

2024 TOURISM HIGHLIGHTS

TILLAMOOK COAST VISITORS ASSOCIATION: COMMUNITY-BASED TOURISM



RELATIONSHIP

Sustainable Tourism Pillar: **People** Focus: Community (**Relationship**)

Key Initiatives

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



Community Programs

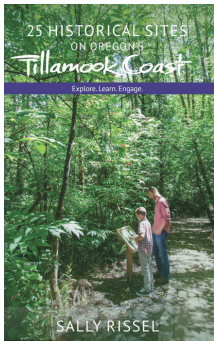
- **Four community planning sessions** completed- Cape Meares, Manzanita, Oceanside and Netarts
- Sponsored **Explore Nature** and **Three Capes Relay**

Industry Support

- Sponsored **two \$1,000 scholarships** to TBCC students studying outdoor recreation and forestry

Culinary & Agritourism

- **North Coast Food Trail in 8th year** with 84 members.
- Developed four videos on **"Cooking with the Chefs of the North Coast Food Trail.."**
- Received \$10,000 Travel Oregon grant to bring back **Crave the Coast** food festival.
- Received **\$6000 Roundhouse Foundation** grant for a Food Industry Event, and a **\$48,000 EDALC** grant to plan a seafood training center in Garibaldi.



Cultural, Heritage & Arts

- Published new guidebook, **"25 Historic Sites on the Tillamook Coast,"** working with Tillamook County Historical Society.
- Sponsored **Riverbend Players** 2024 season

47,000 views for video with Offshore Grill. Watch Cooking with the Chefs of the North Coast Food Trail videos on [YouTube.com/tillamookcoast](https://www.youtube.com/tillamookcoast)



RESPONSIBILITY



Sustainable Tourism Pillar: **Place** Focus: Stewardship (**Responsibility**)

Key Initiatives

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

Destination Development and Planning

- **Wayfinding:** Developed plans for Manzanita, Cape Meares, Oceanside, Pacific City and Bay City additions. . Installed park signs in Rockaway Beach, gateway signs in Cape Meares and Wheeler. Cloverdale now has more historic photo murals! More to come.
- Created a **comprehensive and categorized tourism facilities plan** for the county, combining 10 years of community input. Suggested recommendations for prioritized projects in north, central and south county.

Trails and Outdoor Recreation

- Partnered with **Salmonberry Trail Foundation** and **Tillamook County Wellness** to host series of hikes in Wheeler and Rockaway Beach.
- Helping **Oceanside** and **Cape Meares** form community trails work plans.
- **Formed Tillamook Bay Trails Coalition** with multiple nonprofits and agencies



RESPONSIBILITY

Public Safety

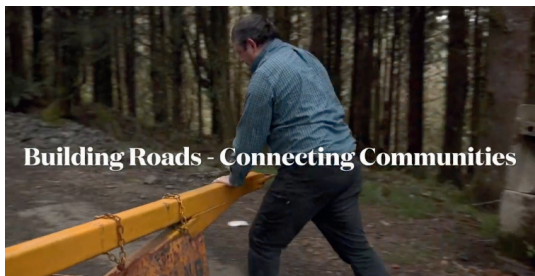
Support & Messaging

- **Trained** 85 community members in Wilderness Emergency Medical skills
- Created **Good Neighbor** brochures for Manzanita, Cape Meares and Rockaway Fire District.



Stewardship of Natural Environment

- Tillamook Coast Volunteer Adventures 7 hosted organizations
- Created **video on the Cape Meares Loop Road**.
- Began work with **Leave No Trace** to provide education and training
- Partnered with **de Garde Brewing** to create special beer, "TKO" to benefit Trailkeepers of Oregon, raising \$2500.



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

Accessibility

- Tillamook County is a **Wheel the World Verified Destination**.
- In addition to 9 beach wheelchairs, the county now has **4 David's Chairs** (electric track chairs), **more than any other location**.
- **Hearing loops installed:** Tillamook Creamery and Air Museum.

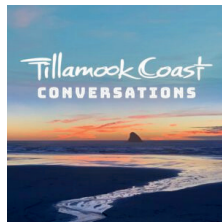
Sustainable Tourism Pillar: Profit

Focus: Economic Vitality (Reinvestment)

Key Initiatives

- Messaging & Communications
- Grants & Sponsorships
- Operations & Personnel

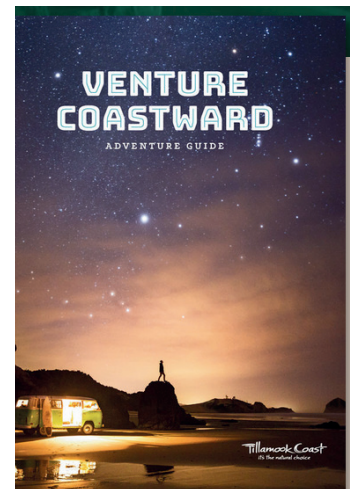
Launched Tillamook Coast Conversations podcast, covering topics important to our communities. Check our website:
<https://tillamookcoast.com/tillamook-coast-conversations/>



REINVESTMENT

Messaging

Shared message of outdoor recreation, GIS map, and Volunteer Adventures on Oregon Field Guide, Northwestern Sports Radio, and Explore Oregon podcast. Food Trail messaging on OPB's Superabundant.



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



KOIN TV Oregon Harvest documentary with Twist Wine, West Fish Company and de Garde Brewing.
Watch on [YouTube.com/tillamookcoast](https://www.youtube.com/tillamookcoast)



Adopted Foundant Grant Management software that aligns with industry needs, efficiency and transparency.

2024 GRANTS AWARDED

- **\$511,000 facilities grants**
- **\$45,000 marketing grants**
- **\$20,000 signage grants**
- **\$15,000 sponsorships**