

# SEAL ROCK, WALDPORT & YACHATS (SOUTH LINCOLN COUNTY) 15-YEAR COMMUNITY TOURISM VISION

South Lincoln County including the communities of Seal Rock, Waldport and Yachats on the Central Oregon Coast remains a refuge for nature, peaceful reflection and idealism.

A place where things have changed...*but not that much.*

As a haven of timeless quietude this area envelopes visitors from near and far with only the sound of crashing waves, the call of a black oyster catcher, and the blow of a passing grey whale.

Travelers are attracted to this unique part of Oregon's coast as they know it's one of the few places where they can experience old growth forest spilling down from the Coast Range out onto un-tapped pockets of remote coastline and where they can taste the riches of the ocean fresh from the sea.

An extensive world-class trail system threads the region together – community-to-community, rainforest to oceanfront, and activity-to-activity -- providing the infrastructure needed for day and multi-day experiences in the area for hikers, backpackers, trail runners, mountain bikers and kayakers.

Visitors are guided through the region by clear directional signage, coordinated informational kiosks and engaging pedestrian level signage throughout the towns and its trail systems.

Each community presents its own character and its own intrigue, so much so that passersby on 101 are compelled to stop and explore – Seal Rock a hub of artisan activity and studio tours; Waldport a place where you access the riches of where the river meets the sea; and Yachats, a one-of-a-kind village nestled between the ocean and the trees providing access to the National Forest. As a result of strong community pride, all three communities are bustling with vibrant main streets.

Artists, writers, photographers and other creative types are drawn to the isolated area for inspiration and self-reflection. This region serves as a base for educational retreats where participants can immerse themselves in nature and become stewards of their environment.

The area is home to several signature events during fall, winter and spring that draw large numbers of people to the area in the off-season to expose them to what the region has to offer - events such as adventure races, driftwood sculpture competitions, crab cook-offs and mushroom festivals.

This sustained focus and effort over nearly 15 years has created an integrated region, where important functions and services are shared among the communities.

Residents understand and strive toward the shared vision of the future. They think of themselves as 'one' – and combine efforts on all major strategic issues. There is a culture of strong collaborative partnerships and co-operation within the area, which makes the communities stronger and more sustainable.

Communities have been able to both leverage their human capacity and build the critical tourism and economic infrastructure thus achieving an enviable reputation of protecting the pristine and acclaimed local environment, while building a vibrant tourism industry based on natural assets.

# SOUTH LINCOLN COUNTY COMMUNITY TOURISM ACTION TEAMS

The first South Lincoln County Tourism Steering Committee meeting will take place within the next month. If you'd like to join this committee contact:

Andrea Sharf, Marketing Coordinator  
Go Yachats (City of Yachats)  
[Andrea@GoYachats.com](mailto:Andrea@GoYachats.com) or 541-547-3092

Susan Woodruff, Mayor  
City of Waldport  
[suewoodruff@peak.org](mailto:suewoodruff@peak.org) or 541-563-2479

## 1) Regional Marketing Action Team

First meeting: June 21<sup>st</sup> at 1:00pm at City Hall in Waldport

Convener: Andrea Scharf, Go Yachats

## 2) Developing New Events

**Hosting a new Adventure Race**

First meeting: May 29<sup>th</sup> at 2:00pm

Convener: Susan Woodruff, City of Waldport

## 3) Regional "We Speak" Action Team

First meeting: June 14, 8:30a.m. at the Drift Inn Historic Café & Pub

Convener: Bev Wilson, Yachats Chamber, [bevinyachats@gmail.com](mailto:bevinyachats@gmail.com) or 541-547-3530

## 4) Trails Action Team

First meeting: TBD!

Spokesperson: David Locke, Overleaf Lodge

Possible Convener: Lauralee Svendsgaard or John Maree