



# ANNUAL REPORT

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*OREGON COAST  
VISITORS ASSOCIATION*

**2022**

**2023**





# WHO WE ARE

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The Oregon Coast Visitors Association (OCVA) is the Regional Destination Management Organization (RDMO) for the entire Oregon Coast.

## *Our mission*

To inspire travel and strengthen collaboration to create and steward a sustainable coastal economy.

## *Our vision*

A coastal utopia for all.

# WHAT WE DO

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OCVA's initiatives fall under three major categories: destination stewardship, global strategic partnerships, and brand stewardship.

Within these areas of focus, we work on a variety of initiatives to help make the Oregon Coast an outstanding place to live, work, and visit.

From building world-class mountain bike trails to advancing electric vehicle infrastructure, from keeping local seafood local to making the People's Coast more accessible, OCVA tackles a wide variety of projects for the good of the coast.





# OUR TEAM

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Marcus Hinz,  
Executive Director

Arica Sears,  
Deputy Director

Dave Lacey,  
South Coast  
Destination  
Stewardship

Jesse Dolin,  
Central Coast  
Destination  
Stewardship

Finn Johnson,  
North Coast  
Destination  
Stewardship

Karen Olson,  
Communications  
Director

Stacey Reynold,  
Global Sales &  
Marketing

TBA, Industry  
Communications

# OUR BOARD

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Justin Aufdermauer, Board Chair, North

Jeremy Burke, Director, Central

Nathan Kahler, Director, South

Janice Langlinais, Director, South

Taylor Neitzke, Director-at-Large

Yelena Nowak, Director-at-Large

Miles Phillips, Director-at-Large

Drew Roslund, Board Treasurer, Central

Jeremy Strober, Board Secretary, North

A vertical photograph on the left side of the page shows a mountain biker in mid-air, jumping over a dirt trail. The biker is wearing a helmet, a dark jersey, and shorts. The background is a dense forest with green foliage and sunlight filtering through the trees.

# OUTDOOR RECREATION

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## *Trails & mountain biking*

- Sponsored the “Ride the Dirt Wave” three-event series at Klootchey Creek, Whiskey Run, and Big Creek to promote the Oregon Coast as a premier mountain bike destination and bring new users to the trail systems.
- Supported new trail creation at Hundred Acre Wood in the City of Coquille by funding part of planning for the 7-mile system of trails for hiking/walking and mountain biking.
- Developed the Gold Beach Mountain Bike Destination Development Plan, a long-term strategy to establish the Southern Oregon Coast as a high value mountain biking destination.
- Brushed Lawson Creek Trail to open up a segment of the 7.7-mile trail connecting Game Lake Campground Trail to Pine Grove Trail.
- Rerouted lower two sections of Pine Grove Trail, supporting more than a mile of new trail work and creating a more consistent intermediate-level trail.
- Supported Waldport trail system planning.





- Partnered with Travel Southern Oregon Coast (TSOC) to fund yearly maintenance work on heavily-used trails in the Whiskey Run Trails mountain bike system and on printing the new Whiskey Run trail maps.
- Funded and submitted the Wildhorse Trails Complex proposal to the Forest Service, working towards 23 miles of new backcountry-style downhill trail construction.
- Funded trail development at Big Creek Trail System in Newport, included signage, tools and supplies necessary to complete the final build-out phases.
- Invested in a skills course loop at Big Creek, including a pump track, multi-use path, and expert line.
- Supported View the Future in efforts to secure land for public access and recreation, including Yachats Ridge.
- Invested in maintaining and clearing the 804 segment of the Oregon Coast Trail.
- Funded Trailkeepers of Oregon to provide trail ambassador and trail stewardship programming on the North, Central, and South Coasts.
- Funded Wilderness First Aid course presented by National Outdoor Leadership School for 30 South Coast guides, agencies, and citizens.

## ***Water trails and paddling***

- Supported placement and final assembly of the Rogue River paddle launch with the port of Gold Beach and TSOC.
- Hosted 2023 Paddling Film Festival in Gold Beach to highlight the Rogue River paddle launch and bring visitors to the area for the film fest and community paddle.
- Advised on other suitable locations for paddle launches in places like Empire Lakes, and provided signage for the launches.
- Reproduced and distributed the five South Coast Paddle Guides for the Umpqua, Coos, Coquille, Rogue and Chetco Rivers.
- Captured photo assets for the Alsea Water Trail, Big Creek (Ona Beach), and the Siuslaw Water Trail for upcoming promotion.
- Purchased and installed accessible paddle launches in Toledo, Florence, and Mapleton.
- Invested in universal life preservers to benefit the Toledo Boating Foundation's free boating program.





## ***Disc golf***

- Invested in Bandon disc golf course expansion, bringing existing course to a full 18 holes with 9 more baskets.
- Invested in 18 baskets and course clearing for a new Port Orford disc golf course.
- Supported the now-18 hole Gold Beach disc golf course with new signage, better tee pad construction, and trail work.
- Funded the first C Tier level disc golf event on the South Coast and the first Oregon Forest Service disc golf event with the Wild Rogue Open at Quosatana Creek, up the Rogue River from Gold Beach.
- Supported Florence's first disc golf course with course design; purchasing 18 baskets, signage, and a kiosk; and convening local volunteers.
- Invested in clearing, maintenance, and upgrades for Toledo and Waldport disc golf courses.
- Explored potential new sites for disc golf course development, including Siletz.





# CULINARY & AGRITOURISM

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## ***Wild Rivers Coast Food Trail***

- Partnered with Travel Oregon to reprint Wild Rivers Coast Food Trail brochures, updated with new businesses.
- Piloted the Bandwango digital passport for gamified food trail experiences.
- Supported Wild Rivers Coast Food Trail coordinator to manage food trail needs.

## ***Central Coast Food Trail***

- Designed, printed, and distributed Central Coast Food Trail brochures.
- Developed and launched Central Coast Food Trail website.
- Produced a business engagement video to introduce the people behind the craft food and drinks on the trail.
- The newly-formed food trail was highlighted at Track Town OR22 in Eugene, Cape Perpetua Collaborative's annual Land-Sea Symposium, and Yachats' Sip & Stroll event.





# ECONOMIC DEVELOPMENT

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## *Oregon Ocean Cluster Initiative*

OCVA's Oregon Ocean Cluster Initiative (OOCI) is a data-driven, systems approach aimed at developing tactics to address challenges presented in Oregon Coast food community needs assessments.

The initiative uses a holistic, future-casting lens to prioritize innovative efforts that support sustainable fisheries; restorative aquaculture (shellfish and seaweeds); climate mitigation, adaptation and resiliency; environmental stewardship; and blue economy systems.

Initial work is focused on food systems to realize meaningful lasting change in Oregon coastal communities and beyond. Food can provide a conduit to bring diverse voices and perspectives to the table in an exchange of data, knowledge, traditional wisdom, innovation and culture.

In 2021, the Oregon Coast Visitors Association received a USDA Local Food Promotion Program (LFPP) grant to fund projects that develop, coordinate, and expand regional food business enterprises. The goal of this project is to help make local (sea)food easier to find and buy.

## ***Objective 1: Add value***

- Added value to locally-harvested Oregon seafood and aquaculture products through support of the newly emerging ocean cluster incubator program and facility in Newport, Oregon to assist with coastal COVID response and recovery efforts. This project will benefit and encourage the development of value-added seafood and aquaculture products in the region.
- One seafood business is actively working with the Food Innovation Center to create a new value-added food product from a waste byproduct, slated to launch in 2023.
- Created 15 videos highlighting the local seafood and aquaculture industry, as well as critical Oregon species, to be used for marketing by businesses and visitor bureaus.
- Launched an Oregon Seafare YouTube channel to host these videos; Facebook, Instagram, and Flickr channels track social engagement.
- Provided funding to Oregon Kelp Alliance and Port of Bandon to support restoration of Oregon's wild kelp forests through innovative aquaculture projects. Co-culturing dulse and purple urchin aims to reduce pressure on kelp and put local uni on local restaurant menus.







## ***Objective 2: Increase availability***

This objective aims to increase availability of Oregon seafood and aquaculture products by coordinating regional distribution networks and market channels in collaboration with the Oregon Food Hub Network.

This objective focuses on investigating and implementing more cost-effective means of transportation for food supply chains through backhaul, route optimization, and/or other operational efficiencies.

- Supported three new delivery routes for local food, expanding access and creating additional farm business opportunities, setting the stage for more regional collaboration, sales and back-haul opportunities.
- Leased 2,500 sq. ft. to create more value for local producers at Yaquina Lab in Newport. This new facility offers two 40-foot Conex coolers for cold storage, a fillet room for processing, and co-working space for rent to small seafood and ocean-minded businesses. LFPP grant funds supported cold storage for five small-scale producers in year one of the grant.
- Supported the coordination of a cooperative booth at the PSU Farmers Market in Portland, with five local coastal producers providing products.

A vertical photograph on the left side of the page shows a yellow pulley system with a chain and a crab. The pulley is attached to a rope and is positioned above a large pile of crabs in a container. The crabs are dark brown and appear to be in a liquid or wet environment. The pulley system is part of a larger piece of machinery, possibly used for lifting or moving heavy loads.

## ***Objective 3: Strengthen capacity***

- Developed an Oregon Coastal Food Prospector mapping tool to identify gaps in food system infrastructure; presented it to local governments, ports, public health, and food network leaders during 8 virtual workshops.
- Funded the “Potential Economic Impact from Increasing Local Harvest Seafood Consumption on the Oregon Coast” report, providing summary information about the major categories of Oregon seafood supply sources.
- Improved coordination across the region with Oregon Food Hub Network by sharing knowledge and leading discussions on ways to reduce transportation costs, and create shared marketing and infrastructure opportunities.
- Launched OregonSeafare.com, providing producers with resources on how to grow their businesses locally, buyer information on how to access local seafood and aquaculture products, and a pathway to get involved.
- Collaborated with Oregon Farm to School Network by supporting the formation of a seafood working group.
- Worked with a local aquaculture farm to develop new agritourism interpretive signage.





# ARTS, CULTURE, & HERITAGE

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## *Louis Southworth project*

- Proposed naming the new Waldport city park after Louis Southworth and achieved the grant dollars to make it a reality.
- Funded bronze statue of Louis Southworth, completed by artist Peter Helzer.
- Planned and organized an unveiling celebration with the Waldport Chamber of Commerce to mark the completion of the bronze sculpture.
- Participated in a groundbreaking ceremony at the Southworth Park site.
- Garnered media coverage including feature articles in local news publications, a front-page story in the Oregonian, an interview with Ken Bodie on Channel 6 news, a radio interview on NPR, and a feature on OPB's Oregon Art Beat.
- Project highlighted at the 2023 Oregon Governor's Conference on Tourism and presented to Ashland Parks and Recreation Commission.

## ***Arts Revitalization of Toledo***

- Supported Toledo events such as Oysters, Art & Brews; Chalk the Block; and Holy Toledo to highlight Toledo's arts community.
- Supported the receipt of over \$80,000 in grant funds to support downtown beautification and the arts in Toledo, including Destination Ready funds from Travel Oregon.

## ***Art & Economic Prosperity***

- Funded Art & Economic Prosperity Study for Lincoln County and the city of Florence through Americans for the Arts, to show the economic benefits of the arts and support future grant applications.
- Produced AEP6 Featured Partner video in recognition of the Florence Steering committee's fast start and exemplary work.





# 2022 STRATEGIC INVESTMENT FUND SUPPORTING DEI INITIATIVES

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## ***Oregon Black Pioneers***

Funded North Coast Black History Bus Tour, with stops at sites of historical significance between Portland and Seaside.

## ***View the Future***

Funded 2022 dedication of the Amanda Trail Suspension Bridge.

## ***Adventures Without Limits***

Funded CampAbility for individuals and families experiencing disability to camp in a supportive and accessible environment.

## ***Latino Outdoors Portland***

Funded transportation for youth of color from the Portland Metro area to participate in conservation education and field trips.

## ***Oregon Coast Aquarium***

Funded culture pass for Tillamook County Libraries to allow underserved communities equitable access to the Aquarium.

## ***ReUpl***

Funded public art installation created through community workshops from repurposed materials to engage visitors in learning about sustainable practices.

## ***Vive NW***

Funded bilingual guided excursions to connect Latinx and BIPOC Oregonians to each of the three regions of the Oregon coast.

## ***Black History Month resources***

- Curated Black History Month resources related to the Oregon Coast to share often-underrepresented Black history with coastal residents and visitors.

## ***Clatsop-Nehalem mural repair***

- Provided funding to support repair and installation of Seaside mural honoring the Clatsop-Nehalem people.





# STEWARDSHIP & SUSTAINABILITY

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## *North Coast car-free campaign*

The North Coast Tourism Management Network debuted a collaborative project focused on sharing car-free transportation options with visitors to the North Coast (Tillamook and Clatsop counties).

Following a successful pilot project in Cannon Beach, the program expanded to include resources for Astoria, Seaside, Manzanita, and Pacific City, as well as a region-wide car-free guide.

The North Coast Car-Free toolkit includes six rack cards in print, PDF, and image formats, available in both English and Spanish language versions. It also incorporates web pages and social media content for each city and the region as a whole.

This visitor-focused campaign shares transportation options with those traveling to and within the North Coast region. Its goals are to reduce congestion and parking challenges, promote sustainability in alignment with climate stewardship goals, and increase accessibility for those reliant on public transportation to travel.





## ***Strategic Advisory Group***

- Convened representatives from U.S. Forest Service, U.S. Fish and Wildlife Service, Bureau of Land Management, Oregon Parks and Recreation Department, Oregon Department of Transportation, and the Oregon Department of Fish and Wildlife to discuss critical safety and stewardship messages for visitors.

## ***Summer 2022 stewardship messaging campaign***

- Spotify ads targeted all coastal zip codes with a 30-second ad about trash on the coast, with 302,899 ads heard and 79,440 unique listeners.
- Geofencing/geoframing ads targeted 10 strategic locations with ads about responsible trash management, generating 588,946 impressions and 738 clicks for a 0.13% click through rate.
- Full-page print ads in Oregon Coast Today reached an estimated 109,250 readers.
- Two tour vans for World Athletic Championships Oregon 22 were wrapped with responsible visitation messaging. Shuttles traveled approximately 14,000 miles between Portland, Salem, Albany, Corvallis, and Eugene.



# 2023 STRATEGIC INVESTMENT FUND MARKETING SUSTAINABLE BUSINESSES

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## ***Itty Bitty Inn***

Hosts Solar and EV Fest, sharing electric vehicle and sustainable energy resources with community members.

## ***Local Ocean***

Oregon Coast seafood restaurant creates messaging about the link between food and climate, a call to action to choose climate-friendly foods, and encouragement to eat Oregon seafood on the Oregon Coast.

## ***Overleaf Lodge & Spa***

Offers free electric vehicle charging for guests; opt-out guest donation program for guests supports the nonprofits View the Future and Cape Perpetua Collaborative.

## ***Shifting Tides***

Offers educational workshops held outdoors, connecting people to nature, intertidal systems and edible wild foods.

## ***South Coast Tours***

Outdoor guide service generates funds for the Elakha Alliance and the Oregon Kelp Alliance.

## ***WildSpring Guest Habitat***

Eco-friendly resort offers free electric vehicle charging for guests, carbon neutral operations, sustainable building practices, and water and energy saving practices.

# Summer 2023 stewardship messaging

## Let's keep the "wild" in wildlife

Don't feed or approach baby seals, elk, or seabirds.

*The Oregon Coast is a special place.  
Thanks for helping to keep it that way.*



- Geofencing campaign had 845,915 impressions and 1,229 clicks for a 0.15% click through rate.
- Audio campaign placed 30-second messages on Spotify, Pandora, iHeartRadio, Audacy, and more, delivering 483,372 ads to 116,644 unique listeners.



## Sample Script:

Experience the breathtaking beauty of the Oregon coast! Marvel at the majestic sea stacks and isolated islands. Also, remember that all islands, large rocks and sea stacks are closed for public use, year-round, to protect marine wildlife. Trespassers disrupt wildlife, and also run the risk of being swept out to sea! Disruption from flying drones is also against the law. Admire our natural coastal wonders from a respectful distance! Use binoculars to view seals, seabirds and more in their serene home.





## ***Tide pool ambassador programs***

- Funded tide pool ambassador programs at Cape Perpetua, Otter Rock, and Cape Falcon Marine Reserve (\$22,500).
- Convened partners from Haystack Rock Awareness Program, Oregon Parks and Recreation Department, U.S. Fish and Wildlife, Friends of Otter Rock Marine Reserve, Cape Perpetua Collaborative, and North Coast Land Conservancy / Cape Falcon Marine Reserve to share learning from past season of interpretation, and discuss needs for the upcoming season.

## ***King tides messaging***

- Collaborated with influencer Jamie Kish, @girlinwater, to share stewardship and safety messaging about King Tides.
- Partnered with Oregon Shores and the Department of Land Conservation and Development to promote citizen science via the King Tides Photo Project and share stewardship and safety messaging.



# MITIGATION, ADAPTATION & RESILIENCY

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## *Climate action and tourism*

June 2022

- Published Mitigation, Adaptation, and Resiliency (MAR) plan.

September 2022

- Hired Coastal Tourism Resiliency Coordinator, adding capacity to connect with local partners.

October 2022

- People's Coast Summit featured two keynotes connected to climate/sustainability and three workshops about sustainability for businesses.
- Invited to and attended West Coast Ocean Acidification and Hypoxia Symposium.

November 2022

- Presented at COP27 event, Technical Session on Climate Action Planning Guidance, alongside Visit Finland, Explora, The Travel Corporation, Sustentur, NECSTouR, and STTA Kenya.





### January 2023


- Hired Industry Communications Coordinator, adding capacity to communicate climate work.
- Worked with influencer to share education about King Tides and rising sea levels.

### February 2023

- Contributed \$30,000 to Go Gently Production hosted by Pattie Gonia and Bonnie Wright, including stops at Oregon Seaweed, Cape Perpetua Tide Pool Ambassadors, Elakha Alliance, Queer Nature.
- Created climate standards and criteria to determine if partnerships, projects, promotions, and collaborations align with best practices and OCVA's MAR plan.
- Created a Microgrid development outline to show interested parties/grantors this is a resilience and adaptation strategy suggested for local communities and business to implement.

### April 2023

- Became co-chair of International Destination Climate Exchange monthly meeting.
- Sponsored 2nd Annual Elakha Alliance Oregon Otter Beer Festival.



### May 2023

- Published North Coast Transit Business Proposal to increase the availability of car-free transportation options.

### June 2023

- Coastal Tourism Resiliency Coordinator completed year of community meetings, including eight chamber presentations, Seaside Sustainable Business Workshop, TSOC presentation, and North Coast DMO outreach.
- OCVA board approved new position, North Coast Destination Management Coordinator.
- Provided \$80,850 via Strategic Investment Fund for Oregon Coast businesses to market sustainability/climate work.
- HB 3410 passed, providing \$1.19 million to OCVA for efforts to build infrastructure such as shared cold storage and processing space, as well as map out shovel-ready locations for developing these businesses. The bill will help local entrepreneurs build seafood processing operations that keep more of our seafood in the state.

### July 2023

- Launched Travel Impact Calculator.

### August 2023

- Completed OCVA 2019 emissions calculation.



# TOURISM ADVOCACY & PUBLIC AFFAIRS

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## ***Legislative advocacy***

- Tracked bills and advocated for tourism in the Oregon State Legislature.
- Advocated for amendments and ultimate passage of HB 3410, the Rural Economic Development Package, which included \$1.19 million in funding to support work to keep more Oregon seafood local.

## ***Stakeholder and media outreach***

- Held meetings and conversations with state-level elected and appointed leadership, county commissioners, staff members of federal congressional delegation, port representatives and others to communicate the mission of OCVA and identify opportunities and challenges.
- Communicated the value of tourism to coastal communities and stakeholders.
- Shared information and resources with industry partners.
- Distributed press releases to coastal newspapers and media and primary outlets around the state.

## ***Industry analysis***

- Monitored opportunities and challenges for the tourism industry.
- Tracked the economic impact of tourism for coastal communities.

# TRAVELABILITY

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## *Accessibility on the Oregon Coast*

- Convened five TravelAbility calls with coastal tourism stakeholders to share learning and resources for improving accessibility for visitors and residents.
- Spearheaded efforts to bring \$200K in Travel Oregon grant funding for coastal DMOs to partner with Wheel the World.
- Initiated two trips to national TravelAbility Emerging Markets Summit with 9 coastal partners in 2022 and 17 in 2023.
- Featured in PDX Monthly and Accessible Journeys magazines for efforts to improve accessibility on the coast.
- Sponsored Keith Jones' universal access tour of the coast, hosted by Tillamook County Pioneer and Sammy's Place.
- Participated in pilot project with Trailkeepers of Oregon to document trail accessibility features.
- Advocated for the placement of Mobi-Mats for beach accessibility in coastal communities.
- Supported efforts to bring David's Chair all-terrain track wheelchairs to coastal communities.



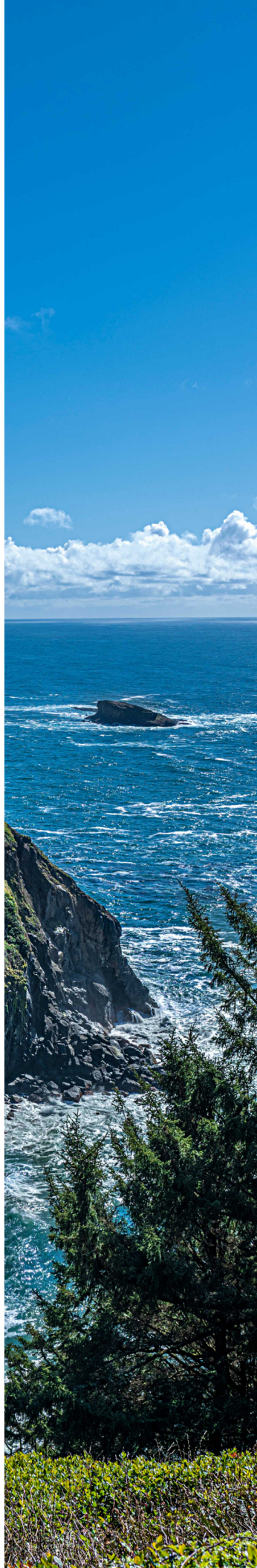




# MARKETING & SALES

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- Bimonthly consumer newsletter featured stories about Black history on the Oregon Coast, regenerative tourism on the Coast, the Oregon Coast Public Art Trail, and many more.
- Partnered with culinary events like Winter Waters, Solstice in the Fields, and Holy Toledo to share Oregon Coast seafare with chefs and food writers / influencers.
- Promoted mountain biking through a bike trail story in Freehub magazine and sponsorship of Ride the Dirt Wave event series.
- Updated OCVA website with dedicated pages for EV travel and Oregon seafare.
- Shared Oregon Coast culinary treasures at Gov. Tina Kotek's inaugural ball.
- Partnered to produce short film, "Oregon's Edge: The Creative South Coast," which screened at Portland International Airport's Hollywood Theater microcinema.
- Achieved \$2,083,601 in additional bookings for coastal hotels in the winter off-season through winter marketing co-op campaign with Expedia Group.
- Offered winter video advertising co-op with KATU/KOMO featuring five partners.



- Shared inspiration and education about the Oregon Coast through social media platforms: Facebook, Instagram, Twitter, Threads, TikTok, Pinterest, and YouTube.
- Partnered with influencer family Learners and Makers to highlight accessibility on South Coast.
- Partnered with foodie influencer Kitchen Wild to share Oregon Coast clamming how-tos and recipes.
- Purchased digital and print advertising to inspire consumers.
- Web SEO push garnered 41,704 impressions and 5,622 clicks for a click through rate of 13.48% in May to July 2023.
- OCVA Store launched new Road Trip guides, Be Kind to the Coast collection, and Eclipse 2023 glasses and product bundles.
- Partnered with Port Orford Sustainable Seafood to trial local seafood producer marketing via public radio underwriting, for-profit radio advertising, direct mail, social media marketing and Google ads.
- Acquired photo and video assets for use by coastal stakeholders through digital asset management system.





- Produced and distributed Inspiration Guide to share travel inspiration and itineraries.
- International Inbound Travel Association Global Sales Training held in Newport.
- Attended Go West Anchorage and IPW San Antonio global sales trade shows.

## INDUSTRY COMMUNICATIONS & ENGAGEMENT

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- Hosted quarterly business socials in Oceanside, Gold Beach, Lincoln City, Seaside, Depoe Bay, and Brookings and the fourth annual People's Coast Summit in Yachats.
- Presented before the Oregon Tourism Commission in Astoria.
- Established weekly industry newsletter and grew audience to 839 subscribers.
- Grew LinkedIn audience to 1,120 followers.
- Presented workshops on community engagement at 2023 Oregon Governor's Conference on Tourism and Travel Southern Oregon Coast network conference.
- Achieved 75 press placements in first six months of 2023.



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WITH GRATITUDE FOR OUR PARTNERS.  
WE COULDN'T DO THIS WITHOUT YOU.