

DRIVING ECONOMIC GROWTH ACROSS OREGON

OREGON
COAST

TOURISM SUPPORTS OREGON'S ECONOMY

In 2003, Oregon faced one of its highest unemployment rates in history. As part of a statewide initiative to create new job opportunities for Oregonians, the Oregon Tourism Investment proposal was signed into law. This bill made tourism and hospitality a pillar of Oregon's economy by establishing a 1% state lodging tax, which dedicated the revenue into tourism development and marketing for all of Oregon. In 2016, the legislature increased the state lodging tax to 1.8% through June 2020, when it decreases to 1.5%. In addition, state statute dedicated 30% of the state lodging tax to regional tourism organizations and grant programs across Oregon. This industry investment has delivered results with an increase in visitors which has equated to increased resources for regional programs that support jobs, culture, infrastructure and public services.

THE INVESTMENT IS PAYING OFF

Through Travel Oregon's Regional Cooperative Tourism Program, the Oregon Coast region is scheduled to receive \$3.2 million over the 2019-2021 biennium. The funding is programmed to achieve multiple goals, including the following goals:

- Increase number and diversity of sales and marketing efforts supporting shoulder season visitation.
- Raise stature, visibility and functionality of the Oregon Coast Trail as a regional coherent trail system for both residents and visitors.
- Engage stakeholder networks to align investments in public art, agritourism, recreation and cultural heritage.
- Provide a unified voice for industry and a consistent brand persona for visitors.
- Solidify investments in the development and delivery of workforce training and curriculum.

OREGON COAST:

| IN 2010 | IN 2018 | CHANGE |
|--------------------------------------------|---------------|--------|
| Direct Employment 19,690 jobs | 23,460 jobs | +2.2% |
| Employee Earnings \$427 million | \$674 million | +5.9% |
| Visitor Spending \$1.5 billion | \$2.2 billion | +4.0% |
| Taxes (State/Local) \$55 million | \$87 million | +5.9% |

STATEWIDE:

| IN 2003 | IN 2018 | CHANGE |
|---------------------------------------------|----------------|--------|
| Direct Employment 84,500 jobs | 115,400 | +37% |
| Employee Earnings \$1.7 billion | \$3.6 billion | +112% |
| Visitor Spending \$6.5 billion | \$12.3 billion | +89% |
| Taxes (State/Local) \$246 million | \$560 million | +128% |

More than 120 cities and counties across Oregon collect a local transient lodging tax to expend on local programming. A study conducted by ECONorthwest in 2018 found that cities and counties that levied a local transient lodging tax spent the revenue on the following programs that directly benefit Oregonians in those communities:

| Program Category | Expenditures | Share |
|-------------------------------|----------------------|-------------|
| General Services | \$84,194,912 | 39% |
| Tourism Facilities | \$58,312,100 | 29% |
| Tourism Promotion & Marketing | \$48,965,052 | 18% |
| Arts, Culture & Entertainment | \$20,855,625 | 6% |
| Events | \$9,184,891 | 1% |
| Economic Development | \$4,071,652 | 5% |
| Chambers of Commerce | \$4,035,060 | 2% |
| Other | \$2,062,897 | 1% |
| Administration & Overhead | \$1,170,350 | 0% |
| Total | \$232,852,539 | 100% |

These dollars, especially those expended in the tourism facilities and promotion and marketing programs, can be leveraged against the regional destination management organization and state tourism investments.



PHOTO: BY DYLAN VANWEELDEN



"The North Oregon Coast is experiencing a monumental shift in how locally-produced foods now play a pivotal role in why people come to experience the Oregon Coast. As a commercial fisherman running a boat-to-plate sustainable fishing enterprise, culinary tourism supports our communities, restaurants and producers, and enables individuals to connect with their environment and our shared natural resources."

JEFF WONG

*Owner, CSF Fishery
Garibaldi*



"The community of tourists that frequent the Oregon Coast have allowed me to create a haven for artists to create businesses doing the things they love, making art of all kinds - blown glass, wood and metal stands, torch-worked pieces, jewelry, paintings and photography. I have been able to support so many artists and develop my own artistic career in real solid ways that financially support us, allowing us to have careers doing the things we love, all while giving tourists the chance to buy actual handmade art of a superior level. I am thankful every day for this symbiotic relationship."

KELLY HOWARD

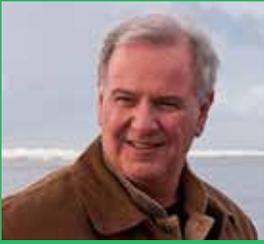
*Owner, Kelly Howard Glass
Lincoln City*



"The Wild Rivers Coast is one of the least populated, but most scenic places, in the Pacific Northwest. Our cycling community is growing, and a large part of that is due to increasing tourism and a desire for high-quality outdoor recreation experiences. Through my business, I am able to guide visitors on backcountry trails and isolated beaches while sharing my knowledge, love and respect for the Wild Rivers Coast."

ERIN KESSLER

*Owner, Pineapple Express Adventure Rides
Port Orford*



"From kite festivals to aquariums to world-class cuisine and pristine vistas, the Oregon Coast has something for everyone. And when visitors come to our coastal small businesses, they help create well-paying jobs and bring critical revenue to our rural communities. It's a win-win situation for all."

REPRESENTATIVE DAVID GOMBERG

Oregon House District 10

In 2018, visitor spending generated \$30.5 million in local tax receipts for local jurisdictions on the Coast. This funding can be utilized for a variety of programs, including general services, tourism facility development, tourism promotion and marketing, events, and arts and culture at the discretion of state statutes and local ordinances.

TOURISM BENEFITS THE COAST

- More than half of the Oregon State Park system's 50 million+ visits occur on the coast creating \$618 million in annual state park visitor spend.
- On the North Coast, Fort Stevens generates \$35 million in economic impact, employing 538 locals.
- Beverly Beach on the Central Coast generates \$12 million in economic impact, resulting in 179 jobs.
- On the South Coast, Sunset Bay State Park provides \$24 million, generating 382 jobs.

EMPLOYMENT & REVENUE ACROSS OREGON

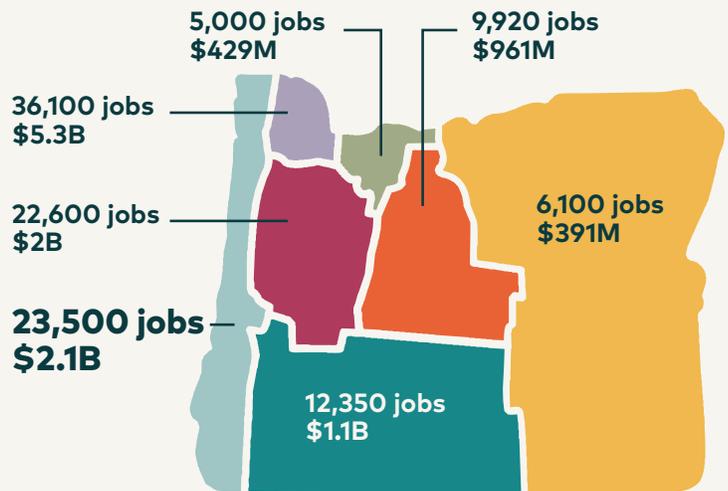




PHOTO: JUSTINMYERS



PHOTO: DYLAN VANWEELDEN

TRAVEL OREGON'S COMPETITIVE GRANTS:

In the past year, the efforts to expand tourism opportunities and enhance visitor experiences has seen an investment of \$250,000 in Travel Oregon Competitive Grant funding across the region. A few of the grant recipients include:

- Coos County to further develop "Whiskey Run," a single-track mountain biking trail system along the Coast, that will stimulate the local economy by delivering a bucket-list-worthy outdoor recreation experience to attract visitors year-round.
- Association of Oregon Counties to execute phase II of completing the Oregon Coast Trail hiking route along Oregon's Coast, which includes identifying best alternatives for connecting the trail and developing statewide capacity to coordinate segment-specific trail work.
- Columbia River Maritime Museum to design and construct interpretive sign panels for placement with existing historic artifacts and buildings on, or adjoining, the public walkways and trolley tracks which run through the museum campus in Astoria.
- Sunset Empire Park & Recreation District to purchase and install three weatherproof containers, each specifically designed to house a beach wheelchair.
- Cape Blanco Heritage Society to create a new tourism product by commissioning a 4' x 4' scale model of the Cape Blanco Light Station as it was in 1910.
- TORTA to develop a world-class, comprehensive mountain biking trail system just outside of Pacific City.

TRAVEL OREGON'S REGIONAL COOPERATIVE TOURISM PROGRAM:

The Oregon Coast regional program received \$2.5 million over the 17-19 biennium and completed a variety of projects, a few of which are highlighted below:

- Workforce development investments resulted in extensive Guest Service Gold® trainings along the Coast with more than 640 coastal employees gaining certification.
- Investment in the Wild Rivers Coast Food Trail has expanded the route to become regional (spanning from Reedsport to Brookings), has increased signage and has developed brochures and a passport program for visitors. And has led to the formation of a 10-day fall festival called Live Culture Coast on the Southern Coast which highlights participating businesses.
- Funds were allocated toward the development of the Oregon Coast Trail, which included providing resources to the Association of Oregon Counties to launch a coast-wide stakeholder interview and assessment effort, invest in a pilot expansion of Trailkeepers of Oregon to the North Coast to train volunteers and rehabilitate existing trail, and pay for the remapping and development of a Oregon Coast Trail website.



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