

ANNUAL REPORT: 2020-2021



PREPARED BY

**TILLAMOOK COAST VISITORS
ASSOCIATION**



Presented by Nan Devlin, Executive Director
www.tillamookcoast.com

THE YEAR. THAT WAS.



Presented to:
Tillamook County Board of County Commissioners
August, 2021

Tillamook Coast Visitors Association Staff



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Nan Devlin, MTA
[email](#)



**Deputy Director,
Finance and
Administration**
Amy Blackburn, CPA
[email](#)



**Manager, Community
and Industry
Programs**
Julie Hurliman
[email](#)



**Destination Manager,
South Tillamook
County**
Brook Wyntergreen, MBA
[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
- *Jaykob Wood*: Tillamook County Pioneer Museum
- *Susan Amort*: Pacific City Nestucca Valley Chamber of Commerce
- *Juliet Hyams*: City Manager, Garibaldi
- *Amy VanDyke*: Sunset Vacation Rentals, Manzanita
- *Chantelle Hylton*: Owner, The Salmonberry, 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 and Tillamook Bay Community College.

GOAL & MISSION: SUSTAINABLE TOURISM

Focus on People, Place, Profit

Everything we do, we ask, “does this serve the community, respect the environment and culture, and create economic vitality?”

The answer has to be YES to all three.

Better ways than "growth" to measure tourism success

Three R's Benchmarks

1. **People:** Return on Relationships - community
2. **Place:** Return on Responsibility - environment and culture
3. **Profit:** Return on Investment - economic vitality



Destination management puts the principles of sustainable tourism into practice through collaboration with municipalities, community, and the tourism industry.



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

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

Provided online **Guest Service Gold** certification training during COVID. Planning is underway to launch online certified **Hospitality training** programs, collaborating with private sector, ORLA Education Foundation.

Hello, Neighbor!



TILLAMOOK COAST HISTORY ALLIANCE

Guest Service *Gold*



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.



RETURN ON RELATIONSHIPS

COMMUNITY BUSINESS DEVELOPMENT

Launched exploratory process to develop a **Food Innovation Center** in Tillamook County, serving the north coast. The goal is to make our area a center of food excellence and development. We want to fund and build shared, licensed commercial kitchens, cold storage, food processing centers, culinary classrooms/labs, provide workforce training, food safety classes, and mentorship for food entrepreneurs.

Process includes state and local agencies, nonprofits, Col-Pac, ports, private sector and individuals.

\$120K

NOW SEEKING
FUNDING FOR A
FEASIBILITY
STUDY, BUSINESS
PLAN AND BUILD-
OUT COSTS



Inspired through work
on the food trail



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. Received a \$10,000 Destination Ready grant to purchase **two kayak launchers** (one each in Garibaldi and Wheeler), and a **wheelchair** for Garibaldi.

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

\$20K

TWO TRAVEL
OREGON GRANTS
HELPED FUND
EQUITY IN
OUTDOOR
ACCESS

**\$172,000
INVESTED IN
WAYFINDING**



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: 800+ locations**
tillamookcoast.com/recreation-map

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



<https://storymaps.arcgis.com/stories/b2a628d36b664199f8cd547cc8b754>



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:

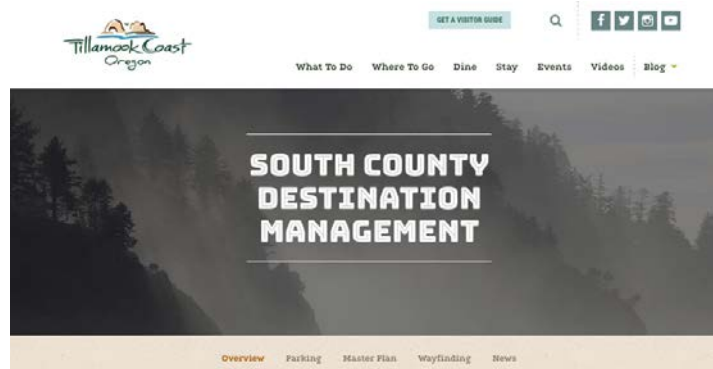
tillamookcoast.com/southcounty

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





RETURN ON INVESTMENT

COVID IMPACT AND RECOVERY

Lodging revenue recovered despite 2.5 months of closure in spring 2020. Visitors stayed twice as long, throughout the week and in off-season.

Q4 2020 saw an increase of 72% over Q4 2019, and Q1 increased 138% over Q1 2020, and 108% over Q1 2019.

Visitor spending on gas, groceries, restaurants, museums, venues and retail **dipped significantly** in 2020 as much as 80% from 2019. **In 2019, visitor spending was \$249.5 million.** The 2020 visitor spending economic report says \$125 million, a drop of 50%.

-74%

IMMEDIATE LOSS IN
REVENUE BY SMALL
FARMS, FISHERIES AND
RESTAURANTS IN 2020

+6%

OVERALL
INCREASE IN 2020
TLT OVER 2019





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 Extreme-Risk category. Total take-out sales for county restaurants was \$4 million.



NAN DEVLIN: EXECUTIVE DIRECTOR



- Developed **one-year COVID impact study** of tourism businesses, a follow-up to spring 2020.

- Participant in **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, two 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**.

-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. Received Travel Oregon grant project to create three videos; updated 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 three organizations write and apply for grants.

- Write **quarterly tourism newsletters** to community; appear monthly on **Tillamook Today** radio program; write **quarterly columns for Headlight Herald**; manage media outreach; attend city council and planning meetings; meet regularly with CAC leadership; STVR agencies; port managers, businesses, organizations needing our assistance

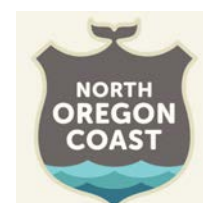
Nan is an engaged member of the community:

- Tillamook Forest Heritage Trust Board of Directors
- Futures Council Advisory Member
- Appointed by Governor Brown to North Coast Equity and Economic Recovery Council.
- North Coast Tourism Management Network
- Tillamook Estuaries Partnership Innovation Center review committee



Professional certificates earned this year:

Food Hub Management
Professional Grant Writing



JULIE HURLIMAN: COMMUNITY AND INDUSTRY PROGRAMS MANAGER

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

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

- Developed the **Hello Neighbor campaign** with Community Development, STVR agencies and county-wide CACs tillamookcoast.com/hello-neighbor

- Working with ODOT and state parks to include **high-traffic cameras on tripcheck**.

- 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, \$12K of \$25K raised

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
- **Oregon Tourism Leadership Academy (2021-2022 cohort)**
- Tillamook Early Learning Center, Past Board Chair



TILLAMOOK COAST HISTORY ALLIANCE

Professional certifications earned this year:

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

AMY BLACKBURN: DEPUTY DIRECTOR FINANCE AND ADMINISTRATION



- 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 securely access files from virtual offices. Our **environmental footprint decreased sharply** thanks to this effort.

- 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



- 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. **Prepares fiscal year budget**, working with county and board.

-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 **successfully applied for a 2nd one at \$57,000**. Both loans have been forgiven, enabling us to use funds for community programs. Also received a \$10K COVID relief fund from Travel Oregon, using the freed funds to purchase **five beach wheelchairs**.

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

Professional certifications earned this year:

- CPA license renewed



BROOK WYNTERGREEN: SOUTH COUNTY DESTINATION MANAGER



- **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
- Worked with Tillamook Transportation District to **expand shuttle service and route** in Pacific City to three days from Memorial Day to Labor Day weekends. **Shuttle is averaging 80 passengers per day.**
- 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 and community on **Kiwanda Corridor Plan**
- Reviewing **Cloverdale Wayside project**, will oversee project
- **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



PACIFIC CITY WAYFINDING PLAN



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



ON OUR PROJECTS PLATE: 2021-2022

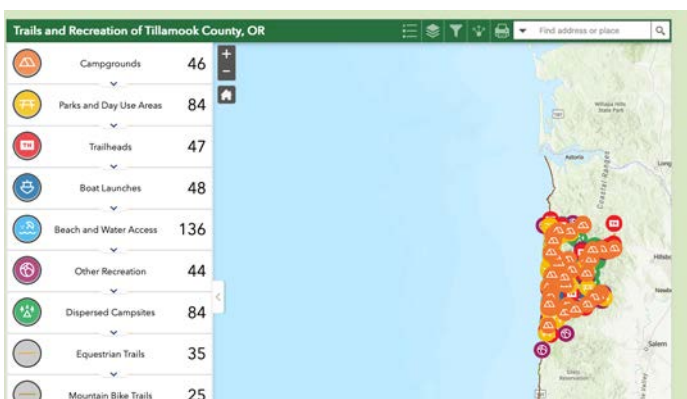


Return on Relationships (community/business)

- Workforce training with businesses (Guest Service Gold)
- Grant training (writing and budgeting) and administration
- Plan **Swiss Society Centennial**, Beer + Cheese Festival, Crave the Coast
- Develop **VTC online academy** for marketing, grant writing
- Hospitality study: needs, wants, improvements
- Fund **10-week TBCC course on Recipe-to-Market** for entrepreneurs
- Continue Hello Neighbor! campaign
- Continue fund-raising for Disc Golf Course at Port of Tillamook Bay
- Continue working with CACs, county committees, nonprofits
- Continue partnership with Col-Pac on food hubs, etc.
- Develop plan for **Food Innovation Center**
- Launch and Manage **Rockaway Beach TLT marketing grant program**

Return on Responsibility (destination management)

- Cloverdale Wayside project management
- **Coordinate with county on Kiwanda Corridor plan**
- Rockaway Beach wayfinding installation
- Pacific City (Brooten Road) wayfinding installation
- Kayak launcher installation (Wheeler and Garibaldi)
- **Tourism facilities plan: review, gaps, priorities, long-term recommendations, community vision ideas**
- **Trails and Outdoor Recreation Manager** to facilitate, coordinate and recommend connecting trails, recreational improvements, better access
- Restart Wheeler and Tillamook wayfinding process
- Begin county parks and Garibaldi wayfinding planning process
- Explore ways to help **fund emergency mgmt/public safety needs**
- **Safety signage at Cape Kiwanda, plus King Tides locales**



Return on Investment (economic vitality)

- Survey of tourism sectors - use of technology, marketing, etc.
- Create website analytics reporting dashboard, business map
- Enhanced arts and cultural heritage content
- Additional south county content, develop visitor-facing website
- GIS map additions and improvements
- Improved search engine optimization
- Visitor study of website (done every two years, underway now)
- Improved lodging listings with stewardship messaging
- Frequent safety updates, plus safety landing page
- **Update current strategic plan to 2030 plan, can now include long-term projects**

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 collaborating and investing in our community and industry through difficult times.