

HOW SOUTH COUNTY BENEFITS FROM TLT DOLLARS

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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 the transient lodging 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 grant funds, or **\$1,680,504 went to south county projects.** Those projects include:

Cape Kiwanda Master Plan (2015)	\$95,000
Nestucca Fire and Rescue - Beach Access Improvement (2015)	\$54,945
Nestucca Valley Community Alliance - 60-space parking lot (2016)	\$97,812
Kiawanda Community Center - 2000 sq foot addition remodel (2016)	\$339,148
Tillamook County Parks – Cape Kiwanda Beach Access improvements (2016)	\$132,320
Nestucca Valley Community Alliance – park equipment (2018)	\$13,046
Neskowin Community Association – beach access ramps (2020)	\$75,000
Nestucca Valley Community Alliance – park infrastructure (2020)	\$74,700
Pacific City Dorymen's Association – beach access tiles (2020)	\$18,480
Pacific City Dorymen's Association – Dory Heritage Museum Phase 1 (2020)	\$75,000
Tillamook Off-Road Trail Alliance – Sector 1004 planning (2020)	\$75,000
USDA – Sand Lake Coast Trail Hike-In campground/amphitheater (2020)	\$15,000
Pacific City/Woods Parking Management Plan (2019)	\$38,703
Neskowin Emergency Egress Construction (2020)	\$450,000
Pacific City Nestucca Valley Chamber (2020 and 2021)	\$100,000
South Tillamook Emergency Volunteer Corps (2019)	\$26,350
Total south county tourism facilities grants awarded	\$1,680,504

So far in 2021, **\$2,779,346** in TLT dollars were invested to purchase the Jensen property along Cape Kiwanda Drive. Expansion of service hours of the free weekend shuttle in Pacific City, from Memorial Day to Labor Day weekends was paid for with **\$11,000** in TLT funds. And just last week, **\$6,535** in TLT was used to equip the Cape Kiwanda area with 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/Broton 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:

- **\$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 Wynter-green, 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.



Photos by Tillamook County Visitors Association

TLT dollars helped fund the Kiawanda Community Center's 2000 square foot addition.



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>

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