

Tourism and Workforce Training on Oregon's North Coast

Nan Devlin, Executive Director



Visit Tillamook Coast

Our Tourism Initiatives

Under the scope of Sustainable Tourism and Destination Management

1. Community
Development

4. Arts & Cultural
Heritage

7. DEI

2. Business
Development

5. Culinary &
Agritourism

8. Stewardship

3. Outdoor
Recreation

6. Tourism
Communications

9. Public Safety
and Education

Workforce Training programs

1. Guest Service
Gold Hospitality
Training &
Certification

4. Business,
marketing and
public relations
planning workshops

7. Certified
Interpretive Guides
and Trainers

2. Wordpress and
Social Media
Training

5. Destination
management
planning

**8. Recipe to
Market, Grow Your
Farm & Food Hub
Management**

3. Business
onboarding training

6. Grant writing
training

9. Pro-Start High
School curriculum

1. Guest Service Gold Frontline Training and Certification

Developed by the
American Hotel and
Lodging Educational
Institute (AHLEI)

Customized for Oregon
by the Oregon
Hospitality Foundation,
Oregon Restaurant &
Lodging Association,
and Travel Oregon.



7 "Golden Opportunities" to provide a memorable customer experience

1. Recovery
2. Personalization
3. Knowledge
4. Passion
5. Commitment
6. Inclusion
7. Personality



2. Wordpress and Social Media Training

In our rural coastal county, local services for marketing, website and social media are difficult to find. Agencies can be too expensive for small businesses.



1. Provide \$100,000 each year in marketing grants businesses can use to develop websites or marketing campaigns
2. Recommend vendors from other areas we know will help train businesses on WordPress
3. Invite experts to conduct sector-specific social media training: museums, restaurants, hotels, small fisheries and farms, etc.
4. Advanced social media training for nonprofits and our team members once a year to learn new Facebook and Instagram techniques

3. Business onboarding training

When new businesses open and want tourism-related training, we conduct team bonding exercises and conduct county tours



1. Work with two consultants who are anthropologists and improv actors
2. Working with public training - focus on recognizing built-in biases and individualized responses
3. Guest Service Gold certification training
4. Conduct a guided tour of county

4. Business, marketing and public relations planning workshops

Small businesses often do not have a marketing plan, do not know how to work with the media

Others want to start businesses but need mentorship

1. Conduct step-by-step marketing plan workshops for existing businesses
2. Help them identify target markets for advertising and promotion - this is
3. Teach them best practices in press release and newsletter writing and distribution
4. Reinventing Rural: yearly 10-week Co-Starters® workshop: from business idea to access to capital



5. Destination management planning

Help communities with their own room tax revenues plan how to spend within state laws.

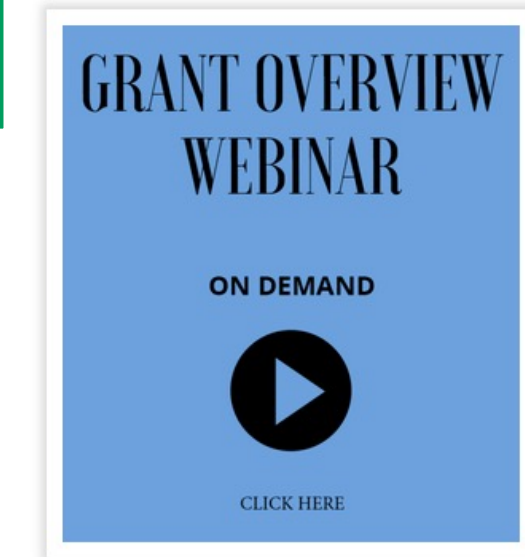
Rural city manager turnover is high in recent years; onboarding about how lodging tax can be spent gets overlooked



1. In Oregon, 70% of any lodging tax put in place after 2003 can be used for tourism promotion AND/OR tourism-related facilities
2. Conduct community-based meetings with local city manager, mayor, councils and residents on values, assets, SWOT, and initiatives, then prioritize projects.
3. Present the city councils with a plan, prioritized projects, and funding sources.

6. Grant writing training

In rural areas, organizations depend on grants; you have to know best practices for writing them



Tillamookcoast.com/grants

1. In 2018, we sponsored a four-day grant writing class taught by a master grant writer and consultant - 55 participants. Repeating the course now for selected organizations that need to access federal funds.
2. Team took the Professional Grant Writing certificate course from the National Funding Foundation.
3. Create grant writing webinars for our three grant programs: tourism facilities, marketing and signage, developed by our Deputy Director.
4. Also lead workshops for smaller grants from the communities, take them step-by-step through the process

7. Certified Interpretive Guides and Trainers



“Ups the game” on cultural and stewardship storytelling and educational programs; brings a much-needed professional skill set



1. In early 2020, we sponsored a week-long training session with 10 cultural and stewardship managers to be Certified Interpretive Guides (CIG)
2. In 2022, brought them back for a week-long Train the Trainer session to be CIG trainers
3. This will also help all-volunteer organizations develop professional skills and programs

8. Recipe to Market, Grow Your Farm & Food Hub Management

200+ small farms and fisheries in Tillamook County; have little in way of mentorship -

Developing Partners for Rural Food Systems program to help small producers



1. Partner with Oregon State University Extension to conduct Recipe-to-Market classes on developing a food product
2. Partner with Oregon State University Extension and Tillamook Bay Community College to help farmers who want to grow their businesses and find more farmland
3. Sponsored local food entrepreneurs to take Food Hub Management course through the University of Vermont

9. Pro-Start High School curriculum

High school program for juniors and seniors to learn the hospitality business and gain culinary skills; coastal areas need these experienced people



1. Working now to get a Pro-Start program into one of our three high schools in the county
2. Seeking funding for paid internships for graduating seniors
3. Will help our businesses that are in dire need of workforce
4. Those working in hospitality earn more over time, have higher rates of earning bachelor degrees, and more start their own businesses than those in health care and manufacturing (U.S. Labor Statistics)

Internal training

Prepare staff to take on more leadership in tourism: upgrade skills and prep for a succession plan

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC



Deputy Director, Finance and Administration

Amy Blackburn, CPA



Manager, Community and Industry Programs

Julie Hurliman



Trails and Outdoor Recreation Manager

Dan Haag, MFA

1. Team will be taking the Certificate in Sustainable Tourism and Destination Management at George Washington University
2. Each team member takes part in a year-long Oregon Tourism Leadership Academy conducted by Oregon Restaurant and Lodging Association and Travel Oregon
3. Team is getting certified in accessibility topics for outdoor recreation access program.
4. Team members also take certification in areas related their interests and jobs



Manzanita, Oregon - my home!

Thank you!

