



**TRAVEL**



**OREGON**

# NORTH COAST DESTINATION MANAGEMENT STUDIO & OUTCOMES

Oregon Tourism Commission Briefing | December 13



# STUDIO PROGRAM GOALS

- Raise the awareness and understanding of the value of the tourism industry on the North Coast
- Engage a broad cross-section of the community to spark creativity and build enthusiasm to make Oregon a premiere tourism destination
- Connect community and business leaders with resources to leverage local assets and help develop authentic tourism experiences
- Develop destination solutions that help manage, sustain, and enhance the natural environment and local livability
- Stimulate new local business development
- Establish positive relationships between community leaders and the tourism organizations



# DESTINATION MGT. STUDIO

## NORTH COAST STEERING COMMITTEE - 2018

### Steering Committee Conveners

- Nan Devlin, Visit Tillamook Coast
- Kevan Ridgway, Cannon Beach Chamber

### Steering Committee Members

- Arica Sears, Oregon Coast Visitors Association
- Chris Olson, Cannon Beach Chamber of Commerce
- Chrissy Smith, Friends of Cape Falcon Marine Reserve
- Claudine Rehn, Tillamook Estuaries Partnership
- Dan Haag, Manzanita Visitors Center
- Dan Goody, Oregon Department of Forestry
- Donna Quinn, Cannery Pier Hotel & Spa
- Doug Pilant, Tillamook County Transportation District
- Jeff Wong, Community Supported Fishery
- Jeremy Strober, Pacific City-Nestucca Valley Chamber
- Jim Paino, Cannon Beach Chamber of Commerce
- Jon Burpee, National Park Service
- Joshua Heineman, City of Seaside Visitors Bureau
- Justin Aufdermauer, Tillamook Area Chamber
- Kathy Kleczek, Sunset Empire Transportation District
- Ken Heman, City of Seaside Visitors Bureau
- Ken Henson, Pelican Brewing
- Ken Shonkwiler, Oregon Department of Transportation
- Kevan Ridgway, Cannon Beach Chamber of Commerce
- Kevin Leahy, Clatsop Economic Development
- Lorraine Ortiz, North Coast Land Conservancy
- Marcus Hinz, Oregon Coast Visitors Association
- Mark Ellsworth, Regional Solutions
- Melissa Keyser, City of Cannon Beach
- Regina Willkie, Astoria-Warrenton Area Chamber
- Teri Wing, Oregon State Parks and Recreation







# NORTH COAST APPLICATION THEMES & CHALLENGES

- Seasonably variable visitor economy with incredibly robust summer influx
- Desire to work collaboratively as a region to address complex issues with unified approach
- Need to address challenges such as improving visitor transportation system, training workforce, and stewardship behaviors
- Inspire a deeper connection to the local (North Coast regional) culture and history
- Develop or expand visitor experience development opportunities such as outdoor recreation and cultural heritage



# STATEMENT OF INTENT

The North Coast Tourism Studio Steering Committee believes the immediate focus must include strategies that aim to achieve systemic change and deliver innovative solutions aimed to:

- **Preserve and enhance the natural and cultural resources** of the region while offering high-quality experiences.
- **Encourage stewardship** best practices by visitors and the industry.
- **Integrate cultural heritage** into the visitor experience, authentically and respectfully.
- **Reduce congestion** during peak seasons and in high-use areas.
- **Spread** the seasonality of **visitation**.
- **Spread** the **positive economic benefits** of tourism throughout the region and **maximize the integration** with other key economic drivers including fisheries, forestry, agriculture and main street retail.
- **Increase local understanding** and appreciation of the value of tourism, and the contribution it makes to the local economy.
- **Capitalize** upon the array of **visionary projects** already underway to bolster momentum and ensure this region remains a unique destination.



# DESTINATION MGT. STUDIO WORKSHOPS



North Coast  
Tourism  
Summit –  
September  
2017



Destination  
Stewardship  
Think Tank



Visitor  
Transportation  
for High-Use  
Destinations



Cultural  
Heritage  
Tourism  
(2-day)



Adventure  
Travel &  
Outdoor  
Recreation  
(2-day)



Visitor  
Communications  
& Destination  
Marketing



Igniting  
Tourism  
Action  
Teams



Community  
Tourism  
Kickoff –  
January  
2018



These funds **ARE NOT** intended to  
tackle that big, massive, once-in-  
a-lifetime, decade long project.

These funds **ARE** strategic  
catalytic infusion of funds to  
impact the North Coast.

These funds **ARE** designed to  
queue your region up for  
future opportunities...

# NORTH COAST INITIAL IMPACT AREAS

- **Encourage Stewardship Behavior by Visitor**

Convener: Claudine Rehn, Tillamook Estuary Partnership

Co-Convener: Haystack Awareness

- **Improve & Diversify Visitor Transportation Options**

Convener: Ken Shonkwiler, ODOT

Co-Convener: Matthew Weintraub, SETD

- **Up-level Outdoor Recreation Experiences**

Convener: Teri Wing, Oregon Parks and Recreation Department

Co-Convener: Arica Sears, Oregon Coast Visitors Association

- **Raise Awareness & Understanding of Tourism Assets, Opportunities, & Values  
Champion the Power of Tourism**

Convener: Pamela Wev, Clatsop Co. Board of Commissioners

Co-Convener: Tita Montero, Seaside City Council

- **Align and Enhance Regional Marketing**

Convener: Regina Willkie, Astoria Chamber of Commerce





Oregon Tourism Commission Briefing

# **North Coast Tourism Studio & Outcomes**

***Karen Olson***, North Coast Tourism Management Network

***Jim Paino***, Executive Director,  
Cannon Beach Chamber of Commerce

Tuesday, December 13, 2022



# North Coast challenges

## *Covid pandemic impacts and opportunities*

- Increased drive market visitation >> parking congestion
- Increased outdoor recreation demand >> trail congestion
- Limited facilities >> improper human & pet waste disposal
- Limited staffing + more takeout orders >> trash management
- Closures, staffing & supply chain challenges >> business resiliency





# Collaborative approach

## *North Coast Tourism Management Network*

The North Coast Tourism Management Network (NCTMN) enhances healthy, collaborative, sustainable relationships between coastal visitors, residents, and the environment. We connect Tillamook and Clatsop counties through projects and conversations that bridge our region and overcome funding restrictions that limit individual organizations' impacts.



# Network structure

## *North Coast Tourism Management Network*



- Network Manager
- Core Team
- Network Funders
- Action Teams & Leads
- Network Partners
- Network Participants





# Network core team

## North Coast Tourism Management Network

- Julie Hurliman, *Visit Tillamook Coast*
- Jim Paino, *Cannon Beach Chamber of Commerce*
- David Reid, *Astoria-Warrenton Area Chamber of Commerce*
- Arica Sears, *Oregon Coast Visitors Association*
- Jeremy Strober, *Heartfelt Hospitality*
- Alexa Carey, *Travel Oregon*



# Network funders

## *North Coast Tourism Management Network*



- Astoria-Warrenton Area Chamber of Commerce
- Cannon Beach Chamber of Commerce
- Oregon Coast Visitors Association
- Seaside Visitors Bureau
- Tillamook Coast Visitors Association
- Travel Oregon





# Network partners

## *North Coast Tourism Management Network*

- City of Seaside
- Clatsop County Board of Commissioners
- Clatsop Economic Development Resources
- Columbia Pacific Economic Development District
- Friends of Netarts Bay WEBS
- Lower Nehalem Community Trust
- Manzanita Visitors Center
- National Park Service
- North Coast Land Conservancy / Cape Falcon Marine Reserve
- NW Transportation Options
- Oregon Department of Transportation
- Oregon Parks and Recreation Department
- Pacific City-Nestucca Valley Chamber of Commerce
- Regional Solutions
- Seaside Chamber of Commerce
- SOLVE
- Sunset Empire Transportation District
- Tillamook Area Chamber of Commerce
- Tillamook County Board of Commissioners
- Tillamook County Parks
- Tillamook County Transportation District
- Tillamook Estuaries Partnership
- Trailkeepers of Oregon



# Network priorities

## *North Coast Tourism Management Network*



### **Action teams:**

- Improve & diversify transportation options
- Enhance outdoor recreation experiences
- Encourage stewardship practices
- Champion the value of tourism





# Guiding questions

## North Coast Tourism Management Network



*How can the tourism industry support and strengthen North Oregon Coast communities and destinations?*

*How can we make it easy for visitors to do the right thing and care well for the coast?*



# Promoting stewardship

## *North Coast Tourism Management Network*

### **Stewardship Messaging Campaign & Toolkit:**

- ***Purpose:*** Communicate stewardship guidelines in key impact areas to visitors before, during, and after their trip
- ***Impact:*** Help visitors appreciate and protect sensitive coastal habitat and steward natural resources





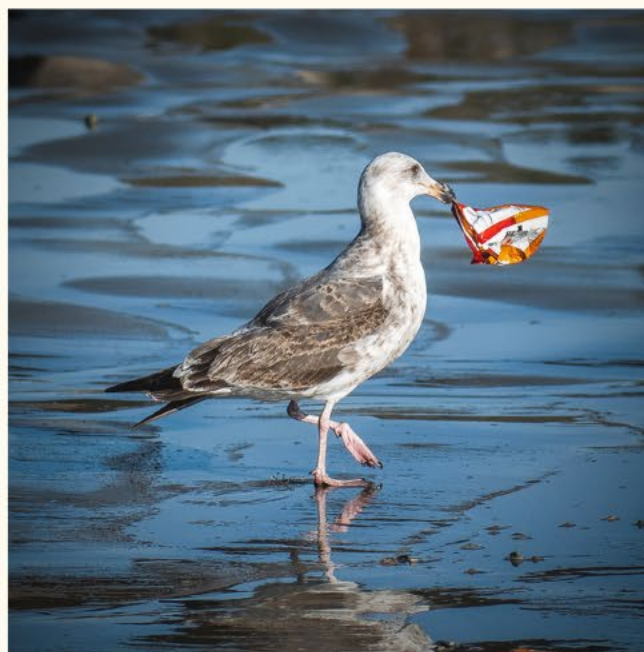
# Promoting stewardship

*North Coast Tourism Management Network*



## PREVENT A FOOD CHAIN REACTION.

KEEP SCAVENGERS AT BAY.  
PACK OUT YOUR FOOD SCRAPS.



## JUST DOO IT.

IF YOUR POOCH (OR YOU)  
MUST "GO" ON A HIKE,  
PLEASE PACK IT OUT.





# Business Resiliency

## *North Coast Tourism Management Network*

### Order Takeout Campaign & Toolkit:

- ***Purpose:*** Encourage locals and visitors to order takeout meals from local restaurants during indoor dining closures
- ***Impact:*** Increase community support and economic impact during a difficult season for restaurant businesses





# Business Resiliency

*North Coast Tourism Management Network*





# Public Restrooms

*North Coast Tourism Management Network*

## Public Restrooms Maps & Toolkit:

- **Purpose:** Map and share locations, hours, and accessibility information for every public restroom on the North Coast
- **Impact:** Public restrooms map viewed 17,140 times and counting





# Public Restrooms

North Coast Tourism Management Network





# Car-free North Coast

## *North Coast Tourism Management Network*

### **Car-Free North Coast Campaign & Toolkit:**

- ***Purpose:*** Encourage car-free travel to and within the North Coast
- ***Impact:*** Share car-free transportation rack cards in English and Spanish, and car-free web pages and social tiles for the North Coast region and five North Coast cities





# Car-free North Coast

## North Coast Tourism Management Network



### EXPLORE

#### Region

Astoria  
Cannon Beach  
Manzanita  
Pacific City  
Seaside

### EXPLORE THE NORTH COAST OF OREGON CAR-FREE!

The NW Connector includes Sunset Empire Transportation District (SETD) and Tillamook County Transportation District (The Wave) and covers much of the northwest coast of Oregon. NW Connector and the POINT intercity buses connect to towns up and down the coastline and allow you to enjoy your drive at some of Oregon's most stunning coastal towns without the stress of driving or parking.



Visit NW Connector's website for trip-planning tools including maps, schedules, and service updates.

#### GETTING HERE

##### FROM PORTLAND (UNION STATION)

- **NorthWest POINT** connects Portland, Beaverton, and Hillsboro to the coast through Cannon Beach, Seaside, and Astoria.
- **NW Connector (SETD) Lower Columbia Connector** connects Portland, Rainier, and St. Helens to Astoria. From Astoria, you can hop on a number of bus routes to get you where you need to go.
- **NW Connector (The Wave) Route 5** connects Portland, Beaverton, and Hillsboro to the coast through Tillamook. From Tillamook, you can visit Cannon Beach, Pacific City, Manzanita, and more!

##### FROM SALEM (DOWNTOWN TRANSIT CENTER)

- **NW Connector (The Wave) Route 800** connects Salem and Grand Rapids to the coast through Lincoln City. From Lincoln City, head north to Pacific City, Tillamook, and Cannon Beach.

#### GETTING AROUND THE COAST

#### VISITING THE BEACH

### TRANSPORTATION OPTIONS ON THE OREGON COAST

#### While you're here

- By Foot or Bike**  
The paved **Astoria Riverwalk** stretches over 5 miles and is within blocks of Astoria's downtown. Taking a stroll or riding your bike along the **Riverwalk** is the perfect way to explore all Astoria has to offer.
- By Bus**  
SETD's Route #10 has many stops within Astoria, and accesses popular sites including downtown, the Maritime Museum, and attractions on the east end of town.
- By Taxi**  
A number of reliable cab companies service the area, including Mom's Cab and Royal Cab.

#### Just for Fun!

The beloved **Astoria Riverfront Trolley** runs along the **Riverwalk** – hop on and hop off to Astoria's most popular destinations. You can flag the Trolley down at any location.

Note: The Trolley does not run on a schedule and may be subject to weather or other closures. The Trolley has not been retrofitted to be ADA-accessible. For more information, visit [old300.org](http://old300.org).

#### Learn More

For routes, schedules, ticket information, updates, and more info about car-free transportation options, use the QR code or visit: [bit.ly/carfreenorthcoast](http://bit.ly/carfreenorthcoast)

Photo Credit: Travel Astoria

### TRANSPORTE PÚBLICO A LA COSTA DE OREGÓN

#### Planee su viaje sin auto a Manzanita

¿Quiere llevar su bicicleta?

Todas las autobuses de las rutas NW Connector y POINT están equipados con portabicicletas para permitirle llevar su bicicleta de forma segura.

#### Cómo llegar

- El servicio de autobuses POINT**  
Llega a la costa de Oregon dos veces al día, con paradas en Cannon Beach, Seaside y Astoria. [oregon-point.com](http://oregon-point.com)
- NW Connector**  
Tome la Ruta 5 de The Wave de Portland a Tillamook, y luego conecte con la Ruta 3 de The Wave [nworegontransit.org](http://nworegontransit.org)
- Parada de autobús de Laneda Ave**  
La parada de autobuses de Manzanita en Laneda Ave y S 5th Street ofrece conexiones a Cannon Beach, Tillamook y Pacific City.

### NORTH COAST TOURISM MGMT. NETWORK

RED DE ADMINISTRACIÓN TURÍSTICA





# Visitor demand

*Consumers seek sustainable travel options*

***OregonLive***

December 5, 2022

Travel & Outdoors

## Take a cozy, car-free family mini-vacation to Cannon Beach

Updated: Dec. 05, 2022, 8:41 a.m. | Published: Dec. 05, 2022, 7:00 a.m.







# Visit + Volunteer

## *North Coast Tourism Management Network*

### **Volunteering Campaign & Toolkit:**

- ***Purpose:*** Share opportunities for visitors to support local stewardship-focused nonprofits through volunteering
- ***Impact:*** Collect visitor-appropriate volunteer opportunities in one place and share them through social media and a printable PDF



# Visit + Volunteer

## North Coast Tourism Management Network

North Coast Tourism Management Network

### VOLUNTEER OPPORTUNITIES

**CoastWatch** // engage Oregonians in stewardship of their shoreline // [oregonshores.org/coastwatch](http://oregonshores.org/coastwatch)

**Haystack Rock Awareness Program** // protect intertidal and bird life of the Marine Garden and National Wildlife Refuge at Haystack Rock Cannon Beach, Ore. // [cl.cannon-beach.or.us/hrap](http://cl.cannon-beach.or.us/hrap)

**Lower Nehalem Community Trust** // conserve and restore natural lands and diverse habitats in the Nehalem, Ore. region // [nehalemtrust.org/volunteer](http://nehalemtrust.org/volunteer)

**Netarts Bay WEBS** // build a community of environmental stewards around the Netarts Bay watershed and the areas between Cape Meares and Cape Lookout // [netartsbaywebs.org/volunteer](http://netartsbaywebs.org/volunteer)

**North Coast Land Conservancy / Cape Falcon Marine Reserve** // conserve and connect the landscape of the Oregon Coast from the Columbia River to North Lincoln County // [ncltrust.org/volunteer/form](http://ncltrust.org/volunteer/form)

**Sea Turtles Forever** // conserve marine turtles and protect their nesting and foraging habitats; remove marine microplastic debris // [seaturtlesforever.org/sea-turtles-forever/volunteer](http://seaturtlesforever.org/sea-turtles-forever/volunteer)

**Seaside Visitors Bureau / Coffee for Clean Beaches** // remove beach debris and keep the beach clean; earn rewards to redeem at local coffee shops // [seasideor.com/beachcoins](http://seasideor.com/beachcoins)

**SOLVE** // bring Oregonians together to improve our environment and build a legacy of stewardship; clean up litter, remove invasive species, and plant native trees // [solveoregon.org/volunteer-sign-up](http://solveoregon.org/volunteer-sign-up)

**Surfrider Foundation** // protect the world's ocean, waves and beaches, for all people, through a network of activists, local chapters, and clubs // [surfrider.org/volunteer](http://surfrider.org/volunteer)

**Tillamook Estuaries Partnership** // conserve and restore Tillamook County's estuaries and watersheds through restoration, monitoring, education and outreach // [tlnep.org/volunteer-opportunities.php](http://tlnep.org/volunteer-opportunities.php)

**Trailkeepers of Oregon** // protect and enhance the Oregon hiking experience through trail maintenance and advocacy // [trailkeepersoforegon.org/events](http://trailkeepersoforegon.org/events) + [trailkeepersoforegon.org/trailambassadors](http://trailkeepersoforegon.org/trailambassadors)

### VISIT + VOLUNTEER

*Sustainable tourism on Oregon's North Coast*



North Coast Tourism  
Management Network

### GET AWAY GIVE BACK

*Come stay, fall in love, & make a difference*



North Coast Tourism  
Management Network





# Network gatherings

## *North Coast Tourism Management Network*

- ***Purpose:*** Gather tourism, business, local government, stewardship, and community members and partners to discuss and learn about topics in sustainable tourism
- ***Impact:*** Connect partners and share positive impact that sustainable tourism practices can have on North Coast communities



# Network gatherings

## North Coast Tourism Management Network

### Featured Speakers

- *Serena Bishop Gordon, Visit Bend*
- *Nancy Zavada, Meet Green*
- *Bobbi Price, Newport Chamber of Commerce*
- *David Reid, Astoria - Warrenton Chamber of Commerce*
- *Jillian DiMedio, ODOT*
- *Kathy Kleczek, NW Transportation Options*
- *Jenna Berman, ODOT*
- *Caroline Wuebben, Columbia River Maritime Museum*
- *Dan Haag, TCVA*
- *Natalie Ferraro, Trailkeepers of Oregon*

### Featured Topics

- Tourism Funding for Sustainability
- Volunteering + Tourism
- Safe & Sustainable Events
- Electric Vehicle Charging  
Funding & Infrastructure
- Car-free transportation options
- Bike & Pedestrian Infrastructure
- Accessibility Strategies for Attractions
- Accessibility in Outdoor Recreation





# North Coast field trips

## *North Coast Tourism Management Network*

- **Purpose:** Gather North Coast tourism, business, local government, stewardship, and community members and partners to network while experiencing local sustainable tourism opportunities together
- **Impact:** Generate sharable content and learn how to communicate these opportunities to visitors



# North Coast field trips

*North Coast Tourism Management Network*







# Improving accessibility

## *North Coast Tourism Management Network*

- ***Purpose:*** Learn about how to better welcome coastal visitors with disabilities and provide useful accommodations and information for disabled travelers, families, and companions
- ***Impact:*** Convene around projects like trail accessibility data collection, mobi mats for beach access, accessible transportation options and attractions upgrades, and more



# Improving accessibility

## *North Coast Tourism Management Network*







# Stakeholder perspective

*Jim Paino, Cannon Beach Chamber*





# Connect with us

## North Coast Tourism Management Network

**Learn more + watch past presentations**

*[visittheoregoncoast.com/industry/  
north-coast-tourism-management-network/](http://visittheoregoncoast.com/industry/north-coast-tourism-management-network/)*

**Sign up for updates + get involved**

*[northcoastmanager@thepeoplescoast.com](mailto:northcoastmanager@thepeoplescoast.com)*

**Network Report**

