) I will PACK IN reusable containers and PACK OUT all of my trash.
- 9) I will respect wildlife by managing my own pet(s), and not disturbing any native plants or animals.
- 10) I will use my turn signal often, my car horn seldom, and my middle finger never.
- 11) I pledge to always care for our coast.

*Tillamook Coast
Oregon*

Distributed postcards, posted on website and social media - focus on stewardship and behavior.

COVID-19 VISITOR & BUSINESS IMPACTS



Once July and August arrived along with triple digit temperatures in the Portland-Metro area, the coast experienced a high influx of visitors causing congestion, overcrowding in popular places, and unfortunately, some undesirable visitor behavior. VTC worked with north coast chambers and DMOs on a list of visitor behavior expectations. Travel Oregon managed and funded a social media blitz throughout the western states to get the word out. State Parks did the same thing with regional media.

Click [HERE](#) to read the message.

We developed four economic impact reports showing the revenue hit on these tourism sectors. Click [HERE](#) to read the reports.



PRE-PANDEMIC HIGHLIGHTS



Best New Foodie Road Trip North Coast Food Trail

"Oregon's food trail launched last year and includes nearly 75 stops centered around farming, fishing, brewing, and foraging. We've narrowed down our top 10 essential detours."

- Editor Sunset Magazine

Hosted 19 food buyers from around the country to meet our producers: Fishpeople Seafood, CS Fishery, Pacific Seafood, Oregon Coast Wasabi, Tillamook Creamery, and Pelican Brewing. Food buyers were treated to a local foods banquet at The Schooner.



2nd annual
Crave the Coast
730 attendees

14 states
19 counties
Increased local attendance



Vendors sold 30% more product compared to first year!

FLAVOR FORAYS

PORTLAND POTAGER

EVENTS & PROJECT HIGHLIGHTS



Launched Quilt Month, celebrating pioneer heritage and local fabric artists. Each weekend included quilt shows, activities, classes and more. Downtown Tillamook was 'yarn bombed' with colorful threads.



Oregon Lottery Commission chose our project, funded through Business Oregon's Rural Opportunity Initiative Grant, as the **success story for economic development**. They created a video to highlight "Oregon lottery dollars at work." [Click HERE to watch.](#)

Filmed Two Videos

[Click Photos to watch](#)



Cultural Heritage
Tillamook Air Museum



Environmental
Stewardship

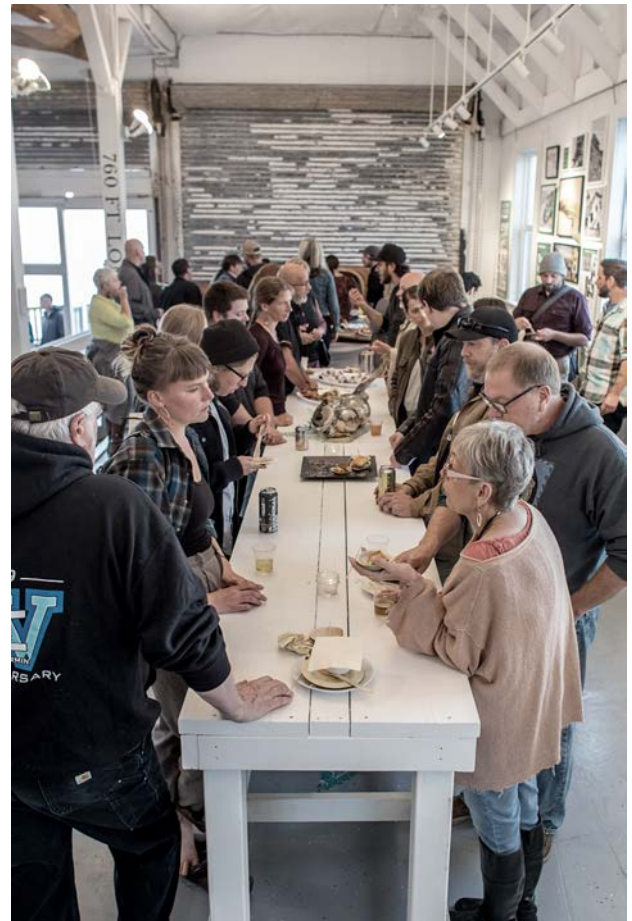
Tillamook Estuary
Partnership

Native Plant Estuary
Restoration Nursery

Major investments
(both time and money)
in wayfinding plans and signage.



Nehalem, Wheeler
Rockaway Beach
Pacific City-Phase I
TEP-Tillamook Bay signs
Port of Garibaldi historic signs
Outdoor Access GIS Mapping
Neskowin Tsunami signs
Nestucca Rural Fire District



In partnership with Food Roots, we hosted a producer/chef event at Garibaldi Historic Boathouse, attracting 70 farmers, fishers and chefs, plus 15 Crave the Coast guests.

STORYTELLING HIGHLIGHTS

Oregon Business MAGAZINE

Three Oregon Business magazine brand stories.

Click Here:

- Food Resiliency Systems
- Destination Management
- Women Farmers & Fishers



Capital Press released the "**Comeback trail: How a farm-to-table restaurant network is recovering from COVID-19**" article on June 25, 2020. Article also featured in Bend Bulletin.

Listen or read the article [HERE](#).



Capital Press
EMPOWERING PRODUCERS OF FOOD & FIBER

Sheltered Nook tiny homes was featured in an article stating, "**the eco-friendly village attracts people seeking a greener getaway.**" The story also featured Offshore Grill in Rockaway and Blue Agate Cafe in Oceanside for local dining.



KOIN 6
Watching out for you

Oregon Harvest program featured 3 local producers



Kristin Penner:
commercial fishery



Ginger & Brigham Edwards
North Fork 53



Jennifer Bloeser
Oregon Coast Wasabi

KOIN did a second documentary on North Coast food producers.

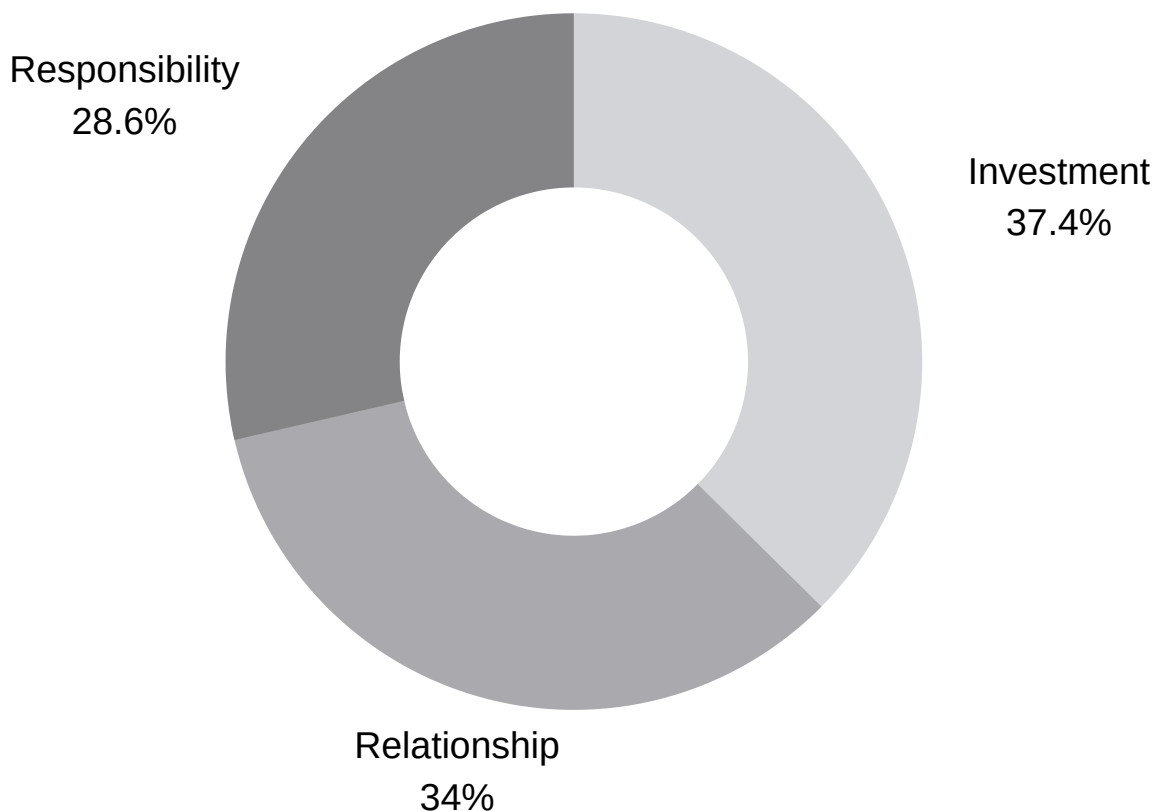
1859
Oregon's Magazine

2019-2020 BENCHMARKS

Three new benchmarks, developed in early 2019 and approved by the TCVA Board of Directors and Tillamook County Board of County Commissioners, better reflect and measure the goals of sustainable destination management. Previous goals, developed in 2014, were focused solely on growth, which depended more on promotions. That was the right choice at the time, but is no longer the appropriate measurement for community development and destination management as outlined in the new 2020-2022 strategic plan.

Return on investment
Return on relationship
Return on responsibility

TLT Percentage Spent by Benchmark



RETURN ON INVESTMENT

Metric: visitor spending

Measurement is from the annual Dean Runyan Economic Impact report published in May of each year.

↑ *Visitor Spending*

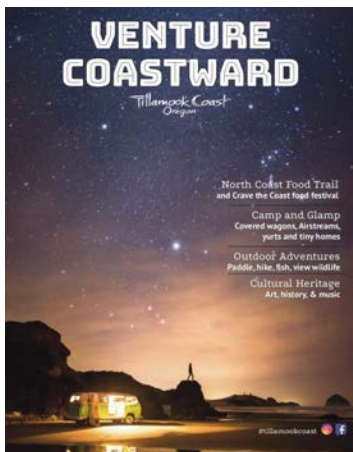
2018 \$241.7 million
2019 \$249.4 million

Industry Employment

2019

2,350

Expect 2020 to see lower results for Tillamook County, but not at the percentage of loss as the Portland Metro area.



Messaging

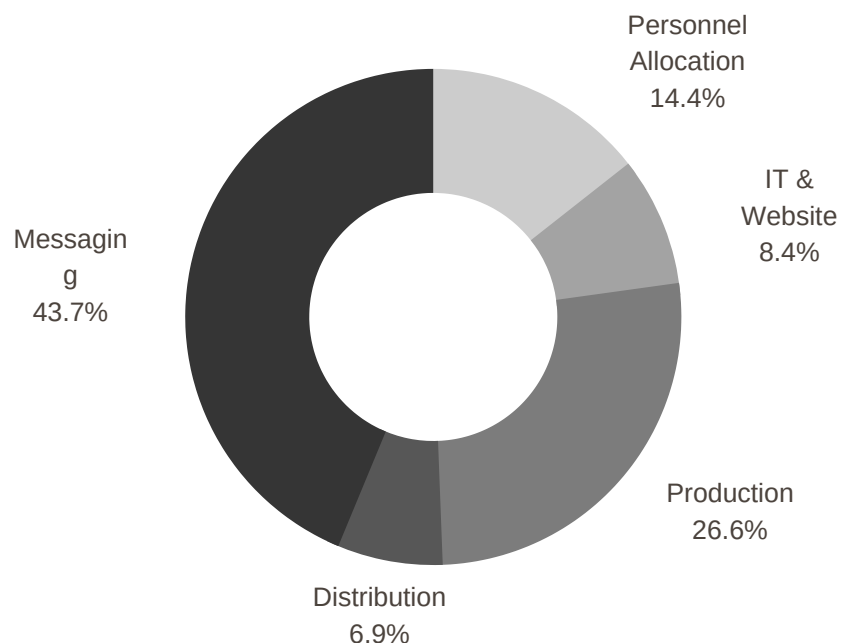
In addition to COVID messaging, we invested in communications that inform and educate specific visitor groups with interests in stewardship, outdoor recreation, local foods, cultural heritage, and nature of community. Storytelling through videos featuring local people, owned content, sponsorships, etc.

Invested in sponsored content in Oregon Business Magazine on food trail, food producers and destination management; Capital Press and Bend Bulletin did front page stories on North Coast Food Trail businesses' COVID resiliency.

Until February of 2020, sponsored OPB programs, Oregon Field Guide, Oregon Experience, and Test Kitchen to align with initiatives.

Distribution

Visitor guides are an opportunity to educate and steer visitors to our local businesses and activities.



RETURN ON RELATIONSHIP

Metric:

community support

**Supports community
and industry programs
and business needs.**

68 Hospitality Training

Trained in **Guest Service Gold** program: City of Manzanita, Tillamook Creamery, North County Recreation District, Werner's Beef & Brew and Garibaldi PortSide Bistro, which also became a Guest Service Gold Property.

32

Trained in **grant writing** in north county

7 Marketing Plans

Air Museum, Garibaldi Museum, OCSR, Kiawanda Community Center, Tillamook Coast History Alliance, City of Bay City, City of Rockaway Beach

12 Certified Interpretive Guide Training

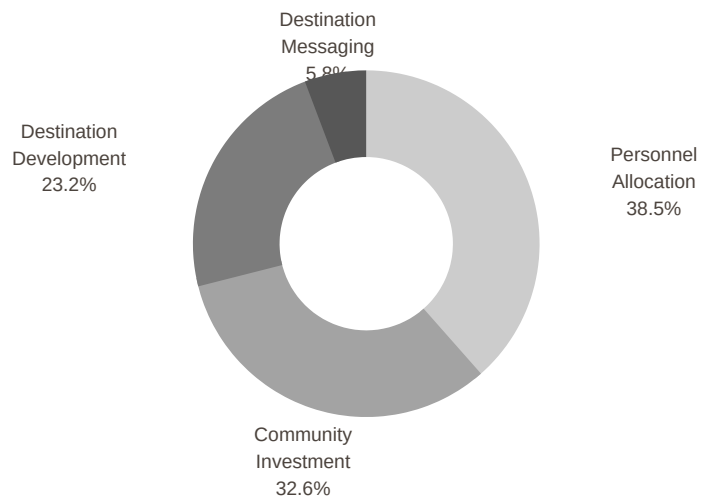
Nehalem Bay State Park, Oregon Coast Scenic Railroad, Tillamook Estuaries Partnership, International Police Museum, Garibaldi Historic Boathouse, Tillamook High School Outdoor Education, Cape Falcon Marine Reserve, Friends of Netarts Bay, Visit Tillamook Coast (Nan Devlin & Julie Hurliman)

Active member of Regional Solutions teams:

- Emergency Response & Recovery
- Outdoor/parks
- Chambers and DMOs

13 Community Grants

Totaling **\$100,229** awarded to: Food Roots, Oregon Coast Scenic Railroad, TEP-Explore Nature, Tillamook Coast History Alliance, Tillamook Chamber, Garibaldi Museum, Friends of Netarts Bay, Lower Nehalem Community Trust, Kiawanda Community Center, TBCC Foundation, Art Accelerated, Three Arch Inn



Community Sponsorships

#tillamooktakeout, 4-H program, Tides of Change, NCRD Winterfest, Tillamook Junior High Football Team, Reusable bags to grocery stores after plastic bag ban of Jan/ 1, 2020, Shop at the Docks, Wheeler Winter Festival, Dory Days, Monday Musical, 3 Capes Relay, Bounty on the Bay, Salmon Run

Community Events

- Producer/Chef network meet up
- North Coast Tourism Management Network Forum
- Nehalem Winterfest
- Garibaldi Night Market
- Crave the Coast
- Quilt Month (cultural heritage)
- Celebrate 6 - anniversary of Highway 6 & new scenic byway
- Tourism banquet celebrating excellence in tourism
- Birding & Blue (cancelled due to COVID)

All events subsequent to pandemic have been cancelled



Sponsored KTEL livestream of Board of Commissioners leadership meetings for four months during pandemic.

RETURN ON RESPONSIBILITY

Metric:

program development

Represents longer-term projects and goals, collaborations locally and regionally

Wayfinding

PLANNING

- Rockaway Beach
- Wheeler
- Pacific City - Brooten Road
- Outdoor Access GIS Project
- Port of Garibaldi historic signs

SIGNAGE

- City of Nehalem
- TEP-Tillamook Bay route
- Neskowin Tsunami signage
- Nestucca Fire District sign

Food Trail Development

We extended the North Coast Food Trail to Seaside. The trail now has 80 members and only one business has closed due to COVID. We adopted the Travel Oregon model this year with financial support from them for the new template and signage. We worked with **Farm2Fork**, a small curated tour company.

North Coast Tourism Management Network

- Beach and trail ambassador program began in Pacific City, Rockaway Beach, and Oswald West State Park
- Pilot program for alternative transportation options
- North coast food systems, working with Col-Pac, OCVA, Port of Garibaldi, EcoTrust, and Rural Development Initiatives
- Plan and developed coast-wide stewardship messaging, now being customized for nothe coast needs.

Caring for the Coast

STEWARDSHIP PROJECT

We created online messaging intended for **visitor management**, with expected behaviors, stewardship messaging, and donation opportunities.

Check out the page [HERE](#).

Incoming Grants

BUSINESS OREGON RURAL OPPORTUNITY INITIATIVE:

Developing a market analysis, site location(s), and business plan for food/hub distribution system in Tillamook County, with Col-Pac contributing funding to include planning for Clatsop County. Developing outreach plan to expand buyer market for local food and seafood producers. Partnering with Col-Pac, RDI, Port of Garibaldi, Seafood Connect, EcoTrust, Food Roots, Food Web, Nehalem River Ranch and other entities. Goal is to have a prospectus to gain public/private funding.

TRAVEL OREGON

We received a \$20,000 from the Wine Country License Plate fund to produce up to four videos on the food trail. We also received \$10,000 in COVID grant funds to help with employment costs.

2019-2020 PROJECT SUPPORT BY AREA

Tillamook County & Regional

- #tillamooktakeout county-wide local foods campaign (\$2.87 million impact)
- North Coast Tourism Management Network (coordinator & fiscal agent)
- Participation in COVID Response team meetings since March (Regional Solutions)
- North Coast Food Trail
- Convened and facilitated Tourism Advisory Committee on facilities grants reviews, scoring and recommendations
- Quilt Trail Month
- COVID signage and supplies
- 4-H program support
- Requested to serve on State Aviation Tourism Board
- Chosen by Travel Oregon to present on environmental messaging program and consult others on grant programs
- Certified Interpretive Guide Training
- Food Hub/Resiliency Program



NORTH

- Nehalem Wayfinding signage
- Wheeler Wayfinding plan
- Grant writing workshop
- Two Guest Service Gold Training Sessions
- Sponsorship of Nehalem Winterfest
- Sponsorship of Wheeler Winter Festival
- Completion of "volunteerism" pilot program

CENTRAL

- Rockaway Beach Wayfinding plan
- Rockaway Beach grant program setup
- Crave the Coast at Garibaldi Tent
- Garibaldi Night Market
- OCSR marketing plan
- Bay City Tourism Plan
- 5 Guest Service Gold Trainings
 - 3 online, 2 in-person
- TEP- Tillamook Bay signage
- Port of Garibaldi historic signage
- Air Museum Marketing Plan

SOUTH

- Pacific City- Brooten Road Wayfinding plan
- Kiawanda Community Center Marketing Plan
- Neskowin Tsunami Signage
- Nestucca Fire District Signage
- Birding & Blues event planning
- Sponsorship of the 3-Capes Relay