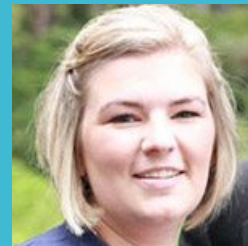




Tourism as Economic Development



Nan Devlin, MTA
Executive Director



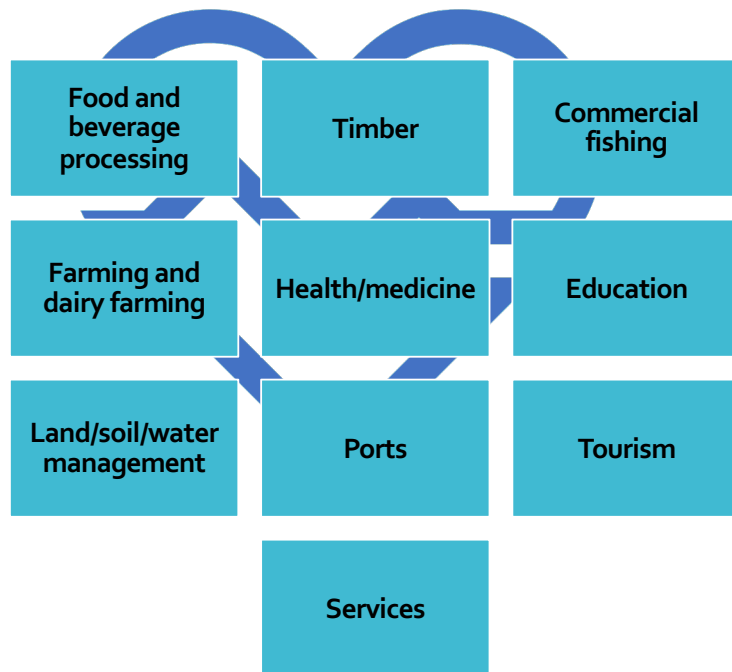
Amy Blackburn, CPA
Director, Finance and
Administration



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 2nd 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



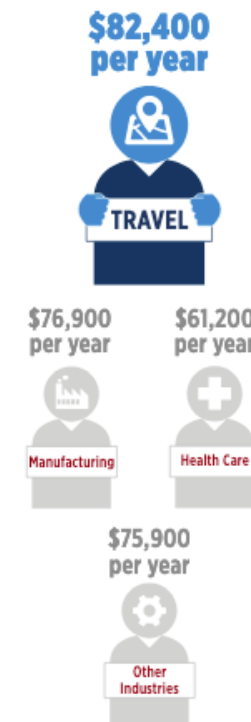
2019 Oregon Tourism Economic Impact –
Dean Runyan Report
<https://tillamookcoast.com/industry>

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

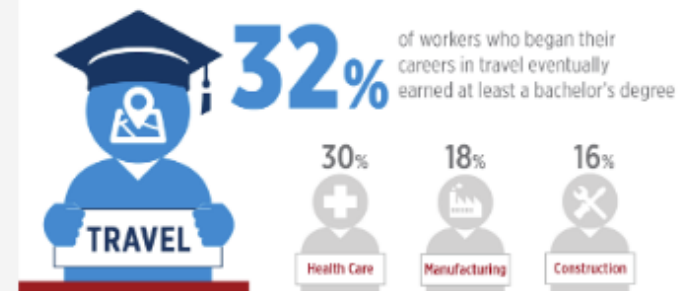


Source: Oxford Economics analysis based on Bureau of Labor Statistics

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

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

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

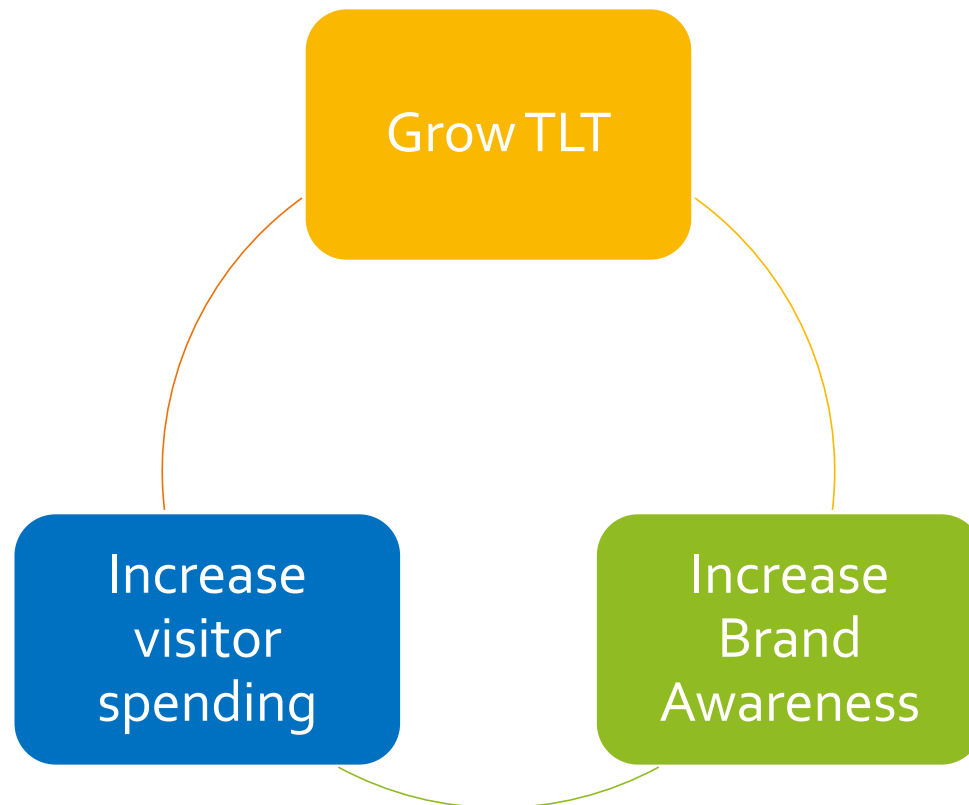
- natural resources
stewardship
- outdoor recreation,
education, equity
- culinary/agritourism
- cultural heritage



Even though set
up as a DMMO
we were
required to
meet

“Heads in Beds”
benchmarks

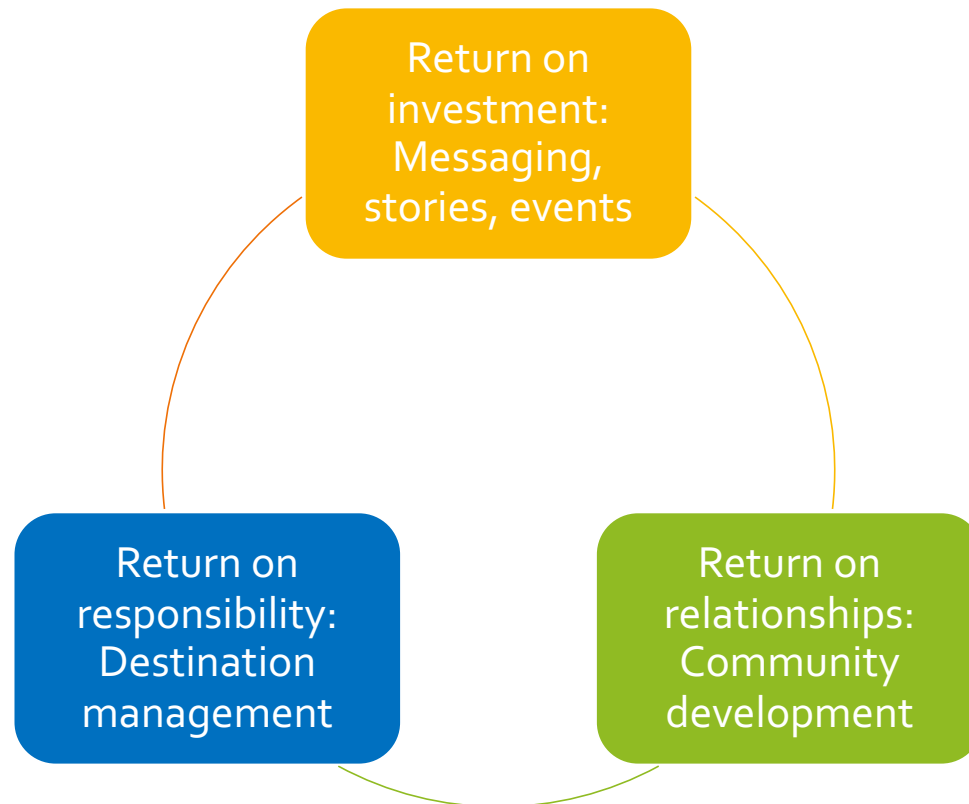
Originally: Measured for Growth



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

