

TCVA ANNUAL REPORT: 2021-2022



PREPARED BY

**TILLAMOOK COAST VISITORS
ASSOCIATION**



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

STAFF & GOVERNANCE



Presented to:
Tillamook Coast Visitors Association Board of Directors
Tillamook County Board of County Commissioners

Tillamook Coast Visitors Association Board of Directors

- **Chair:** Valerie Folkema, Commissioner, Port of Garibaldi, owner of Garibaldi Marina
- **Vice Chair:** Justin Aufdermauer, Tillamook Chamber of Commerce
- **Secretary:** Claudine Rehn, Tillamook Estuaries Partnership
- **Treasurer:** Mike Bever, Executive Vice President, Tillamook Creamery
- Amanda Cavitt, Garibaldi Portside Bistro & Barview Market
- Susan Amort, Pacific City Nestucca Valley Chamber of Commerce
- Juliet Hyams, City Manager, Garibaldi
- Amy VanDyke, Sunset Vacation Rentals, Manzanita
- Jennifer Nelson, COO, Nestucca Ridge Companies, Pacific City
- Rita Welch, Tillamook Air Museum
- Jeff Wong, Commercial fisherman, Rockaway Beach
- Mary Faith Bell, Tillamook County Commissioner liaison
- Jim Prinzing, past chair/ex officio

Our vision

Create year-round economic vitality with respect to community, culture and environment.

Our mission

TCVA is focused on sustainable tourism and destination management for Tillamook County. Our county offers outdoor recreation and education, culinary/agritourism, and cultural heritage, all under an umbrella of environmental stewardship and respect for natural resources.

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 3.5 years as part of the Economic Development Council.

STAFF HIGHLIGHTS

Tillamook Coast Visitors Association Staff



Executive Director
Nan Devlin, MTA



**Deputy Director, Finance
and Administration**
Amy Blackburn, CPA



**Manager, Community and
Industry Programs**
Julie Hurliman



**Trails and Outdoor
Recreation Manager**
Dan Haag, MFA

Amy Blackburn set up a grant process for the city of Rockaway Beach, wrapped up the TCVA/TCCA 2020-2021 grant year, and oversaw the tourism facilities grant process. She also implemented a software program and a new invoicing system that makes administration of grants and financial transactions more efficient. She also developed grant writing seminars, and has launched a project management process for our team, EOS (entrepreneurial operating system), which will streamline the ability to do accomplish our many projects. Amy is taking part in a leadership coaching program as part of her development as the Deputy Director.

Dan Haag joined our team in October 2021 and as Trails and Outdoor Recreation Manager, has literally hit the ground running. He completed Phase 1 of the tourism facilities plan through multiple community meetings and outreach. He is taking a lead in developing a coordinated amenities plan for the coastal section of the Salmonberry Trail. He is coordinating activities and funding for county trail and recreation amenities, developing a trail sponsorship program, and is keeping the various trail groups informed of each others' work through newsletters and meetings. Dan is now attending the Oregon Tourism Leadership Academy.

Julie Hurliman completed a year's professional training with Oregon Tourism Leadership Academy. She is planning the Centennial Celebration of the Swiss Society (Nov. 5, 2022), and managing the History Alliance group. She developed the new Cultural Heritage Trail brochure, and is revamping and updating the Tillamook Quilt Trail. She also helped secure sponsorship funding for the new disc golf course at the Port of Tillamook Bay. Julie is a member of the county's Short-Term Rental Advisory Committee, and on the board of the Tillamook Swiss Society. She will begin a graduate certificate in Sustainable Tourism and Destination Management in early 2023.

STAFF HIGHLIGHTS

Nan Devlin facilitated Rockaway Beach and Garibaldi tourism destination management plans, and will provide that service for Manzanita and Bay City in fall, 2022. Wayfinding projects in Pacific City and Rockaway Beach will be installed in September, and Bay City is now reviewing their plan for installation by June 2023. The south county website went live in May - **pacificcity.com**, combining visitor news with the PCNV chamber new and directory. Nan is overseeing development of a farm-based food systems center at the Port of Tillamook Bay, and a seafood processing center at the Port of Garibaldi, all thanks to a generous Business Oregon grant. TCVA was the recipient of a Col-Pac Rural Food Systems Program (RFSP) grant to help with farm marketing efforts.

She presented at the Oregon Destination Association conference in January 2022 on innovative TCVA programs, and to the UC Davis Dept. of Agriculture in June on developing food trails. Nan organized a week-long training with the National Association of Interpretation for seven local Certified Interpretive Guides (and three from the western U.S.) to become CIG trainers. She will be launching a tourism and hospitality business training program in winter 2023 through Reinventing Rural Co-Starters. She is also assisting arts-related businesses in Tillamook to create a designated arts district in the city.

In case of a recession, a plan is ready to help our small businesses.

Brook Wyntergreen, now a contractor with the county after 18 months as a TCVA staff member, facilitated meetings and communications for the Kiwanda Corridor Project, Pacific City/Woods Parking Advisory Committee, and the Hebo/Beaver/Cloverdale Community Visioning workshops. Nan and Brook will be meeting on a regular basis to assist in the projects and continue the destination management programs in south county. We believe Brook is a strong asset to the county and look forward to working with her.



**Destination Manager,
South Tillamook
County**

Brook Wyntergreen, MBA

SUSTAINABLE TOURISM + DESTINATION MANAGEMENT

Sustainable tourism is based on three factors: **people, place and profit**. In other words: how does tourism **help community**, how does it **protect and respect the environment**, and how does it support **economic vitality**.

Destination management puts sustainable tourism into practice through collaboration between the tourism industry, municipalities, nonprofits, businesses, and engaged citizens.

Despite the ongoing COVID pandemic - now in its 3rd year - **visitor spending has increased as reflected in the county's TLT numbers and substantial lodging revenues.**

Restaurants and retail have done OK, thanks to **owner creativity, adaptability and hard work**. Museums and nonprofits are struggling a bit because fundraisers and events have been difficult to hold. The biggest issues we have now are **lack of staffing**—which is at a crisis stage—and **lack of affordable housing** and rental properties, caused by both rising real estate prices and limited development.

TLT

	2019			2020			2021			2022		
		YoY			YoY			YoY			YoY	
Q1	\$698,966	+17%	\$583,432	-17%	\$1,502,414	+157%	\$1,549,403	+3%				
Q2	\$1,144,806	+13%	\$622,199	-48%	\$2,075,492	+233%						
Q3	\$1,943,681	+11%	\$2,262,693	+16%	\$2,777,920	+20%						
Q4	\$709,038	+12%	\$1,241,553	+75%	\$1,182,550	-6%						
Total	\$4,496,491	+13%	\$4,747,449	+5%	\$7,538,376	+60%						

Lodging revenue

	2019	2020	2021	2022
Q1	\$12,466,788	\$13,067,909	\$33,422,812	\$33,029,212*
Q2	\$20,145,913	\$14,077,303	\$47,964,866	
Q3	\$34,587,676	\$53,105,783	\$65,030,223	
Q4	\$12,387,260	\$29,992,852	\$29,032,814	
Total	\$79,587,637	\$110,243,847	\$175,450,715	

Benchmarks



In January 2019, TCVA changed its benchmarks from quantitative (growth metrics) to **qualitative** to reflect its mission of destination management.

We developed the "**Three R's**" metrics:

Return on **Relationships**

(people/community),

Return on **Responsibility**

(place/stewardship & livability)

Return on **Reinvestment**

(profit/year-round economic vitality).

Those metrics follow:

RETURN ON RELATIONSHIPS



COMMUNITY

Thanks to a grant from Travel Oregon, purchased a 5th **Beach Wheelchair**, Using redirected budget, four more beach wheelchairs arrived in July, and will be placed at state and county parks. **We now have 9 chairs!**

Two kayak launchers were installed in March in Wheeler and Garibaldi. We hope to install more as docks are repaired.





COMMUNITY

Worked with Port of Tillamook Bay and Tillamook School District to raise funds to build a **disc golf course** at the port. This will be the only professional-level course on the Oregon Coast, and the only one west of Portland. Course will open in Fall, 2022 - disc golf is considered an off-season sport. *The muddier the better.*

Dan Haag has developed a long-wanted TCVA project: **eco-tours that combine outdoor education, volunteerism, and local foods and culture.** Dan has been contacted by regional companies interested in doing community service.

\$22.5K

RAISED IN
SPONSORSHIPS
TO DEVELOP THE
PROFESSIONAL
DISC GOLF
COURSE





COMMUNITY

Workforce training is a major initiative for TCVA as the tourism industry is critically understaffed, despite a significant rise in wages. We are working with Workforce NW and Oregon Hospitality Foundation on grants for Pro-Start programs, culinary training and business planning for food entrepreneurs. We also provided a **scholarship to a community member for the Oregon Tourism Leadership Academy.**

**TRAINED 20 PEOPLE IN
GUEST SERVICE GOLD**

**10 PEOPLE TOOK PART IN TRAIN
THE TRAINER - CERTIFIED
INTERPRETIVE GUIDES**

**DOZENS OF COMMUNITY
MEMBERS ON GRANT WRITING**

**FUNDED GROW YOUR FARM IN
WINTER SEMESTER AT TBCC,
THROUGH OSU EXTENSION 10
FARMS ENROLLED**





COMMUNITY

We are **assisting four fire districts in recruiting volunteers**: Bay City, Garibaldi, Nestucca and Nehalem. We created recruitment posters, and filmed and interviewed current volunteers to encourage other community members to take part. We are working on ways to help fire districts raise money for heavy-lifting drones.

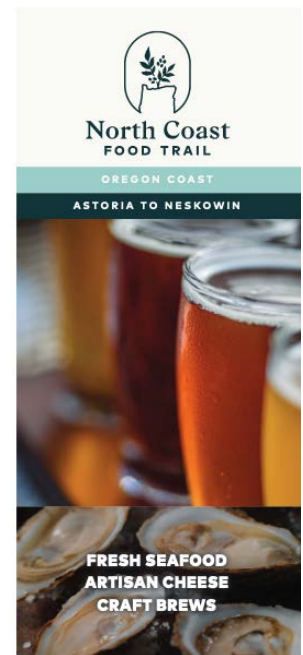
We presented two dozen organizations and individuals with **Community Hero awards**. We wanted to honor those who get up every morning and serve the needs of our citizens, and who undertake big projects to enhance our communities.





COMMUNITY & BUSINESS

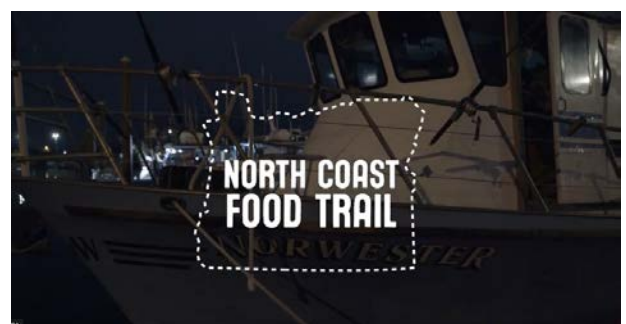
Distributed 20,000 North Coast Food Trail brochures from Astoria to Neskowin (now at 80 members). **Throughout Covid, not a single food trail member went out of business. Several businesses expanded.**



We created a video on Garibaldi Seafood, and with help from a grant, have filmed a new video on Cannon Beach food trail members (as we have done with Seaside and Astoria).

With funding assistance from our partners, we did a two-month food trail media campaign on KATU-TV and OPB online and radio.

youtube.com/tillamookcoast





RETURN ON RESPONSIBILITY

DESTINATION MANAGEMENT

Received **\$87,000 from Business Oregon's Rural Opportunity Initiative grant** to continue work on developing a food hub, food delivery system, cold storage, shared commercial kitchen and seafood processing access for our food businesses. We are working with Col-Pac, the ports, nonprofits and businesses toward developing **Partners for Rural Food Systems** centers.

Partnering with Col-Pac on their USDA **Rural Food System Program** (RFSP) grant, with supportive work related to the North Coast Food Trail and the proposed innovation Hub.

\$87K

BUSINESS
OREGON ROI
GRANT TO
DEVELOP FOOD
BUSINESS
FACILITIES

\$10K

SUPPORTING
COL-PAC RFSP

\$20K

AWARDED GRANT
TO MARKET
RFSP FARMS



SOUTH COUNTY

Brook Wyntergreen, now on contract with county as the Destination Manager for South Tillamook County, is working with the county on tourism infrastructure development in Pacific City, including the **Kiwanda Corridor Project** (and seeking more funding), **parking management**, and **Tri-Village community visioning**.

Developed a **visitor-facing website** for south county, combining it with the Pacific City Nestucca Valley Chamber of Commerce information, at the chamber's request. **pacificcity.com**

Sponsored the **free trolley shuttle** with the county and Tillamook County Transportation District. (Rockaway Beach wants a trolley next year.)

KIWANDA CORRIDOR
PROJECT

Pacific City | Nestucca Valley &
OREGON | South Tillamook County

We developed emergency contact information "window clings" for the STCEVC to distribute to short-term vacation rental homes.





DESTINATION MANAGEMENT

Developed **destination management plans** for two cities, **Rockaway Beach** and **Garibaldi**, and will start working with **Manzanita** and **Bay City** in September. We are educating cities about use of lodging taxes, and encouraging them to invest their post-2003 TLT in tourism facilities. We are administering the **Manzanita visitor center** and their social media.

Wayfinding: we funded **Port of Garibaldi digital sign; Rockaway Beach and Pacific City** signs will be installed in Sept. Working on a gateway safety sign for **Highway 6**. Developed **Bay City** wayfinding plan, starting Feb. 8th. We also helped fund **south county tsunami signage**.





COUNTY-WIDE

Julie partnered with the county's Community Development, citizen advisory committees and short-term rental agencies to develop the **Hello Neighbor!** campaign, which began in summer 2021. It **reduced nuisance calls to 911 by 50%** - one of the major goals of the program. It was also determined that **just 5 of the 200+ calls were about licensed STRs.**

Dan developed a Phase I **tourism facilities needs report** for needed infrastructure, such as restrooms, trash management, parking, improved boat launches, connective trails and much more. We will work with the county commissioners on priority projects and timeline (Phase 2).

Hello, Neighbor!

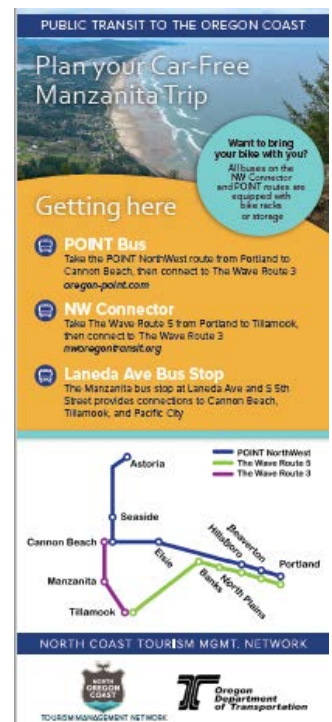




COUNTY-WIDE

TCVA is facilitating the **collaboration of coastal cities along the Salmonberry Trail**, and will seek funding as a whole rather than each city competing for the same dollars. A trail amenities plan is being developed. The Garibaldi-Barview Trail and Tillamook Bay Cultural Trail will be complementary to the Salmonberry.

TCVA, in collaboration with the North Coast Tourism Management Network has developed a pilot program for Pacific City and Manzanita (soon to include Rockaway Beach) to **encourage visitors to take the bus to the coast**. Brochures, website content and social media will be part of the campaign. The rack cards will be published in Spanish as well.





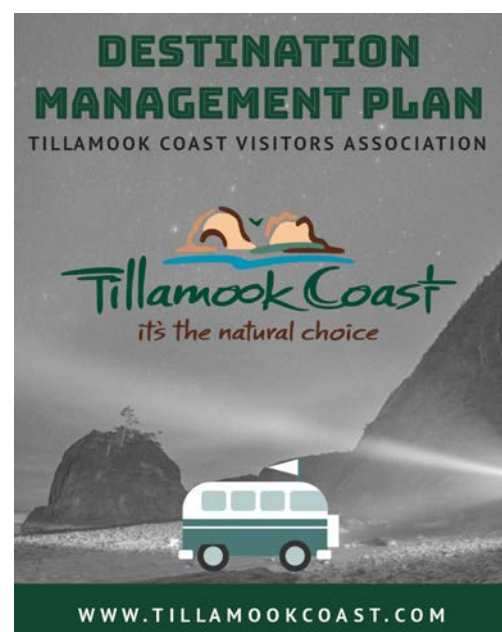
COUNTY-WIDE

Created a **stewardship and beach safety animated video**, with voice provided by Matteo Blackburn. Watch it on our YouTube channel.

<https://www.youtube.com/watch?v=XJ0DKIjEmOw>



TCVA expanded on its **Destination Management 2030** plan with the approval of a 5-year contract with Tillamook County. This enables longer-term projects and financial planning. New initiatives include Public Safety and DEI, which includes accessibility. Three TCVA staff memers have taken DEI training. Our website can now be viewed in Spanish language.





COUNTY-WIDE

Conducted three community-wide workshops on the development of food innovation hubs in the county. Applied for a **Business Oregon Rural Opportunity Initiative** grant, our third one, successfully funded at \$87,000.

This allows us to develop a strategic plan, pro forma, facilities locations, messaging and branding, and create a organizational infrastructure.

To date, locations have been determined, and a strategic plan is completed. Currently working on a pro forma and messaging/branding.

Partners have been identified, and we will be seeking for more funding.



Red building at Port of Garibaldi: seafood processing center



Officers Mess Hall at Port of Tillamook Bay: farm-based processing center



RETURN ON REINVESTMENT

ECONOMIC VITALITY

In 2021, we partnered with the Tillamook County Creamery Association, which provided a 100% match to our annual \$100,000 tourism community grant cycle, creating a \$200,000 fund. We asked for collaborative projects; the **16 lead grantees will impact 90 tourism businesses**. In January 2022, we presented another **\$100,000** in grants, receiving \$198,000 in requests, mostly from private businesses. We also created a tourism business **signage grant** to help cover 50% of costs of signage for brick-and-mortar locations.

Created new **Tillamook Coast Cultural Heritage Trail** brochure and enhanced website content. Done in collaboration with Tillamook County Pioneer Museum. The **Centennial Celebration of the Swiss Society** will be held Nov. 5th. It will be a "schwinging" time, filled with fun activities — food, music, dancing, 5K run, quilt show and, hopefully, yodeling.

\$850K

IN TCVA
MARKETING
GRANTS
DISTRIBUTED
SINCE 2015

TCVA is now managing the tourism facilities TLT grant on behalf of the county. To date, the county has distributed nearly **\$5 million** since 2015.





Sponsored events and programs

throughout Tillamook County including Tillamook Rodeo, Oceanside Centennial, Three Capes Run, Surfrider Safety Signage at Cape Kiwanda, South Tillamook County Emergency Volunteer Corps, Heart of Cart'M, Tillamook Chamber Banquet, Tillamook Air Museum, and multiple auction items.

Launched **"Travel with Locals"** landing page on tillamookcoast.com, where we feature influential locals giving visitors a video tour of their favorite things to do.

Sponsored KOIN "Oregon Harvest" program showcasing our food producers and natural resources stewardship: **Nestucca Bay Creamery, Nehalem River Ranch, Trask River Hatchery** and **JAndy Oysters**. Grant's Getaways featured **Trask River Hatchery** too.

\$20K

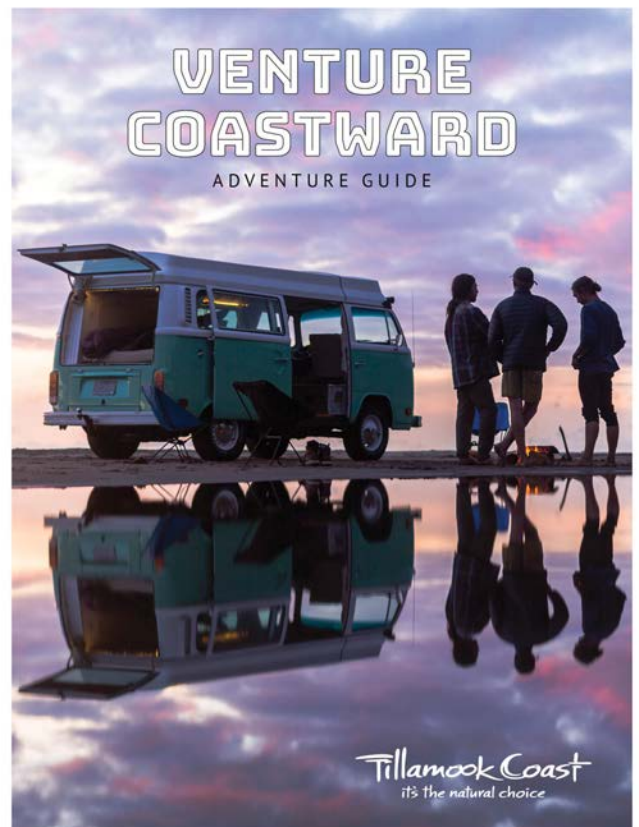
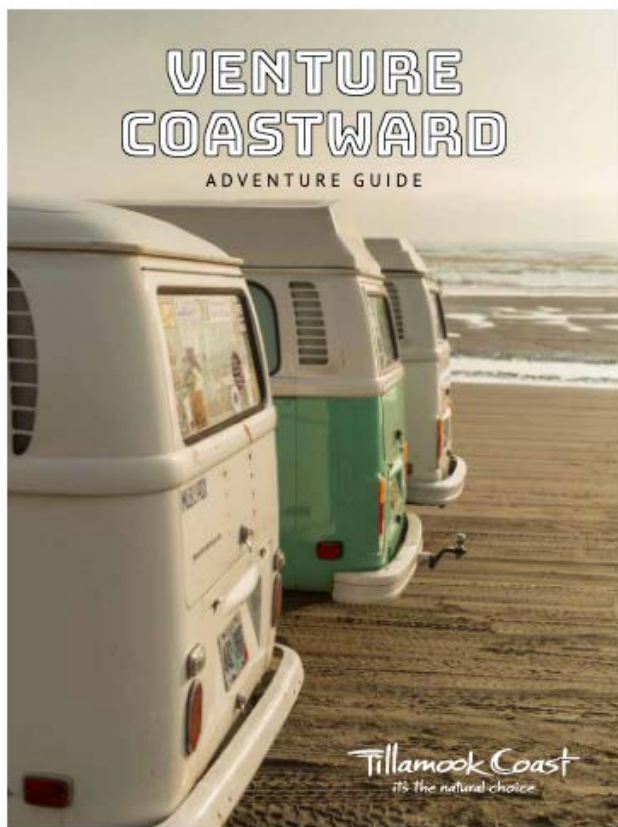
IN
SPONSORSHIPS
TO LOCAL
ORGANIZATIONS



April 7, 2022

**Travel with Locals:
Introduction**





Visitor guide: *Venture Coastward*

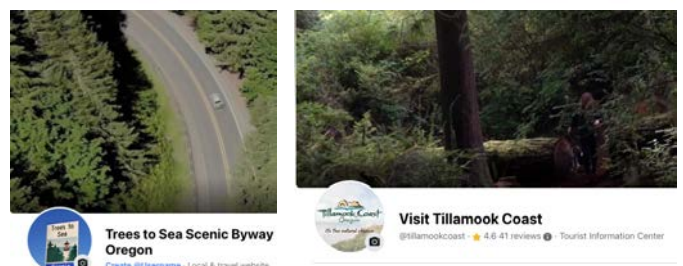
Each year, partnering with the Tillamook Chamber, we publish a visitor guide. It is distributed at 70 locations in the county, and is available at Travel Oregon visitor centers, and centers along the coast. This year, the chamber mailed more than **15,000 guides** to requesters throughout the U.S.

Social Media

In addition to managing the Facebook and Instagram pages for Visit Tillamook Coast, North Coast Food Trail, Trees to Sea Scenic Byway, Tillamook County Quilt Trail, and Tillamook Coast Trails and Outdoor Recreation, we also manage social media for South Tillamook County Destination Management, Rockaway Beach and Manzanita Visitors Center. We post about fire district volunteer opportunities on pages for Bay City and City of Garibaldi.

Media

We rely on OPB, NW Outdoors Radio, and the Explore Oregon Podcast to share our local stewardship stories.





THANK YOU



Visit Tillamook Coast

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 challenging times.