



# Tourism as Economic Development



Nan Devlin, MTA  
Executive Director



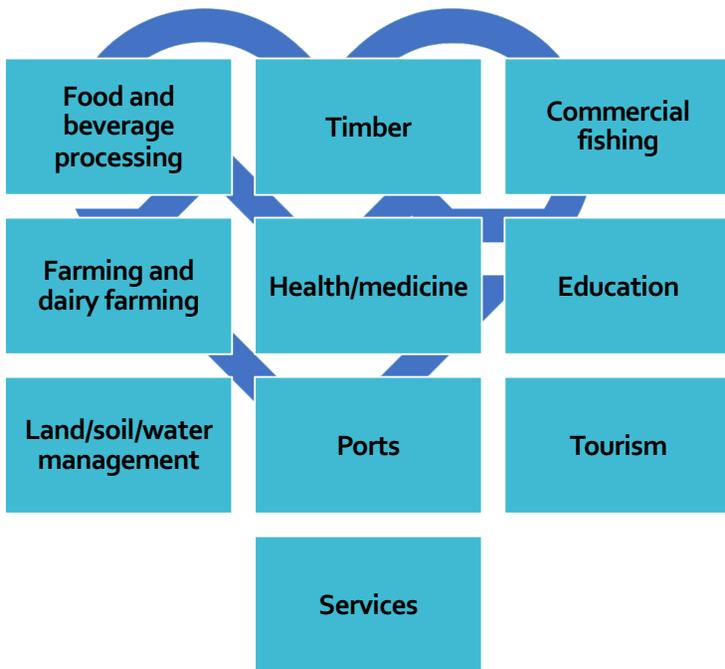
Amy Blackburn, CPA  
Director, Finance and  
Administration



Julie Hurliman  
Manager, Community  
and Industry Programs



Brook Wyntergreen, MBA  
Destination Manager,  
South Tillamook County



Tillamook County is fortunate to have multiple successful industry sectors

Tourism is a key industry, and while not the only one, it is interwoven throughout our local economy

*"This means natural resources, scenic views, farmland and community feel are better protected than a city or county that is dependent on tourism."*

# Transient Lodging Tax = State law requirements

Tillamook County TLT subject to 2003 Oregon Law: ORS 320.305

## 70/30 split

**70%** of collected tax must be used for **tourism-related facilities** and/or **tourism marketing/destination management**.  
County retains majority of 70%

**30%** of collected tax can be used by the municipality on designated programs. Tillamook County uses it for **road repair**.

# Tillamook County: Visitor Spending in Millions

2014: \$220.9

2019: \$249.5

Increase of **\$28.6 million in  
visitor spending  
in 6 years\***

2019 Oregon Tourism Economic Impact –  
Dean Runyan Report  
<https://tillamookcoast.com/industry>



2020 report available May, 2021

# Off-Season Growth

2014 - 2019

Q1 – Jan/Feb/March ————— TLT **up 117%**

Q2 – April/May/June ————— TLT **up 97%**

Q4 – Oct/Nov/Dec ————— TLT **up 73%**

**Off-season average increase: 96% in six years**

## Good for:

Businesses

Employees

Tax revenue

Organizations  
receiving TLT  
grants and  
sponsorships

TLT collected as of February 15, 2020  
<https://tillamookcoast.com/industry>

# Tillamook County: Visitor Spending Impact

## Direct visitor spending

Lodging  
Groceries/markets  
Gasoline  
Restaurants  
Retail  
Attractions  
Activities

## Indirect spending Employees/business owners

Housing/business property  
Property taxes  
Employment taxes  
Utilities  
Insurance  
Groceries  
School supplies  
Auto/gas/cars  
Services  
Clothing  
Charities  
Restaurants  
Kids' sports/lessons  
Out of pocket health care

## Direct/Indirect spending 2<sup>nd</sup> homeowners

Property taxes  
Groceries  
Gasoline  
Restaurants  
Furniture  
Landscaping  
Plumbers  
Construction  
Lumberyards  
Security services  
STVR – pay TLT tax  
STVR - agency fees

# Tillamook County: Visitor Spending in Millions

Tourism industry supports  
**2,350** employees

(Tillamook County had an overall loss  
of 230 hospitality employees in 2020)

**35 cents of every \$1.00**  
spent by a visitor goes  
toward employee wages



2019 Oregon Tourism Economic Impact –  
Dean Runyan Report  
<https://tillamookcoast.com/industry>

Tourism is not a low-wage industry.

It leads to greater long-term prosperity than healthcare and manufacturing.

- **Travel is the No. 1 industry for first jobs.** Nearly 4 in 10 workers got their start in travel and tourism. Moreover, they are *good* first jobs that give workers skills, confidence and experience essential to most other occupations. **The travel industry is one of the top 10 largest employers of middle-class wage earners.**
- **Individuals who began their career in travel have gone on to earn a peak average salary of \$82,400** by the time they were 50 years old—higher than those who started in manufacturing, health care and other industries—**with a high school diploma or less.**
- **Nearly a third of Americans (31%) re-enter the workforce through a job in the tourism**—compared to just 12% in manufacturing and 8% in health care.

Travel Offers Opportunity to Ultimately Earn Higher Wages

**\$82,400**  
per year



\$76,900  
per year



\$61,200  
per year



\$75,900  
per year

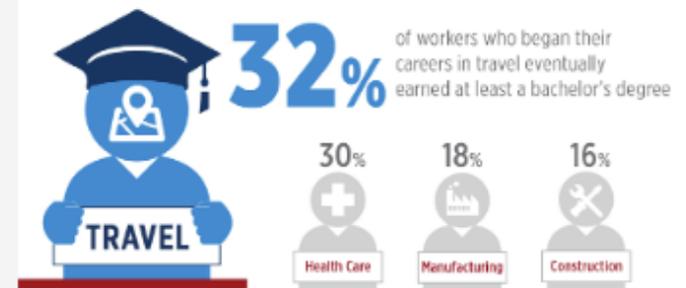


Source: Oxford Economics analysis based on Bureau of Labor Statistics

U.S. Travel Association: Jobs Creation report  
[https://www.ustravel.org/system/files/media\\_root/document/Research\\_Reports\\_Travel-America%27s-Unsung-Hero-of-Job-Creation.pdf](https://www.ustravel.org/system/files/media_root/document/Research_Reports_Travel-America%27s-Unsung-Hero-of-Job-Creation.pdf)

Tourism jobs help develop entrepreneurs, supports those in school, adds to family income.

- **Travel industry jobs provide flexibility for pursuit of higher education and training.** Of the 6.1 million Americans working part-time while pursuing higher education in 2019, *more than half* were employed in travel-related industries.
- **Experience in travel fosters entrepreneurship.** 17% of Americans whose first job was in travel now own their own business. Of women who started their career in the travel industry, 14% now consider themselves entrepreneurs, compared to only 10% of those who started out in health care
- **The travel industry fills the skills gap.** Through training, education, certification programs and firsthand experience, the industry is providing resources and opportunities for high school and college students, minorities, females and individuals with barriers to employment such as the lack of a formal education.



U.S. Travel Association: Jobs Creation report  
[https://www.ustravel.org/system/files/media\\_root/document/Research\\_Reports\\_Travel-America%27s-Unsung-Hero-of-Job-Creation.pdf](https://www.ustravel.org/system/files/media_root/document/Research_Reports_Travel-America%27s-Unsung-Hero-of-Job-Creation.pdf)

# Tourism Priorities: Community- and Nature- Based Activities

## Mission (developed in 2014)

Develop the tourism industry in ways that are socially, culturally and ecologically responsible, particularly in support of nature-based activities and complementary interests, while improving the economic stability of businesses and workforce.

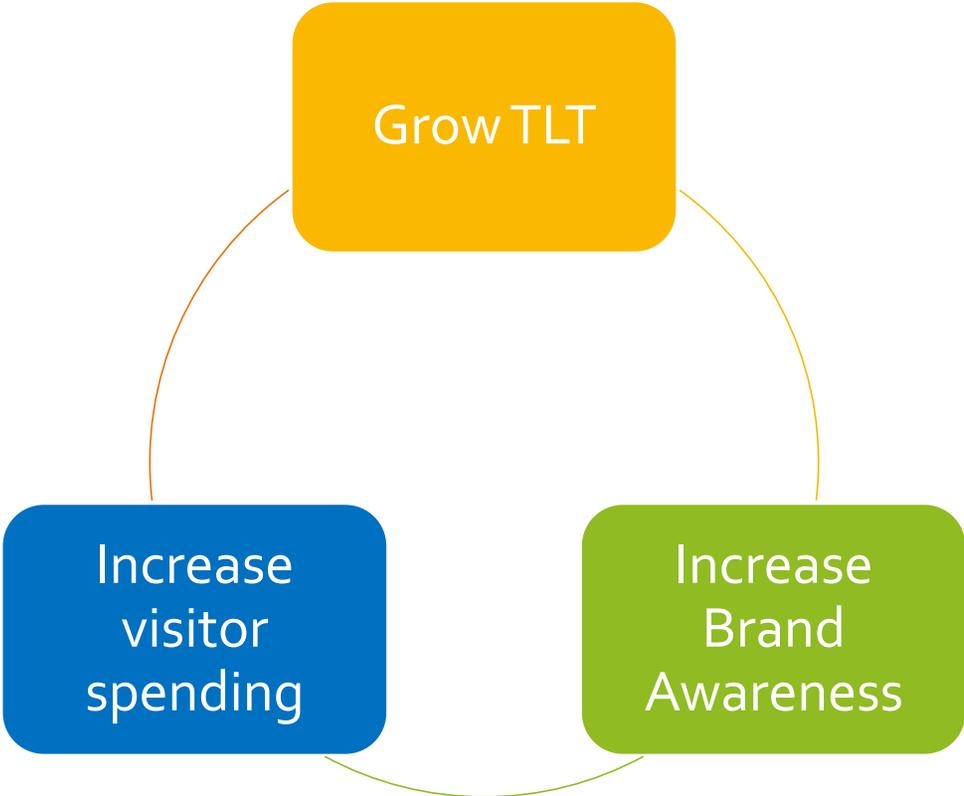


We applied our priorities to destination assets

- natural resources stewardship
- outdoor recreation, education, equity
- culinary/agritourism
- cultural heritage



# Originally: Measured for Growth



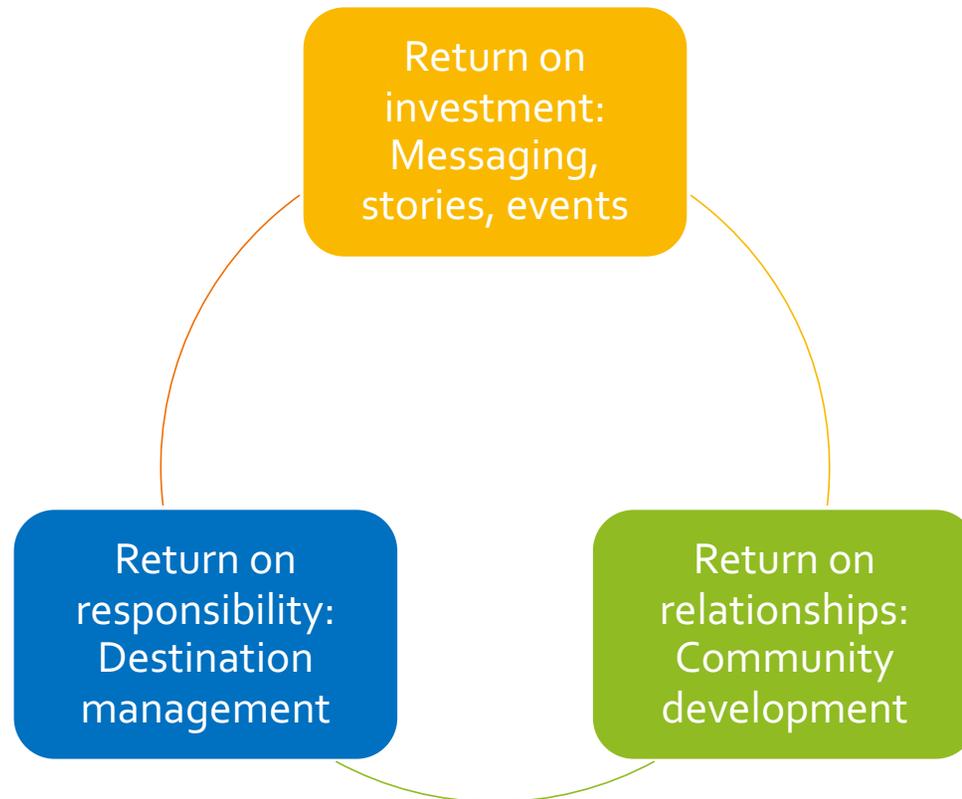
Even though set up as a DMMO we were required to meet “Heads in Beds” benchmarks

# Now: Measure What Matters

Now: DMO

Strategic plan of  
"Three R's"

Important to use  
benchmarks that  
measure what the  
community cares  
about and  
represents your  
value system.



Strategic Plan

<https://tillamookcoast.com/wp-content/uploads/2020/02/BOOK-VTC-SAP-FINAL-011520.pdf?x82742>



# How Visit Tillamook Coast uses its portion of TLT

Community grants:  
\$100,000 a year  
(\$720,000 as of 2020)

Workforce training

Local programs  
(Shop the Docks, new  
Disc Golf course,  
Garibaldi Seafood  
Connect, etc.)

North Coast Food  
Trail

North Coast Tourism  
Management  
Network

Equity to outdoor  
access (beach  
wheelchairs, etc.)

Research – economic  
impact reports on  
local industry sectors

Regional  
development of  
resilient food hub/  
delivery system

Product development  
(Cultural Heritage  
Trail, Art Trail, etc)

Wayfinding, and  
interpretive and  
tsunami signage

Provide advisory  
services to businesses  
and organizations  
(employee time)



# How Visit Tillamook Coast uses its portion of TLT

Visitor guide,  
website, social media,  
guidebooks, maps,  
videos, photos, PR

GIS trail mapping  
(soon to be online)

Our events  
(Crave the Coast,  
Beer + Cheese,  
Quilt Month)

Other events  
(Garibaldi Night  
Market, Winterfest,  
Birding & Blues, etc)

COVID safety  
messaging, supplies,  
signage, PSAs

Sponsor Grant's  
Getaways for  
stewardship  
programming

Sponsorships: Food  
Roots, TEP,  
Chambers, etc.

Employee wages &  
benefits, office and  
storeroom rent

Destination  
Management in south  
county: soon in  
central and north

Grant from Business  
Oregon: Food Hub  
business plan

Grant from Travel  
Oregon: videos for  
food trail

