

# SEMI-ANNUAL REPORT: 2020-2021



PREPARED BY

## TILLAMOOK COAST VISITORS ASSOCIATION



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Presented by Nan Devlin, Executive Director  
[www.tillamookcoast.com](http://www.tillamookcoast.com)



# THE YEAR. SO FAR.



Presented to:  
Tillamook County Board of County Commissioners  
April 7, 2021

## Tillamook Coast Visitors Association Staff



**Executive Director**

Nan Devlin, MTA

[email](#)



**Director, Finance and  
Administration**

Amy Blackburn, CPA

[email](#)



**Manager, Community  
and Industry  
Programs**

Julie Hurliman

[email](#)



**Destination Manager,  
South Tillamook  
County**

Brook Wyntergreen, MB.

[email](#)

## Tillamook Coast Visitors Association Board of Directors

- **Chair:** *Jim Prinzing*, CEO of Pelican Brewing and Kiwanda Hospitality
- **Vice Chair:** *Valerie Folkema*, Commissioner of the Port of Garibaldi, owner of Garibaldi Marina
- **Secretary:** *Justin Aufdermauer*, Tillamook Chamber of Commerce
- **Treasurer:** *Mike Bever*, Executive Vice President, Tillamook Creamery
- Open position: cultural heritage role
- *Susan Amort*: Pacific City Nestucca Valley Chamber of Commerce
- *Juliet Hyams*: City Manager, Wheeler
- *Amy VanDyke*: Sunset Vacation Rentals, Manzanita
- *Chantelle Hylton*: Owner, Salmonberry Saloon, Wheeler
- *Claudine Rehn*: Tillamook Estuaries Partnership
- *Jeff Wong*: Commercial fisherman, Rockaway Beach
- *Mary Faith Bell*: Tillamook County Commissioner liaison

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is the destination management organization representing Tillamook County's tourism industry. We were established as a 501c6 nonprofit in 2019, after 4.5 years as part of the Economic Development Council.

# THREE R'S BENCHMARK: RETURN ON INVESTMENT

## COVID IMPACT AND RECOVERY

Lodging revenue was able to recover despite 2.5 months of closure. Visitors stayed twice as long and throughout the week. **Q4 2020 saw an increase of 72% over Q4 2019**, helping off-season revenues and continued employment.

Visitor spending focused on lodging, gas and groceries; restaurants, museums, venues and retail struggled due to changing state COVID safety guidelines. **In 2019, visitor spending was \$249.5 million.** The 2020 visitor spending economic report will arrive in late April or early May, 2021. **Restaurants, retail, venues and museums will need our help in recovery.**

# -74%

IMMEDIATE LOSS IN  
REVENUE BY SMALL  
FARMS, FISHERIES AND  
RESTAURANTS

# +6%

INCREASE IN 2020  
TLT OVER 2019





# THREE R'S BENCHMARK: RETURN ON INVESTMENT

## INVESTING IN COMMUNITY

- Partnered with the Tillamook County Creamery Association, which provided a 100% match to our annual \$100,000 tourism community grants. We asked for collaborative projects; the **16 lead grantees will impact 90 tourism businesses**. Since 2015, Visit Tillamook Coast has **awarded \$720,000** in grants to businesses and nonprofits.

- Received **\$65,000** from the **Business Oregon Rural Opportunity Initiative** fund to develop a business plan/prospectus to develop a food hub/delivery system for our local producers and their customers. This in turn helped **Columbia Pacific Regional Economic Development District receive a \$400,000 grant from the USDA** to extend food hub/delivery systems throughout the north coast and to customers in Portland and Willamette Valley. Three community members are now certified in **Food Hub Management**.



**\$200K**

TCVA + TCCA  
AWARDED IN  
RESILIENCE  
GRANTS

**\$65K**

FROM BUSINESS  
OREGON ROI  
GRANT



## COVID SUPPORT AND INVESTMENT

- **Participated** actively in three Regional Solutions Emergency COVID Response Teams (meetings held weekly), Travel Oregon COVID Response and North Coast Tourism Management Network meetings.

- **Provided COVID** Stay Safe signage, masks and sanitizer throughout the county, plus messaging and public service announcements to visitor-facing social channels, regional media.

- **Partnered with Tillamook Chamber of Commerce for the #tillamooktakeout** campaign, contributing non-TLT funds for gift cards for a 10-week promotion in April, May and June, and then more funds for a 2nd promotion in fall during COVID High-Risk category. Total take-out sales for county restaurants was \$4 million.





# THREE R'S BENCHMARK: RETURN ON RELATIONSHIPS

## COMMUNITY DEVELOPMENT

Partnered with Community Development, CACs and STVR agencies to develop the **Hello Neighbor!** public relations campaign to support communication between agencies and local residents.  
[tillamookcoast.com/hello-neighbor](http://tillamookcoast.com/hello-neighbor)

*Hello, Neighbor!*

Partnered with Tillamook Coast History Alliance members for a planned **Cultural Heritage Trail**.



Coupled with **Guest Service Gold** certification, planning is underway to launch an online certified **Hospitality training** program, collaborating with private sector, ORLA Education Foundation and TBCC.

Guest Service *Gold*



# THREE R'S BENCHMARK: RETURN ON RELATIONSHIPS

## COMMUNITY BUSINESS DEVELOPMENT

Received **\$20,000** from Travel Oregon's Wine Country License Plate grant to adopt the Travel Oregon food trail template, and create three new videos: Seaside, Garibaldi and newest food trail member, Astoria. The very successful **North Coast Food Trail**, the first developed under Travel Oregon's Culinary/ Agritourism Rural Studio Program, was named in fall of 2019 by **Sunset Magazine** editors as "Best Foodie Trail."

# \$20K

TRAVEL OREGON  
GRANT FOR  
EXPANDING  
NORTH COAST  
FOOD TRAIL



Awarded a dozen businesses and individuals as **Tourism Heroes** for their community support during COVID and wildfires.



# THREE R'S BENCHMARK: RETURN ON RESPONSIBILITY

## DESTINATION MANAGEMENT

Received **\$10,000 COVID relief** grant from Travel Oregon. This freed up funds in our tight budget to buy **4 beach wheelchairs**, donated to Manzanita, Rockaway Beach and Pacific City. Also received a \$10,000 Destination Ready grant to purchase **two kayak launchers** (one each in Nehalem and Wheeler), and a **wheelchair** for Netarts.

Funded **Nestucca Fire District** digital sign; helped fund **Neskowin tsunami signage**; funded Tillamook Bay interpretive signs for **Tillamook Estuaries Partnership**; installed **Nehalem wayfinding signs**.

**\$20K**

TWO TRAVEL  
OREGON GRANTS  
HELPED FUND  
EQUITY IN  
OUTDOOR  
ACCESS

**\$121,000  
INVESTED IN  
WAYFINDING**





# THREE R'S BENCHMARK: RETURN ON RESPONSIBILITY

## DESTINATION MANAGEMENT

Appointed by Governor Brown to the **North Coast Regional Solutions Equity and Economic Recovery Council**, **Nan Devlin** is part of advisory group that reviewed state initiatives for DEI and economic development across multiple state initiatives.

Worked with Tillamook County, Tillamook County Wellness, Mt. Hebo Ranger station, and New Youth Corps to develop a **GIS mapping of all trails, campgrounds, boat launches and more**; will soon be available online at [tillamookcoast.com](http://tillamookcoast.com)

- **Sponsored the BOCC emergency/COVID meetings** streamed on KTEL Radio in 2020



<https://storymaps.arcgis.com/stories/b2a628d36b6641999f8cd547cc8b754>



# THREE R'S BENCHMARK: RETURN ON RESPONSIBILITY

## DESTINATION MANAGEMENT

Added to our team in December 2020, **Brook Wyntergreen** is the new Destination Manager for South Tillamook County. She is working with the county on tourism infrastructure development in Pacific City, including the **Parking Management Plan, Cape Kiwanda plan revisions, wayfinding, tsunami signage** and much more.

Developed the South County information landing page:

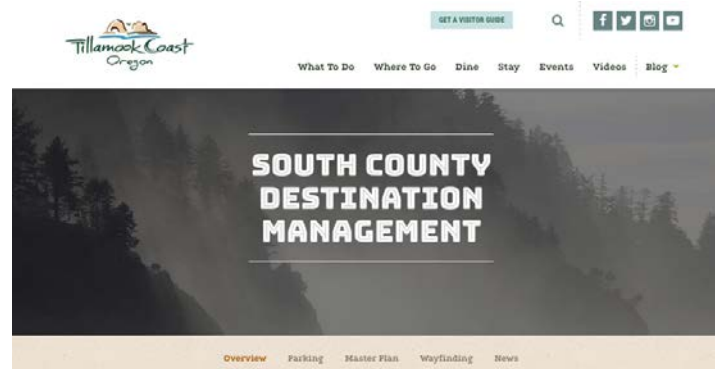
**[tillamookcoast.com/southcounty](https://tillamookcoast.com/southcounty)**

This is a model for creating a central and north county destination management program to coordinate with cities and in-between unincorporated areas to determine what is needed in facilities support.



Destination Manager,  
South Tillamook  
County

Brook Wyntergreen, MBA



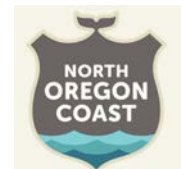


# NAN DEVLIN: EXECUTIVE DIRECTOR



## So far this fiscal year...

- Our staff of four has been **certified in 5 professional programs**.
- Continued strategic initiatives; **see attached plan** with updates.
- Appointed by **Governor** to North Coast Equity and Economic Recovery committee.
- Member of **three Regional Solutions COVID recovery advisory groups**: legislative, land managers/parks managers, and north coast tourism/chamber managers, all ongoing.
- Presented **destination management planning/principles** to multiple organizations: one national, one state, one regional, and four local.
- Supporting and collaborating with Columbia Pacific Regional Economic Development District and north coast organizations on a **\$400K USDA-RFSP grant** for food hubs/food delivery/food resilience systems, **an outgrowth of** managing **second \$65K Business Oregon Rural Opportunity Initiative grant** to develop a business plan, market analysis and site location for local **food hub system**.
- Coordinated for two years through December 2020, and now core team member, of the **North Coast Tourism Management Network** addressing trash, visitor behavior, and transportation.
- Completed **4-month long DEI training** with coastal colleagues.
- Applied for six grants, received four, for a total of \$105,000, helping us continue and complete community and destination programs this fiscal year.
- Expanded **North Coast Food Trail to Astoria**; trail now in its 4th year. Completing Travel Oregon grant project to create three videos; updating brochure and website.
- Facilitated workshop with **Kiawanda Community Center** on a plan for an onsite visitor center in partnership with the PCNV Chamber; developed two marketing plans for local businesses; helped two organizations write and apply for grants.
- Write **quarterly tourism newsletters** to community; appear monthly on **Tillamook Today** radio program; write **monthly columns in Headlight Herald**; manage media outreach; attend council and planning meetings; meet regularly with CAC leadership; STVR agencies; port managers, businesses



### Nan is an engaged member of the community:

- Tillamook Forest Heritage Trust Board of Directors
- Futures Council Advisory Member
- Earned certificates in **Food Hub Management** and **Professional Grant Writing**



# JULIE HURLIMAN: COMMUNITY AND INDUSTRY PROGRAMS MANAGER



So far this fiscal year...

Expanded **Caring for Our Coast** campaign with the **Tillamook Coast Pledge** on expected behavior while at the coast: [tillamookcoast.com/caring-for-our-coast](https://tillamookcoast.com/caring-for-our-coast)

Oversaw the **development of Discover Bay City** with a visitor-facing website and social channels:  
<https://discoverbaycityor.com> Reports to Bay City Council each month

- Developed the **Hello Neighbor campaign** with Community Development, STVR agencies and county-wide CACs  
[tillamookcoast.com/hello-neighbor](https://tillamookcoast.com/hello-neighbor)

- Manages development of a **cultural heritage trail** campaign on behalf of the Tillamook Coast History Alliance members; recruiting new members, including local tribal leaders; will manage 2022 events

- Updated TCVA **Crisis Communications Plan** to include COVID/pandemic best practices

- Coordinates updates, community blocks, and new website for **Tillamook County Quilt Trail**

- Recruiting sponsors for new **Tillamook Professional Disc Golf Course**: so far, \$9K of \$25K needed



## Julie is an engaged member of the community:

- Swiss Society Board Secretary and Grant Writer
- Tillamook Coast History Alliance, Chair
- Honorary Tillamook Quilt Guild Member
- Sacred Heart Crab Feed, Co-Chair
- (Pending) Oregon Tourism Leadership Academy
- Tillamook Early Learning Center, Past Board Chair

## Professional certificates earned this year:

- Virtual Meetings Management
- Festival and Event Management
- COVID-19 Precautions for Hotels



# AMY BLACKBURN: FINANCE AND GRANT ADMINISTRATION DIRECTOR



## So far this fiscal year...

- Developed our **"green" virtual office**, taking documents and financial administration tasks online and on the cloud, saving \$\$\$ on paper and ink, and making it easy for staff and board members to approve banking activities, and access files from virtual offices.

- Took QuickBooks online, enabling more flexible and secure conditions for managing accounting tasks from a public and virtual office.



- Administers the **\$200K Marketing Resilience Grant, developing training webinars** on planning, budgeting and collaboration.

Amy provides ongoing assistance and advice to grantees, helping them with changes in programs and remaining in compliance with grant criteria. Also **manages all grants** - received and outgoing. **All grant programs are now managed online**, saving mounds of paper. See at [tillamookcoast.com/grants](https://tillamookcoast.com/grants)



- Develops **monthly budget reports to the tourism board and county treasurer**; invoicing, billing and payments; banking reconciliation and transfer funds; document signing; as a CPA, prepared tax statements.

- Applied for and was **granted a \$57K PPP loan** in January 2020, the first PPP loan we were able to apply for as a 501c6; Amy has applied for a 2nd one. Also received a \$10K COVID relief fund from Travel Oregon, using the freed funds to purchase and donate **four beach wheelchairs**.

- Prepared fiscal year budget, working with county on expectations and funding.

### Amy is an engaged member of the community:

- YMCA Board, Treasurer
- Tillamook Church of the Nazarene Board, Treasurer
- 4-H Leader
- Boy Scouts of America, Committee Chair
- TBCC Business Advisory Committee



# BROOK WYNTERGREEN: SOUTH COUNTY DESTINATION MANAGER



## So far since December...

- **Facilitating** Pacific City - Woods Parking Advisory Committee meetings
- Working with County Public Works on **digital signage messaging**
- Working with County Parks on **parking fee stations**, messaging and signage
- Working with Tillamook Transportation District on **expanding shuttle service** in Pacific City in summer
- Overseeing Brooten Road area **wayfinding signage placement** and design intent drawings for RFP for fabrication and installation
- Working with South Tillamook County Emergency Volunteer Corps on **tsunami signage**, storage and needs for **Pacific City, Tierra del Mar** and upcoming needs for **Sandlake area**.
- Working with county on **RFP review and selection of contractor** to update Cape Kiwanda master plan
- **Writing monthly column** for Pacific City Sun on destination management activities in south county
- Developed and does updates on the South County Destination Management page: [tillamookcoast.com/southcounty](https://tillamookcoast.com/southcounty)

### Brook is an engaged member of the community:

- Member, AFO - Architecture Foundation of Oregon
- Pacific City- Woods Parking Advisory Committee
- Neskowin South Tillamook County Emergency Volunteer Corps
- South County Wayfinding Committee

### Professional certifications earned this year:

CERT - disaster preparedness



## PACIFIC CITY WAYFINDING PLAN





# THANK YOU



*Much gratitude to the Tillamook Board of County Commissioners, TCVA Board of Directors, Tillamook County Creamery Association, Regional Solutions, Community Development, Travel Oregon, Oregon Coast Visitors Association, Business Oregon, our north coast tourism, chamber and SBDC/EDC colleagues, and our local tourism businesses and organizations for investing in our community and industry through difficult times.*