



NEWS RELEASE

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Tillamook Coast Visitors Association Announces Leadership Transition

TILLAMOOK, Ore., 25 SEPT. 2025 — The Tillamook Coast Visitors Association (TCVA) announces a transition in leadership. Longtime Executive Director **Nan Devlin** will be transitioning to a new position as Director of Grant Management and Special Projects with TCVA as she prepares for her next adventure, while **Dan Haag** will step in as Interim Executive Director. In the next few weeks, the TCVA board will begin the search for a new Executive Director.

As TCVA's Executive Director for the past 11 years, Devlin has built a legacy of community investment, sustainable tourism, and collaborative vision that has touched nearly every corner of Tillamook County and stretched across Oregon. During her tenure, she helped transform the way Tillamook County approaches tourism — ensuring that visitors and residents benefit equally from the industry.

Under her leadership, TCVA:

- **Invested lodging tax dollars directly back into communities**, supporting wayfinding signage, public restrooms, trash receptacles, parking and other infrastructure that improved quality of life for residents while enhancing the visitor experience. This includes more than \$5 million into tourism-related infrastructure projects and an additional \$1.2 million into marketing grants and sponsorships reinvested locally for businesses and nonprofits since 2015.
- **Created the North Coast Food Trail**, a celebrated self-guided experience that connects visitors to local farmers, fishers, cheesemakers, brewers and restaurants, strengthening small businesses and highlighting the region's food culture.
- **Funded trail building and outdoor recreation projects**, including work on the Salmonberry Trail, the Wilson River Trail, Port of Tillamook Bay Disc Golf Course and more, providing safe, accessible options for both visitors and residents to enjoy the outdoors.
- **Launched stewardship programs** such as "Leave No Trace" and "Tillamook Coast Cares," encouraging responsible recreation and protecting fragile natural areas.
- **Supported cultural and heritage tourism**, including partnerships with local museums and arts organizations to tell authentic stories of the region's history and people.
- **Championed inclusive access** to the coast by creating the beach wheelchair program, funding the addition of three David's Chairs, and working with communities to improve access to outdoor recreation.
- **Oversaw responses to crises**, including COVID-19 recovery, providing timely resources for visitors, businesses and residents alike.

"From the beginning, I have always been in awe of Nan's capacity and vision to raise the bar for the visitors' industry in Tillamook County," said **Val Folkema**, TCVA board president. "From showcasing and investing in our local communities and natural attractions to including our growers, brewers, producers, chefs, farmers, fishers. Nan has accomplished so much good work, and her passion for our county lives in that good work."

To ensure a smooth transition, the TCVA Board of Directors has appointed **Dan Haag** as Interim Executive Director. Haag, who lives locally and has served as TCVA's Director of Trails, Outdoor Recreation and Accessibility, has been with TCVA for four years and has built strong relationships with residents, civic leaders, and nonprofits.

"It has been a privilege to learn from Nan and embrace her vision of community-based tourism," Haag said. "I believe her work in Tillamook County is a model for how communities everywhere can benefit from tourism and build lasting collaborative partnerships. I am proud to have been a part of her team."

For more information about TCVA, visit tillamookcoast.com/industry.

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About Visit Tillamook Coast

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is a destination management organization committed to sustainable tourism principles of community, stewardship and economic vitality. We support the Tillamook Coast through initiatives guided by those principles, including outdoor recreation, accessibility, culinary/agritourism, cultural heritage/arts, community development, natural resources and public safety. For more information, visit

www.tillamookcoast.com.