

# Bay City Destination Management Plan

## 2022

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Approved by City Council on Dec. 14, 2022

Developed in partnership with community members  
and Tillamook Coast Visitors Association (TCVA)



## Executive summary

- Destination Management puts sustainable tourism principles into practice. This plan combines input from the community, city and tourism organization, and is based on values and assets of Bay City.
- It also considers strengths, weaknesses, opportunities and threats (SWOT), how to take advantage of strengths and opportunities, and mitigate weaknesses and threats. Values, assets and SWOT were developed in Workshop #1.
- The initiatives, developed and discussed in Workshop #2, consider the what, why, who, how, funding, when, and priority level. Priorities were scored by the community and city staff in an open discussion during Workshop #3.

**Thank you to the following community members and city staff and council that participated in the workshops and provided valuable insights.**

## Destination Management Workshop Participants

Amanda Stanaway  
Greg Sweeney  
Mark Harguth  
Angela Maris  
David Mattison  
Liane Welch  
David McCall  
Debbie Pohs  
Charles Wooldridge  
Peyton Tracy  
Kim Carr  
Barbara Stringham



## Project scoring summary per initiative

## See following initiatives

Score of 1.0 is highest priority

### Outdoor Recreation

Watt Family Park	3.6
Al Griffin Park	2.7
Hiker/biker campground	1.0
RV Dump site	3.25
State Forest access	5.6
Kilchis Point Reserve	3.4
Tillamook Bay access	5.5

### Arts & Culture

Bay City Arts Center	2.8
Mural	1.0
Festivals	3.8
Concerts	3.1
Library events	3.25

### Culinary/local foods

Farmers market	1.3
Food trucks	1.6

### Unique Lodging

Increase short-term rentals	1.8
New unique lodging	1.0

### Tourism Communications

Update website	1.6
Increase social media	1.8
Create videos	1.8

### Stewardship

Develop stories of efforts	1.5
Story outreach	2.4
Patterson Creek project	1.8

### Public Safety

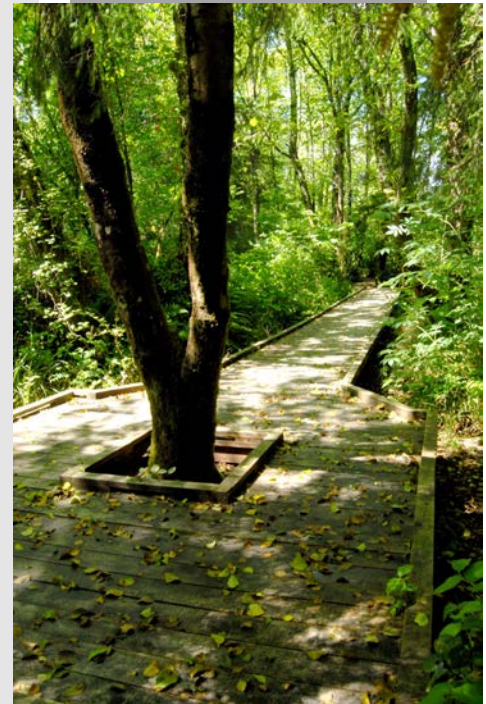
Pedestrian light at Hwy 101	1.1
Triggered traffic light	1.8

### Beautification

not scored  
(suggested)

# Values

- Small community
- Wave to each other
- Recognize each other
- Peace and quiet
- Neighbors help each other
- Walking town
- Community pancake breakfast
- Local fire station
- Local radio – KAYN
- Local library – classes
- City hall available for events
- Al Griffith city park
- Kilchis Point Reserve
- Community groups: church, art center
- Proximity to Tillamook State Forest
- View of and access to Tillamook Bay
- Sunset views and sunrises
- Partnership with Port of Garibaldi



# Assets



Railriders

Kilchis Point Reserve

Access to Tillamook Bay

Birds and wildlife viewing

Walking paths

Four city parks

Bay City Arts Center

Tillamook Bay City RV & Yurts Campground

Yurts by the Bay

Sheltered Nook Tiny Home Village

Tillamook Country Smoker

Vintage Peddler shop



# Assets



Church

Al Griffith Park & Campground

Tillamook State Forest

Skate Park

Concerts

Alderbrook Golf Course

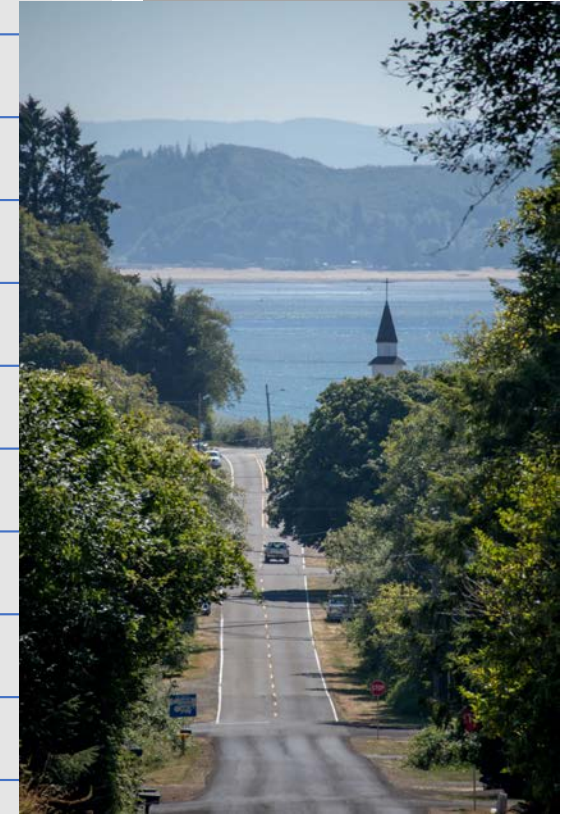
Hydrangea Ranch/Sports Camp/  
Farm-to-Table Barn

Twins Ranch Covered Wagon Campground

Good infrastructure: water, sewer,  
reliable power and internet

Proximity to Tillamook, Garibaldi

Four restaurants: Mana's, Downies,  
Landing, Fish Peddler/Seafood Market



# Strengths

- Stability in current lodging and camping properties
- Bay City Arts Center
- Municipality stability
- U.S. Post Office (more like a community center/safe place)
- Multiple parks
- Kilchis Point Reserve
- Tillamook State Forest
- Proximity to Hwy 101
- Safe, quiet community
- Walking town
- Friendly town
- Home base for travelers
- Fire district bond won at 72%
- Family-owned eateries
- Booster club care for flowerpots, do holiday lights
- Local library – librarian holds classes, events
- Pearl Festival returns 2023
- Provide mutual aid for emergency response



# Weaknesses

- Summer traffic on Hwy 101, turning south from Bay City
- Lack of housing
- Older/aging population
- No schools
- No medical clinics
- Lack of resources compared to larger areas
- Some drug and homeless problems
- Loud truck traffic
- Assets are aging, maintenance needs put off
- Lack of unique lodging
- 2<sup>nd</sup>-home owners often not part of community, lack of oversight if STR
- Need better visitor info – update [discoverbaycityor.com](http://discoverbaycityor.com)

# Opportunities

- Master plan for parks – Al Griffith park improvements
- Club sports
- Connect Bike camp with Salmonberry Trail and Kilchis Point Reserve
- Bay City Arts Center – update kitchen, hire paid executive director, build ceramic studio in separate building
- Programming and tour guides for Kilchis Point Reserve
- Food truck pod
- RV dump site
- Fire District improvements
- Partner with Port of Garibaldi for better access to bay
- Greater broadband
- Skate park expansion
- Install security cameras at Kilchis Point Reserve
- Update visitor website

# Threats

- Lack of pedestrian crossing on Hwy 101 –
- Natural disasters – fires and tsunami
- Sea level rise from climate change
- Bad press – negative media
- Hospitality – if visitors no longer feel welcome
- Not managing tourism well
- Lack of staffing at city to manage tourism well
- Lack of funding
- Unreal local expectations
- Push for more housing density could threaten village feel, loss of identity
- Affordability at risk

# Bay City Values

As they relate to a desirable tourism destination management

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- Small, friendly rural town offers peace and quiet, yet easy access to activities
- Access to outdoor recreation and family activities, easy to walk around town
- Access to Tillamook Bay, Tillamook State Forest, several parks, Pacific Coast Hwy
- Many local arts, music, events
- Stay in unique lodging – tiny homes, yurts, campgrounds, covered wagons, RV
- “Comfort food” restaurants and community pancake breakfast
- Sunrise and sunset views
- A place where a visitor can feel like a temporary local



# Destination Management Initiatives

Under scope of Sustainable Tourism

1. Outdoor Recreation

2. Arts & culture

3. Culinary/  
local foods

4. Unique  
Lodging

5. Tourism  
communications


6. Stewardship

7. Public Safety


8. Beautification




1.  
Outdoor  
Recreation

What	Why	Who	How	Funding	When	Priority Level	
Watt Family Park: playground equipment, goal posts for soccer, grandstand, perimeter walking trail connect to state forest	Needs infrastructure to fulfill promise as a community park	City owned; form a group of volunteers that would likely use the park to assist public works with planning and tasks	City/public works will need to lead the project for property preparation for equipment	Tourism facilities grant for playground equipment (include goal posts and grandstands) and walking trail; Travel Oregon has outdoor recreation grants as well. Seeking funding for site planning	Tourism facilities grants in fall 2023; contact Trailkeepers in fall 2023 for ideas about walking path development	3.6 Average score  ( Score of 1.0 is highest priority)	
Al Griffin Park upgrades	Upgrades needed to park; master plan completed; support Salmonberry Trail amenities, pickleball court, enlarge campground, basketball court, new playground equipment, amphitheater	City owned and maintained; form a group of volunteers to assist public works	City/public works will need to lead the project for property preparation for equipment	All of the improvements would qualify for county tourism facilities grant	Plan to apply for tourism facilities grant in fall 2023; and 2024.	2.7 average score  (Score of 1.0 is highest priority)	

1.  
Outdoor  
Recreation

What	Why	Who	How	Funding	When	Priority Level	
Hiker/Biker campground	Provide amenities for coastal section of Salmonberry Trail	City, STIA, TCVA, OCVA. Salmonberry Foundation	Working with Salmonberry Trail Foundation and TCVA on multi-city amenities funding	Fully funded	Ongoing – be aware of grant deadlines	1.0 average score  (Score of 1.0 is highest priority)	
RV Dump Site	Provide camper amenities; county is an RV campground destination	City of Bay City	City of Bay City Public works	Fully funded with ARPA funds	2023	3.25 average score  (Score of 1.0 is highest priority)	

1.  
Outdoor  
Recreation


What	Why	Who	How	Funding	When	Priority Level	
Kilchis Point Reserve	Premier trail destination; needs maintenance, upkeep; access to mobility aids onsite; security cameras	Work with Tillamook County Pioneer Museum; TCVA; Bay City public works	Volunteers from museum supporters; meet with Trailkeepers of Oregon; TCVA's Volunteer Education Program	TCVA funds wheelchairs and other accessibility support; TCVA volunteer program starts in spring 2023;	Ongoing; if trail wheelchair needed, make request now to TCVA for 2023-2024 budget; requires city to be "owner" for insurance purposes	3.4 average score  (Score of 1.0 is highest priority)	
Tillamook Bay Access	Currently no access point for non-motorized water activities; park benches needed	Work with Port of Garibaldi and Pacific Seafood	Create a boat launch capable of handling an ADA-equipped kayak launcher; must get state or Port of Garibaldi approval-partnership	County TLT facilities grant; Oregon State Marine Board grants: <a href="https://www.oregon.gov/osmb/boating-facilities/pages/boating-facility-grant-applications.aspx">https://www.oregon.gov/osmb/boating-facilities/pages/boating-facility-grant-applications.aspx</a>	Begin talks with Port of Garibaldi, Oregon State Marine Board and Pacific Seafood if private property involved	5.5 average score  (Score of 1.0 is highest priority)	



1.  
Outdoor  
Recreation

What	Why	Who	How	Funding	When	Priority Level	
Improved State forest trail access	Enhance hiking opportunities	Dept. of Forestry; volunteer groups, such as Trailkeepers	Plan options with Dept of Forestry (Laura Fredrickson, Recreation, Education, and Interpretation Program Manager, <a href="mailto:Laura.M.FREDRICKSON@odf.oregon.gov">Laura.M.FREDRICKSON@odf.oregon.gov</a> ). Work with State Forest Trust of Oregon, <a href="http://stateforeststrust.org/">stateforeststrust.org/</a>	State of Oregon offers trail development grants; possibly county TLT if partnering with DOF; directional signs can be funded by TCVA wayfinding program	Planning could take 18 months to 3 years	5.6 average score  (Score of 1.0 is highest priority)	

2.  
Arts &  
Culture

What	Why	Who	How	Funding	When	Priority Level	
Bay City Arts Center	Center of cultural activity and events; needs roof and kitchen upgrades; new sign; improved parking lots	Bay City Arts board, working with city	Develop plan; get estimates for roof and kitchen; new signage part of TCVA wayfinding fund	County tourism facilities grants – several grants have been awarded for roof repairs and commercial kitchens	Get planning and estimates prior to September 2023 when facilities grants are announced	2.8 average score  (Score of 1.0 is highest priority)	
Festivals	Pearl Festival is unique to the county; could use improvements; opportunity for Vintage Shopping Festival (More vintage stores opening in Tillamook County)	Arts with Kids; Bay City volunteers and business owners	Bring volunteers together now for planning; keep vendors local; work with Vintage by the Bay to see if interested in leading an event	TCVA offers \$2500 sponsorships if event occurs September to May; Bay City TLT can also be used; local businesses may sponsor	Summer 2024	3.8 average score  (combined Vintage Festival with Pearl Festival average scores)  (Score of 1.0 is highest priority)	


2.  
Arts &  
Culture

What	Why	Who	How	Funding	When	Priority Level	
Concerts	People love concerts – particularly since Covid when live music events were non-existent; brings community together	Bay City Arts Center; Monday Musical Club; partner with NCRD	Part of the Pearl Festival or a stand-alone musical festival in summer. Hold in Watt Family Park. Permit would likely be needed. Stage and electrical hook-up needed, <b>unless acoustic only.</b>	Bay City TLT can be used. Music groups could be paid through a small admission fee.	Summers or throughout year if held indoors at Bay City Arts Center	3.1 average score  (Score of 1.0 is highest priority)	
Library events	Get more engagement in the unique library offerings	City works with Tillamook County Library Foundation on expand engagement	Could be part of Bay City tourism communications contractor. Use social media and local press to inform	Bay City TLT for tourism communications; possibly some funding from library foundation	Start next summer, 2023	3.25 average score  (Score of 1.0 is highest priority)	
Mural	Enhance south side appearance of city hall	Bay City, TCVA, local artists	Develop design using images derived from Values and Assets of destination management plan to represent city	TCVA Wayfinding funds – up to \$10K; fully funded	Working on project now; complete in 2023	1.0 average score  (Score of 1.0 is highest priority)	

3.  
Culinary/local  
foods


What	Why	Who	How	Funding	When	Priority Level	
Farmers Market near city hall, on a summer weekday (such as Tuesday or Wednesday afternoon)	Manzanita market is Friday; Tillamook is Saturday. South county markets are weekends. This is an opportunity for local producers to sell during the week; become part of North Coast Food Trail	Possibility that a current farmers market manager would be interested in doing this – already has connections	Takes organizational and revenue oversight, property, trash management; porta potties or public restrooms’ North Coast Food Trail does marketing on farmers markets	Local foods grants; sponsorships; revenue from vendor fees; TLT marketing grant for publicity	May- Sept 2024	1.3 average score  (Score of 1.0 is highest priority)	

3.  
Culinary/local  
foods


What	Why	Who	How	Funding	When	Priority Level	
Food Trucks	Food trucks add meal options not currently available and fill a need when restaurants are closed	Restaurant owner, or other private company, such as in Tillamook. Several restaurants already own food trucks	Takes organizational and revenue oversight, property (pod), pod maintenance, electricity/water/sewer hookups, trash cans and pickup, nearby public restrooms or porta potty, covered area with picnic tables	Private business (usually), with cooperation from city, EDC start-up funds; Co-Starter access to 0% interest capital program	2025 – two years to plan	1.6 average score  (Score of 1.0 is highest priority)	

4.


Unique lodging

What	Why	Who	How	Funding	When	Priority Level	
Short-term rentals	STRs limited to 5% of housing; currently 20 STRs; can add 20 more to stock, which will increase TLT for other programs	Discuss with a responsible STR agency, pays TLT on time and is transparent in operations; has local management in place	Invite local STR agency to write letter to 2 <sup>nd</sup> homeowners to gauge interest; ensure results do not exceed maximum limit; city can provide 2 <sup>nd</sup> homeowner list	None required, but community will benefit from STR licensing fees and additional TLT	Begin process now to increase STR availability by summer 2023	1.8 average score  (Score of 1.0 is highest priority)	
New unique lodging	Visitors love unique lodging; City and visitors could benefit from additional lodging on a small scale to fit with city culture	Discuss opportunity with other locally owned lodging businesses – keeping it local keeps revenue and workforce opportunities local	Develop criteria for unique lodging. Invite smaller lodging owners to the table for discussion or conduct private meetings; identify available property now; consult with lodging consultants; look at Bay Point Landing near Coos Bay for ideas.	Private business; may need incentives for building or developing	Goal of 2026 – three years to plan and see results	1.0 average score  (Score of 1.0 is highest priority)	

5.  
Tourism  
Communications


What	Why	Who	How	Funding	When	Priority Level	
Website: discoverbaycityOR.org	Needs updating and new content	Bay City can use lodging tax to contract with a website manager	TCVA can recommend a contractor	Bay City lodging tax; can also apply for a TCVA marketing grant to update content	As soon as possible – get it updated this winter	1.6 average score  (Score of 1.0 is highest priority)	
Social media	Needs attention, perfect place to share Bay City values, assets, local voices, stories about businesses.	Either city employee or tourism marketing contractor	Create a marketing plan; develop storylines, blogs, more photos, integrate Instagram, do 2 posts per week on Facebook; feature local people and their businesses	Bay City lodging tax; can also apply for a TCVA marketing grant to update content; TCVA can help update the marketing plan	As soon as possible, build a larger audience	1.8 average score  (Score of 1.0 is highest priority)	

5.  
Tourism  
Communications


What	Why	Who	How	Funding	When	Priority Level	
Create videos	2-3 minute videos have a big impact, helps tell your story visually and through local voices	TCVA can recommend affordable videographers	Develop stories and storylines about values and assets, stewardship projects, such as Patterson Creek work	TCVA marketing grants, fall 2023	Recommend getting a contactor in place first to work with videographers on storylines.	1.8 average score (Score of 1.0 is highest priority)	




## 6. Stewardship

What	Why	Who	How	Funding	When	Priority Level	
Share story of local stewardship efforts	Trend: Visitors, particularly younger travelers, look to destinations for their stewardship and inclusionary programs.	Work with TEP's Explore Nature series to bring educational events to Bay City; local volunteers can be trained; work with TCVA "volunteer vacations"	TCVA sponsors interpretive guide training, and can help develop interpretive programs. More interpretive signs can be added to the wayfinding effort as Phase 2.	TCVA can fund interpretive signage with TLT dollars; Talk with TEP and WEBS about a Bay City-focused Explore Nature series (TCVA funds Explore Nature)	Start conversations with TEP and WEBS in early 2023	1.5 average score  (Score of 1.0 is highest priority)	


# 6. Stewardship

What	Why	Who	How	Funding	When	Priority Level	
Patterson Creek Fish Passage & Sewer Relocation Project	Replace eight culverts to improve salmon passage; share inter	Bay City, Tillamook Estuaries Partnership, ODOT, Salmon Superhighway	City working with ODOT, TEP and others on project	City has secured grants: \$418,000	Now, currently underway	1.8 average score  (Score of 1.0 is highest priority)	
Story outreach	Visitors and locals want to hear, see, read and learn about stewardship programs, even possibly take part in stewardship-related events.	Work with writers and TCVA* on stewardship story development; develop more interpretive signage; develop a video with local voices on local stewardship	Post on Facebook and add as blogs on the website discoverbaycityOR.org  Work with TCVA on additional interpretive signage	Bay City lodging tax can be used to hire writers –TCVA can recommend writers; TCVA can fund interpretive signage; or apply for a TCVA marketing grant for a series of videos	Start in 2023-24 fiscal year	2.4 average score  (Score of 1.0 is highest priority)	

## 7. Public Safety

What	Why	Who	How	Funding	When	Priority Level	
Flashing light pedestrian safe crossing from town to bay across Hwy 101	Make crossing safer – this is especially needed in summer when Railriders is operating.	City approaches ODOT	May require studies; find out what is needed from ODOT (this was done on Kiwanda Drive in Pacific City)	\$350K ODOT – \$45K TLT	Begin process now with ODOT; make take a few years!	1.1 average score  (Score of 1.0 is highest priority)	
Or, “triggered” traffic light on Hwy 101 to allow cars to safely enter the highway from Bay City, particularly in summer.	Reduce and prevent traffic accidents; safely allows cars to enter highway, eases traffic flow from city	City approaches ODOT	May require public meetings	ODOT	Begin process now with ODOT; make take a few years!	1.8 average score  (Score of 1.0 is highest priority)	

## 8. Beautification (suggested)

What	Why	Who	How	Funding	When	Priority Level	
Improve north end entrance look – make more attractive	North end entrance area is not kept, abandoned truck can be seen from Hwy. Makes for a “broken window” situation – sends the message a community might not care how the town looks, which can translate to visitors not caring	Bay City Beautification Committee; Get ideas from Master Gardeners, Tillamook Estuaries Partnership and ODOT; find groups that can help plant attractive flowering shrubs or hardy native plants or small trees	Volunteers – work with TEP groups, Master Gardener volunteers; move rhodies from city hall to area	Bay City – maybe funding from a community or county group?	Plant in spring or fall.	Not scored	
Decorative trash cans	Encourages better waste management, less trash	City of Bay City; TCVA can assist (Rockaway Beach now has heavy-duty decorated cans	TCVA has connections with trash companies; as does Mayor McCall	Bay City TLT can be used; approx. \$1,700 plus shipping	2024	Not scored	



Thank you.

Tillamook Coast Visitors Association is a destination management organization and appreciates Bay City's commitment to the same sustainable tourism approach.

This plan supports collaborative work throughout Tillamook County and helps county commissioners understand the needs of Bay City.

If there are questions about this plan, please contact:

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