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Affiliation:

Other

Tourism Region:

Oregon Coast

Zip Code:

97415

Written statement:

From Brookings' perspective, Travel Oregon's statewide promotional efforts have historically had stronger visibility on the northern coast, while rural and southern coastal communities have been less consistently represented. As the Commission considers the hiring standards and policy direction for the next Executive Director, we encourage prioritizing leadership that is intentionally inclusive of rural coastal Oregon. Equitable representation does not require identical promotion across regions, but it does require a clear commitment to recognizing and elevating the distinct assets, challenges, and economic importance of smaller coastal communities. A more balanced approach would not only support places like Brookings, but also help distribute visitor demand more sustainably across the coast and strengthen Oregon's overall tourism resilience. Thank you for providing the opportunity to share our perspective.

~ Wendy Giordano, City of Brookings