HOW SOUTH COUNTY BENEFITS FROM TLT DOLLARS

By Nan Devlin, Executive Director. Tillamook County Visitors Association

If a local community member were to go by comments made on social media alone, one would think that the county

hasn't invested any of TLT dollars helped fund the Kiawanda Community Center's 2000 the transient lodging square foot addition. tax in south county.

Of course, that's far from the truth: looking at the numbers, the vast majority of TLT collected by the county has been spent on projects in south county.

Let's start with tourism grants: Of the \$3,343,748 the county has awarded in grants from 2015 to 2021, 50% of the county projects. Those projects include:



\$75,000

\$75,000

\$15,000

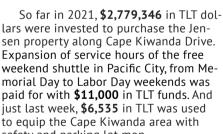
\$38,703

\$450,000

\$100,000

\$26,350

\$1,680,504



Dory Heritage Museum Phase 1 (2020)

USDA - Sand Lake Coast Trail Hike-In campground/amphitheater (2020)

Pacific City Nestucca Valley Chamber

Pacific City/Woods Parking Management Plan (2019)

Tillamook Off-Road Trail Alliance

Sector 1004 planning (2020)

Neskowin Emergency Egress Construction (2020)

South Tillamook Emergency

Total south county tourism

facilities grants awarded

Volunteer Corps (2019)

(2020 and 2021)

safety and parking lot monitoring cameras, which will operate year-round to assist both visitors and public safety departments. During summers of 2020 and 2021, the county used TLT dollars to fund the digital traffic management signs on Cape Kiwanda Drive, plus portable toilets and waste management equipment

throughout the county. The Kiwanda Corridor Project planning cost, \$673,891, one-half of which (approx. **\$336,945**) will be funded by TLT, with the rest covered by parking fees and funds from county parks and roads departments.

For the current fiscal year, **\$108,000** in TLT has been approved through TCVA for Pacific City/Brooten Road fabrication and installation of wayfinding signage, which is starting this fall (parking fees will also assist in wayfinding costs).

In addition to the tourism facilities grant rounds, TLT funds, either through the county's budget or funds from Tillamook Coast Visitors Association, was used for the following:



Photos by Tillamook County Visitors Association

• \$35,218 for the Nestucca Fire District

- electronic sign;
- \$10,000 for tsunami signage and supplies in Neskowin;
- \$20,000 for tsunami signage and supplies in Pacific City and Tierra del Mar;
- \$20,000 for a new visitor-facing south-county website that will incorporate the Pacific City Nestucca Valley

Chamber website. And since 2015, TCVA has awarded **\$49,698** to south county businesses and nonprofits through

marketing and event grants. All the funding stated above amounts to **\$5,057,246.** That accounts for a 51% return in TLT collected by the county from Cloverdale, Neskowin and Pacific City, from 2014 to 2020.

South Tillamook County also benefits from time spent by multiple people, from county, fire district and sheriff's office personnel to many community volunteers who collaborate to solve problems and build capacity. TCVA also has a full-time employee, Brook Wyntergreen, dedicated to south county destination management programs. TCVA is currently studying ways to help fund life-saving equipment and other needs for emergency management and sheriff's department. There are many state and county regulations to consider, but options are being developed.

Of course, TLT funds are used for projects that benefit the entire county,

such as county parks and fairgrounds improvements, the Salmonberry Trail, online GIS trails and outdoor recreation map, bathrooms, boat dock improvements, museum building improvements, workforce training and much more. And 30% of the total amount of TLT the county collects is dedicated to the repair and upkeep of county roads.



Funds from Tillamook County's TLT program helped pay for the Nestucca Valley Community Alliance park development project.

Next time you see a social media post that questions how TLT is being used in south county, the above is an informed way to respond. You can find more reports on TLT at https://tillamookcoast. com/industry and on the county site, https://www.co.tillamook.or.us