

ANNUAL TOURISM REPORT FY 2023-2024

PRESENTED TO THE
TILLAMOOK COUNTY BOARD OF DIRECTORS
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 community-centered destination management, based on sustainable tourism principles, we strive to do work that benefits residents, 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 2023-2024 FISCAL YEAR



▼ Staff



Nan Devlin, MTA
Executive Director



Dan Haag, MFA
Trails, Outdoor
Recreation &
Accessibility Director



Nicole Steen
Strategic
Communications and
Marketing Director



Marni Johnston
Finance & Grants
Administration
Manager (now
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

NICOLE TWIGG
KIWANDA COASTAL
PROPERTIES

MARY JOHNSON
CITY OF ROCKAWAY BEACH

AMANDA CAVITT
GARIBALDI PORTSIDE BISTRO
BARVIEW JETTY MAKRET

RITA WELCH
TILLAMOOK AIR MUSEUM

JEFF WONG
COMMUNITY SUPPORTED FISHERIES

DANIELLE JOHNSON
MANZANITA BEACH GETAWAYS
NORTH LODGING

MARY FAITH BELL
COUNTY LIAISON
TILLAMOOK COUNTY
COMMISSIONER

▼ Vendor Partners

SEA LEGS MEDIA
Videography

CARDWELL CREATIVE
Website Management
& Graphic Design

TRENT OLSON
Social Media Reels

TILLAMOOK CHAMBER
Guide Distribution

ADAM SAWYER
Outdoor stewardship writer

GREG KOZAWA
Photographer

RAMSAY SIGNS
Wayfinding fabricators
and installers

PARTNERS IN DESIGN
Signage designers

DESTINATION MANAGEMENT



DESTINATION MANAGEMENT IS AN APPROACH TO TOURISM THAT REQUIRES **COMMUNITY INPUT, SHARED GOALS** AND A **PLAN FOR ACHIEVING THOSE GOALS**, ALL UNDER THE UMBRELLA OF **SUSTAINABLE TOURISM PRINCIPLES OF PEOPLE, PLACE AND PROFIT**

INVOLVES COORDINATING EFFORTS OF MANY STAKEHOLDERS

ENCOURAGES SHARED RESPONSIBILITY, WITH TOURISM PLAYING A CENTRAL ROLE

INVOLVES BALANCING EXPECTATIONS OF VISITORS WITH THE NEEDS OF INDUSTRY, COMMUNITY AND ENVIRONMENT

*“TCVA is the bellwether organization
for doing tourism the right way.”*
South Wasco County Alliance



BENCHMARKS

WE MEASURE OUR WORK BASED ON SUSTAINABLE TOURISM PRINCIPLES:

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

=

COMMUNITY-BASED
TOURISM

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 programs.

Key Initiatives

- Community Programs
- Culinary & Agritourism
- Cultural Heritage & The Arts
- Industry Support
- Tourism Advisors

Return on Responsibility - We care about educating and attracting visitors who will care for our environment while they're 'temporary locals.' Through long-term planning and development, we strive to maximize the benefits of tourism and mitigate the negatives.

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 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. We strive for effective and efficient operations with the right tools for the job.

Key Initiatives

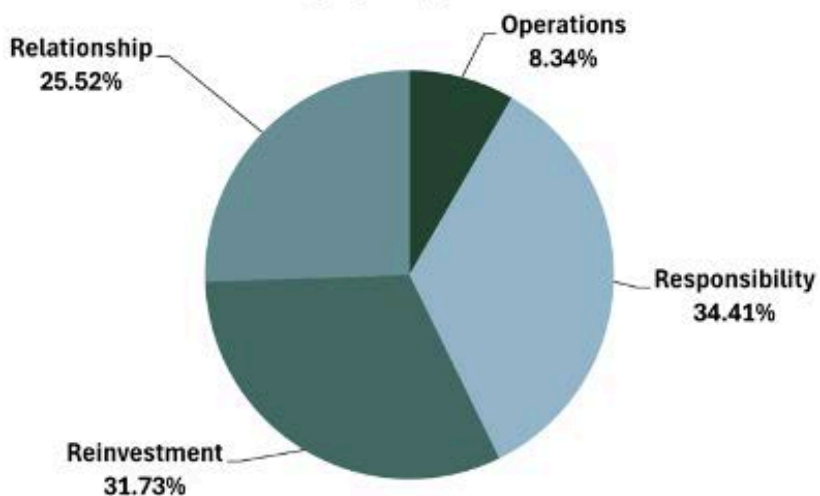
- Strategic Messaging & Communications
- Grants & Sponsorships
- Operations

TLT INVESTMENTS



2023-2024 Transient Lodging Tax Destination Management Investment

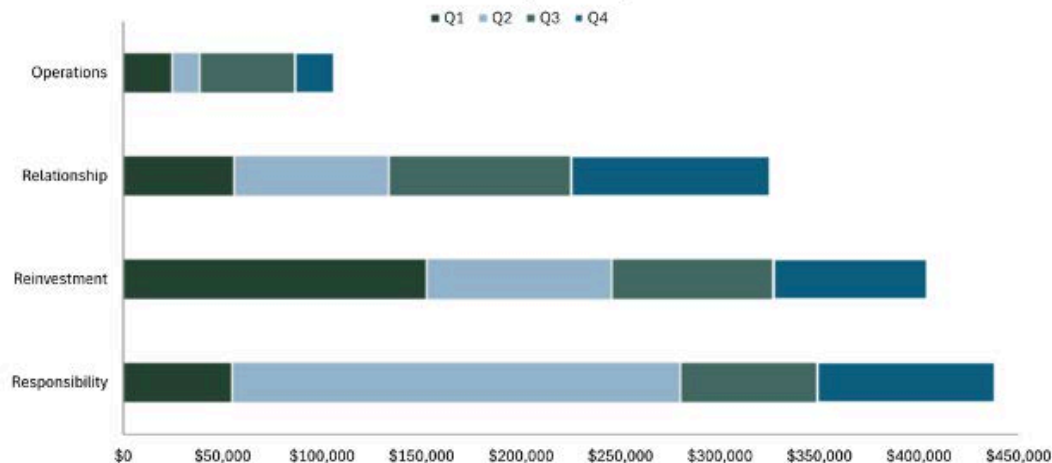
\$1,274,266.25



Each category includes personnel time/costs



TLT Investments by Fiscal Quarter

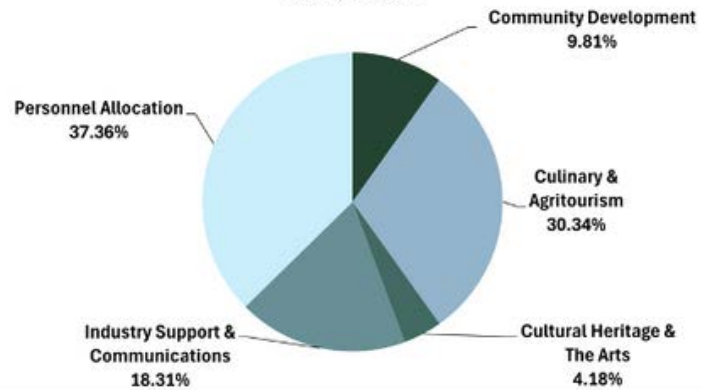


THREE R'S INVESTMENTS



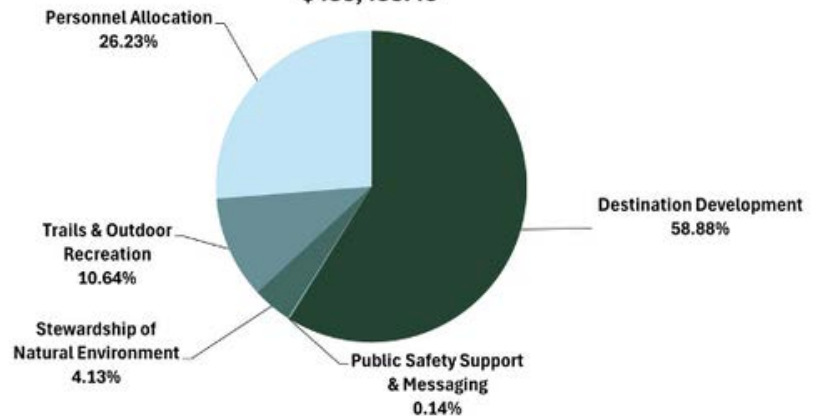
Relationship 2023-2024

\$325,206.28



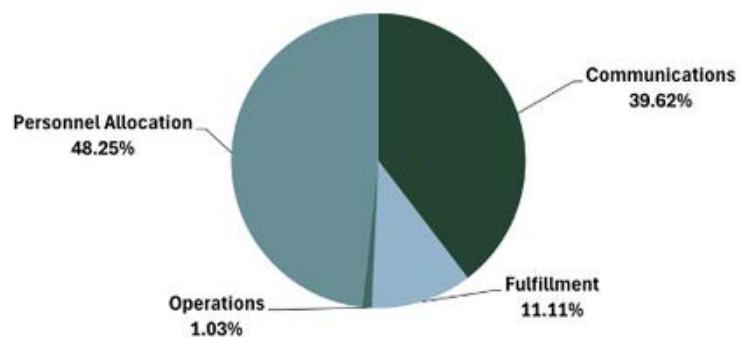
Responsibility 2023-2024

\$438,438.48



Reinvestment 2023-2024

\$404,364.45



RETURN ON RELATIONSHIPS



Culinary & Agritourism

1) **North Coast Food Trail** wrapping up its 7th year with 83 members from Clatskanie and Astoria to Neskowin. With a grant from **Travel Oregon's Wine Country License Plate fund**, we created a video series, *"Cooking with the Chefs of the North Coast Food Trail."* Go to: [YouTube.com/tillamookcoast](https://www.youtube.com/tillamookcoast)



2) Started a new **guidebook on culinary experiences** on the Tillamook Coast, working with Chef Donna Riani.

3) In process of registering **Partners for Rural Food Systems** as a 501c3, established board of directors: Michele Bradley, Mike Saindon, Ken Henson, Sarah Masoni and Nan Devlin. **Architectural drawings are complete** for an agriculture food center at Port of Tillamook Bay. Working with **Rural Prosperity Partners** on state and federal grant submissions for rural food systems. ruralfoodsystems.org



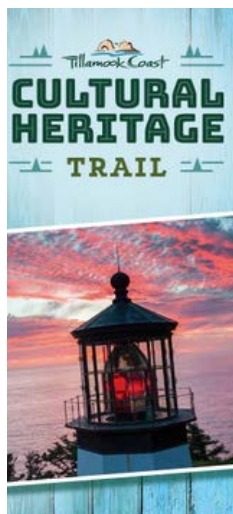
Cultural, Heritage & The Arts

1) Nan presented to the Oregon Heritage Cemetery Commission on cemetery tourism and Oregon Heritage Commission on **Tillamook Coast History Alliance**.

2) Updated **Tillamook County Quilt Trail brochure** with a more modern look and updated map.

3) Managed ceremony of the Oregon Heritage Commission's presentation to **Mark Beach** of the **2024 Oregon Heritage Excellence Award** at NCRD.

4) Working with **Tillamook County Historical Society** on a new guidebook about historical markers in the county..



"TCVA is the only tourism organization in the state doing collaborative marketing with its cultural organizations."

Oregon Heritage Commission



RETURN ON RELATIONSHIPS



Grants & Sponsorships

- 1) Managed **tourism marketing grant, tourism facilities grant, tourism signage grant, Rockaway Beach facade improvement and marketing grants, and Manzanita's off-season marketing grant.**
- 2) Sponsored the **de Garde Brewing 11th Anniversary event, Port of Garibaldi's Seafood & Spirits Event, and Riverbend Players 2023-24 fall/winter theater season.**



"I've been searching for a DMO that is committed to community-based tourism. I finally found it in Tillamook Coast Visitors Association."

Cevat Tosun, PhD

Director of Graduate Program in Tourism, Hospitality
Eisenhower Chair and Professor of Tourism Studies and
Management, The George Washington University



Industry Support

- 1) **Nicole Steen** participating in **Oregon Tourism Leadership Academy,**

- 2) **Marni Johnston** earned a graduate certificate in Destination Management and Sustainable Tourism from **The George Washington University.**

- 3) Manage **Manzanita Visitors Center** and social media; assisted in getting materials to the new **Pacific City/Kiwanda Visitor Center;** manage city of **Rockaway Beach** tourism programs and social media.



- 4) Sponsored **two \$2,500 scholarships to TBCC** students involved in outdoor/recreation degree program.

- 5) **Dan** presented at **Oregon Destination Association (ODA)** on **accessibility** and at **Travel Oregon (TO)** Governor's Conference on Volunteer Adventures. Dan also presented at **OCVA Summit** and **Oregon Outdoor Recreation Summit.** **Nan** presented on grants at **ODA,** on food business development at **TO,** and on grants at the **TO Destination Boot Camp.**



- 6) **Nan** helping 3 tourism organizations in the state on developing grant programs and 2 organizations on food trail development.



RETURN ON RESPONSIBILITY



Destination Development

1) Conducted **community and destination management planning** with **Cape Meares, Oceanside, Rockaway Beach and Netarts**. (Previously completed plans with **Garibaldi, Bay City and Manzanita**). *Six of the seven towns have completed or are near completion of priority projects.*

2) Remainder of **Rockaway Beach** and new **Bay City** signage installed. **Cloverdale** added to their historic photo murals, and **Wheeler, Cape Meares and Oceanside** gateway signs are underway. **Manzanita** new logo and wayfinding planning underway.

3) Dan presented the **complete and prioritized facilities reports** to the BOCC.

4) Invested \$15,000 to **co-sponsor free parking lot** on Kiwanda Drive during construction at county parking lot.

“TCVA is the EU of the county.”

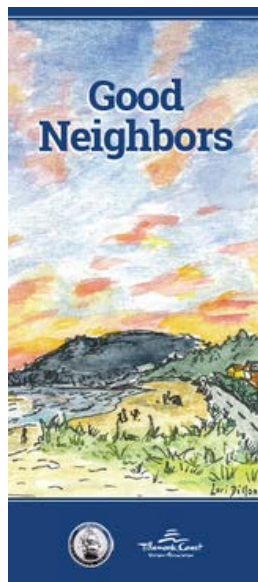
City Mayor



Public Safety Support & Messaging

1) Created an **Emergency Resources window cling** and **Good Neighbors** brochure for **City of Manzanita** to assist in STR management. Working with new city **STR code officer**, gathering data on STR issues and solutions.

2) **Cape Meares** also completed a **Good Neighbors** brochure, and created safety content for new signage.



RETURN ON RESPONSIBILITY



Stewardship of Natural Environment

1) Sponsored a **Wilderness First Aid Class for 16 North County emergency volunteers and professionals**. Held at Nehalem Bay Fire & Rescue Station; instruction provided by Pacific Wilds and National Outdoor Leadership School (NOLS) Wilderness Medicine. Three more classes booked for 2024.

2) Developed Tillamook Coast **Volunteer Adventures**, with organizations taking part in stewardship programs and education. Summer 2024 has 6 adventures already booked.

3) Created **"Building Roads, Connecting Communities" video** on the rebuilding of the **Cape Meares Loop Road**. Thanks to Chris Laity, Liane Welch, Ron Newtom and Tim Carpenter.

4) Created **Coffee for Trash** program with Stimulus in Pacific City

5) Created a **collaborative stewardship messaging group** with #Stewardship Saturday social media posts.



Watch Cape Meares Loop Road video
at [YouTube.com/tillamookcoast](https://www.youtube.com/tillamookcoast)



"...Six of us were able to use your two beach wheelchairs for an afternoon outing along the Manzanita beach. What a treat. We also appreciated your nearby ADA parking and restrooms. You are wonderful ambassadors for the Oregon Coast."



Accessibility

1) Now have **9 beach wheelchairs** in the county: Manzanita (2), Nehalem Bay State Park, Rockaway Beach, Barview Jetty, Port of Garibaldi, Cape Lookout State Park, and Pacific City (2).

2) **Three David's Chairs** (all-terrain track chair) placed with much help from **City of Manzanita and the visitor center, Bruce and Teresa Lovelin of Happy Camp, and Bob Papke in Pacific City. Rockaway Beach** will soon have an track chair.

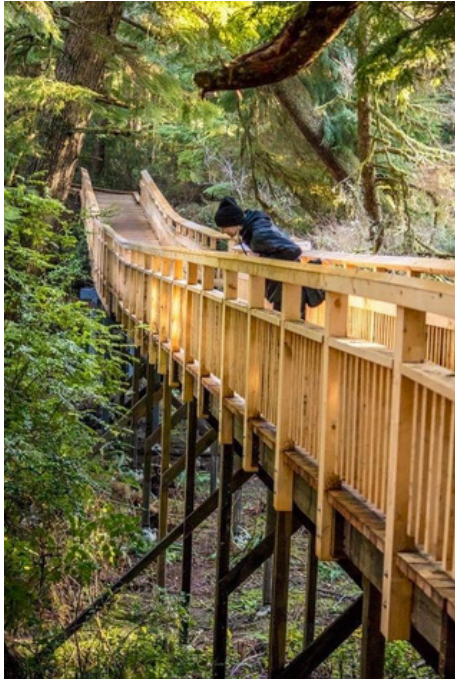
3) **Installed hearing loop technology** at Tillamook Creamery Visitor Center and Tillamook Air Museum. Now researching more venues.

4) Received a **\$65,000 grant from Travel Oregon to work with Wheel the World**. Tillamook County will now be on the national map at [wheeltheworld.com](https://www.wheeltheworld.com) as a recommended accessible destination. **Wheel the World** also developed a **video about accessible travel**: watch at [YouTube.com/tillamookcoast](https://www.youtube.com/tillamookcoast)

5) Completed an **accessibility survey of three county parks (Barview Jetty, Kilchis and Trask)** with **Empowering Access**, and facilitated a community workshop on key points of accessibility.

6) Dan attended **TravelAbility** as part of an Oregon cohort.

RETURN ON RESPONSIBILITY



Trails and Outdoor Recreation

1) Created and launched the **Tillamook Bay Trails Coalition**, designed for collaboration on planning, and funding for improvements and amenities on the coastal section of the Salmonberry Trail.

2) Co-hosted series of **introductory educational hikes** with the Salmonberry Trail Foundation..

3) **Dan was first of the state tourism organizations** to speak up and encourage legislators to reinstate the recreational immunity clause. Attended **Trails Day at the state capital and gave testimony**. A short-term fix was enacted through January 2026.

"When Dan talks, we listen."
Seaside tourism staff

4) Facilitated **partnership with Trailkeepers of Oregon** for contracted work in Tillamook County. TKO will also work with our Volunteer Adventures programs on trail upkeep.

5) Facilitated partnership with **de Garde Brewing and Trailkeepers of Oregon** to brew a special beer, called The Trailkeeper, with proceeds benefiting TKO. **Raised \$2500+**

6) Dan **presented to several community groups** on trails and recreation.

7) **Gave testimony** in support of the Salmonberry Trail at regional ODOT meeting.

8) Write and distribute **monthly newsletter** on Trails and Outdoor Recreation news.

9) Dan will present at the **state trails conference** late this fall.



RETURN ON REINVESTMENT



Messaging & Communications

1) Sponsored **KOIN-TV Oregon Harvest documentary**, featuring Wilsonview Farm, Tillamook Bay Seafoods, and Tillamook Beekeepers Association.

2) Sharing message of outdoor recreation, GIS map and Volunteer Adventures program on **Oregon Field Guide**, **Northwestern Sports Radio**, and **Explore Oregon podcast**. Explore Oregon also reached groups that took part in the Volunteer Adventures program.

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

4) Sponsor **beachconnection.net** for series of environmental and cultural stories, and **Trent Olson** for scenic outdoor reels for social media.

5) Nicole managed a **successful two-month online campaign on Tillamook Coast stewardship** through four videos. Even though the videos were longer ones, as many as 15 minutes, 42% of viewers watched the entire videos.

6) Nicole **researched and sourced podcast systems and training** for launching our new podcast series starting this fall: **Tillamook Coast Conversations**.

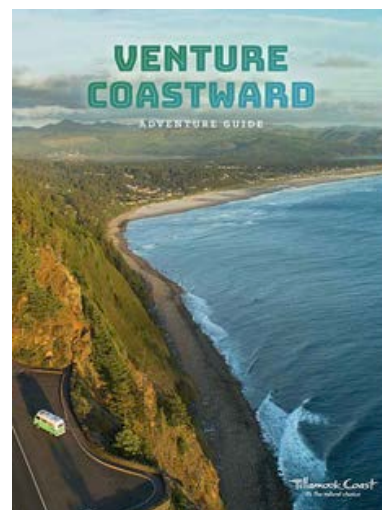
7) Nicole developed **strategic communications plans** for TCVA (industry facing), Visit Tillamook Coast (visitor facing), Accessibility, Stewardship, Food Systems and Workforce Training, **and managed the development of a revised brand strategy** for Visit Tillamook Coast (visitor-facing) and TCVA (Industry-facing).

8) Distributed **press releases on several topics:** grants, TBCC scholarships, Volunteer Adventures, Wilderness Medicine training, Wheel the World, Empowering Access, Cape Meares Loop Road, and much more. Open rates higher than they have been in the past.

9) Nan was interviewed by a **national podcast, Grant Talk**, and **Travel Oregon** about community investments.



Watch 2023 KOIN Oregon Harvest Documentary on
[YouTube.com/tillamookcoast](https://www.youtube.com/tillamookcoast)



Printed
50,000 copies
of the visitor
guide,
distributed
and mailed by
Tillamook
Chamber.

Tillamook Working Lands and Waters
Cooperative video. Watch on
[YouTube.com/tillamookcoast](https://www.youtube.com/tillamookcoast):
"Collaborative Stewardship"



RETURN ON REINVESTMENT



Operations

1) Two positions filled: Financial and Grant Administration Manager, and Strategic Communications Manager. Marni Johnston is now with the City of Rockaway Beach; she trained a new accounting services contractor, and will continue as advisor to TCVA. We recently hired an Industry and Community Programs Coordinator who will start in August 2024, and will assist on several programs. We will also be hiring an operations administrator this fall.

2) Marni Johnston reviewed all financials for past years, set up a more complete reporting system for greater transparency, file management, and consistency. Working now with **Accuity** fiscal year auditors, on 2023-24 financials..

3) Adopted new software to manage grants: Foundant Grant Management systems align with industry needs, greater efficiency, transparency, and tech support. It will be much easier for applicants than the previous system. Nan and Marni went through extensive training; current active grants are now being migrated to the new system, and will be ready prior to the next grant funding round. Our accounting contractor will manage grant reimbursement payments.

4) Revamped HR practices for compliance with and clear communication about state and federal laws. Updated Employee Handbook to reflect changes and Paid Leave Oregon. Now seeking a HR advisor to help if issues arise.

5) Using Cision media database for more efficient news release distribution and tracking. Cision provides access to industry contacts, both national and regional.

6) Using Metricool, a social media management system to track, monitor and analyze digital content, and a **website dashboard** to track geolocations, number of website visitors, topics researched, and visitor guides requested online..

7) Established detailed reporting system dashboard for tillamookcoast.com, pacificcity.com, and northcoastfoodtrail.com for tracking on trends, geolocations, engagement interests, and other key stats.

"We watch what TCVA and Tillamook County does with their grant programs. You've set a standard for tourism grant investments in the community."

Michelle Woodard

Director of Stewardship Investments
Travel Oregon



TEAM TCVA



Executive Director
Nan Devlin, MTA



Director, Trails, Outdoor Recreation & Accessibility
Dan Haag, MFA



Manager, Strategic Communications
Nicole Steen



Manager, Finance and Grants Administration
Marni Johnston

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

Nan Devlin will continue work on wayfinding, grant management, food trail, workforce training, rural food systems, and community planning workshops. Nan is also covering human resources tasks, banking, and working with the auditor. She will be training two new staff members. Nan is a board member of the Oregon Destination Association, Tillamook County Library, and Nehalem Valley Historical Society, and will continue as a Pro-Start state judge in Restaurant Management. **Three R's focus: Relationships, Responsibility, Reinvestment and Operations.**

Dan Haag will continue to develop and build programs focused on stewardship, wilderness medical training, accessibility and trail development, and seek grants to help fund those programs. He will work closely with Trailkeepers of Oregon, and launch Leave No Trace in Tillamook County. He will continue to take an active part in community planning processes, and will help train new staff members. Dan is a board member of Heart of Cartm, Sammy's Place and Oregon Coast Trail Foundation, and volunteers with the Children's Clean Water Festival. **Three R's focus: Relationships, Responsibility and Reinvestment.**

Nicole Steen will continue implementing strategic messaging across communication platforms, and launch the new TCVA podcast, "Tillamook Coast Conversations." She will also be managing our marketing and messaging efforts, including sponsored stories, online campaigns for the food trail. Nicole is a member of the Public Relations Society of America, board member of Public Relations Society of American, former board chair for the PRSA Oregon Capital Chapter, and a leadership council member of the Oregon Community Foundation Northern Willamette Valley region. **Three R's focus: Reinvestment and Relationships.**

Marni Johnston, now finance and budget consultant, brought 15-plus years experience as a city financial manager plus 10 years in hospitality management. She upgraded our finance systems, prepared us for an audit, and recommended the new grant management system.

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 Oregon 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.

RETURN

ON



RELATIONSHIP



RESPONSIBILITY



REINVESTMENT

THANK YOU



Tillamook Coast Visitors Association is pleased to work and partner with the Tillamook County Board of Commissioners, Community Development, Public Works, Health Department, and County Parks.

We are grateful for the services provided by law enforcement, emergency management, fire districts, U.S. Coast Guard, Adventist Hospital, social services, CARE, and other organizations that provide for the safety and well being of both residents and visitors.

We rely on the ports, farmers, fishers, stewardship groups and other nonprofits that care for our environment and economic vitality.

Thanks to our cities and small towns that work to bring balance between tourism and livability, while enjoying the benefits the tourism industry brings to a community.

And if not for the lodging properties, restaurants, visitor centers, Tillamook Creamery, brewing companies, retailers, museums and others who create experiences we all enjoy, we would be culturally diminished as a community.



Visit Tillamook Coast