

ANNUAL TOURISM REPORT FY 2022-2023

PRESENTED BY
TILLAMOOK COAST VISITORS ASSOCIATION



WWW.TILLAMOOKCOAST.COM

VISION

Tillamook County enjoys year-round economic vitality with respect to community, culture, and environment.

MISSION

Through destination management activities based on sustainable tourism principles, we strive to do work that benefits residents and livability, supports our industry and its workforce, and creates visitor respect for our environment and community.

EQUITY STATEMENT

Tillamook Coast Visitors Association is committed to work that helps us become a more equitable destination. We want all who travel to the Tillamook Coast to be able to enjoy their journey and feel welcome. **We define equity as: when all people have access to resources to potentially reach the same outcomes.** Our projects focus on providing safe, accessible, and FUN experiences for all travelers.

TCVA IN 2022-2023 FISCAL YEAR



▼ Staff



Nan Devlin, MTA
Executive Director



Dan Haag, MFA
Trails, Outdoor
Recreation &
Accessibility Director



Amy Blackburn, CPA
Former Deputy
Director and Finance
Consultant

▼ Board of Directors

VALERIE FOLKEMA

BOARD CHAIR

GARIBALDI MARINA
PORT OF GARIBALDI

JUSTIN AUFDERMAUER

BOARD VICE-CHAIR

TILLAMOOK
CHAMBER OF COMMERCE

MIKE BEVER

BOARD TREASURER

TILLAMOOK COUNTY
CREAMERY ASSOCIATION

CLAUDINE REHN

SECRETARY

TILLAMOOK ESTUARIES
PARTNERSHIP

JEREMY STROBER

PCNV CHAMBER OF COMMERCE

JENNIFER NELSON

NESTUCCA RIDGE
SOUTH LODGING

AMANDA CAVITT

GARIBALDI PORTSIDE BISTRO
BARVIEW JETTY MAKRET

RITA WELCH

TILLAMOOK AIR MUSEUM

MARY JOHNSON

CITY OF ROCKAWAY BEACH

DANIELLE JOHNSON

MANZANITA BEACH GETAWAYS
NORTH LODGING

MARY FAITH BELL

COUNTY LIAISON
TILLAMOOK COUNTY
COMMISSIONER

JIM PRINZING

PAST CHAIR/EX-OFFICIO

JEFF WONG

COMMUNITY SUPPORTED FISHERIES

▼ Vendor Partners

CARDWELL CREATIVE

Website Management
& Graphic Design

SEALEGS MEDIA

Videography

TILLAMOOK CHAMBER

Guide Distribution

DESTINATION MANAGEMENT

**REQUIRES A COMMON VISION, SHARED GOALS
AND PLAN FOR ACHIEVING GOALS UNDER THE UMBRELLA OF
RESOURCES STEWARDSHIP**

**INVOLVES COORDINATING EFFORTS OF
MANY STAKEHOLDERS**

**ENCOURAGES SHARED RESPONSIBILITY,
WITH TCVA PLAYING A CENTRAL ROLE**

**INVOLVES BALANCING EXPECTATIONS OF VISITORS WITH THE
NEEDS OF INDUSTRY, COMMUNITY AND THE NATURAL
ENVIRONMENT THROUG PARTICIPATORY PLANNING AND
ONGOING MONITORING.**



BENCHMARKS



BASED ON SUSTAINABLE TOURISM PRINCIPLES:

PEOPLE (RELATIONSHIP)
PLACE (RESPONSIBILITY)
PROFIT (REINVESTMENT)

RETURN

ON



RELATIONSHIP



RESPONSIBILITY



REINVESTMENT

▼ Benchmarks - The Three R's

Return on Relationships - We work with the community, citizens, businesses, nonprofits, and workforce who benefit from our activities and support. Some of the ways we measure our efforts are through number of trainings provided, number and amount of grants, sponsorships and hosted events.

Key Initiatives

- Community Development
- Culinary & Agritourism
- Cultural Heritage & The Arts
- Industry Support

Return on Responsibility - We care about educating and attracting visitors who will care for our environment while they are 'temporary locals.' Through long-term planning and development, we strive to maximize the benefits of tourism and mitigate the negatives. We are involved in projects such as planning for facility investments, collaborating with public safety agencies, trail organizations, and city and county leadership to responsibly manage tourism.

Key Initiatives

- Destination Development and Planning
- Public Safety Support & Messaging
- Stewardship of Natural Environment
- Trails & Outdoor Recreation
- Accessibility

Return on Reinvestment - Our messaging and communication activities are benefit local businesses and the economic vitality of the Tillamook Coast. We strategically invest funds toward attracting the right visitor to our area. We measure our efforts by transient lodging tax revenues and grant income.

Key Initiatives

- Messaging & Communications
- Grants

RETURN ON RELATIONSHIPS



Culinary & Agritourism

1) North Coast Food Trail now in its 6th year

with 83 members from Clatskanie and Astoria to Neskowin. All members survived Covid years - not a single closure, and several expanded their businesses. Received \$20,000 from Travel Oregon for trail funding and a series of videos.



2) Formed **Partners for Rural Food Systems** with grants from Business Oregon and Col-Pac. Will be shovel ready in October for a seafood processing center, and next year at Port of Garibaldi and an agriculture innovation center at Port of Tillamook Bay. It is a 501c3 and a program of Tillamook Coast Visitors Association. Check out the website: ruralfoodsystems.org



Partners for Rural Food Systems

Cultural Heritage & The Arts

1) Developed the **Cultural Heritage Trail brochure** and enhanced website content

2) Hosted the successful **Tillamook Swiss Society Centennial** celebration. Declared an official Swiss event by Swiss Consul of San Francisco and the West Coast Swiss Association. **Tillamook County declared November as Swiss Cultural Heritage Month. Watch the video: <https://www.youtube.com/watch?v=5RrwlQZjGo0>**



3) Updated **Tillamook County Quilt Trail participants** and revised brochure with a more modern look.



Industry Support

1) Fund and manage **Sustainable Tourism grant, tourism facilities grant, Tourism Signage grant and Rockaway Beach marketing grants.**

2) Provided **Guest Service Gold** training; **grant workshops**

3) Hosted **annual tourism banquet** (Non-TLT funding)

4) Participated in **Oregon Tourism Leadership Academy**, providing a scholarship to a community member involved in tourism

5) Manage **Manzanita Visitors Center; Rockaway Beach marketing**

6) Held **May 1 Food Industry Conference** with 70 attendees.

RETURN ON RESPONSIBILITY



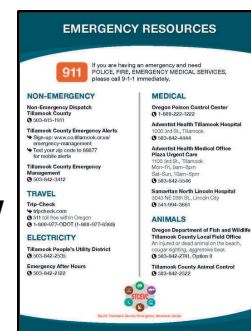
Destination Development

- 1) Developed **plan for short-term and long-term facilities infrastructure** to leverage assets, improve capacity and **create accessibility** to recreation
- 2) With grant from Travel Oregon, **conducted an accessibility plan for county parks**. Plan also included **ADA recommendations for hotels, parking, restrooms, restaurants..**
- 3) Conducted **community and destination management plans with Bay City, Manzanita, Cape Meares and Oceanside.**
- 4) **Pacific City/Broton Road (Phase 1) and Rockaway Beach wayfinding installed; Bay City wayfinding plan approved and fabrication underway.**
- 5) Conducted **Aviation Tourism Research** report to determine if aviation marketing is appropriate for our county (it is not at this time).



Public Safety Support & Messaging

- 1) Presented at **South County Emergency Volunteer Corp** event. Created **emergency contact window cling** for STRs in south county
- 2) Assisted four fire districts in **recruiting volunteers** with posters, videos, social media, video interviews: Nestucca, Bay City, Garibaldi and Nehalem
- 3) Produced an animated **safety video** for visitors to the beach..



Matteo and Fuzzy Share Beach Safety and Stewardship Tips

RETURN ON RESPONSIBILITY



Stewardship of Natural Environment

1) Launched **alternative transportation pilot program** providing incentives for visitors who take the bus to the coast

2) Published **stewardship and safety video** for beach and trail: **Watch the video:** <https://www.youtube.com/watch?v=XJ0DKIjEmOw>

3) Developed **Tillamook Coast Volunteer Adventures** program, with several companies and organizations taking part in stewardship programs and education

4) Created about the collaborative work done by the **Tillamook Working Lands and Waters Cooperative**. **Watch the video:** <https://www.youtube.com/watch?v=SP1Z9tmyBEM>



Trails, Outdoor Recreation & Accessibility

1) Now have **9 beach wheelchairs** throughout county; **two kayak launchers**. Need dock improvements for ADA kayak launchers.

2) Working with cities on **Salmonberry Trail** amenities and funding as a collaborative effort.

3) Working with Port of Garibaldi on clearing and repairing the **Tillamook Bay Trail**, connecting to the Salmonberry and Oregon Coast trails.

3) TCVA team became **certified in Autism Travel**, helping us understand needs of travelers on the spectrum. Also did an autism review of our website to ensure there are no triggers (flashing lights, auto-on videos).

4) Awarded **\$20,000 Travel Oregon grant** to do a county-wide **accessibility study**, of three county parks, which was integrated into the facilities plan

5) Placed **three David's Chairs** (all-terrain track chair) **in Manzanita, Netarts and Pacific City**. The David's Chair nonprofit organization has been very helpful in helping raise money for more chairs along the Oregon Coast.

6) Tillamookcoast.com can now be accessed in **Spanish**.



RETURN ON REINVESTMENT

Messaging & Communications



REINVESTMENT

1) Created a **recession marketing plan** in fall 2022 to prepare for possible downturn in 2023. Have already implemented one for Rockaway Beach at the request of the mayor.

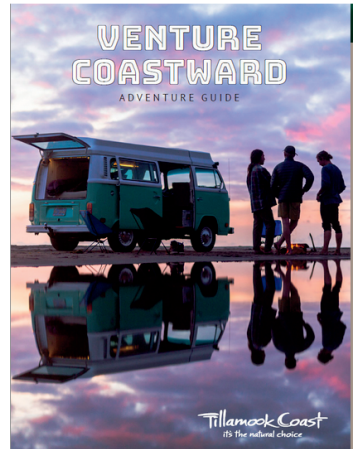
2) Sponsored **KOIN-TV Oregon Harvest documentary**, featuring Josi Farms, Oregon Coastal Flower Farm and Oregon Seaweed.

3) Sharing message of outdoor recreation, GIS map and Volunteer Adventures program on **Oregon Field Guide**, **Northwestern Sports Radio**, and **Explore Oregon** podcast by outdoor writer Zach Urness. Explore Oregon also reached groups interested in taking part in the Volunteer Adventures program.

4) Sponsor as North Coast Food Trail the OPB Emmy-winning online Northwest food program "**SuperAbundant**," plus radio spots and e-newsletter.

5) Sponsor **beachconnection.net** for series of environmental and cultural stories.

6) Wrote **monthly column in Pacific City Sun** on destination management topics.



Printed 50,000 copies of the visitor guide, all are distributed and mailed.

Operations



1) **Implemented EOS** (entrepreneurial operating system) to strengthen team communication, project management, reporting procedures.

2) Team earned **certificates in Sustainable Tourism and Destination Management** through George Washington Univ.

3) **Adopted software** to efficiently manage grant processes; developed double backup systems for files.

4) **Two positions filled:** Financial and Grant Manager and Strategic Communications Manager.

5) Working with Meredith Howell, grant writer, to help us with **state and federal grant submissions for rural food systems and tourism facilities infrastructure**. Tillamook Creamery is sponsoring Meredith's consulting services. We also worked with Sequoia Consulting on identifying funding sources.



Visit Tillamook Coast



PRESENTATIONS



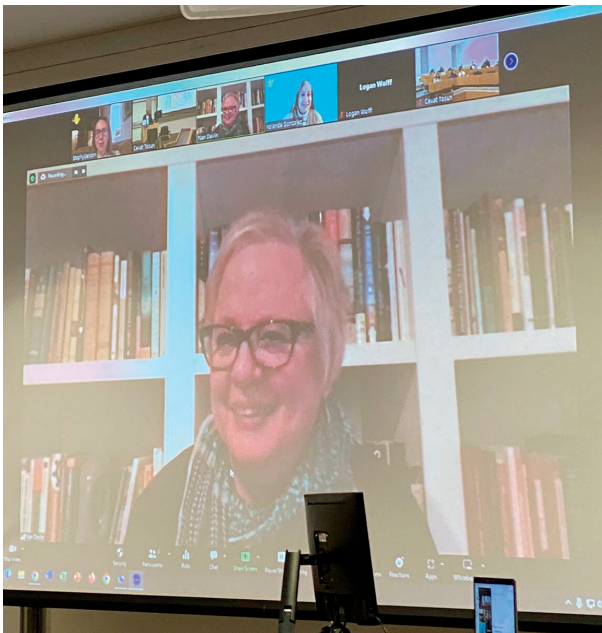
Dan Haag, presentations since July 1, 2022

- 1) Pacific University Outdoor Adventures Club
- 2) Oregon Coast Travelability Network
- 3) Oregon Coast Visitors Association Summit
- 4) City of Manzanita (accessibility)
- 5) Oregon Tourism Leadership Academy (mock legislative testimony)
- 6) Pacific City Nestucca Valley Chamber (Accessibility)
- 7) Tillamook Today, KTIL Radio
- 8) Tourism Banquet

"I'VE BEEN SEARCHING FOR A DMO THAT IS COMMITTED TO COMMUNITY-BASED TOURISM. I FINALLY FOUND IT WITH TILLAMOOK COAST VISITORS ASSOCIATION."

CEVAT TOSUN, PHD

DIRECTOR OF GRADUATE PROGRAM IN TOURISM, HOSPITALITY
EISENHOWER CHAIR AND PROFESSOR OF TOURISM STUDIES AND MANAGEMENT
GEORGE WASHINGTON UNIVERSITY



GUEST LECTURE ON COMMUNITY TOURISM,
POLICY AND PARTNERSHIPS FOR
GEORGE WASHINGTON UNIVERSITY

Nan Devlin, presentations since July 1, 2022

- 1) Kiwanis Club
- 2) STR Committee
- 3) KATU-TV - AM Northwest
- 4) Cape Breton University International Tourism Conference
- 5) Tillamook Today, KTIL Radio (monthly)
- 6) Tillamook County Real Estate Agents
- 7) Manzanita City Council
- 8) Rockaway Beach City Council
- 9) Bay City City Council
- 10) Tourism Banquet
- 11) South Tillamook County Emergency Evacuation Corps
- 12) George Washington University guest lecture
- 13) Port of Garibaldi Commissioners
- 14) Oceanside Community Club
- 15) Nehalem Valley Historical Society
- 16) SEDCOR - Polk County (City of Independence)
- 17) Guest Service Gold training
- 18) Cape Meares Community Board

STAFF ACCOUNTABILITY



Nan Devlin, MTA Executive Director



Nan has led Tillamook Coast Visitors Association from a concept idea at inception in 2015, to a robust and innovative Destination Management Organization. Nan brings over 30 years experience combined in tourism management, project management, small business ownership (including a restaurant and catering business), and professional marketing and writing to Visit Tillamook Coast.



Dan Haag, MFA Trails, Outdoor Recreation & Accessibility Director



Dan is responsible for all things outdoors. He coordinates communication and collaboration among trail and wellness groups, facilitates long-term facilities planning, conducts Interpretive Guide Training, and is passionate about creating accessibility for all to enjoy the outdoors. He is launching the Tillamook Coast Volunteers Adventure program in May. His grant application to Travel Oregon was successful for \$20,000 to conduct a county-wide accessibility study.



Amy Blackburn, CPA Former Deputy Director and Financial Consultant

Amy has worked for the organization nearly since inception. She oversees the operations of Visit Tillamook Coast managing finances, budgets, administration, HR, IT, and several grant programs. We thank her for her service to TCVA and wish her the best in her new endeavor.

LOOKING AHEAD



Executive Director

Nan Devlin, MTA

[email](#)



Director, Trails, Outdoor Recreation & Accessibility

Dan Haag, MFA

--



Manager, Strategic Communications

Nicole Steen

--



Manager, Finance and Grants Administration

Marni Johnston

--

Team TCVA

TCVA is fortunate to build a strong, skilled and experienced team, ready for the future.

Marni Johnston brings 15-plus years experience as a city financial manager plus 10- years in hospitality management. In addition to managing TCVA finances and overseeing our grant programs (and grants funded by Rockaway Beach and Manzanita), she will soon have her graduate certificate in Sustainable Tourism and Destination Management from The George Washington University. She is a native of Tillamook County, and lives in Nehalem. Marni's passion is business development, and she will seek ways to help our tourism businesses and TCVA grant opportunities.

Nicole Steen brings 15-plus years as a strategic communications and public relations expert. She specializes in rural communities and businesses, and has worked with TCVA on communication projects. She is also a trained facilitator, having helped develop the facilitation program at The Ford Family Foundation. She will be taking part in the 2024 Oregon Tourism Leadership Academy. She lives in Salem, and her family has lived in Cape Meares since 1986. This year, Nicole will develop strategies for rural food systems, accessibility, stewardship and branding.

Dan Haag will continue to develop and build programs focused on stewardship, accessibility and trail development. His success in getting grants will help fund more opportunities, including Volunteer Adventures, Wheel the World, Empowering Access, outdoor emergency medical training, and Leave No Trace. He developed two TBCC scholarships in the Outdoor Recreation program, and will ask students to join him as paid interns next summer for the Volunteer Adventures program. He will continue to take an active part in community planning processes.

Nan Devlin will continue work on wayfinding, collaborating with Cloverdale, Wheeler, Oceanside and Cape Meares. Grant writing and funding campaigns will be key to developing the next steps in Partners for Rural Food Systems, with innovation centers at Port of Tillamook Bay and Port of Garibaldi. Nan is also developing workforce training proposals, partnering with Oregon Restaurant and Lodging Association, Oregon Hospitality Fund, TBCC, Northwest Oregon Works, and American Hotel and Lodging Education Institute. The goal is to launch a Pro-Start high school program, tourism management certificate, culinary training, and seafood processing training.

TCVA board of directors has encouraged the team to create engaging stories about the TCVA brand and the work we are doing in the county and north coast. The entire team will be involved in this process, and with more recognition, we hope more program funding opportunities will come our way. The board has also discussed ways to help fulfill needs of the facilities plan developed for the county by Dan Haag.

We look forward to continuing to work with the county and communities on destination management projects.

TILLAMOOK COAST VISITORS ASSOCIATION

DESTINATION MANAGEMENT FISCAL YEAR REPORT

JULY 1, 2022 - JUNE 30, 2023

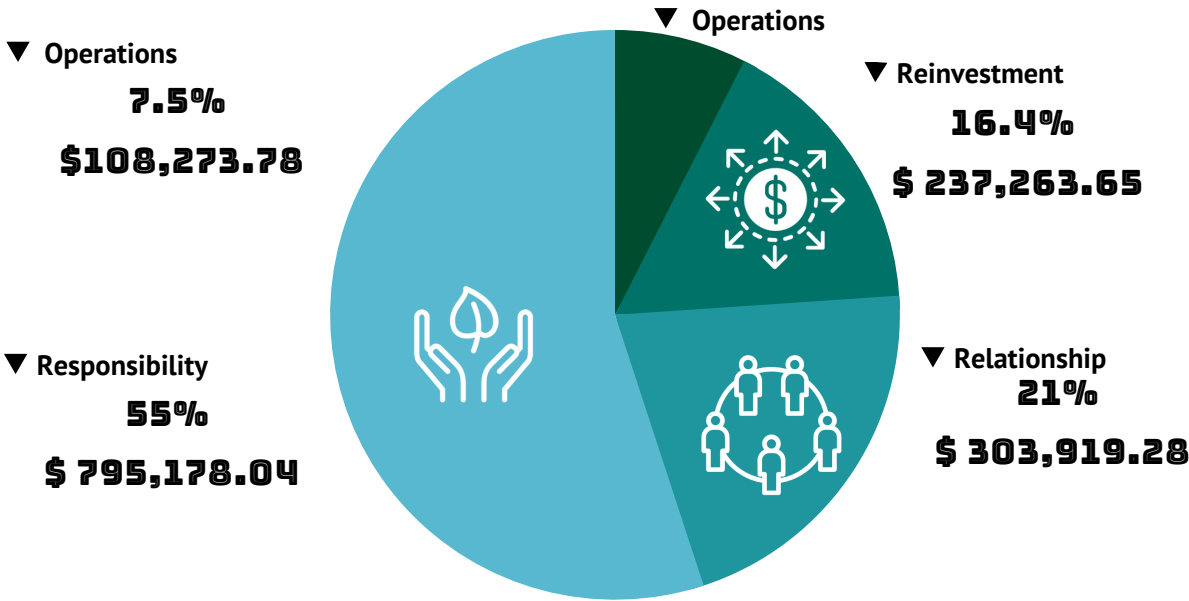


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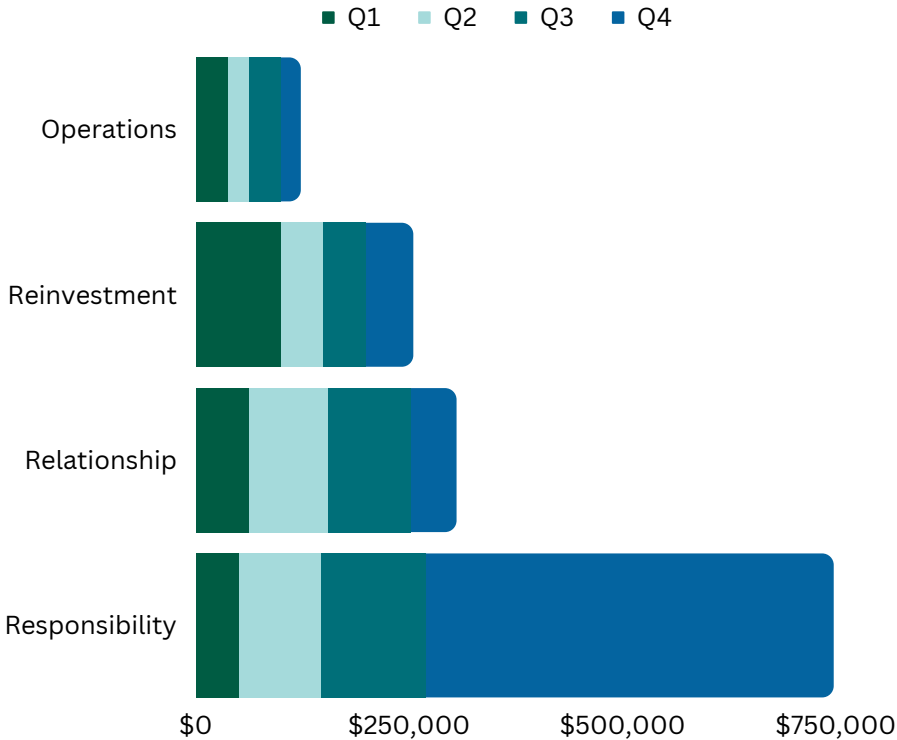
FISCAL YEAR 2022-2023

2022-2023 Transient Lodging Tax Destination Management Investment July 1, 2022-June 30, 2023

\$1,444,634.75



TLT Investments by Fiscal Quarter



Fiscal Year 2022-2023

- Quarter 1 July 1 - September 30, 2022
- Quarter 2 October 1 - December 31, 2022
- Quarter 3 January 1 - March 31, 2023
- Quarter 4 April 1 - June 30, 2023

THE THREE R'S - BENCHMARKS



▼ HOW WE MEASURE SUCCESS

We measure our destination management efforts into three overarching categories, each of which reflect where we invest transient lodging tax dollars and the return the community receives for those efforts. **The 3-R's align with sustainable tourism principles: people (relationships), place (responsibility), profit (reinvestment).**

Return on Relationships

We build relationships with the community, citizens, businesses, nonprofits, and workforce who benefit from our activities and support. We support training, events, grants and sponsorships for those groups we have relationships with, and we are intentionally integrated with our community stakeholders to understand and respond to their needs. In turn, we receive a return on relationship with increased capacity for tourism services and a stronger local economy.

Key Initiatives

- Community Development
- Culinary & Agritourism
- Cultural Heritage & The Arts
- Industry Support & Communications



Return on Responsibility

We support projects that emphasize environmental and cultural stewardship, so as to maximize the benefits of tourism while mitigating the negatives. We care about educating visitors to care for our environment. In return, the natural, cultural heritage and economic resources enjoyed by both locals and visitors endure long into the future.

Key Initiatives

- Destination Development
- Public Safety Support & Messaging
- Stewardship of Natural Environment
- Trails & Outdoor Recreation
- Accessibility



Return on Reinvestment

We strategically reinvest transient lodging tax revenue toward attracting visitors with shared values as our community, including environmental and cultural stewardship. This happens with messaging, communications and media campaigns that reflect the values of our community and impart those values to our visitors. In return, our visitors care about and for this community, minimizing the negative impacts of tourism.

Key Initiatives

- Messaging & Communications
- Grants



RETURN ON RELATIONSHIPS

▼ HOW WE DID IT

Community Development

Establishing strong relationships with community organizations and citizens ensures that TCVA understands and can respond to the community's needs.

(See **Community and Destination Management**, page 7.)

Projects Highlights this Fiscal Year (with staff lead)

- Attended Short-Term Vacation Rental Committee Meetings (Nan)
- Managed Manzanita Visitors Center (Nan)
- Managed Rockaway Beach tourism marketing and destination projects (Nan)
- 3-Year Tillamook Coast Sponsorship for Hole#2 at AlderMook Golf Course (Nan)

Culinary & Agritourism

The wide variety of culinary and agritourism opportunities on the Tillamook Coast sets us apart from other Oregon destinations. TCVA works directly with food producers and businesses to support a core piece of Tillamook's economy and personality.

Project Highlights this Fiscal Year (with staff lead)

- Managed Col-Pac Rural Foods Systems Program (RFSP) grant - Provided \$10,000 Grant Match Funding (Nan)
- Managed Business Oregon Rural Opportunity Initiative (ROI) grant; Completion of work with Ken Henson to research, recommend, and estimate food equipment and facilities needs for Food Innovation Center (Nan)
- Renewed North Coast Food Trail Participants - 2 Year Cycle Launched 6th Year (Nan)
- Sponsored Food Roots Food Link Event - \$2,500 & deGarde Brewing 10 year anniversary event - \$2,500 (Nan)
- Hired social media specialist, Stephen Shomler, to manage North Coast Food Trail social media channels \$2,500 (Nan)
- Promoted North Coast Food Trail on OPB Super Abundant & Beach Connection.Net (Nan)
- Held a Food Industry Conference at Tillamook Creamery (Nan)

Cultural Heritage & The Arts

Cultural heritage and the arts provide value to locals and visitors alike and must be respected and preserved. TCVA elevates these experiences through the Tillamook Coast Cultural Trail brochure, website content and social media.

Project Highlights this Fiscal Year (with staff lead)

- Tillamook Swiss Centennial event (Julie, Amy)
- Assisting artists in city of Tillamook to be declared a designated arts district (Nan)
- Working with Tillamook Coast History Alliance (Nan with board member Rita Welch)

Industry Support & Communications

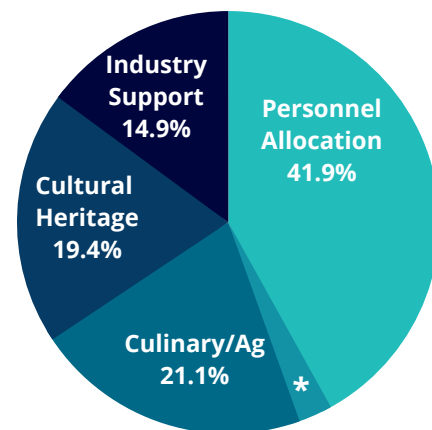
The strength and success of local businesses is a vital component of a strong, sustainable regional tourism industry. TCVA establishes partnerships with businesses to support and promote their work to help them thrive.

Project Highlights this Fiscal Year (with staff lead)

- Sponsored Tillamook Air Museum Manager Rita Welch to attend Oregon Tourism Leadership Academy (Nan)
- Revised sponsorship program to reimbursement basis with proof of advertising to 50+ miles away (Amy)
- Managed TCVA tourism facilities and marketing grants (Amy)
- Held two grant writing classes/listening sessions City of Rockaway Beach; awarded City of Rockaway grants (Amy)

TLT Investment
July 1, 2022-June 30, 2023

\$303,919.28



*2.6% community development

RETURN ON RESPONSIBILITY



▼ HOW WE DID IT

Destination Development

Each community on the Tillamook Coast has a different personality and needs to balance livability with visitation so quality of life does not diminish. TCVA highlights the identity of each community, blends the value of visitors and locals, and implements tourism programs that benefits economy. (See **Community & Destination Management Planning**, page 8.)

Project Highlights this Fiscal Year (with staff lead)

- Bay City Wayfinding Plan approved; fabrication underway; mural completed (Nan)
- Rockaway Beach and Pacific City Wayfinding installation complete (Nan)
- County-wide facilities plan with recommendations for priority projects (Dan)
- Oversee management of Manzanita Visitor's Center (Nan)
- Part of Beaver/Hebo/Cloverdale Community Planning Committee (Nan)
- Beginning a plan for Cloverdale interpretive signage (Nan)
- Accessibility plan for county parks (Dan)

Public Safety Support & Messaging

The safety of our visitors and residents is of the utmost importance. TCVA develops a culture of safe behavior and increases awareness of inherent risks in the area to help locals and visitors safely navigate those risks.

Project Highlights this Fiscal Year (with staff lead)

- Updated Care for the Coast Pledge (Nan)
- Developed Emergency Contact window cling for south county EVC (Nan)

Stewardship of Natural Environment

Our natural environment is a precious resource that deserves respect and preservation. TCVA creates tools and educational programming to foster environmental stewardship now and into the future.

Project Highlights this Fiscal Year (with staff lead)

- Developed video with **Tillamook Working Lands and Waters** to showcase county commitment to stewardship. (Nan)
- Sponsored two TBCC scholarships for Natural Resources program (Dan)
- Launched Volunteer Adventures program, focusing on stewardship (Dan)

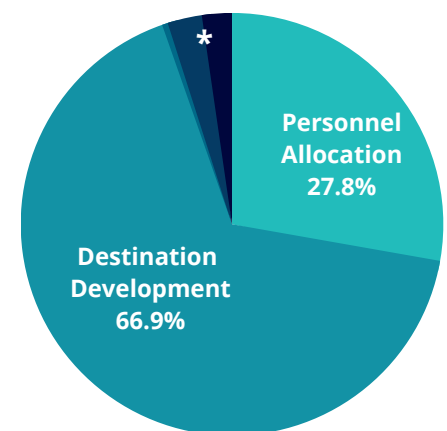
Trails & Outdoor Recreation

Our natural environment is a precious resource that deserves respect and preservation. TCVA creates tools and educational programming to foster environmental stewardship now and into the future.

Project Highlights this Fiscal Year (with staff lead)

- Published monthly Trails & Recreation newsletter (Dan)
- Conducted accessibility study at three county parks, funded through Travel Oregon Small Capacity Grant (Dan)
- Added three "David's Chairs" in Manzanita, Happy Camp (Netarts) and Pacific City (Dan)
- Attended Accessibility Conference in Lincoln City (Dan)
- Created a coastal Salmonberry Trail coalition for grant funding collaboration (Dan)
- Working on improvement of Tillamook Bay Discovery Route with Port of Garibaldi (Dan)

**TLT Investment
January-June 2023
\$795,178.04**



*.4% safety; 2.6% stewardship
2.3% outdoor recreation

RETURN ON REINVESTMENT

▼ HOW WE DID IT

Messaging & Communications

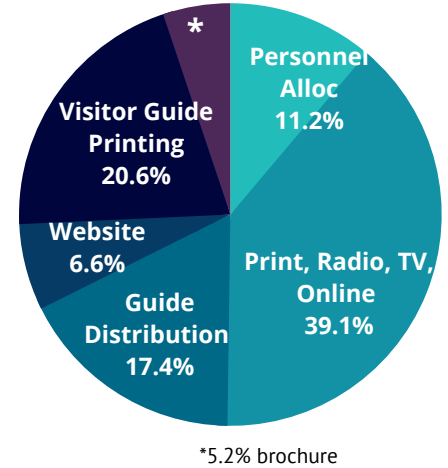
Communicating and sharing stories of what we value on the Tillamook Coast ensures that we reach visitors who share similar interests and respect for our villages.

Project Highlights this Fiscal Year (with staff lead)

- Conducted website accessibility audit, updating as needed (Dan/Nan)
- Working with social media expert to improve engagement on VTC and NCFT (Nan)
- Printed Tillamook County Maps for Visitor Center distribution (Nan)
- Distribution of Adventure Guide, Contract with Tillamook Chamber; Requests for leads have increased significantly in the past year (Nan)
- Contract with OPB Radio, Food trail sponsorship of OPB Super Abundant program; OPB Oregon Field Guide; sponsorship of Northwest Sports Radio and Oregon Outdoor Podcast with Zach Urness; sponsor BeachConnection.net; Oregon Coast Today; Willamette Week, KOIN-TV Oregon Harvest documentary (Nan)
- Monthly articles on destination management in PC Sun (Nan)
- Presentations to George Washington University, Cape Breton University (Nan)

TLT Investment
July 1, 2022-June 30, 2023

\$237,263.65



▼ Grants (in and out)

TCVA manages several grants, and receives them from various organizations. These are reinvestments into the community.

Project Highlights this Fiscal Year

- Awarded \$515,000 in tourism facilities grants
- Awarded \$50,000 in marketing grants
- Awarded \$6,000 in sponsorships
- Awarded \$25,500 in signage grants
- Managed \$35,000 in Rockaway Beach marketing grants

TCVA was the recipient of several grants, which we reinvested into county programs

- \$20,000 Travel Oregon grant for an accessibility study of county parks
- \$87,000 Business Oregon Rural Opportunity Investment for food systems planning
- \$30,000 Col-Pac EDA grant for food systems planning
- \$20,000 Travel Oregon grant for North Coast Food Trail, plus additional \$10,000 for brochure design and printing



COMMUNITY & DESTINATION MANAGEMENT PLANNING



Nan Devlin and Dan Haag conducted four community planning sessions, totaling 16 workshops, with 20 to 65 community members taking part each session.

Community and destination management workshops provide an opportunity for community to share their ideas about projects that will improve livability, public safety, outdoor recreation and visitor management. These are lively sessions, and benefit TCVA as much as it does each community. Since December, 2023, we have completed four community planning programs: **Bay City, Manzanita, Oceanside and Cape Meares**. TCVA acts as both a facilitator and negotiator for the community in conversations about tourism and destination management.

COMMUNITY INFORMATION MEETING

Goal of a community & destination management plan; what is sustainable tourism and destination management; description of three workshops; deliverables. Q&A

WORKSHOP #2

Review of input from workshop #1; define categories/initiatives based on values, desired assets and SWOT; review, discuss and propose additional projects/activities for each initiative; discuss "whys."

WORKSHOP #1

What does the community value about living in Rockaway Beach; determine strengths, weaknesses, opportunities, threats (SWOT); brainstorm desired community projects and assets.

WORKSHOP #3

Review and continue to define previous workshop input; discuss why/who/how/when/challenges/funding options/length of project of proposed projects; rank and prioritize projects.

▼ Operations

Organizational strength and vision is imperative to TCVA's relevancy and agility to create year-round economic vitality and address the needs of partners and tourism stakeholders. TCVA staff and board members are focused on organizational practices that ensure responsible and transparent management of Transient Lodging Tax dollars.

Projects Highlights this Fiscal Year (with staff lead)

- Held all day Board Retreat at Garibaldi Portside Bistro (Team)
- Completed George Washington University graduate certificate in Sustainable Tourism & Destination Management (Dan, Amy)
- Participated in and funded the Co-Starters Program through Reinventing Rural (Nan and vice chair Justin Aufdermauer)
- Adopted Telecommuting Policy in Employee Handbook (Amy)
- Approved new board member Danielle Johnson, Lodging - Replaced Amy VanDyke who moved to Florida (Nan)
- Approved changes to 2022-2023 budget; Approved 2023-2024 county budget (Amy)
- Filed 2021-2022 Tax Return (Amy)
- Made changes to Signage Grant Program (Amy)

CONTACT US



**TILLAMOOK COAST VISITORS ASSOCIATION
DBA VISIT TILLAMOOK COAST**

PO BOX 1268
TILLAMOOK, OREGON 97141
503-842-2672

WWW.TILLAMOOKCOAST.COM



SUSTAINABLE TOURISM

is the foundation of

DESTINATION MANAGEMENT

