

ANNUAL TOURISM REPORT FY 2024-2025

**PRESENTED BY
TILLAMOOK COAST VISITORS ASSOCIATION**

**IN ACCORDANCE WITH CONTRACT WITH
TILLAMOOK COUNTY BOARD OF COMMISSIONERS**



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.

WE WELCOME ALL

Tillamook Coast Visitors Association is committed to work that helps us become a more welcoming destination. We want all who travel to the Tillamook Coast to be able to enjoy their journey and feel like a local while here. We define welcoming 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.

STAFF, BOARD, KEY VENDORS



▼ TCVA Staff



Nan Devlin, MTA
Executive Director



Dan Haag, MFA
Trails, Outdoor
Recreation &
Accessibility Director



Nicole Steen
Strategic
Communications and
Marketing Director



Mariah Surat
Community and
Industry Programs
Coordinator



Lisa Hayden
Administrative and
Operations Assistant



Ashley Carr
Tourism Industry
Sector Outreach
Coordinator

▼ Board of Directors

VALERIE FOLKEMA

BOARD CHAIR

GARIBALDI MARINA, PUD
PORT OF GARIBALDI

CLAUDINE REHN

BOARD VICE-CHAIR

TILLAMOOK ESTUARIES
PARTNERSHIP

MIKE BEVER

BOARD SECRETARY

TILLAMOOK COUNTY
CREAMERY ASSOCIATION

RITA WELCH

BOARD TREASURER

TILLAMOOK AIR MUSEUM

MARY JOHNSON

CITY OF ROCKAWAY BEACH

JEFF WONG

COMMUNITY SUPPORTED FISHERIES

JUSTIN AUFDERMAUER

TILLAMOOK CHAMBER OF COMMERCE

NICOLE TWIGG

KIWANDA COASTAL PROPERTIES
SOUTH LODGING

DANIELLE JOHNSON

MANZANITA BEACH GETAWAYS
NORTH LODGING

AMANDA CAVITT

GARIBALDI PORTSIDE BISTRO
BARVIEW JETTY MARKET

JEREMY STROBER

PCNV CHAMBER OF COMMERCE

MARY FAITH BELL

COUNTY LIAISON
TILLAMOOK COUNTY COMMISSIONER

▼ Vendor Partners

SEA LEGS MEDIA

Videography

TRENT OLSON

Social media reels

GREG KOZAWA

KEVIN HANCOCK

Photographers

CARDWELL CREATIVE

Website Management, Graphic
Design, Online campaigns

RAMSAY SIGNS

Wayfinding Fabricators
and Installers

TILLAMOOK CHAMBER

Guide Distribution

DONNA RIANI

Food Writer + Video Host

PARTNERS IN DESIGN

Signage designers

BENCHMARKS



**WE MEASURE OUR
WORK BASED ON
SUSTAINABLE TOURISM
PRINCIPLES:**

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



**COMMUNITY-BASED
TOURISM**



RETURN

ON



RELATIONSHIP



RESPONSIBILITY



REINVESTMENT



**Return on Relationships -
Key Initiatives**

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

**Return on Responsibility -
Key Initiatives**

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

**Return on Reinvestment -
Key Initiatives**

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

*“TCVA brings the right people
to the table to propel
projects to success.”*

**Bruce Jaeger,
Oceanside Action Partnership**

*“TCVA has created public/
private partnerships that
benefit businesses and our
local economy.”*

**Trevor Rogers,
deGarde Brewing**

*“TCVA has done a tremendous
job in improving everybody’s
business on the coast.”*

**North county
Restaurant Owner**

*“The more strategic tourism
we bring to this county...the
more we can keep our own
dollars in the county.”*

**Derrick Josi,
Wilsonview Farm**

*“TCVA has been a strong
sustainability partner.
They bring in volunteers to
do on-the-ground
stewardship projects.”*

**Emily Akdedian,
Lower Nehalem Community Trust**

RETURN ON RELATIONSHIPS



Community Programs

- 1) Completed **four community planning sessions** - Cape Meares, Manzanita, Oceanside and Netarts, identifying priority needs. All have accomplished top three priorities.
- 2) Developed **"Good Neighbor"** brochures for Manzanita, Cape Meares, Rockaway Beach.
- 3) Worked closely with Manzanita **STR code enforcement officer** on reporting and results.
- 4) Sponsored **two \$1,000 scholarships** to TBCC students in outdoor/recreation program

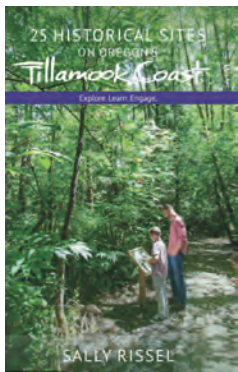
Culinary & Agritourism

- 1) **North Coast Food Trail now in its 8th year** with 86 members.
- 2) With funding from Travel Oregon and food trail partners, developed four videos on **"Cooking with the Chefs of the North Coast Food Trail.."**
- 3) Received \$10,000 Wine Country License Plate grant for **Crave the Coast Month in October.**
- 4) Sponsored **de Garde Brewing 12th Anniversary** event
- 5) Worked with Rural Prosperity Partners to receive **\$6,000 Roundhouse Foundation** grant for a Food Industry Event, and a **\$48,000 EDALC Blue Economy** grant to plan a seafood training center in the county.

Crave the Coast



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



Cultural, Heritage & The Arts

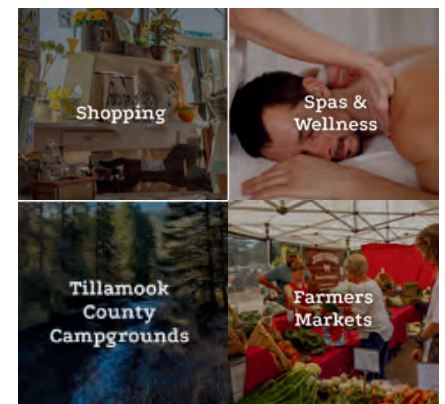
- 1) Published new guidebook, **"25 Historic Sites on the Tillamook Coast,"** working with Tillamook County Historical Society.
- 2) Sponsored **Riverbend Players** 2024-25 season
- 3) Helped **cultural heritage groups** with grant writing and promotion
- 4) Nicole presented on tourism/museum collaboration at **OMA Conference**

Industry Support

- 1) Manage **Manzanita Visitors Center**, and Manzanita's **off-season marketing grant.**
- 2) **Revised Conference/Meeting section** on website.
- 3) Manage City of **Rockaway Beach** tourism marketing, and **facade improvement and marketing grants.**
- 4) Developed county-wide **Shopping, Spas & Wellness, Farmers Markets,** and **County Parks sections** on tillamookcoast.com/what-to-do
- 5) Conducted **10-week Career Connect** program with Nestucca High School
- 6) **Worked with film producers**, assisting with 3-month onsite production of a movie, **filmed in Pacific City. "Alma and the Wolf,"** released 2025.
- 7) **Annual tourism banquet** celebrating community success - Feb. 2025
- 8) **Food Industry Event** - April 29, 2025- Funded by **Roundhouse Foundation**
- 9) Published **Tourism Sector Industry report** - June 2025
- 10) Ashley Carr developed **extensive database** of all tourism sectors

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

Oregon Heritage Commission



RETURN ON RESPONSIBILITY



Destination Development

- 1) **Wayfinding:** Developed plans for Manzanita, Cape Meares, Oceanside, Pacific City and Bay City additions. Installed park and electronic signs in Rockaway Beach, gateway and interpretive signs in Cape Meares, and gateways in Oceanside and Wheeler. Cloverdale now has more historic photo murals! More to come in spring. Underway now -Manzanita, Netarts, Oceanside, Tillamook, Garibaldi.
- 2) Created a **categorized tourism facilities plan** for the county, combining 10 years of community input. Recommendations made for prioritized projects in north, central and south county. **TAC now reviewing and scoring "to consider" projects for future TLT investment.**

Trails and Outdoor Recreation

- 1) Partnered with **Salmonberry Trail Foundation** and **Tillamook County Wellness** to host a series of introductory hikes in Wheeler and Rockaway Beach.
- 2) Participated in Salmonberry Trail Foundation open house event in Tillamook with a TCVA table and as a speaker.
- 3) Helping **Oceanside and Cape Meares** form community trails project plans.
- 4) **Formed Tillamook Bay Trails Coalition** with partners: TCVA, TEP, Tillamook County Parks, Tillamook County Pioneer Museum, City of Bay City, City of Rockaway Beach, Port of Garibaldi, Port of Tillamook Bay, Oregon Coast Scenic Railroad.
- 5) Successful in advocating restoration of **recreational immunity** law.



Public Safety Support & Messaging

- 1) **Conducted Wilderness Emergency Medical Training to 80 community members.**
- 2) Created **Emergency Window Clings (Safe, Help)** for Rockaway Fire District, which also did an **Essential Resources** cling and safety brochure.



RETURN ON RESPONSIBILITY



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

Stewardship of Natural Environment

- 1) Second successful year of **Tillamook Coast Volunteer Adventures**, hosting seven organizations taking part in stewardship programs.
- 2) Created **video on the Cape Meares Loop Road** completed in 2024. "The most beautiful road on the Oregon Coast." Road will offer safety and protection from landslides.
- 3) **Formed stewardship messaging group**, including TEP, LNCT, WEBS, Wildlife Center of the North Coast, Salmon SuperHighway, Heart of Cartm, Kayak Tillamook County, Tillamook Forest Center, Lower Nehalem Watershed Council, Nestucca, Neskowin, & Sand Lake Watersheds Council, Oregon Forests Trust, Trailkeepers of Oregon.
- 4) Completed year-long work with **Leave No Trace** to provide education and training for communities and visitors.
- 5) Partnered with **de Garde Brewing** to create special beer, "TKO" to benefit **Trailkeepers of Oregon**, raising \$2500.



*"TCVA is the bellwether
 organization for doing tourism
 the right way."*

South Wasco County Alliance



Accessibility

- 1) Tillamook County is now a **Wheel the World Verified Destination**. Wheel the World will be promoted nationally and internationally to travelers who use wheelchairs (and with their families), with video and photographs.
- 2) In addition to **9 beach wheelchairs**, the county now has **four David's Chairs** (electric track chair), - Manzanita, Happy Camp, Rockaway Beach and Pacific City - with a 2nd chair coming to Pacific City.
- 3) **Hearing loops installed** at Tillamook Creamery and Tillamook Air Museum.
- 4) Hosted **Downs and Towns** media influencers Houston and Katie Vandergriff, who promote travel for those with Downs Syndrome, and an influencer from **Deaf Nation**.
- 5) Dan presented at **ODA Conference** and other meetings on Accessibility in Tillamook County.

RETURN ON REINVESTMENT



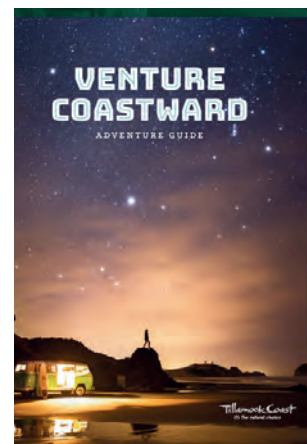
REINVESTMENT

Messaging & Communications

- 1) Sponsored **KOIN-TV Oregon Harvest documentary**, featuring Twist Wine, West Fish Company, and de Garde Brewing.
- 2) Sharing message of outdoor recreation, GIS map and Volunteer Adventures program on **Oregon Field Guide**, **Northwestern Sports Radio**, and **Explore Oregon podcast**.
- 3) Sponsored Tillamook Coast portion of the food trail on the OPB Emmy-winning online Northwest food program **"SuperAbundant,"** plus radio spots and e-newsletter.
- 4) Sponsored Oregonlive.com **Here is Oregon** campaign on **"What Can Nature Do For You?"** and **Affordable Travel**.
- 5) Sponsor **beachconnection.net** for series of environmental and cultural stories.
- 6) **Trent Olson** on scenic outdoor reels for social media, with very high engagement.
- 7) Launched **Tillamook Coast Conversations podcast**, covering topics important to our communities. Available on our website and popular podcast channels.
- 8) Produced a **brand story video**, premiered at Tourism Banquet on Feb. 21, 2025. Made at the request of TCVA board.
- 9) **Press releases on several topics:** grants, TBCC scholarships, Volunteer Adventures, Wilderness First Aid, Wheel the World, Leave No Trace, Trail Ambassadors, grants, and many more.
- 10) Completed four videos, **"Cooking with the Chefs of the North Coast Food Trail."** Assistance in funding from Travel Oregon, and Seaside, Cannon Beach and Astoria.



Chenin and Sean Carlton of Twist Wine. West Fish Company and de Garde Brewing also featured. Watch 2024 KOIN Oregon Harvest Documentary on YouTube.com/tillamookcoast



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



"Advertising sales people often pitch me with 'you can reach 4 million people.' I don't want to reach 4 million. I want to reach 4 or 40 who care about what we have and our values."

Nan Devlin

Executive Director, TCVA

TCVA brand video: Oregon's Tillamook Coast, a vision of sustainable, community-based tourism.
Watch on YouTube.com/tillamookcoast

RETURN ON REINVESTMENT



Grant Management: Outgoing + Incoming

OUTGOING: \$1,105,131

- 1) **\$712,131** in facilities grants
- 2) **\$50,000** in marketing grants
- 3) **\$290,000** in Rockaway facade improvement grants, and **\$9,000** in marketing grants
- 4) **\$14,000** in Manzanita marketing grants

INCOMING: \$119,000

- 1) **\$10,000** Wine Country License Plate grant for Crave the Coast
- 2) **\$6,000** Roundhouse Foundation for food/farm training support
- 3) **\$65,000** Travel Oregon Wheel the World destination verification.
- 4) **\$38,000** EDALC grant for seafood food hub and training center plan

"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

APPLIED FOR (AWAITING DECISION)

- 1) \$100,000 USDA Local Foods grant
- 2) \$98,000 USDA Food Hub equipment grant

APPLICATION IN PROCESS

- 1) **EDA** grant for food hub infrastructure
- 2) **US Dept of Health and Human Services** grant for commissary kitchen development

"TCVA is the bellwether organization for doing tourism the right way."

South Wasco County Alliance

Operations + Personnel Training

- 1) Conducted 2023-24 audit with Accuity CPA auditors, with successful outcome.
- 2) Updated **Employee Handbook** to include policies on gift cards, purchase of alcohol for events, and use of AI
- 2) **Positions filled:** one full-time and two part-time positions
- 3) Contracting with **accountants** from Kelly NonProfit Consulting; **HR consultant Beth Gibbs; Deborah Dyson legal counsel**, to complete Partners for Rural Food Systems organizational structure; grant writers **Rural Prosperity Partners** for food hub building.
- 4) Launched 2024-25 grant cycle using **Foundant Grant Management software** that aligns with industry needs and transparency: facilities, marketing, Rockaway and Manzanita grants.
- 5) **Nicole Steen** completed **Oregon Tourism Leadership Academy** and **GWU Certificate in Sustainable Tourism**. **Mariah Surat** now enrolled in OTLA; **Ashley Carr** enrolled in e-Cornell University n sustainable tourism; **Lisa Hayden** icompleted grant writing and Foundant grant management training. Team has begun **AI training** to ensure integrity of brand and content, and to prevent plagiarism.



Cornell University



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 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 those who create experiences we all enjoy, we would be culturally diminished as a community.



Our Team Gives Back to the Community

Nan

Board Member of:

- Tillamook County Library
- Tillamook County Transportation District
- Nehalem Valley Historical Society
- Oregon Destination Association

Dan

Board member of:

- Sammy's Place
- Salmonberry Trail Foundation
- Advisory committee, Oregon Trails Coalition
- Core team, North Coast Tourism Network

Nicole

- Former committee member of Oregon Community Foundation, Salem

Mariah

- Dory Days planning team

Lisa

Board member of:

- Tillamook County Rodeo

Volunteers for:

- Tree lightings in Garibaldi and Tillamook
- National Night Out with Tillamook Police

Ashley

- Bay City Pearl and Oyster Festival planning team