



**CURRY COUNTY  
BOARD OF COMMISSIONERS**

94235 Moore Street  
Gold Beach, Oregon

(541) 247-3296

[BOC\\_Office@co.curry.or.us](mailto:BOC_Office@co.curry.or.us)

[www.co.curry.or.us](http://www.co.curry.or.us)

**AGENDA  
SPECIAL MEETING**

**November 20, 2023**

**11:00 a.m.**

*Items may be taken out of sequence to accommodate staff availability and the public.*

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**1. CALL TO ORDER & PLEDGE OF ALLEGIANCE**

**2. AMENDMENT AND APPROVAL OF THE AGENDA**

**3. PUBLIC COMMENTS**

To make a public comment, please submit a Speaker's Slip to the Chair prior to the start of the meeting, or email public comments during the meeting to [BOC\\_Office@co.curry.or.us](mailto:BOC_Office@co.curry.or.us). Public comments are limited to three (3) minutes per speaker.

**4. DISCUSSION/ACTION ITEMS**

- A. Travel Oregon Grant Award
  - i. Grant Application
  - ii. Press Release
  - iii. Awards List

**5. ELECTED OFFICIAL UPDATES**

**6. COMMISSIONER UPDATES**

- A. Commissioner Alcorn
- B. Commissioner Herzog
- C. Commissioner Trost

**7. EXECUTIVE SESSION**

- A. 192.660(2)()

**8. OTHER**

ORS 192.640(1) provides that "... notice shall include a list of the principal subjects anticipated to be considered at the meeting, but this requirement shall not limit the ability of a governing body to consider additional subjects."

**9. ADJOURN**



**CURRY COUNTY BOARD OF COMMISSIONERS**  
**REQUEST FOR AGENDA ITEM**  
*BUSINESS MEETING*

<b>Agenda Date:</b>	<b>Agenda Item Title:</b>	
.....		
<b>Time Needed:</b>		
.....		
<b>Financial Impact:</b>	<b>Description and Background:</b>	
.....		
<b>Category:</b>		
<input type="checkbox"/> Action/Discussion		
<input type="checkbox"/> Consent		
<input type="checkbox"/> Executive Session		
<input type="checkbox"/> Hire Order		
<input type="checkbox"/> Presentation		
<b>Requested Motion:</b>		
.....		
.....		
<b>Attachments:</b>	<b>Instructions Once Approved:</b>	
1. ....		
2. ....		
3. ....		
4. ....		
5. ....		
<b>Contact Person – Name and Department:</b>		<b>Date Submitted:</b>
.....		.....

# 2023-2025 Curry Coast Accessibility Assessment of Lodging Facilities and Trails

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## *2023-2025 Competitive Grants Program*

### ***Travel Curry Coast***

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Miranda Plagge  
94235 Moore Street Ste. 122  
Gold Beach, OR 97444

plaggem@co.curry.or.us  
O: 541-247-3222

### ***Miranda Plagge***

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94235 Moore Street Ste. 122  
Gold Beach, OR 97444

plaggem@co.curry.or.us  
O: 541-247-3222

# Application Form

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## *Project Overview*

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**Important note:**

Ensure that the contact information in your profile is current for both you and your organization. Please [email the grants team](#) for assistance, if needed.

As you work on this application, you can save a draft and come back to finish your work before the submission deadline. To do so, click “save” at the bottom right-hand side of the form. When you return to the application portal you will see a draft application on your dashboard, to continue with the application, click “Edit Application.”

### **I have read the final Grant Guidelines posted on July 12, 2023\***

[2023-2025 Travel Oregon Competitive Grant Guidelines](#)

I certify and acknowledge that I have read the Grant Guidelines posted on July 12, 2023

### **Grant Project Contact\***

First and Last Name

Miranda Plagge

### **Grant Project Contact Email Address\***

plaggem@co.curry.or.us

### **Grant Project Contact Phone Number\***

Daytime Phone Number (include only number and no symbols)

5412473222

### **Project Name\***

2023-2025 Curry Coast Accessibility Assessment of Lodging Facilities and Trails

### **Grant Amount Requested**

\$20,000.00

### **Total Overall Project Cost**

\$20,000.00



## Organization Signatory\*

First and Last Name

Miranda Plagge

## Organization Signatory Email Address\*

Please note, the grant Agreement will be emailed to this person to review and sign.

plaggem@co.curry.or.us

## Entity Verification

Select the entity type that accurately describes your organization. If you are a non-profit entity please enter which type in the dialogue box below.

**\*\*\*If you are unsure of your eligibility, please email [grants@traveloregon.com](mailto:grants@traveloregon.com) prior to completing this application.**

Local government

## Name of Federally Recognized Tribe

*[Unanswered]*

## Nonprofit Entity Type

Please confirm and enter your non-profit entity type. Examples of non-profit entities include but are not limited to the following:

### Secretary of State Registration

Confirm your nonprofit entity is currently registered with the Oregon Secretary of State's Office:

### Tourism Region\*

Select the tourism region(s) your grant project impacts. Unsure which tourism region is yours? [Click here to search by zip code.](#)

Oregon Coast

## Communities Served\*

Which communities comprise the majority of the people who will benefit from your project receiving funding (does not include impacts to your own entity)? **Select all that apply**

People living in rural parts of the state

People with disabilities

## Other - Communities Served Impairments

If you selected this project will serve people with disabilities above, which disabilities are a focus of your accessibility work? **Select all that apply**

People who are deaf and/or hard of hearing

People who are physically disabled

## Other - Impairments

### Project Category

Enhancement and/or expansion of tourism infrastructure to be more accessible/inclusive

### Eligible Projects - Accessible/inclusive tourism promotion

Underserved and under-resourced communities may include people living with disabilities, BIPOC, Oregon's nine-federally recognized tribes and LGBTQIA+.

Please select the eligible project type below/enter response in the 'Other' field. Your response ***must correlate to the 'project category' selected above.*** You may **ONLY** select one option under the appropriate eligible project type for your proposal.

### Other - Accessible/inclusive tourism promotion

(250 characters)

### Eligible Projects - Enhancement and/or Expansion of Tourism Infrastructure

Underserved and under-resourced communities may include people living with disabilities, BIPOC, Oregon's nine-federally recognized tribes and LGBTQIA+.

Please select the eligible project type below/enter response in the 'Other' field. Your response ***must correlate to the 'project category' selected above.*** You may **ONLY** select one option under the appropriate eligible project type for your proposal.

Accessibility and walkability audits.

### Other - Enhancement and/or Expansion of Tourism Infrastructure

(250 characters)

### Environmental Sustainability

Does this project address any of the following, related to sustainable or regenerative tourism (e.g., conservation of habitats, projects that improve environmental quality, building coalitions focusing on sustainable tourism project development, supporting volunteers to build and steward tourism areas like trails and main streets, etc.): ***Select all that apply***

Please note, when you select either of these options a required question group will show up at the bottom of this page titled "Environmental Sustainability Narrative".

*[Unanswered]*

### Other - Environmental Sustainability

(250 characters)

### Travel Oregon's biennial strategic priorities

The following are Travel Oregon's biennial strategic priorities. Please select which of the following your project is aligned with or addresses. ***Select all that apply***

- **STRATEGY 1** - Reduce high visitation pressures and increase community livability by investing in the development of niche tourism product that is based on growing visitor demand and Oregon's competitive advantage (e.g., outdoor recreation, culinary, agritourism, arts and culture)
- **STRATEGY 2** - Expand opportunities for residents and tourism stakeholders to actively engage and collaborate in destination management processes; provide timely feedback loops
- **STRATEGY 3** - Align and support communications across the tourism industry to improve visitor behaviors and experiences with timely information, responsible recreation practices and respect for all communities
- **STRATEGY 4** - Support the development of new and existing tourism-related facilities and products (e.g., visitor experiences, attractions, and public spaces) to better serve historically and currently underserved and under-resourced communities.

#### STRATEGY 4

### Affirmation

If awarded funding, the project will be completed by **April 14, 2025**:

(NOTE: Travel Oregon will not authorize timeline extensions for these projects. If an awarded project is not complete by **April 14, 2025**, any unspent funds must be returned to Travel Oregon and no further disbursement of remaining funds will occur).

Yes

### Affirmation Signature\*

As of the date of this grant application, I affirm that all information submitted is true and accurate, and confirm that the project can be completed by April 14, 2025.

Miranda Plagge

## *Narrative Questions (3000 character maximum per question response)*

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### Project Description

Describe the project for which funding is requested (Max 500 words).

Dear Travel Oregon

Thank you again, for giving us an opportunity to learn from our mistakes-- this has been a valuable experience.

The objective of our project is to match the grant's emphasis on creating tourism infrastructure that is accessible and inclusive. Our aim is to ensure that our destination is accommodating and accessible to both residents and guests.

The planned Accessibility Study in collaboration with Wheel the World represents an initial endeavor aimed at enhancing our destination's capacity to cater to the requirements of individuals with diverse accessibility needs, encompassing wheelchair users, individuals utilizing canes, and those with auditory impairments, among others.

Wheel the World will begin by conducting an audit of twenty traditional lodging establishments on the south coast, these facilities are in Brookings, Gold Beach, and Port Orford. Our goal is always to work outside the once built-up silos in our communities and include both the unincorporated and incorporated municipalities. We are equally excited to collaborate closely with our lodging partners and assist them in identifying areas for improvement. Moreover, enhancing the infrastructure of tourism-related facilities by improving structures, walkways, gates, and doorways to facilitate inclusive and barrier-free access for those with varying requirements. This audit will reveal needs that we would not be otherwise keen to implement, so it is a goal to work with these establishments to find the resources to see these projects to completion.

Travel Curry Coast is thrilled that Wheel the World will also identify potential enhancements to access points for recreational activities to facilitate the participation of all tourists, irrespective of their abilities, in the various natural attractions and recreational opportunities spanning from Crissey Field in Brookings to Floras Lake in Langlois. This is also a goal in our newly developed strategic plan: as is to enhance the inclusivity of trails by identifying and addressing physical barriers and obstructions that impede the movement and sensory experiences of visitors.

This project holds significant value for many in our community, which is by and large made up of retirees, who have voiced their dissatisfaction with the current infrastructure around locations they moved here to experience into their golden years and no longer are able to. We have implored our community through various processes to share our vision for a destination that welcomes people from all walks of life. It is our hope this is the first step in creating a more accessible and inclusive destination.

Thank you again for considering our letter of intent. We look forward to the opportunity to submit a full proposal for the grant to conduct the accessibility study and advance our commitment to inclusive tourism on the in the Curry County region.

Miranda Plagge  
Destination & Economic Development Coordinator  
Curry County, Oregon

## Project Need\*

Describe the need for your project and how it strengthens the community you work within (Max 500 words):

The Need for Change:

For decades now the natural beauty of our coastal paradise has attracted retirees seeking the same tranquil and idyllic region they experienced while visiting. However, a pressing issue has become apparent: the infrastructure that once lured these retirees was not designed to accommodate their evolving needs.

This discontent within our community reverberated, so we made it a point to listen attentively. Through various channels, and not always pleasant, we engaged our residents and stakeholders. We encouraged them to share our vision of a more inclusive destination. Their voices have echoed a unanimous desire for change. The Accessibility Study in collaboration with Wheel the World represents a remedy for change. It is a project rooted in the fundamental principle of inclusivity, designed to create tourism infrastructure that is accessible. Here's how it will strengthen our community:

**Improved Quality of Life:** The project's primary goal is to enhance the quality of life for all residents and visitors. By making our natural wonders and recreational activities accessible to individuals of varying abilities, it allows them to enjoy the beauty of our region without impediment.

**Economic Growth:** An accessible and inclusive destination attracts a broader range of tourists. When our region becomes a place where everyone can participate, tourism thrives. This means more visitors, longer stays, and increased revenue for local businesses and services.

**Community Pride:** A more inclusive destination instills a sense of pride in our community. When we open our doors to all, we become a beacon of progress and empathy. Our residents can take pride in knowing that we've created a place that truly welcomes everyone.

**Tourism Partnerships:** In collaboration with Wheel the World and stakeholders strengthens our ties with the tourism industry. It encourages partnerships and cooperation, fostering a more connected and vibrant community.

**Environmental Stewardship:** The project's focus on enhancing trails and access points also aligns with environmental stewardship. It ensures that our natural treasures are accessible without compromising the integrity of our spaces, preserving them for the future.

**Inclusive Employment Opportunities:** As tourism flourishes sustainably, it creates job opportunities that are accessible to a diverse range of individuals already living in the region and doesn't press on the growing housing issue.

**In Conclusion:**

This study is more than just a project; it's a lifeline for our community. It addresses a pressing need, reaffirms our commitment to inclusivity, and it strengthens the relationships of our region. By making our destination accessible to all, we not only enhance the quality of life but also foster economic growth, community pride, and environmental stewardship.

The journey ahead is promising, and with your support, we look forward to making this vision a reality for our beloved South Coast.

## **Fund Usage\***

Describe how your organization would use these grant funds (Max 500 words):

**Audit Services (100% - 20,000)** The entirety of the grant funds will be allocated to cover the cost of audit services. This encompasses Wheel the World's expertise in conducting a thorough accessibility assessment of traditional lodging establishments, attractions, public spaces, and visitor experiences along the Southern Oregon Coast. These funds will support the hiring of experienced auditors who will conduct on-site assessments, review documentation, and provide expert recommendations.

This will also include project management, which is essential to ensure the smooth execution of the Accessibility Audit. This includes overseeing the audit timeline, liaising with Wheel the World, and ensuring that all aspects of the project run seamlessly.

In summary, the grant funds totaling \$20,000 will be utilized judiciously to conduct a comprehensive Accessibility Audit in partnership with Wheel the World that will align with our goal of enhancing accessibility and inclusion along the Southern Oregon Coast.

## **Biennial Priorities\***

If you selected one or more of the four Travel Oregon biennial strategic priorities, please describe how your project aligns with/addressed the selected objective(s). (Max 500 words)

**Unlocking Access: A Grant Application That Bridges the Gap**

In the realm of tourism development, this project is a profound opportunity to create experiences that transcend barriers, empower underserved communities, and revitalize under-resourced regions. The grant application in question is not just a proposal; it's a catalyst for transformation, aligning seamlessly with the

objective of developing new and existing tourism-related facilities and products to better serve communities along the Oregon's South Coast.

The proposed grant application acknowledges this disparity of the past and strives to rectify it for the future. By conducting the Accessibility Study in collaboration with Wheel the World, it pioneers a shift toward inclusive infrastructure. This includes transforming lodging establishments, attractions, public spaces, and visitor experiences so they are accessible to all. Doing so, reverses the historical neglect and ensures that historically underserved communities can partake in the economic benefits of tourism.

Tourism is a potent engine for economic growth, yet it must be inclusive to benefit all. This grant application aligns with that principle by fostering economic opportunities within previously underserved areas. When facilities and attractions become accessible to a diverse range of tourists, it fuels economic growth in regions that may have been overlooked in the past. By investing in making these communities accessible, we are also investing in their economic well-being, creating jobs, and nurturing local businesses.

The heart of this grant application is community empowerment. It recognizes that historically underserved communities possess unique cultural and natural assets that can enrich the tourism landscape. By enhancing accessibility, it encourages communities to unlock their potential. This project supports the development of facilities and products that not only cater to tourists but also showcase the unique heritage and offerings of these communities. This empowerment fosters a sense of pride and identity, strengthening the bonds within the community.

This grant application represents a pivotal step toward equitable tourism development. It is not merely about creating infrastructure; it's about opening doors of opportunity for historically under-resourced communities. By investing in accessibility, it empowers these communities economically and culturally.

The alignment between this grant application and the development of new and existing tourism-related facilities and products is evident. It is an investment in a future where tourism benefits all abilities, where the barriers of the past are replaced with welcoming assets. This grant is not just a financial allocation; it's an investment in the future and a vision of tourism that serves everyone, leaving no community behind.

## Accessibility and Inclusion\*

Describe how your project ensures accessibility and inclusion for the impacted communities you selected above (Max 500 words):

For far too long, underserved, and under-resourced communities along the Southern Oregon Coast, perhaps merely because of proximity to larger municipalities have faced the disheartening reality of limited access to their own treasures. Inequitable infrastructure has meant that those with mobility challenges, such as wheelchair users, individuals relying on canes, and those with auditory impairments, have been excluded from fully enjoying the region's natural splendor and tourist attractions.

At its core, the project is about transforming infrastructure into a vehicle for inclusivity. The study will first conduct a thorough audit of traditional lodging establishments, considering that this study is merely to show these establishments where they can get better, and is not an admonishment for the lack on inclusivity.

From structural enhancements to smoother pathways, accommodating gates, and inclusive signage, the project's focus is to ensure that everyone, regardless of physical abilities, can navigate and enjoy these spaces without obstacles. It means that wheelchair users will find welcoming paths, individuals with walking aids will experience smoother transitions, and those with auditory impairments will have access to comprehensive and inclusive information.

But the project is about more than just physical infrastructure; it's about revitalizing our underserved communities economically. As tourist facilities and attractions become accessible, they become magnets for a diverse range of visitors. This influx fuels economic growth, stimulating local businesses and creating

employment opportunities within these communities. It's an investment aimed at ensuring that the benefits of tourism reach every corner equitably.

Ultimately, this project is a testament to community empowerment. It places the power to transform destinies in the hands of these impacted communities. It fosters a sense of pride and identity, strengthening bonds within the community. Residents become the architects of their own inclusive tourism landscape, and tourists become cherished guests welcomed with open arms.

The Accessibility Study, partnered with Wheel the World, signifies a new dawn for the impacted communities along the Southern Oregon Coast. It's more than a project; it's a promise—a promise of accessibility and inclusion for all, an economic and cultural revival, a celebration of heritage, and a commitment to environmental sustainability. It's an assurance that no one will be left behind, that everyone can partake in the beauty of this coastal paradise, and that a brighter, more inclusive future is within reach.

Together, we are shaping a Southern Oregon Coast where accessibility and inclusion transcend mere infrastructure, crafting a destination that genuinely embraces individuals from all backgrounds and abilities.

## Project Planning

Was this project identified as an area of focus as the result of an assessment or planning process? (Max 500 words)

- If yes, please provide details below and/or add documentation in the supplemental section

Yes, this project was identified as a strategic priority through a comprehensive assessment and planning process. It is firmly rooted in our strategic plan, which serves as our roadmap for the future development of the visitor experience along the Southern Oregon Coast.

In our strategic planning efforts, we recognized the need to accelerate the development of the visitor experience in our region. A key aspect of this development was our commitment to fostering an inclusive experience for individuals of all abilities, aligning seamlessly with our core values of being welcoming and inclusive.

Our strategic plan was not created in isolation but involved extensive consultation with our community members, stakeholders, and tourism experts. We conducted surveys, held community meetings, and engaged in collaborative discussions to gather valuable insights. Through this process, it became evident that improving accessibility and inclusivity was not only a community desire but also an urgent need.

The Accessibility Audit in partnership with Wheel the World emerged as a strategic initiative when our coastal partners began this admirable work to make the coast more accessible and inclusive. For our young organization, it represents a tangible and actionable step towards achieving our strategic objectives. By addressing accessibility barriers and enhancing inclusivity, we aim to bring our strategic plan to life, creating a destination that truly welcomes individuals of all abilities.

In summary, our project was not a standalone idea but a carefully considered and community-driven initiative that emerged from a thorough assessment and strategic planning process. It aligns seamlessly with our commitment to providing an inclusive and welcoming visitor experience along the Southern Oregon Coast.

## Measures of Success\*

How will you measure the success of your project?

You may define the short-term as August 15, 2024 when the Mid-project report is due and the long-term as April 30, 2025 when the Accomplishment Report is due. Be as specific as possible.

1. Clear Accessibility Objective Identified 10/13/2022: The objective is to enhance the diversity and equity of experiences for all visitors, hence promoting inclusivity within our tourism destination by becoming more accessible in our tourism infrastructure.
2. Baseline Data: Our objective for this project is to provide the data needed with an audit conducted after 11/15/2023 to find our region's baseline for SWOT for accessibility in our tourism network.
3. Accessibility Standards: Identified by Wheel the World and with the objective to report by 8/15/2024 for the "mid-project report."
4. With the completion of the Audit by 4/30/2025 we would like to have some KPIs in place to measure our performance on any ongoing improvements.

Some common KPIs for our accessibility programs will include:

- User Satisfaction: Collect feedback loops from users with disabilities to gauge their satisfaction with our accessibility improvements with in-room surveys that are also accessible for all abilities.
  - Usage Metrics: Monitor the usage of accessible features or assistive technologies on our platforms. Use Google Analytics on our soon to be updated Accessible tourism page, at Travelcurrycoast.com and various means of metric tracking like the usage of dynamic QR codes placed in participating lodging facilities.
  - Accessibility Testing Frequency: Schedule "Check-up's," for participating lodging facilities.
  - Add an at-large position on our Destination Leadership Team for someone who would like to represent the Accessibility Needs community.
5. Data Collection Tools: Implement tools and processes for collecting relevant data. Accessibility testing tools, user feedback forms, and analytics can help.
  6. Regular Audits: In an Annual Accessibility Check-up we will assess the progress of the work that will be conducted and identify new accessibility concerns.
  7. Documentation: Keep detailed records of accessibility improvements, testing results, and user feedback, that will be available on our County Website under Economic Development for transparency of our program.
  8. Feedback Loops: Establish feedback loops with users and stakeholders to continuously improve accessibility.
  9. Review and Adapt: Periodically review our KPIs and adjust them if necessary to ensure they align with evolving program objectives.

## Wildfire Impacts\*

Is this project part of the rebuilding efforts of a community/communities that have been impacted by wildfires:

No

## Permitting

All required permits for this project have been secured.

n/a – project does not require permitting



## Required Supporting Documents

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### SUPPORTING DOCUMENTS

**NOTE:** You can only upload a single file in each upload field. For example, all support letters must be combined into a single document to upload. Learn more about how to combine documents into a single pdf.

### Entity's Federal W-9 Form\*

[Travel Oregon Substitute Federal W-9 Form](#) – The following fields must be filled for the form to be considered complete:

- Box 1 – First and Last Name
- Box 2 – Business Name
- Box 3 – Check appropriate box for tax classification (see Part III for instructions)
- Box 4 & 5 – Mailing Address
- Part II – EIN
- Part IV – Signature and date are required

**\*\*\*Note: The address on this form will be used to mail awarded funds.**

**PLEASE SELECT YOUR TAX CLASSIFICATION FIRST IN THE FORM TO REVEAL THE FILLABLE FIELDS YOU NEED TO COMPLETE. (10Mbs maximum)**

TravelOregonW9.pdf

### Grant Project Budget\*

Please use this **REQUIRED** project budget template ([must use the required form](#)). Failure to use this template will disqualify your application from further review.

Grant-Budget-23.xlsx

### Project Timeline\*

Project timeline, including benchmark dates outlined in the Grants Guidelines and approximate grant project planning meeting dates, project benchmarks, etc. Highlight any potential issues to the timeline that could inhibit project completion by April 30, 2025. [Project timeline sample](#).

Accessibility Audit Timeline.pdf

### Distribution Plan

If producing marketing collateral (brochures, maps, magazines, etc.) you must describe your distribution plan and associated budgeted costs.

### Construction Permitting

If your grant project involves construction of tourism infrastructure, documentation of approval from permitting authorities must be uploaded, if required locally.

### Signage Documentation

If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional or state sign authorities involved, demonstrating approval to place signage on their land/property during the timeframe of the grant.

## Supplemental Section

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### SUPPLEMENTAL DOCUMENT (NOT REQUIRED)

Applicants can provide supporting materials that they believe the review committee may find valuable when reviewing the application (examples can include: letters of support from community stakeholders or board, current target markets, quotes showing advertising costs, bids or proposals from contractors; documentation of a previous planning process or assessment, sample signage).

**\*\*\*Note: if enhancing application with support letters, all letters must be combined into a single document to upload.**

### Supporting Letter/s

If including multiple support letters, be sure to combine letters into a single document.

LOS - Combined.pdf

### Optional Upload 1

Provide any supporting materials that you believe the review committee may find valuable when reviewing the application (examples include: quotes showing advertising costs; current target markets/demographics; bids or proposals from contractors; plan drawings; documentation of a previous planning process or assessment).

Curry Co Destination Strategy ROADMAP 6.12.22.pdf

### Optional Upload 2

Provide any supporting materials that you believe the review committee may find valuable when reviewing the application (examples include: quotes showing advertising costs; current target markets/demographics; bids or proposals from contractors; plan drawings; documentation of a previous planning process or assessment).

Demographics-Combined.pdf

### Optional Upload 3

Provide any supporting materials that you believe the review committee may find valuable when reviewing the application (examples include: quotes showing advertising costs; current target markets/demographics; bids or proposals from contractors; plan drawings; documentation of a previous planning process or assessment).

DMOs Accessibility Travel Solution September 2023 (Short Version).pdf

### Application Completion Time\*

Approximately how long did it take to complete this application?

(Travel Oregon seeks to have an accessible process and uses this information to ensure organizations do not have to spend an excessive amount of time seeking funding). We welcome any feedback or suggestions about the application process, to provide more comprehensive feedback please email [grants@traveloregon.com](mailto:grants@traveloregon.com).

Other (fill in 'other' below)

### Other - Application Completion Time

Over 15 hours, first application.

## *Compliance Checklist*

Applicants who are awarded a grant will enter into a contract with Travel Oregon, which includes agreements to comply with all guideline requirements and to complete the project as approved. Please acknowledge and certify that you will adhere to the following if you are approved for funding:

### **FUNDS DISBURSEMENT**

- Initial Disbursement: Initial grant disbursement will not exceed 50% of the official amount awarded.
- 10% Award Retention: Travel Oregon will retain 10% of the official amount awarded for all recipients. This final 10% of funds will only be disbursed after the Project is completed to Grantor's sole satisfaction.
- Final Installment: Balance of total grant award amounts will be sent to grant recipient within 30 days of project completion and acceptance by Travel Oregon. Project must be completed by April 14, 2025, unless special arrangements have been made with Travel Oregon.

### **PROJECT PROOF & RECOGNITION**

- Projects that include any creative development (printed collateral, video production, website development, etc.) must be proofed by Travel Oregon prior to completion.
- Grant recipient shall visibly display on all finished grant projects (publications, websites and other significantly visible project activities) Travel Oregon's logo along with the acknowledgement: "This project has been funded in part by a grant from Travel Oregon." Travel Oregon will work with grant recipient to ensure proper usage and placement of the Travel Oregon logo.

### **REPORTS**

- Mid-Project: Due by August 15, 2024
- Grant Accomplishment & Final Budget: Due by April 30, 2025

### **MODIFICATIONS & AMENDMENTS**

You are required to keep an ongoing, updated scope of work, timeline and budget throughout the lifecycle of this grant.

- If your scope of work or timeline changes from the original scope included in your contract (Exhibit A), you will need to notify the Grantor and complete a Modification Request Follow Up Form in your Foundant grant management portal. Email [grants@traveloregon.com](mailto:grants@traveloregon.com) to request the assignment of this form.
- If your budget line items need to change more than 10% from the original budget included in your contract (Exhibit B), you will need to complete a Modification Request, uploading a new budget for review by the grants team. Email [grants@traveloregon.com](mailto:grants@traveloregon.com) to request the assignment of this form.

## **Acknowledgments and Certifications\***

I certify and acknowledge that I will comply with the terms under 'Funds Disbursement'.

I certify and acknowledge that I will comply with the terms under 'Project Proof & Recognition'.

I certify and acknowledge that I will comply with the terms under 'Reports'.

I certify and acknowledge that I will comply with the terms under 'Modifications & Amendments'.

I certify and acknowledge that I will comply with the terms of the Grant Agreement.

### eNewsletter Sign Up\*

Would you like to sign up for the Travel Oregon Industry eNewsletter to stay informed of the latest news, grant opportunities, research reports, and training events?

Yes

**BEFORE SUBMITTING YOUR APPLICATION, PLEASE TRIPLE-CHECK THAT YOU HAVE UPLOADED ALL OF THE REQUIRED DOCUMENTATION IN THE CORRECT FIELDS.**

## File Attachment Summary

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### *Applicant File Uploads*

- TravelOregonW9.pdf
- Grant-Budget-23.xlsx
- Accessibility Audit Timeline.pdf
- LOS - Combined.pdf
- Curry Co Destination Strategy ROADMAP 6.12.22.pdf
- Demographics-Combined.pdf
- DMOs Accessibility Travel Solution September 2023 (Short Version).pdf

SUBSTITUTE

**W-9**

Oregon Tourism Commission (dba Travel Oregon)  
319 S.W. Washington St., Suite 700, Portland, OR 97204  
Phone: 971.717.6205

## Request for Taxpayer Identification Number and Certification

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.



### PART I Taxpayer Information (TYPE or PRINT LEGIBLY)

**1** Name (as shown on your income tax return). Name is required on this line; **DO NOT LEAVE BLANK**.  
See **PART III Which Name, Number and Tax Classification to Give the Requestor** for additional guidance.

Curry County

**2** Business Name / Doing Business As (DBA) name / disregarded entity name, if different from above.

dba Travel Curry Coast

**3** Check appropriate box for federal tax classification of the name entered on line, **CHECK ONLY ONE**.  
See **PART III Which Name, Number and Tax Classification to Give the Requestor** for additional guidance.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Individual                          | <input type="checkbox"/> C-Corporation         | <input type="checkbox"/> Single-member Limited Liability Company (LLC)* |
| <input type="checkbox"/> Sole Proprietor                     | <input type="checkbox"/> S-Corporation         | <input type="checkbox"/> LLC – Partnership                              |
| <input type="checkbox"/> Trust/Estate                        | <input type="checkbox"/> Nonprofit Corporation | <input type="checkbox"/> LLC – C-Corporation                            |
| <input checked="" type="checkbox"/> Public Entity/Government | <input type="checkbox"/> Partnership           | <input type="checkbox"/> LLC – S-Corporation                            |

\* **NOTE:** DO NOT check this box if single-member LLC is owned by another entity and disregarded for tax purposes. Select the tax classification of the owner entity name on Line 1.

**4** Address (number, street, and apt or suite no.).

94235 Moore St. Suite 122

**5** City, State, and ZIP Code

Gold Beach, Oregon 97444

### PART II Taxpayer Identification Number (TIN)

ENTER ONLY ONE TIN

Enter your TIN in the appropriate box to the right. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals and sole proprietors this is generally your social security number (SSN). For single-member LLC/disregarded entity, see **PART III Which Name, Number and Tax Classification to Give the Requestor** for additional guidance. For most other entities, it is your employer identification number (EIN).

**NOTE:** See **PART III Which Name, Number and Tax Classification to Give the Requestor** for additional guidance.

Social Security Number (SSN)

-   -

or

Employer identification number (EIN)

-

### PART III Which Name, Number and Tax Classification to Give the Requestor

IF the payee is a(n)...	THEN enter name on Line 1 for...	THEN check the tax classification on Line 3...	THEN enter TIN in PART II...
1. Individual	The <b>individual</b> * Two or more individuals (joint account), list both names and circle the name of the person whose SSN you furnish	Individual	SSN
2. Sole Proprietor	The <b>individual owner</b> (business name or DBA goes on Line 2)	Sole Proprietor	SSN
3. Trust/Estate	The <b>legal entity</b> * If Revocable Trust, the individual grantor-trustee	Trust/Estate	EIN * if Revocable Trust, SSN
4. Public Entity / Government	The <b>public entity</b> , such as a state or local government, school district	Public Entity / Government	EIN
5. C-Corporation, or S-Corporation, or Nonprofit Corporation	The <b>corporation</b>	C-Corporation, or S-Corporation, or Nonprofit Corporation	EIN
6. Partnership	The <b>partnership</b>	Partnership	EIN
7. Single-member Limited Liability Company (LLC)	If owned by an individual, and disregarded for tax purposes: The <b>individual owner</b> (disregarded LLC name goes on Line 2)	Single-member Limited Liability Company (LLC)	SSN, or EIN of individual owner (NOT the LLC) * IRS prefers SSN
	If owned by an entity, and disregarded for tax purposes: The <b>owner entity name</b> (disregarded LLC name goes on Line 2)	of the owner entity	EIN
8. LLC - Partnership	The <b>LLC partnership</b>	LLC - Partnership	EIN
9. LLC - C-Corporation, or LLC - S-Corporation	The <b>LLC corporation</b>	LLC - C-Corporation, or LLC - S-Corporation	EIN

### PART IV Signature and Certification

Under penalties of perjury, I hereby certify that: 1) the above information is true and correct, 2) I am not subject to backup withholding, and 3) I am a U.S. person (including a U.S. resident alien).

Sign  
Here

Signature of  
U.S. person

Date

8/29/23

Travel Curry Coast Accessibility Assessment					
INCOME - SOURCES					
		BUDGET		ACTUAL	
		Cash	In-Kind	Cash	In-Kind
<i>Grant Request (place in "Cash" column)</i>		\$20,000.00			
OTHER INCOME					
SUB TOTAL INCOME		\$20,000.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME		\$20,000.00		\$0.00	
EXPENSES - USES					
LINE ITEM		BUDGET		ACTUAL	
		Cash	In-Kind	Cash	In-Kind
1	Wheel The World 20 Listings and Trails	\$20,000.00			
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
SUB TOTAL EXPENSES		\$20,000.00	\$0.00	\$0.00	\$0.00
TOTAL EXPENSES		\$20,000.00		\$0.00	

Expenses/Receipt Tracker			
Line Item #	Date	Vendor Name	Invoice # (if applicable)
Total Expenses			



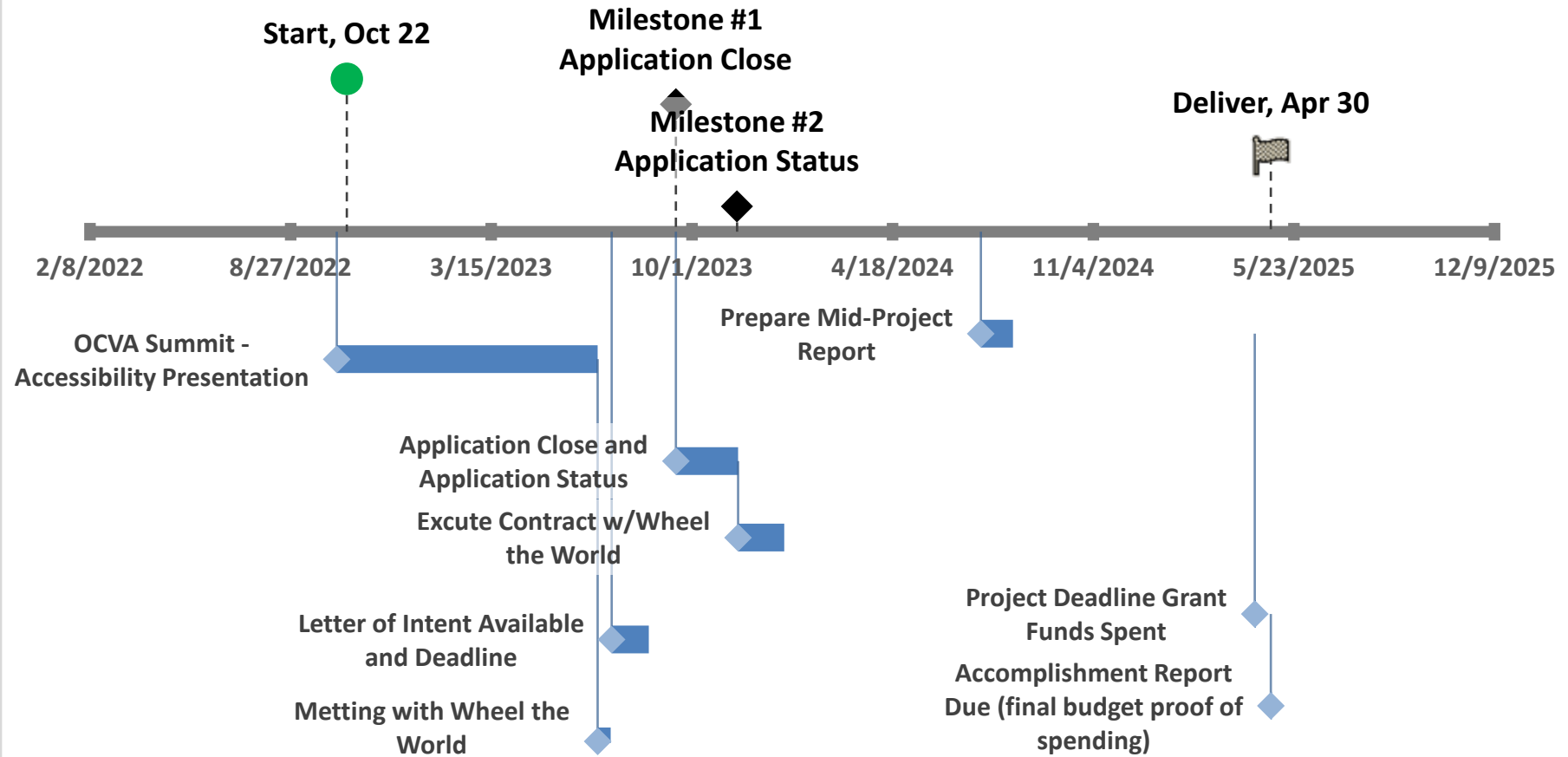
### Tips for completing the grant budget

1. Place the requested grant dollars in the highlighted red cash column
2. The difference between Cash and In-Kind is: Cash = Money; In-Kind = donated goods, services, volunt
3. Does your subtotal cash income match your subtotal cash expenses? If not, please double check your
4. Does your subtotal in-kind income match your subtotal in-kind expenses? If not, please double check
5. Do your total income and total expenses balance? If not, check your subtotals.

### Tips for completing the Expenses/Receipt Tracker

1. Save all receipts - you will need to submit copies as part of grant reporting
2. Copy the information from your receipts onto the receipt tracker.
3. The total expense amount listed on the receipt tracker needs to match the total cash expenses listed
4. Receipts will need to be submitted to show how the grant dollars were spent

## Accessibility on Oregon's South Coast



### Tasks

Start	End	Duration	Label	Vert. Position	Vert. Line
10/12/2022	6/28/2023	260	OCVA Summit - Accessibility Presentation	-25	-25
6/29/2023	7/11/2023	13	Metting with Wheel the World	-100	-75
7/12/2023	7/13/2023	2	Grant Guidlines Available	-115	-15
7/13/2023	8/18/2023	37	Letter of Intent Available and Deadline	-80	-80
9/15/2023	11/15/2023	62	Application Close and Application Status	-45	-45

11/16/2023	12/31/2023	46	Excute Contract w/Wheel the World	-60	-15
7/15/2024	8/15/2024	32	Prepare Mid-Project Report	-20	-20
4/14/2025	4/14/2025	1	Project Deadline Grant Funds Spent	-75	-55
4/30/2025	4/30/2025	1	Accomplishment Report Due (final budget p	-93	-18
Insert new rows above this one					

Milestones

Date	Label	Position
10/22/2022	Start, Oct 22	30
9/15/2023	Milestone #1 Application Close	25
11/15/2023	Milestone #2 Application Status	5
4/30/2025	Deliver, Apr 30	15
Insert new rows above this one		



## Curry County Aquatic Safety

94235 Moore St.  
Gold Beach, OR. 97444

Dear Travel Oregon,

As a dedicated stakeholder in the tourism industry along the Southern Oregon Coast, I want to express my sincere support for Travel Curry Coast's efforts in trying to bring an Accessibility Audit to our region.

We believe this project is closely aligned with the grant's overarching goal, which is to develop tourism infrastructure that is not only accessible but also inclusive. It is our unwavering commitment to ensure that our region becomes a destination that warmly welcomes both our cherished residents and esteemed visitors.

In collaboration with Wheel the World, this forthcoming Accessibility Study represents a pivotal milestone in our efforts to enhance our destination's ability to cater to individuals with diverse accessibility needs. This initiative will encompass a broad spectrum, including wheelchair users, those who rely on canes, individuals with auditory impairments, and many others.

Wheel the World will embark on an extensive audit of twenty traditional lodging establishments scattered along the breathtaking south coast, spanning from Brookings to Gold Beach and Port Orford. Our region's current ethos is firmly rooted in breaking down the traditional barriers within our communities by collaborating with both incorporated and unincorporated municipalities.

Furthermore, as a stakeholder we are committed to enhancing tourism infrastructure for all in our region. This audit will undoubtedly shed light on needs that may otherwise go unnoticed, further reinforcing our dedication to securing the necessary resources for their realization.

As a key stakeholder in the local tourism network, I am thrilled that Travel Curry Coast with Wheel the World's efforts will extend to identifying potential enhancements for access points to recreational activities. This will enable all tourists, regardless of their abilities, to partake in the wonders of our natural landscape and enjoy the wealth of recreational opportunities along the Curry Coast. This initiative aligns seamlessly with our newly developed strategic plan, which places a high priority on enhancing the inclusivity of trails by identifying and mitigating physical barriers and obstructions that hinder the movement and sensory experiences of our valued visitors.

This project resonates deeply with our community, a community predominantly comprised of retirees who chose to call this region their home in pursuit of the natural beauty it offers during their golden years. Their collective voice resonates with dissatisfaction regarding the current state of our infrastructure. We have diligently engaged our community through various channels, allowing them to share in our vision of a destination that embraces individuals from all walks of life. This project marks a significant first step toward realizing that vision and creating a more accessible and inclusive haven.

Once again, I extend my heartfelt gratitude for consideration of Travel Curry Coast's grant application for the 2023-2025 Competitive Grant for the enhancement of tourism infrastructure that will be more accessible and inclusive on the Southern Oregon Coast.

With sincere appreciation,  
Luke Martinez



Dear Travel Oregon,

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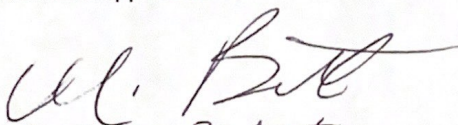
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With sincere appreciation,

  
Michele Bubert  
Brookings Harbor Chamber of Commerce  
President - Chair

Curry County  
94235 Moore St.  
Gold Beach, OR. 97444



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With sincere appreciation,

Jonathan Trost  
Curry County Commissioner  
541-247-3229 trostjo@co.curry.or.us

A handwritten signature in dark ink, appearing to read 'Jonathan Trost', is written over the printed name and title.



**Curry County**  
94235 Moore St.  
Gold Beach, OR. 97444



Dear Travel Oregon,

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With sincere appreciation,

  
John Herzog  
Curry County Commissioner Chair  
541-247-3260 [herzogj@co.curry.or.us](mailto:herzogj@co.curry.or.us)



# City of Gold Beach

29592 Ellensburg Avenue • Gold Beach, OR 97444

Administration: 541-247-7029 • Police: 541-247-6671 •

[www.goldbeachoregon.gov](http://www.goldbeachoregon.gov)

Visitor Center: 541-247-7526 • [www.visitgoldbeach.com](http://www.visitgoldbeach.com)

Thursday, September 14, 2023

Dear Travel Oregon,

As a dedicated stakeholder in the tourism industry along the Southern Oregon Coast, I want to express my sincere support for Travel Curry Coast's efforts in trying to bring an Accessibility Audit to our region.

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*The City of Gold Beach is dedicated to enhancing quality of life, while promoting the health, safety, and welfare of our citizens, businesses, and visitors in the most fiscally responsible manner. In doing this, the City will respect the past, respond to current concerns, and plan for the future, while maintaining environmental sensitivity in our beach oriented community.*



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mitigating physical barriers and obstructions that hinder the movement and sensory experiences of our valued visitors.

This project resonates deeply with our community, a community predominantly comprised of retirees who chose to call this region their home in pursuit of the natural beauty it offers during their golden years. Their collective voice resonates with dissatisfaction regarding the current state of our infrastructure. We have diligently engaged our community through various channels, allowing them to share in our vision of a destination that embraces individuals from all walks of life. This project marks a significant first step toward realizing that vision and creating a more accessible and inclusive haven.

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Anthony Pagano  
City Administrator  
City of Gold Beach



Arica Sears  
Deputy Director  
Oregon Coast Visitors Association  
P.O. Box 940  
Tillamook, OR, 97141  
deputy@thepeoplescoast.com  
541.819.9240

9/13/23

To the Travel Oregon Grant Review Committee,

I am writing on behalf of the Oregon Coast Visitors Association (OCVA) to express our strong endorsement of the grant application submitted by Curry County for their proposed partnership with Wheel the World. We believe that this collaboration holds immense promise for enhancing the accessibility and inclusivity of the Oregon Coast as a whole and aligns closely with the eight other DMOs in our region that are just completing this work with Wheel the World.

This project resonates deeply with the south coast community, a community predominantly comprised of retirees who chose to call this region their home in pursuit of the natural beauty it offers during their golden years. Their collective voice resonates with dissatisfaction regarding the current state of our infrastructure. Curry County has diligently engaged this community through various channels, allowing them to share in a vision of a destination that embraces individuals from all walks of life. This project marks a significant first step toward realizing that vision and creating a more accessible and inclusive haven.

A recent Travel Oregon Visitor Profile shows that one in six travelers to the Oregon Coast has accessibility needs. The partnership between Curry County and Wheel the World presents a meaningful solution to this issue. Wheel the World will embark on an extensive audit of twenty traditional lodging establishments scattered along the breathtaking south coast, spanning from Brookings to Gold Beach and Port Orford. The south coast region's current ethos is firmly rooted in breaking down the traditional barriers within our communities by collaborating with both incorporated and unincorporated municipalities.

The impact of this partnership extends beyond the local community. It aligns with OCVA's vision of fostering a more inclusive and welcoming coastal experience, ensuring that everyone, regardless of their abilities, can enjoy our unique destination. By investing in accessible tourism initiatives, we are not only enriching the lives of individuals with disabilities but also strengthening the tourism industry and the economic sustainability of our region.



Once again, I extend my heartfelt gratitude for consideration of Travel Curry Coast's grant application for the 2023-2025 Competitive Grant for enhancement of tourism the infrastructure that will be more accessible and inclusive on the Southern Oregon Coast.

Sincerely,  
Arica Sears

A handwritten signature in black ink that reads "Arica Sears". The signature is fluid and cursive, with the first name "Arica" being more prominent than the last name "Sears".

Deputy Director  
Oregon Coast Visitors Association

Gold Beach Main Street  
PO Box 1203  
Gold Beach, OR 97444

September 15, 2023

Dear Travel Oregon;

Gold Beach Main Street



We are excited to have Miranda Plagge as our new economic development director for Curry County. We are excited to endorse her application for an accessibility audit. Gold Beach Main Street (GBMS) has a long history with Ms. Plagge since she formerly served on our Board of Directors. She has vision, passion and direction for how to make our county's abundance of natural resources, such as world-class beaches, trails, and rivers accessible to tourists and residents alike.

According to current U.S. Census data, Curry County has the largest number of seniors over the age of 65 (36.3%) and persons under 65 who are disabled (15.5%) compared to any other county in Oregon. Statewide, those respective percentages are 19.2% over the age of 65 and 10.2% of disabled persons under 65. Clearly Curry County is a desirable place to visit, recreate and live for people who love natural resources. As they have aged, the infrastructure has not maintained their access. They are a forgotten demographic.

While Curry County has a great many elderly and disabled people, neighboring counties in southwestern Oregon are also higher in those same populations than the remainder of the state. That's because the largest number of visitors to Curry County likely live within a day's drive. However, because of our phenomenal natural resources, we are also a destination for visitors from across the nation and beyond. Unfortunately, our resources are not always easy to access, with census data showing that outdoor recreational opportunities are greatly underused. If we ensured better accessibility, we would create treasured experiences for tourists and local residents alike. Between the untouched ocean vistas along 100 miles of serene beaches, along with the world famous wild and protected scenic areas like the Rogue and Chetco Rivers, this area is a secret and untapped gem.

Here at Gold Beach Main Street, we are immensely excited that the Gold Beach Visitor's Center has recently acquired a Davids Chair, an all-terrain motorized wheelchair that can be used to access our local beaches and other natural resources. Curry County and southwestern Oregon have a very high percentage of veterans, in particular many from the Vietnam era. Our new business coordinator here in our office is married to a Vietnam veteran who is 90% disabled as a result of his military service. He has been deprived of many of the experiences he enjoyed before retiring here, when he traveled often from great distances to fish our rivers and hike the Wild and Scenic Rogue River Trail and phenomenal Coastal Trails. Imagine this: presently we have a hundred-mile stretch of pristine coastline with almost NO access! Consider also: we have no wheelchair or mobility impaired accessible docks or piers for fishing.

Curry County is now entirely dependent on tourism because it has been unable to replace logging and fishing occupations. Increasing access to visitors would be an incredible economic boost to the region and would set Curry County apart as a leader in accessibility and inclusion amongst tourist destinations. Not only will it attract more visitors, but it will extend traveler stays in this economically deprived rural region. Local businesses make all their money to sustain their families in a period of just 90 days. Consider the impact if that window were extended to 100 days or more.

We are fully in support of bringing an Accessibility Audit to our region through Travel Curry Coast's grant application for the 2023-2025 Competitive Grant. It will enable organizations like ours to develop tourism infrastructure that is not only accessible but inclusive. Should our county be lucky enough to be awarded this grant, GBMS looks forward to partnering with Ms. Plagge and the Economic Development Department of Curry County.

Together we can make a difference!

Sincerely,

Laurie Van Zante, President of GBMS  
Linda Pinkham, Business Coordinator, GBMS

--

Linda Pinkham **Gold Beach Main Street, Business Coordinator** 541.326.1358

Dear Travel Oregon,

As a dedicated stakeholder in the tourism industry along the Southern Oregon Coast, I want to express my sincere support for Travel Curry Coast's efforts in trying to bring an Accessibility Audit to our region.

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Once again, I extend my heartfelt gratitude for consideration of Travel Curry Coast's grant application for the 2023-2025 Competitive Grant for the enhancement of tourism infrastructure that will be more accessible and inclusive on the Southern Oregon Coast.

With sincere appreciation,



Travis Webster – Port Manager  
541-291-7380





# PORT OF GOLD BEACH

29891 Harbor Way \* Gold Beach, OR 97444 \* (541) 247-6269 \* Fax (541) 247-6268  
Email: [portmanager@portofgoldbeach.com](mailto:portmanager@portofgoldbeach.com) ~ [portoffice@portofgoldbeach.com](mailto:portoffice@portofgoldbeach.com)

September 14, 2023

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With sincere appreciation,

Walter Scherbarth  
Manager, Port of Gold Beach

September 14, 2023

Dear Travel Oregon and the Grant Review Committee,

I strongly urge you to support Travel Curry Coast in its mission to conduct an accessibility audit for the region and subsequently implement the identified priorities over the coming years.

After supporting Travel Curry Coast the Travel Southern Oregon Coast with the development of a sustainable destination strategy for Curry County in 2022, I can attest that this project helps fulfill one of their primary impact areas – to accelerate the development of the visitor experience. What makes this project truly exceptional is its focus on fostering an inclusive experience for individuals of all abilities, thereby aligning with the core community value of being welcoming.

Furthermore, as a family member of someone who experiences quadriplegia and with whom I have traveled to the coast, I can emphatically affirm the pressing need for increased investments in creating experiences along the coast that are accessible and inclusive to all.

Under the capable leadership of Miranda Plagge as the project manager, I can envision no more promising initiative deserving of your support.

I encourage you to provide funding for this pivotal project, and I eagerly anticipate witnessing the transformative results it will undoubtedly yield.

Sincerely,

A handwritten signature in black ink, appearing to read 'KD', with a long horizontal line extending to the right.

Kristin Dahl  
Founder/CEO  
Crosscurrent Collective  
503-784-1072





# A DESTINATION STRATEGY FOR CURRY COUNTY

Produced by Crosscurrent Collective and Lookout Co.  
on behalf of Curry County Economic Development

June 2022



# CURRY COUNTY’S 15-YEAR COMMUNITY TOURISM VISION NARRATIVE (2037)

*This is what success looks like to us...*

Our remote section of the southern Oregon coast is demarcated by Langlois to the north, Brookings to the south, Cape Blanco to the west, and the 628,000-acre [Rogue River-Siskiyou National Forest](#) to the east.

## CHARMING SMALL-TOWN SPIRIT

We are a place where our small towns that dot the coastline each embodies a unique spirit and sense of community pride that is palpable. Because our main streets are visually appealing, a would-be passer-by is compelled to stop and stay, contributing to the hustle and bustle of Oregon's coastal small-town life. Community members understand what each town has to offer, and as trained Ambassadors to the region they excitedly share knowledge about what there is to see and do ‘down the road.’

## ALL ARE WELCOME HERE

We welcome visitors from far and wide – from all cultures and identities – to share the richness of our special place. We can do so because we as a community are welcoming to all residents. People feel at peace and safe here. The hospitality workforce, particularly frontline staff, are well trained in how to welcome all walks of life in a genuine way. We adapt as the demographics of travel change with the wind of economic and political forces over time.

## ROBUST VISITOR EXPERIENCE

Our incredible life-affirming natural assets, both public and private, are the major draw for outdoor exploration and adventurous recreation of all types. Outdoor enthusiasts are staying longer and coming back all throughout the year, because of the richness of the unparalleled experiences offered here.

Visitors are coming year-round from all over the world for professionally guided experiences – from sea kayaking to whale watching to birding to scuba diving to gold prospecting – putting Curry County high on the list for adventure travelers.

The region’s local food system has become a prominent attraction, ensuring visitors can taste locally grown, raised and harvested foods at a wide range of eateries offering high-quality food options at different price points. The connection between the seafood industry and local food systems has been purposefully strengthened. Visitors can easily interact with and learn from the growers or producers, to have an exceptional and memorable experience to carry back home that fosters continued support for the local food economy through online subscriptions and the like.

Visitors can learn about the region’s history as well as connect with current-day culture – whether that be through craftspeople or storytellers. The region's culture has been brought to the forefront through a variety of touchpoints. One way we’ve done that is through intentional and robust events that allow us to share our current-day culture with others. The events we focus on are of exceptional quality, which drives multi-day visitation.

Places to stay are high-quality and varied, and accommodate a wide range of travel preferences – from sophisticated resort hotels to primitive camping. Our wayfinding system, combined with basic visitor amenities such as restrooms and water fill stations, supports an enjoyable visitor experience and, ultimately, longer stays. We encourage green transportation options that help reduce the climate impact of travel, from numerous charging stations for EVs on the Oregon Electric Byway to electric shuttle systems.

## MARKETING + COMMUNICATIONS

Because of our smart alignment with a regional brand, plus a modern visitor communication strategy that inspires others about what there is to see and do here, travelers are motivated to visit and prepared when they do. We have prominently communicated messages about how to stay safe on the Oregon coast, because keeping visitors safe and happy is a priority for us. We have easy-to-find information online that shares the breadth and depth of the experiences we offer. We provide easy-to-use digital content and a connected wayfinding and information system once they’re here in the region. As a result of our effective marketing and communication, we have evened out the seasonality of visitation – we have more visitors coming throughout the year, and a manageable number during our peak summer weekends.

## TOURISM AS A SUSTAINABLE ECONOMIC DRIVER

We’ve found ways to capitalize on the growing tourism and outdoor recreation economy while guiding its development in a sustainable way that supports improving our quality of life. By investing in collaboration and communication across all our critical stakeholders – from both the private and public sectors – we’ve been able to manage the development and growth of these sectors. We’ve put important management protocols in place to protect our natural resources and those places that are significant and unique to the needs of the local resident population. By supporting our entrepreneurs and small businesses, we’ve created numerous opportunities to create lifestyle businesses that offer exciting jobs that pay a livable wage. And by working cooperatively with key stakeholders in the region, we’ve enacted effective policies to support an adequate supply of affordable housing for the local workforce.

# OUR COMMUNITY VALUES

**BALANCE:** We want to maintain balance between visitation and community needs/quality of life.

**SMALL TOWN CHARM:** We want to retain a sense of place in our unique and independent small coastal towns.

**WELCOMING:** We want to welcome people of all cultures and identities.

**HEALTHY NATURAL SYSTEMS:** We want to respect and protect the natural environment that affords us our way of life.

*The vision and community values were crafted by nearly 100 community and business leaders who contribute to the health of Curry County’s tourism and outdoor recreation economy. These are the values community members want to retain as the visitor industry grows over time. The community also wants to celebrate and share these values with newcomers.*

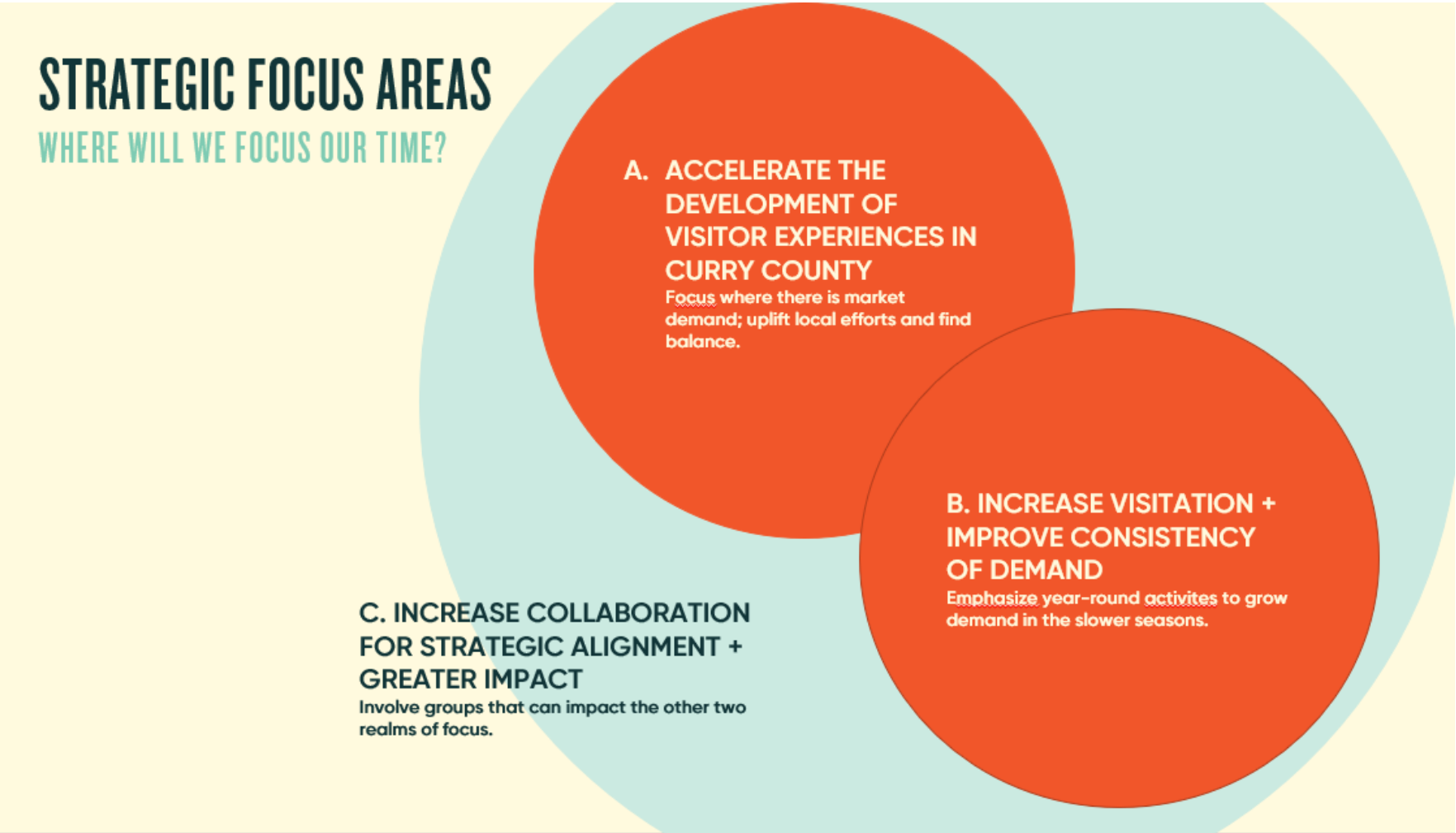
# CURRY COUNTY’S STRATEGIC FOCUS AREAS

Through stakeholder interviews, a survey and workshops held during the winter/spring of 2022, community leaders from Curry County selected the following strategic focus areas for this destination strategy:

- A. Accelerate the development of visitor experiences**  
Focus where there is market demand; uplift local efforts and find balance.
- B. Increase visitation and improve consistency of year-round demand**  
Emphasize year-round activities to grow demand in slower seasons.
- C. Increase collaboration for strategic alignment + greater impact**  
Involve groups that can impact the other two realms of focus.

Short- and medium-term outcomes were articulated for each focus area, as well as short- and medium-term strategic actions to help achieve the community’s 15-year vision of success. These have been captured on the following pages.

Diagram below depicts how impact area C is the foundation for the other impact areas. Impact area C is 'how' the work will get done, and impact areas A and B are the 'what,' or the work to accomplish.



# GLOBAL KEY PERFORMANCE INDICATORS

- Our investments in this destination strategy increase the overall economic impact of visitation in Curry County, as reported in the annual *Economic Impact of Travel in Oregon* report conducted by Dean Runyan Associates. For reference: [Oregon Travel Impacts 2003-2021 Study](#).
- The peak summer visitation period in Curry County has extended further into spring and fall seasons, as tracked by Smith Travel Report and other metrics available as part of the [Oregon Travel Barometer](#).
- Each year we have 3-5 new success stories of collaboration and alignment with partner organizations involved in tourism to report.
- We’ve supported the development of at least three multi-partner projects that promote stewardship of natural resources/places by 2025.
- We’re attracting visitors who uplift and support our core values, as supported by a biennial (every other year) visitor survey.
- Our team is trusted, respected and valued as leaders in tourism marketing and development, as evidenced by a biennial resident tourism sentiment survey.
- We’ve successfully trained at least 50% of our tourism workforce in diversity, equity and inclusion by 2024, to create a service culture where everyone (both workers and visitors) feels included and welcome.

FOCUS AREA	(A) ACCELERATE THE DEVELOPMENT OF VISITOR EXPERIENCES	(B) INCREASE VISITATION + IMPROVE CONSISTENCY OF DEMAND	(C) INCREASE COLLABORATION FOR GREATER IMPACT
5-YEAR OUTCOMES	<ul style="list-style-type: none"> <li>• Frontline staff in tourism-related businesses are trained in hospitality, including DEI, and have opportunities to receive regular/continued customer service training.</li> <li>• We have increased outfitting, rental and guide services that support a range of activities including hiking, cycling, kayaking and boating.</li> <li>• We have a new mountain-bike-specific trail experience to offer visitors in Curry County.</li> <li>• We have significantly improved at least one section of the Oregon Coast Trail that runs through Curry Co.</li> <li>• Our business community is thriving as a result of businesses better supporting one another and finding new ways to offer complementary visitor services.</li> <li>• The Wild Rivers Coast Food Trail is thriving in Curry County.</li> <li>• We've made significant strides in improving the visitor infrastructure to improve wayfinding and accessibility.</li> </ul>	<ul style="list-style-type: none"> <li>• The new Curry County Destination Stewardship Organization (DSO) is recognized as a collaborative organization, respected for its marketing and communication materials that are branded to industry standards/best practices in destination marketing.</li> <li>• An experienced, professional Marketing Manager, as well as marketing contractors/vendors with niche-area expertise, are in place to manage multi-channel advertising, PR, social media and promotional programs.</li> <li>• Robust marketing programs are thriving – both Curry-led programs and ones in partnership with Travel Southern Oregon Coast (TSOC) and the Oregon Coast Visitors Assoc. (OCVA).</li> <li>• Because of the clear, best-practice branding and marketing tools provided by the DSO, key towns and local businesses can speak with one consistent voice about the destination.</li> <li>• Curry Co. is recognized as a world-class adventure destination with some of the most outstanding natural assets, trails and recreation on the Oregon and Southern Oregon Coast.</li> </ul>	<ul style="list-style-type: none"> <li>• Curry County has an independent Destination Stewardship Organization (DSO), also known as a Destination Marketing and Management Organization or DMMO, in place to guide the county's transient lodging tax investments within this destination strategy.</li> <li>• The Curry Co. DSO is convening the Destination Leadership Team (DLT – a robust group of stakeholders) regularly to communicate and coordinate organizational priorities, continuing to find new opportunities for collaboration with the goal of improving Curry Co. as a visitor destination.</li> <li>• Curry Co. has met its other 5-year outcomes in this strategy, as a result of investing resources to foster collaboration toward a sustainable tourism destination.</li> <li>• Stakeholders and community members feel confident in the effective use of resources and are informed about project success stories.</li> <li>• Businesses in the community offering services/products/experiences to visitors are communicating and collaborating in new ways.</li> </ul>
1- TO 2-YEAR OUTCOMES	<ul style="list-style-type: none"> <li>• At least 20% of frontline staff in tourism-related businesses have received training in guest customer service and how to be a local tourism ambassador in Curry County. This includes DEI training as well as information about the history and culture of the region.</li> <li>• We have at least one business/organization offering a new guided experience or gear rentals that fills a current gap in service for an existing target market.</li> <li>• Development and improvement of mountain-bike-specific trails are underway, executing on the priorities outlined in the Gold Beach Area Mountain Bike Destination Plan and the Cape Sebastian Trails Plan.</li> <li>• Investments have been made to assist with improvements on the Oregon Coast Trail.</li> <li>• New opportunities, including connections with locally harvested/caught seafood on the Wild Rivers Coast Food Trail, have been identified and are starting to be cultivated/added to the Food Trail.</li> </ul>	<ul style="list-style-type: none"> <li>• Curry County/Travel Curry Coast has updated its name and branding.</li> <li>• Curry Co. has built a new foundation of marketing tools, assets and partner resources to market the area.</li> <li>• Curry Co.'s new DSO board and staff are knowledgeable about destination marketing best practices.</li> <li>• The Curry Co. DSO has developed a Strategic Marketing Plan that outlines its program of work, balanced between stand-alone tactics and co-operative programs with TSOC and OCVA.</li> </ul>	<ul style="list-style-type: none"> <li>• Curry County has established a destination leadership team (DLT) that is thriving, meeting regularly and advancing priority projects aimed at achieving outcomes in this Destination Strategy.</li> <li>• In consultation with the DLT, Curry Co. has determined when and how it will pursue creating an independent DSO.</li> <li>• Curry Co., in concert with the DLT, is convening a broad set of tourism stakeholders annually to communicate on progress made, find points of collaboration, surface new issues emerging from the visitor industry and find new opportunities for collaboration (ex.: a Curry Co. Tourism Summit).</li> <li>• Curry Co. has developed strong, trusting relationships through frequent and transparent communications with core partners including OCVA, TSOC, Oregon Parks and Recreation Department and the United States Forest Service.</li> </ul>



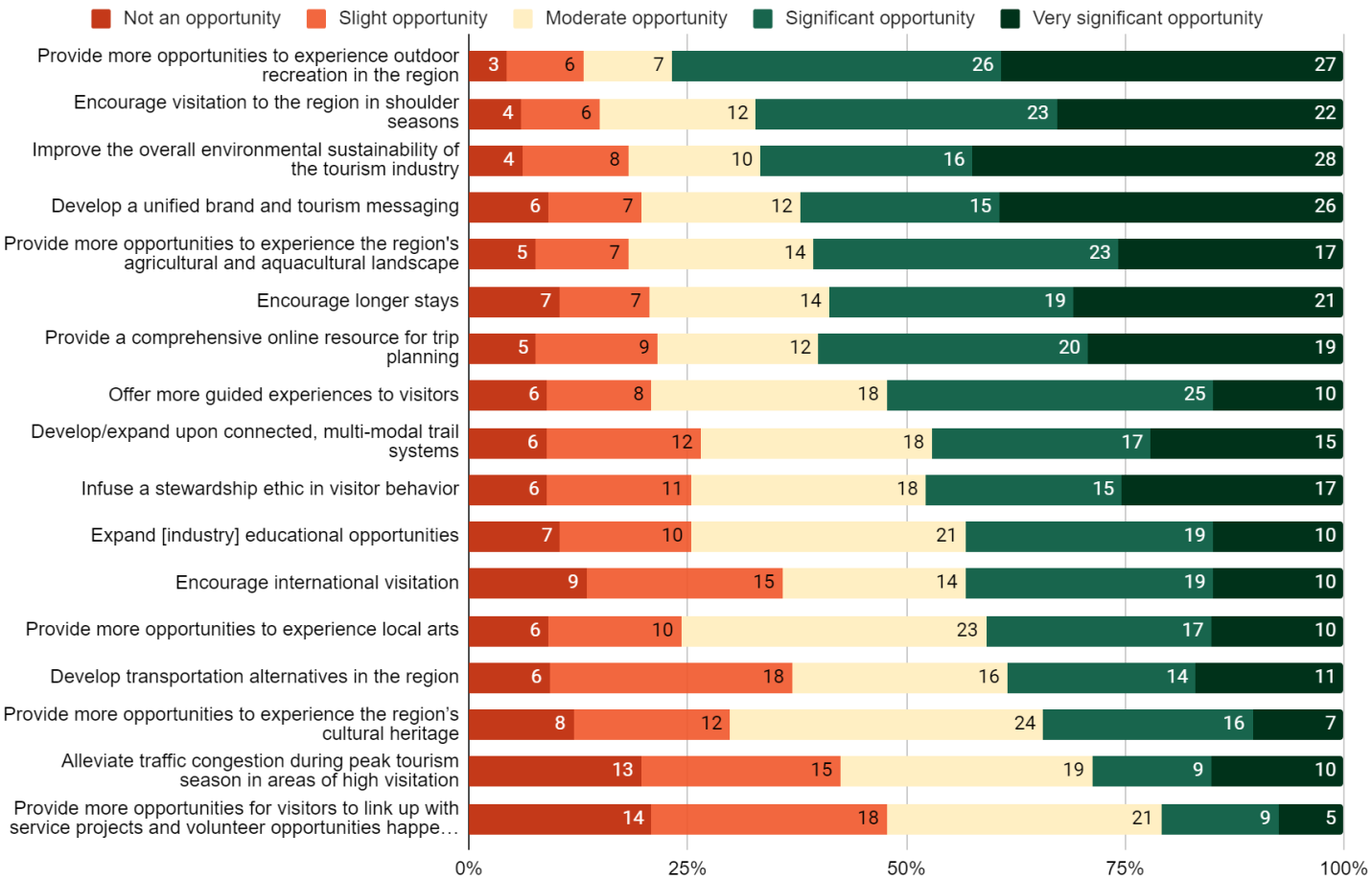
FOCUS AREA	(A) ACCELERATE THE DEVELOPMENT OF VISITOR EXPERIENCES	(B) INCREASE VISITATION + IMPROVE CONSISTENCY OF DEMAND	(C) INCREASE COLLABORATION FOR GREATER IMPACT
<b>KEY MEASURES</b> <i>How will we know if we're successful?</i>	<ul style="list-style-type: none"> <li>Number guided experiences being offered</li> <li>Number of trained frontline staff</li> <li>Number of miles of mountain-bike-specific trail that has been developed or improved</li> <li>Number of miles of the Oregon Coast Trail that has been developed or improved</li> <li>New experiences on the Wild Rivers Coast Food Trail</li> <li>New direct consumer access to locally harvested seafood</li> </ul>	<ul style="list-style-type: none"> <li>A new name and brand guide has been developed to guide all of Curry County's creative marketing executions</li> <li>A selection of vendors with specific marketing expertise is in place to support the destination marketing activities</li> <li>New photography and newly branded collateral and advertising assets exist to market the region</li> <li>The new name and brand have been shared with the tourism industry</li> <li>A strategic marketing plan has been developed</li> <li>Standard marketing key performance indicators (KPIs) are in place in the strategic marketing plan to measure the effectiveness of Curry Co. marketing investments (social media engagement, website traffic, PR stories placed, advertisement click-through rates, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>A Destination Leadership Team (DLT) has been formed</li> <li>A private, nonprofit Destination Stewardship Organization (DSO) has been formed and launched</li> <li>Number of diverse stakeholders who are committed to and participating in the DLT</li> <li>Number of DLT meetings/workshops held</li> <li>A platform exists for ongoing communication and collaboration among stakeholders (ex.: Basecamp, Slack)</li> <li>Number of investments made collaboratively with other partners participating in the DLT</li> <li>Positive reviews on progress being made by Curry Co. and the new DSO on the destination strategy (as indicated by a future resident/stakeholder survey)</li> </ul>

## WHAT ARE THE BEST OPPORTUNITIES FOR DEVELOPMENT OF TOURISM IN THE REGION?

Chart to left is a distillation of 71 responses from the Curry County Destination Stakeholder Survey conducted in February 2022.

Top responses included:

1. Provide more opportunities to experience outdoor recreation in the region
2. Encourage visitation to the region in shoulder seasons
3. Improve the overall environmental sustainability of the tourism industry
4. Develop a unified brand and tourism messaging
5. Provide more opportunities to experience the region's agricultural and aquacultural landscape
6. Encourage longer stays
7. Provide a comprehensive online resource for trip planning



FOCUS AREA	(A) ACCELERATE THE DEVELOPMENT OF VISITOR EXPERIENCES	(B) INCREASE VISITATION + IMPROVE CONSISTENCY OF DEMAND	(C) INCREASE COLLABORATION FOR GREATER IMPACT
<p><b>RECOMMENDED STRATEGIC ACTIONS – NEAR TERM</b> (6 mo. – 2 years)</p> <p><i>Based on information gathered through surveys, interviews, experience and best practices</i></p>	<p>Because Travel Curry Coast is an emergent player in the region, and because the available Transient Lodging Tax (TLT) budget is relatively modest for making significant improvements to the destination experience on its own, we highly recommend that the all short- and medium-term destination development activities and investments are done through partnerships to uplift existing, promising efforts already underway in the county.</p> <p>Destination development investments should be prioritized in the short term for improving the visitor experience and creating high-quality, memorable experiences; this can take time, but these improvements will ultimately result in longer stays and more return visits, and produce more word-of-mouth marketing.</p> <ol style="list-style-type: none"> <li><b>1. OFFER FRONTLINE STAFF CUSTOMER SERVICE TRAINING.</b> Implement a county-wide customer service training and tourism ambassador development program. Explore existing customer service training programs available such as <a href="#">Guest Service Gold</a>, provided by Travel Oregon, or the <a href="#">Trail Ambassador</a> program offered by Trailkeepers of Oregon. OCVA offers scholarships to participate in Guest Service Gold. Also consider tapping into a national program such as the <a href="#">Community Certified Tourism Ambassador</a> program.</li> <li><b>2. INVEST IN TRAIL DEVELOPMENT + RELATED AMENITIES.</b> Work collaboratively with OCVA to determine where support and funding is needed in order to advance burgeoning trail development efforts, given there is a wide range of opportunities to improve and maintain trails, particularly in and around wildfire-affected areas. Determine what enhancements can be made to improve the visitor experience on trails throughout the county. Start to determine where investments can be made to improve the Oregon Coast Trail specifically.</li> <li><b>3. INVEST IN CREATING DESTINATION QUALITY MOUNTAIN BIKE TRAIL EXPERIENCES.</b> Specifically, we recommend partnering with OCVA to find ways to make the Gold Beach Area Mountain Bike Destination Plan and the Cape Sebastian Trails Plan come to life expeditiously.</li> </ol>	<ol style="list-style-type: none"> <li>Select one <b>“LOW-HANGING FRUIT MARKETING PROJECT”</b> that will show momentum/positive results in a relatively short period of time. Recommendations: <ul style="list-style-type: none"> <li>Partner with TSOC to determine the best way to improve Oregon Tourism Information System (OTIS) listings from Curry County.</li> <li>Partner with TSOC to evaluate photo needs for the county; jointly produce a photo shoot (currently most images in Curry Co. library are stock; we need to feature people/diversity. dining, towns/main street, shopping &amp; brewery shots with sense of place, hiking, biking)</li> </ul> </li> <li>DLT/Marketing Committee helps draft <b>JOB DESCRIPTION FOR AN EXECUTIVE. DIRECTOR (ED)</b>, setting marketing leadership as a key part of role; once an ED is hired, they would then draft the Marketing Manager job description.</li> <li>ED &amp; Marketing Manager hire <b>creative agency</b> with deep experience in Destination Marketing to <b>DEVELOP A NEW NAME AND BRAND FOR TRAVEL CURRY COAST</b> that better reflects current destination marketing best practices, with a goal to attract the highest-potential target audience (namely, millennial outdoor recreation enthusiasts from the I-5 corridor and Northern California). <ol style="list-style-type: none"> <li>Phase I creative agency scope: a) Evaluate/review current branded materials; educate the team on current best practices in destination branding; competitive review of similar destinations; b) Develop a new name and brand for Curry County.</li> <li>Phase II of agency scope: agency produces updated marketing tools and ads.</li> </ol> </li> <li><b>DEVELOP A STRATEGIC MARKETING PLAN.</b> Engage Marketing Planning Consultant to help build a plan that outlines: <ul style="list-style-type: none"> <li>Marketing objectives/Target audiences/Positioning</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li><b>SHARE THE DESTINATION STRATEGY</b> broadly with stakeholders who participated in the process, and the community at large. Create a celebration to honor the work accomplished, to share about Curry County’s next steps, and to thank those who participated.</li> <li><b>CREATE A DESTINATION LEADERSHIP TEAM.</b> Identify who will serve on a Curry County Destination Leadership Team (DLT), invite their participation and convene the DLT at least once by August 2022. <ul style="list-style-type: none"> <li>Share the Destination Strategy with the DLT, specifically how Curry Co. plans to move forward – share your draft work plan and be clear about your budget and what you’re going to do next. Utilize the DLT as a board to help refine the work plan and coordinate on strategic actions to amplify impact.</li> <li>Convene the DLT monthly for the first six months to a year. Slow the pace of convenings to every other month after the first 1-2 years.</li> <li>DLT can include the Executive Director of the DMMO, once established.</li> </ul> </li> <li>In concert with the DLT, <b>CREATE AN INDEPENDENT, NON-PROFIT DESTINATION STEWARDSHIP ORGANIZATION (DSO)</b>. <ul style="list-style-type: none"> <li>Determine who will serve on a committee to stand this up.</li> <li>Draft bylaws.</li> <li>Determine founding board members.</li> <li>Legally incorporate the entity.</li> <li>Develop a job description for an Executive Director; hire a recruiting firm.</li> <li>Develop a contract for services with the new entity that requires high stakeholder engagement and transparency – on how funds are utilized and the impact they’re having.</li> </ul> </li> <li><b>HOLD MONTHLY DESTINATION LEADERSHIP TEAM GATHERINGS.</b> For DLT gatherings, incorporate the following activities into the agendas: <ul style="list-style-type: none"> <li>Use the DLT to select 2-3 priority projects, and project action teams to implement them within</li> </ul> </li> </ol>

4. **DEVELOP GUIDE + OUTFITTER SERVICES.** Work with OCVA, TSOC and OSU Extension to home in on gaps and opportunities to increase guide and outfitter services. Consider working with existing local and regional companies to expand services offered. Consider issuing an RFP for services. OSU Extension's [Guide and Outfitter Recognized Professional](#) training program can serve as a resource.
5. **ENHANCE + DEVELOP THE WILD RIVERS COAST FOOD TRAIL.** This is an incredible asset and opportunity in the county that is worthy of continued investment. Work strategically with OCVA (or TSOC) to determine where strategic investments can be made to advance the quantity and quality of visitor experiences on the trail.
6. **CONTINUE SUPPORTING DEVELOPMENT OF THE WATER RECREATION EXPERIENCE.** Look for ways to invest and partner with ongoing efforts, such as investing collaboratively with TSOC and OCVA on ADA-accessible boat ramps. Additionally, continue support and find ways to elevate the work of the Aquatic Safety program. Work closely with partners to identify and invest in new opportunities.

## (A) ACCELERATE THE DEVELOPMENT OF VISITOR EXPERIENCES

- Recommended channels & prioritization of development (e.g., new website (must be separate from County), social, enews, etc.
- 1-2 years of line-item tactics
- Calendar of marketing activities
- Key performance indicators dashboard that can be updated in real time (metrics)
- Plan for how marketing work gets done: which activities are managed in house vs. by vendors
- Prioritize collateral critical to promoting destination and supporting frontline staff. Low-hanging fruit: new branded rack card: "Top things to do in the area."

5. **KEY PARTNERSHIP IDEA: PR CONTRACTOR FOR TSOC, COOS & CURRY:** Partner with TSOC (and possibly Coos County) to jointly hire an experienced PR contractor to specifically and **proactively pitch the Southern Oregon Coast**, and to coordinate visiting travel writer logistics and itineraries.

- Contractor to help develop themed digital/printed itineraries for self-guided experiences in Curry Co., and share with TSOC/OCVA for pitches, content in e-newsletters/blogs.

6. **KEY PARTNERSHIP IDEA: E-NEWSLETTER w/TSOC:** In addition to launching your own e-newsletter, invest in TSOC's enews partnership opportunity to secure one story per enews to solely focus on Curry County experiences.

*\* Note: more detail can be found in companion Destination Strategy Deck.*

## (B) INCREASE VISITATION + IMPROVE CONSISTENCY OF DEMAND

- the next year. The DLT can then serve as a forum for coordination and support for the project action teams.
- Stakeholders share updates related to the tourism economy, and have time to identify opportunities for coordination and collaboration.
- Project action team leads/project leads share on progress, ask for input or even conduct work sessions with the entire team in order to advance progress.
- Leaders of strategically aligned initiatives give presentations to inform/educate and engage the DLT.
- Guest presenters share information to advance understanding of the complex issues related to creating a sustainable tourism economy (ex.: affordable housing policy update, main street project progress, related system issues) .

*Note: Consider both formal (1.5- to 2-hour meetings) and informal (happy hour) gatherings for this group. MAKE IT FUN to be on the Destination Leadership Team!*

## (C) INCREASE COLLABORATION FOR GREATER IMPACT



FOCUS AREA	(A) ACCELERATE THE DEVELOPMENT OF VISITOR EXPERIENCES	(B) INCREASE VISITATION + IMPROVE CONSISTENCY OF DEMAND	(C) INCREASE COLLABORATION FOR GREATER IMPACT
<p><b>RECOMMENDED STRATEGIC ACTIONS – MEDIUM-TERM OR ONGOING ACTIVITIES (2-3 years)</b></p>	<p>The work in destination development is largely emergent, and many efforts can take multiple years to come to fruition. Strategic actions in the medium term should be guided by what has taken shape during the first 1-2 years of working this plan. We recommend utilizing the DLT and/or the new DSO to evaluate the success of work accomplished in the short term and identify medium-term activities.</p> <p>We recommend continuing to support the activities identified in the short term, being mindful to balance actions between:</p> <ol style="list-style-type: none"> <li>1. <u>Achievable short-term projects</u> that can be accomplished through collaboration and co-investing into priorities; and</li> <li>2. <u>Longer-term projects</u> that will make a meaningful difference in the visitor experience.</li> </ol> <p><b>LONGER-TERM PROJECTS THAT WE BELIEVE WILL MAKE A MEANINGFUL DIFFERENCE IN THE VISITOR EXPERIENCE:</b></p> <ol style="list-style-type: none"> <li>1. Continue to invest in the development of the <u>OREGON COAST TRAIL</u>.</li> <li>2. Continue to invest in the development of a <u>MOUNTAIN-BIKE-SPECIFIC TRAIL SYSTEM</u>, likely at Cape Sebastian.</li> <li>3. Work with OCVA and continue to invest in <u>DEVELOPING CONNECTIONS BETWEEN THE VISITOR EXPERIENCE AND LOCALLY HARVESTED SEAFOOD</u>.</li> </ol> <p><b>ACHIEVABLE SHORT- TO MEDIUM-TERM PROJECTS TO INVEST IN AT THIS STAGE:</b></p> <ol style="list-style-type: none"> <li>1. Continue to invest in <u>GUEST CUSTOMER SERVICE/TOURISM AMBASSADOR TRAINING</u>.</li> <li>2. Continue to invest in developing the <u>WILD RIVERS COAST FOOD TRAIL</u>.</li> <li>3. Continue to invest in developing <u>TOUR OPERATORS, GUIDES &amp; OUTFITTERS</u>.</li> <li>4. Invest in a targeted and useful <u>WATER-BASED TOURISM &amp; RECREATION DEVELOPMENT PLAN</u> to</li> </ol>	<ol style="list-style-type: none"> <li>1. As MTB trails come to fruition, get ready to market to this high-value target audience with diverse photography, collateral; highlight bike-friendly businesses/guides/outfitters in marketing; develop bike-specific itineraries and launch plan, etc.</li> <li>2. Continue to develop visitor communication pieces that support frontline staff in their guest interactions.</li> <li>3. Continue to ensure promotion of all key experience categories as well as various geographic areas of the county – Food Trail, hiking, MTB, lodging, guides, etc., through various channels; recommend creating an <u>all-channel content calendar</u> to plan and track coverage for categories.</li> <li>4. Continue developing niche story pitches/content/itineraries for TSOC e-news and PR contractor.</li> <li>5. Participate with regional partners in possible consumer travel or outdoor adventure shows.</li> <li>6. Identify the most critical wayfinding gaps and develop banners/signage etc. in the new brand style to fill the gap.</li> <li>7. Work with TSOC and OCVA to amplify a thoughtful visitor communications campaign to educate visitors on local values, one that inspires them to treat the coast respectfully, and give back in meaningful ways (e.g., <i>Travel Oregon’s Take Care Out There statewide campaign</i>).</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>HOLD THE NEWLY FORMED DESTINATION STRATEGY ORGANIZATION (DSO) ACCOUNTABLE</b>, through annual presentations to the County on work accomplished, stakeholders engaged and budget spent.</li> <li>2. <b>CONTINUE TO CONVENE THE DESTINATION LEADERSHIP TEAM</b> and catalyze action through stakeholder collaboration and communication. The DSO would convene the DLT. <ul style="list-style-type: none"> <li>• Find ways to continue to educate: Consider organizing quarterly outings for the DLT to learn more about the operations and offerings of existing local businesses in the tourism industry. Take the time to actually experience the thing, and then create a conversation with the owner/operator to learn about their aspirations and challenges. Problem-solve. Gather information on what the DLT can do in the future to help support owner/operators.</li> <li>• Remember – make the work fun!</li> </ul> </li> <li>3. <b>CONDUCT ANNUAL SURVEYS</b>. Repeat a local resident/stakeholder survey for Curry County biennially. Consider alternating biennial surveys to help inform your work – a “resident sentiment” survey about tourism, and visitor surveys about their experience (conduct one study per year, rotating).</li> <li>4. <b>AMPLIFY TRAVEL OREGON’S BIENNIAL STAKEHOLDER SURVEY</b>. Work with OCVA and TSOC to ensure Travel Oregon’s biennial (every other year) stakeholder survey is collecting and sharing results at the sub-regional level, so you can see data that specifically relates to the South Coast. Ensure this survey is widely distributed, and that you have a high response rate from the sub-region. If you can get sub-regional results, then you may not need to do your own stakeholder survey.</li> </ol>



help improve access and the visitor experience for all things related to water recreation.

5. Invest in a comprehensive **WAYFINDING AND SIGNAGE PLAN** for Curry County to help guide investments in wayfinding and interpretive signage throughout the county.

**(A) ACCELERATE THE DEVELOPMENT OF VISITOR EXPERIENCES**

**(B) INCREASE VISITATION + IMPROVE CONSISTENCY OF DEMAND**

**(C) INCREASE COLLABORATION FOR GREATER IMPACT**

**BIG BOLD IDEA**

**SOUTHERN OREGON COAST BECOMES THE MOST WELCOMING MOUNTAIN BIKE DESTINATION ON THE WEST COAST!**

**OUR PLACE IS RECOGNIZED BY TRAVELERS, INFLUENCERS AND THE MEDIA AS A WORLD-CLASS ADVENTURE DESTINATION WITH SOME OF THE MOST OUTSTANDING EXPERIENCES AND NATURAL ASSETS ANYWHERE ON THE OREGON COAST!**

**WE HAVE A NEW, INDEPENDENT DESTINATION STEWARDSHIP ORGANIZATION TO IMPLEMENT THIS DESTINATION STRATEGY AND DEPLOY CURRY COUNTY TLT FUNDING!**

**ACRONYM KEY:**

- CTR – Click-through rate
- DLT – Destination Leadership Team
- DMO – Destination Marketing Organization
- DMMO – Destination Marketing + Management Organization
- DSO – Destination Stewardship Organization
- OCVA – Oregon Coast Visitors Association
- OTIS – Oregon Travel Information System
- PR – Public Relations
- TLT – Transient Lodging Tax
- TSOC – Travel Southern Oregon Coast
- WRCA – Wild Rivers Coast Alliance
- WRC – Wild Rivers Coast

**THE IMPORTANCE OF TOURISM TO CURRY COUNTY**

*Leisure and hospitality (tourism) represented nearly 20% of Curry County jobs in 2016. That’s 1 in 5 jobs!*

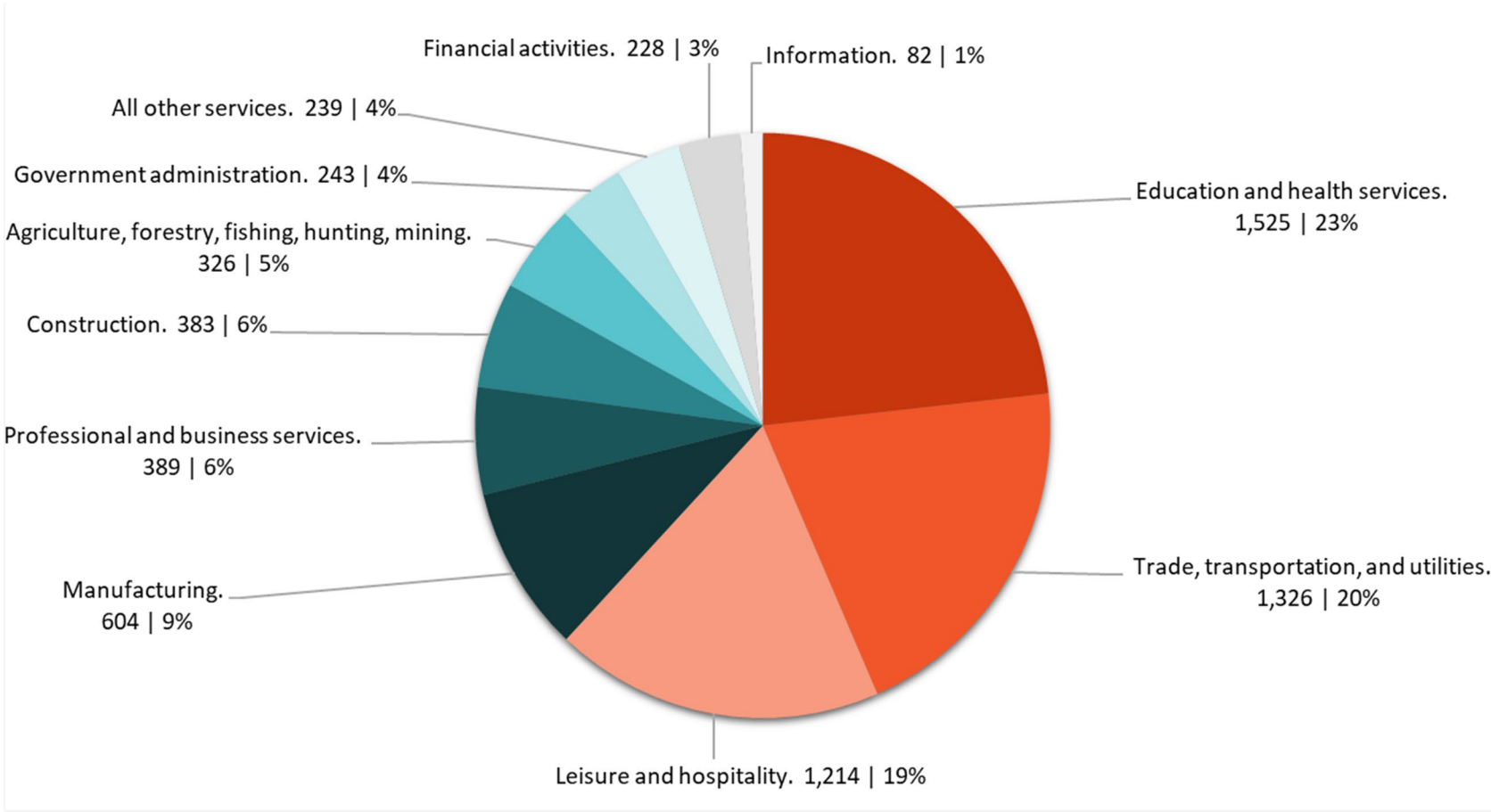
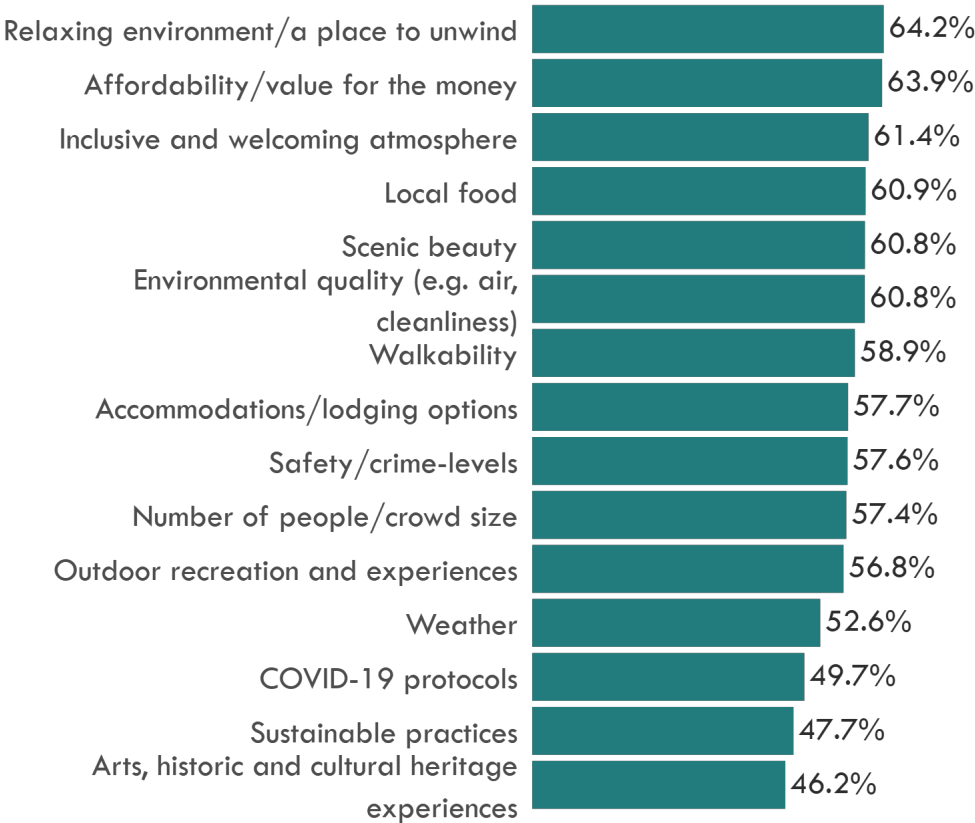


Chart: Curry County Private and Public Employment, 2016

FOCUS AREA	(A) ACCELERATE THE DEVELOPMENT OF VISITOR EXPERIENCES	(B) INCREASE VISITATION + IMPROVE CONSISTENCY OF DEMAND	(C) INCREASE COLLABORATION FOR GREATER IMPACT
<b>KEY RELATED ACTIVITIES UNDERWAY IN THE COMMUNITY/ REGION</b>	<ul style="list-style-type: none"> <li>• Oregon Coast Trail development led by OPRD. Contacts: Justin Helberg (South Coast), <a href="mailto:Justin.HELBERG@opr.oregon.gov">Justin.HELBERG@opr.oregon.gov</a> and Paul Reilly (coastwide), <a href="mailto:Paul.Reilly@opr.oregon.gov">Paul.Reilly@opr.oregon.gov</a>.</li> <li>• Development and finalization of the Gold Beach Area Destination Mountain Bike Plan led by Dave Lacey of OCVA, <a href="mailto:dave@thepeoplescoast.com">dave@thepeoplescoast.com</a>.</li> <li>• Implementation of the Cape Sebastian Trails Plan (new mountain bike trail system) led by Dave Lacey of OCVA, <a href="mailto:dave@thepeoplescoast.com">dave@thepeoplescoast.com</a>.</li> <li>• OSU Extension's <a href="#">Guide and Outfitter Recognized Professional</a> (GORP) program – an online guide training program.</li> <li>• OSU Extension's 'Know Your Community' training modules for communities on the South Coast are available upon request.</li> <li>• OSU Extension offers frontline staff customer service training. For all OSU programs contact Miles Phillips, <a href="mailto:miles.phillips@oregonstate.edu">miles.phillips@oregonstate.edu</a>.</li> <li>• OCVA provides scholarships for guest customer service training through Guest Customer Gold. Contact Arica Sears, <a href="mailto:icom@thepeoplescoast.com">icom@thepeoplescoast.com</a>.</li> <li>• Wild Rivers Coast Food Trail implementation is led by Kathleen Dickson, <a href="mailto:kdickson.1961@gmail.com">kdickson.1961@gmail.com</a>, and funded by OCVA.</li> <li>• <a href="#">OCVA Seafood Initiative</a> aims to increase connections between locally caught/harvested seafood and consumer/visitors, and is led by Arica Sears with OCVA, <a href="mailto:icom@thepeoplescoast.com">icom@thepeoplescoast.com</a>.</li> <li>• Curry County Aquatic Safety program led by Luke Martinez, <a href="mailto:martinezl@co.curry.or.us">martinezl@co.curry.or.us</a>.</li> <li>• New ADA paddle sport launches being implemented by TSOC and co-funded with OCVA. Contact Julie Miller of TSOC, <a href="mailto:julie@oscrtn.com">julie@oscrtn.com</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• OCVA marketing water trails, OCT trail, art trails, food trails, biking trails.</li> <li>• TSOC launching new website in FY 22-23.</li> <li>• TSOC launching e-news in FY 22-23.</li> <li>• TSOC evaluating hiring a PR contractor for the South Coast.</li> <li>• TSOC fall 2022 Fall in Love campaign co-op.</li> <li>• TSOC spring 2023 campaign (co-op possible).</li> <li>• TSOC launching Whiskey Run campaign; results/learnings will help with future Curry Co. mountain bike marketing campaigns.</li> <li>• South Coast Culture Tour 2023.</li> <li>• OCVA messaging: "Take Care of the Coast."</li> </ul>	<ul style="list-style-type: none"> <li>• <a href="#">Oregon South Coast Regional Tourism Network</a> convened by Julie Miller of TSOC, <a href="mailto:julie@oscrtn.com">julie@oscrtn.com</a>.</li> </ul>

# Attribute Importance

TOP 15 ATTRIBUTE IMPORTANCE WHEN SELECTING OREGON



**Question:** How important were each of the following to your decision to take this trip to/within Oregon?

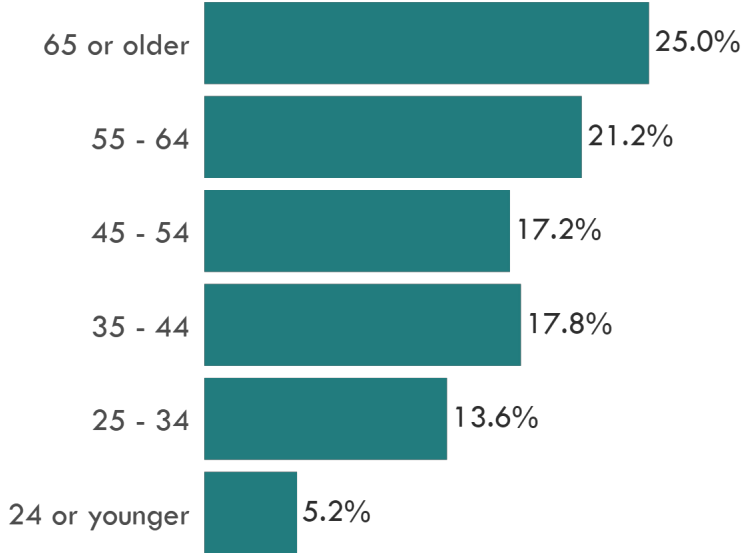
ATTRIBUTE IMPORTANCE WHEN SELECTING OREGON BY SEGMENT

Column %	Total Visitors	Gen Z	Millennials	Gen X	Boomers
Scenic beauty	60.8%	43.9%	57.0%	61.6%	63.0%
Relaxing environment/a place to unwind	64.2%	44.7%	60.7%	65.0%	66.4%
Affordability/value for the money	63.9%	44.1%	58.9%	66.9%	65.7%
Environmental quality (e.g. air, cleanliness)	60.8%	47.6%	55.7%	62.8%	62.6%
Local food	60.9%	42.9%	56.9%	61.4%	63.3%
Inclusive and welcoming atmosphere	61.4%	49.0%	56.3%	63.4%	63.4%
Outdoor recreation and experiences	56.8%	47.2%	55.4%	57.6%	57.6%
Safety/crime-levels	57.6%	45.6%	54.5%	59.7%	58.7%
Walkability	58.9%	52.8%	54.7%	57.4%	62.2%
Accommodations/lodging options	57.7%	40.5%	56.4%	59.9%	58.0%
Number of people/crowd size	57.4%	40.1%	55.2%	57.5%	59.2%
COVID-19 protocols	49.7%	34.1%	46.4%	46.9%	53.5%
Weather	52.6%	46.6%	51.6%	51.7%	53.8%

# Age

AGE BREAKDOWN

Mean = 51.1



AGE BREAKDOWN BY SEGMENT

Column %	Total Visitors	Gen Z	Millennials	Gen X	Boomers
65 or older	25.0%	.0%	.0%	.0%	61.7%
55 - 64	21.2%	.0%	.0%	20.5%	38.3%
45 - 54	17.2%	.0%	.0%	61.9%	.0%
35 - 44	17.8%	.0%	50.7%	17.6%	.0%
25 - 34	13.6%	17.1%	49.3%	.0%	.0%
24 or younger	5.2%	82.9%	.0%	.0%	.0%
Mean	51.1	21.9	34.2	49.7	67.0
Base	17,694	1,159	4,831	4,875	6,829

[Click here to modify this caption](#)

Question: In what year were you born?

Table: ACSST5Y2021.S0102

	Curry County, Oregon			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
<b>Total population</b>	<b>23,234</b>	*****	<b>10,496</b>	±361
SEX AND AGE				
Male	49.8%	±1.0	49.8%	±1.8
Female	50.2%	±1.0	50.2%	±1.8
Median age (years)	56.2	±1.6	70.0	±0.6
RACE AND HISPANIC OR LATINO ORIGIN				
One race	92.6%	±1.6	94.6%	±1.3
White	89.5%	±1.2	92.5%	±1.3
Black or African American	0.1%	±0.2	0.2%	±0.4
American Indian and Alaska Native	1.3%	±0.7	0.7%	±0.7
Asian	0.9%	±0.3	0.5%	±0.3
Native Hawaiian and Other Pacific Islander	0.0%	±0.1	0.0%	±0.4
Some other race	0.7%	±0.5	0.6%	±0.6
Two or more races	7.4%	±1.6	5.4%	±1.3
Hispanic or Latino origin (of any race)	7.7%	*****	2.9%	±1.0
White alone, not Hispanic or Latino	84.9%	±0.5	90.8%	±1.5
RELATIONSHIP				
Population in households	22,989	±70	10,377	±368
Householder or spouse	72.2%	±2.7	94.5%	±2.5
Parent	0.7%	±0.5	1.6%	±1.0
Other relatives	21.1%	±2.0	1.4%	±1.2
Nonrelatives	6.0%	±1.8	2.5%	±1.4
Unmarried partner	2.8%	±0.9	0.7%	±0.5

Table: ACSST5Y2021.S0102

	Curry County, Oregon			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
HOUSEHOLDS BY TYPE				
Households	10,788	±295	6,488	±319
Family households	66.0%	±3.8	58.5%	±5.1
Married-couple family	53.3%	±4.5	50.8%	±5.6
Female householder, no spouse present, family	8.4%	±2.5	5.7%	±2.8
Nonfamily households	34.0%	±3.8	41.5%	±5.1
Householder living alone	28.8%	±4.0	37.8%	±5.2
MARITAL STATUS				
Population 15 years and over	20,453	±85	10,496	±361
Now married, except separated	58.4%	±4.7	64.1%	±5.6
Widowed	6.3%	±1.2	11.3%	±2.5
Divorced	17.2%	±2.8	20.3%	±4.6
Separated	0.8%	±0.4	0.4%	±0.3
Never married	17.3%	±2.4	3.9%	±1.6
EDUCATIONAL ATTAINMENT				
Population 25 years and over	18,953	±87	10,496	±361
Less than high school graduate	8.1%	±1.9	6.7%	±2.4
High school graduate, GED, or alternative	27.5%	±2.7	25.5%	±3.7
Some college or associate's degree	40.3%	±3.7	40.6%	±5.0
Bachelor's degree or higher	24.1%	±2.5	27.1%	±3.8
RESPONSIBILITY FOR GRANDCHILDREN UNDER 18 YEARS				

Table: ACSST5Y2021.S0102

	Curry County, Oregon			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
Population 30 years and over	17,818	±120	10,496	±361
Living with grandchild(ren)	1.1%	±0.4	1.0%	±0.5
Responsible for grandchild(ren)	0.4%	±0.2	0.4%	±0.2
VETERAN STATUS				
Civilian population 18 years and over	19,876	±42	10,496	±361
Civilian veteran	13.5%	±1.7	20.6%	±2.5
DISABILITY STATUS				
Civilian noninstitutionalized population	23,101	±46	10,421	±363
With any disability	22.1%	±2.2	34.2%	±3.7
No disability	77.9%	±2.2	65.8%	±3.7
RESIDENCE 1 YEAR AGO				
Population 1 year and over	22,935	±110	10,496	±361
Same house	85.4%	±2.8	88.4%	±3.3
Different house in the United States	14.6%	±2.8	11.6%	±3.3
Same county	6.7%	±2.5	4.2%	±1.9
Different county	7.8%	±1.8	7.4%	±2.7
Same state	2.7%	±1.2	2.4%	±1.7
Different state	5.2%	±1.4	5.1%	±2.2
Abroad	0.0%	±0.2	0.0%	±0.4
PLACE OF BIRTH, NATIVITY AND CITIZENSHIP STATUS, AND YEAR OF ENTRY				
Total population	23,234	*****	10,496	±361
Native	21,888	±327	9,691	±376

Table: ACSST5Y2021.S0102

	Curry County, Oregon			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
Foreign born	1,346	±327	805	±277
Entered 2010 or later	2.7%	±3.5	2.4%	±4.0
Entered 2000 to 2009	18.6%	±9.2	0.0%	±4.5
Entered before 2000	78.7%	±9.0	97.6%	±4.0
Naturalized U.S. citizen	61.7%	±14.0	76.8%	±15.2
Not a U.S. citizen	38.3%	±14.0	23.2%	±15.2
LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Population 5 years and over	22,401	±83	10,496	±361
English only	93.3%	±1.8	96.2%	±1.5
Language other than English	6.7%	±1.8	3.8%	±1.5
Speak English less than "very well"	3.0%	±0.9	2.2%	±1.0
EMPLOYMENT STATUS				
Population 16 years and over	20,394	±105	10,496	±361
In labor force	45.6%	±3.1	20.4%	±4.5
Civilian labor force	45.5%	±3.1	20.4%	±4.5
Employed	41.5%	±3.3	19.4%	±4.5
Unemployed	4.0%	±1.2	0.9%	±0.6
Percent of civilian labor force	8.7%	±2.6	4.5%	±3.0
Armed forces	0.1%	±0.2	0.0%	±0.4
Not in labor force	54.4%	±3.1	79.6%	±4.5
INCOME IN THE PAST 12 MONTHS (IN 2021 INFLATION-ADJUSTED DOLLARS)				
Households	10,788	±295	6,488	±319
With earnings	56.2%	±3.5	33.2%	±5.4



Table: ACSST5Y2021.S0102

	Curry County, Oregon			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
Mean earnings (dollars)	77,742	±10,675	61,097	±14,521
With Social Security income	56.9%	±3.3	85.6%	±3.5
Mean Social Security income (dollars)	22,099	±1,005	22,639	±1,112
With Supplemental Security Income	4.0%	±1.2	3.1%	±1.6
Mean Supplemental Security Income (dollars)	9,941	±2,903	11,178	±5,652
With cash public assistance income	2.1%	±1.1	1.2%	±1.0
Mean cash public assistance income (dollars)	1,843	±1,591	2,918	±4,585
With retirement income	33.1%	±3.5	48.9%	±5.1
Mean retirement income (dollars)	32,520	±4,938	33,328	±5,242
With Food Stamp/SNAP benefits	14.5%	±2.4	11.6%	±3.0
POVERTY STATUS IN THE PAST 12 MONTHS				
Population for whom poverty status is determined	23,084	±39	10,421	±363
Below 100 percent of the poverty level	13.2%	±2.6	8.0%	±2.7
100 to 149 percent of the poverty level	9.2%	±2.1	7.0%	±1.7
At or above 150 percent of the poverty level	77.6%	±3.1	85.0%	±3.0
Occupied housing units	10,788	±295	6,488	±319

Table: ACSST5Y2021.S0102

	Curry County, Oregon			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
HOUSING TENURE				
Owner-occupied housing units	76.1%	±3.0	81.8%	±4.6
Renter-occupied housing units	23.9%	±3.0	18.2%	±4.6
Average household size of owner-occupied unit	2.14	±0.08	1.82	±0.09
Average household size of renter-occupied unit	2.11	±0.17	1.45	±0.19
SELECTED CHARACTERISTICS				
No telephone service available	0.4%	±0.3	0.2%	±0.3
1.01 or more occupants per room	4.7%	±2.1	0.2%	±0.3
Owner-occupied housing units	8,205	±383	5,305	±345
SELECTED MONTHLY OWNER COSTS AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
Less than 30 percent	77.2%	±3.8	80.5%	±4.5
30 percent or more	22.8%	±3.8	19.5%	±4.5
OWNER CHARACTERISTICS				
Median value (dollars)	308,800	±20,158	299,100	±22,395
Median selected monthly owner costs with a mortgage (dollars)	1,501	±108	1,390	±185

Table: ACSST5Y2021.S0102

	Curry County, Oregon			
	Total		60 years and over	
Label	Estimate	Margin of Error	Estimate	Margin of Error
Median selected monthly owner costs without a mortgage (dollars)	440	±27	433	±31
Renter-occupied housing units	2,583	±341	1,183	±314
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
Less than 30 percent	59.3%	±7.5	47.8%	±12.4
30 percent or more	40.7%	±7.5	52.2%	±12.4
GROSS RENT				
Median gross rent (dollars)	921	±100	816	±103

# ECONOMIC IMPACT OF TOURISM IN COOS COUNTY IN 2017

**Total Visitor Spending**  
**\$261,000,000\***

**Day Visitor Spending**  
**\$85,400,000**

**Overnight Visitor Spending**  
**\$172,700,000**

**10.5% of all jobs in Coos County**  
**are travel and tourism related**

**11% of people in Coos County**  
**are visitors spending the night**

## **TAX RECEIPTS GENERATED BY TRAVEL SPENDING**

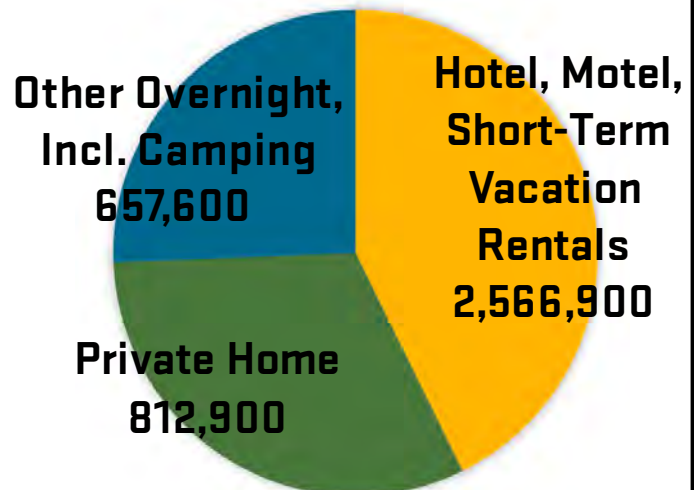
**LOCAL TAX RECEIPTS** \_\_\_\_\_ **\$ 1,5 00,000**

**STATE TAX RECEIPTS** \_\_\_\_\_ **\$ 8,00 0,000**

**TOTAL** \_\_\_\_\_ **\$9,500,000**



## **Number of Overnight Stays Based on Accommodation**



Information obtained from June 2018 Dean Runyan report, *Oregon Travel Impacts*. \*Subtotals may not add up to total, as report is preliminary.



**Oregon State University**  
Extension Service



<http://tourism.oregonstate.edu>

For more information, see  
<http://tourism.oregonstate.edu>

To get involved, you can find information about the  
regional tourism network at <http://oscrt.n.weebly.com>

# ECONOMIC IMPACT OF TOURISM IN CURRY COUNTY IN 2017

**Total Visitor Spending**  
**\$129,700,000**

**Day Visitor Spending**  
**\$37,000,000**

**Overnight Visitor Spending**  
**\$92,700,000**

**19.2% of all jobs in Curry County**  
**are travel and tourism related**

**19.1% of people in Curry County**  
**are visitors spending the night**

## **TAX RECEIPTS GENERATED BY TRAVEL SPENDING**

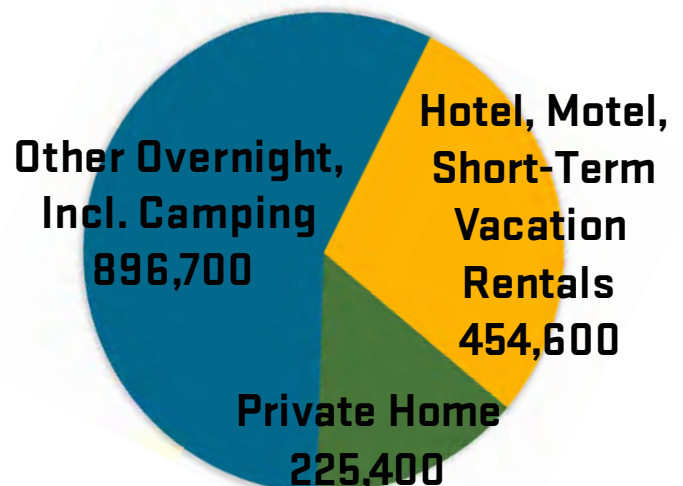
**LOCAL TAX RECEIPTS**\_\_\_\_\_ **\$700,000**

**STATE TAX RECEIPTS**\_\_\_\_\_ **\$3,800,000**

**TOTAL**\_\_\_\_\_ **\$4,500,000**



## **Number of Overnight Stays Based on Accommodation**



Information obtained from June 2018 Dean Runyan report, *Oregon Travel Impacts*. \*Subtotals may not add up to total, as report is preliminary.



**Oregon State University**  
**Extension Service**



<http://tourism.oregonstate.edu>

*For more information, see*  
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*To get involved, you can find information about the regional tourism network at* <http://oscrt.n.weebly.com>



# ECONOMIC IMPACT OF TOURISM IN COOS & CURRY COUNTIES IN 2017

**Total Visitor Spending  
\$390,700,000\***

**Day Visitor Spending  
\$122,400,000**

**Overnight Visitor Spending  
\$265,400,000**

## TAX RECEIPTS GENERATED BY TRAVEL SPENDING

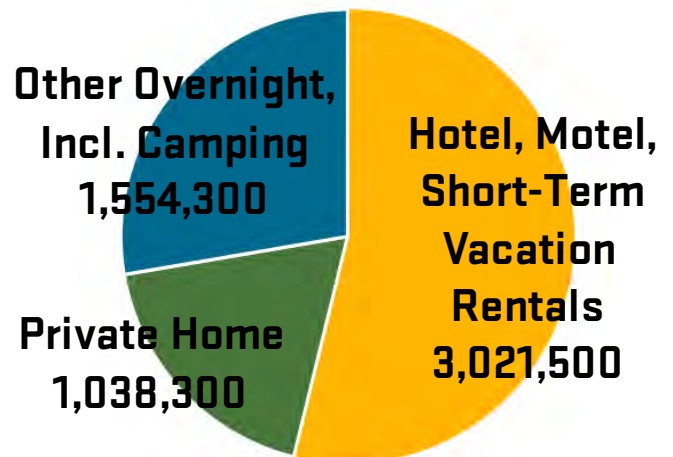
LOCAL TAX RECEIPTS \_\_\_\_\_ \$2,200,000

STATE TAX RECEIPTS \_\_\_\_\_ \$11,800,000

TOTAL \_\_\_\_\_ \$14,000,000



## Number of Overnight Stays Based on Accommodation



Information obtained from June 2018 Dean Runyan report, *Oregon Travel Impacts*. \*Subtotals may not add up to total, as report is preliminary.



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Extension Service



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<http://tourism.oregonstate.edu>

# OSU/SEA GRANT EXTENSION TOURISM AND OUTDOOR RECREATION PROGRAM

## WHAT ARE OSU EXTENSION AND SEA GRANT?

All universities engage in research and teaching, but the nation's more than 100 land-grant colleges and universities have a third, critical mission – extension. Through extension, land-grant colleges and universities bring vital, practical information to agricultural producers, small business owners, consumers, families, and young people.

## THE COOPERATIVE EXTENSION SYSTEM



*The Cooperative Extension System is a non-formal educational program implemented in the United States to help people use research-based knowledge to improve their lives. The service is provided by the state's designated land-grant universities. Extension is funded cooperatively by county, state, and some federal funding. Extension staff and offices are located in almost every county in the United States.*

<https://nifa.usda.gov/cooperative-extension-system>

## OREGON SEA GRANT



*Sea Grant is a national network of 33 colleges and universities involved in scientific research, education, training, and extension projects geared toward the conservation and practical use of the coasts, Great Lakes, and other marine areas. Funded by NOAA and the state, Oregon Sea Grant works in partnership with Extension to engage coastal + stakeholders on topics of critical importance.*

<https://seagrants.oregonstate.edu>

## OREGON STATE UNIVERSITY EXTENSION SERVICE



*The Oregon State University Extension Service celebrates over 100 years of educational outreach. From the beginning, OSU Extension's mission has been to convey research-based knowledge in a way that is useful for people to improve their lives, their homes, and their communities. OSU Extension Service is part of the Division of University Outreach and Engagement. Other units in this division include Ecampus, Professional Noncredit Education, and Summer Session.*

<https://extension.oregonstate.edu>

## How It Works

*OSU Extension faculty work with business people, residents, youth, and community leaders. They see first-hand what's working, and what's not working, in Oregon communities. Extension educators consult with scientists at Oregon State University, where they focus their research on the real issues important to real people. Results from that research circle back to the community through Extension programs. Knowledge grows from this cycle of reaching out to and engaging the people who use it.*

Miles Phillips  
Associate Professor Tourism & Business  
Development  
Oregon Sea Grant  
Oregon State University Extension  
College of Business, Oregon State University

541 347 5665 (office phone)  
<https://tourism.oregonstate.edu>  
[miles.phillips@oregonstate.edu](mailto:miles.phillips@oregonstate.edu)  
Wild Rivers Center  
57744 South Lake Rd  
Bandon, OR 97411



**Oregon State  
University**





Verified  
Destination

wheel  
the  
world



# wheel the world.com

We're an accessible travel booking platform with **detailed and verified accessibility information** and accessibility first, user experience.

THE WORLD'S LEADING SOLUTION  
FOR ACCESSIBLE TRAVEL



TRAVEL+  
LEISURE



# Leadership Team



**Álvaro  
Silverstein**  
CEO

CS Engineer • UC Berkeley MBA •  
Experience in Consultancy and  
Startups • Disability Activist



**Camilo  
Navarro**  
COO

BBA & Economics • UC Berkeley  
MBT • Former Marketplace &  
Hospitality Executive • Instructor  
UC Berkeley



**Yoel  
Waisberg**  
Head of Business Dev.

Founding Team • Angel Investor •  
BA in Business Admin. • Master in  
Finance • Team Leadership •  
Venture Capital

BerkeleyHaas

Matrix  
Consulting

Berkeley FALABELLA  
UNIVERSITY OF CALIFORNIA

UNIVERSIDAD ADOLFO IBÁÑEZ

UTS UNIVERSITY OF TECHNOLOGY SYDNEY

Impacta.vc

ACCELERATION  
ALUMNIS:

Booking.com



Google Developers

Launchpad Accelerator

facebook  
COMMUNITY  
LEADERSHIP PROGRAM

PLUGANDPLAY

# Problem



# People with disabilities face **several challenges** when **planning & booking** their trips



Accessibility information is not reliable & is **not online**



**Accessibility needs** **differ** for each person



Current solutions **don't guarantee** accessibility

# Their **biggest** problems in numbers...

81%

Have dealt  
with inaccessible  
showers or tubs.

52%

Have encountered  
beds that were too high  
for them.

54%

Of our users had  
problems when booking  
a room at check-in.

15%

Of the world  
population are living  
with a disability.

# Travelers with accessibility needs spend **\$120 B**

EVERY YEAR IN TRAVEL\*



**15M** US Americans with  
disabilities travel at least once  
every year



They travel with one companion



They are taking **40M** trips  
per year

\* Just on accommodations, tour & activities

Source: Open Doors Study 2020





# Booking Solution to allow people with disabilities plan & book



Hotels



Things to Do

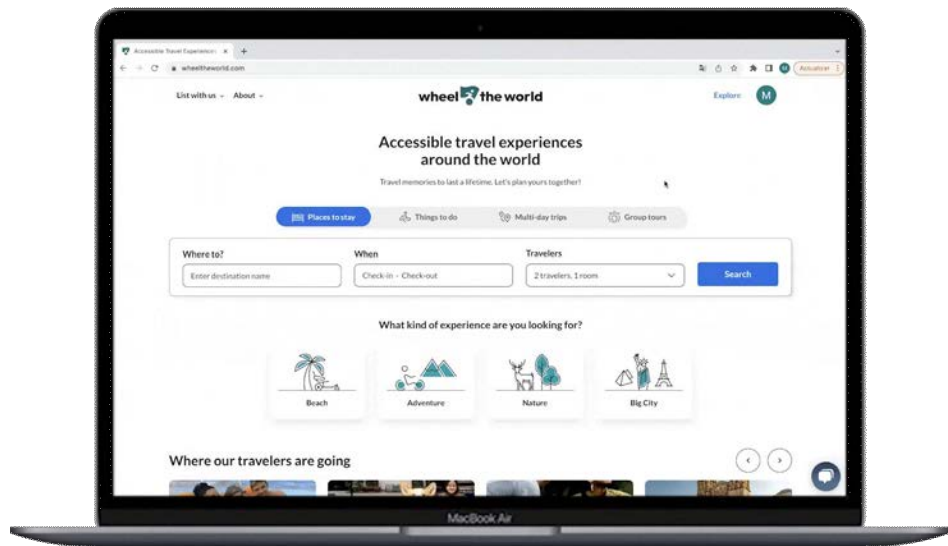


Multi-days



Group tours

We **tailor** a unique user experience by matching travelers with **accommodations** that fit their needs.



Personal Accessibility Match [How it works](#)

Partial

Adequate

Outstanding

Your match

## Personal Accessibility Match

### Building

#### Entrance Adequate

- ✓ Door width of 80 cm or more (ADA)
- ✓ Step-free
- ✓ Stair handrails

#### Lobby Adequate

- ✓ Door width of 80 cm or more (ADA)
- ✓ Step-free
- ✓ Stair handrails

### Bedroom

#### Entrance Adequate

- ✓ Door width of 80 cm or more (ADA)
- ✓ Step-free
- ✓ Easy to use faucet handle
- ✗ Easy to use door handle



# DMO's biggest accessibility related problems:



## 1. Lack of Accessibility

**information:** destinations information is not accurate & centralized. This creates **barrier for visitors** with accessibility needs.



## 2. Lack of Booking Solution:

destinations **do not have an easy solution for people with disabilities to book an hotel, tours or activities with reliable information** and customer support.



## 3. Lack of Training:

Industry partners are **not trained to provide suitable service** for people with disabilities.



## 4. Lack of Awareness &

**Communication:** Lack of information & content makes destinations **unable to market & attract** people with disabilities to visit them.



How can we help YOU solve these problems?

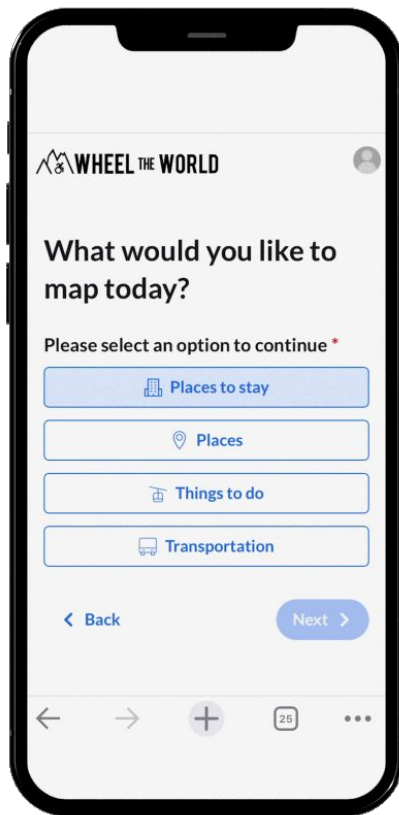
***Our integrated solution will help your destination improve its accessibility and reach a new market.***

**Accessibility Insights / Booking Solution / Trainings / Media Solution**

## Problem 1: Lack of accessibility information

**Solution:**  
**We raise accessibility  
information and provide  
Insights of your services**  
(Assessments to  
understand how and why  
to improve accessibility)  
which are then  
transformed into live  
listings.

### How we do this



wheel the world

VISIT MESA  
CITY LIMITLESS

Accessibility insightsDecember 2022

Sheraton Mesa Hotel at Wrigleyville West

860 N Riverview, Mesa, AZ 85201, United States

Thanks for trusting WTW to check your accessibility!

By mapping your facilities, we can provide details to travelers with disabilities to enhance their experience. That's why we made this summary about your property's accessibility. We mark in orange and red what can be improved, and we have included ideas to make those items more accessible. Once you've made any changes, we can update this summary.  
See your property listed on our website at the following link: <https://wheeltheworld.com/>

Building entrance

Are there any steps to enter the building?	No	<div>Well done!</div> <div>A step or stairs are barriers for people with reduced mobility and wheelchair users. More steps make access more difficult, and sometimes, impossible. If an entrance has steps, there should always be an alternative accessible entrance available. Stairs should always provide accessible features like handrails so that people with reduced mobility, and everyone, can safely use them.</div>
Select the type of entrance available other than steps	Entrance at ground level	<div>Well done!</div> <div>An entrance at ground level is universally accessible and highly recommended. Accessibility can sometimes be segregating, for example, the main entrance may have steps, forcing people to use an isolated accessible entrance. A step-free entrance at ground level avoids segregating based on accessibility.  The entrance should be step-free, or equipped with a ramp, lift, elevator or a similar device.</div>
What type of guidance is available at the reception for persons with hearing disabilities?	None	<div>How to improve?</div> <div>We highly recommend offering different alternatives for the different types of hearing disabilities. An excellent choice is to have both visual notifications for the profound deaf and a Hearing Loop available for those that are hard of hearing. We need to consider that hearing disabilities are a spectrum, so every type of hearing loss should be taken into consideration, from hard of hearing to profound deaf.</div>

**\*We provide solution for all type of disabilities: mobility related, sensorial (visual & auditive), and cognitive.**

wheel the world

## Problem 2: Lack of booking solution

### Solution:

### Website + Booking Solution

Transform the accessibility information into **listings** of your services through a special website so visitors can:

- Discover why your destination is an attractive & accessible place to visit
- Find detailed accessibility information
- Book verified services in 2 clicks

### Website Solution

#### Accessible rooms

##### Single King



1 Bed - 2 guests - Ensuite bathroom

#### Guaranteed accessibility features

- ✓ Roll-in shower
- ✗ Free turning space
- ✓ Smooth flooring
- ✓ Toilet grab bars

[See all features](#)

#### Set up your cancellation policy

More details on all policy options

Some policies may have breakfast or extras available.

- ☐ Non-refundable + \$0
- ☐ Fully refundable before Feb 11 + \$16
- ☒ Fully refundable before Feb 15 + \$19

#### Extras

- ☒ No extras + \$0
- ☐ Breakfast + \$16

\$120 USD / Night  
**Total \$480 USD / 4 Nights**  
+ \$45 USD taxes

[Book this room](#)

##### Single King



1 Bed - 2 guests - Ensuite bathroom

#### Guaranteed accessibility features

- ✓ Roll-in shower
- ✗ Free turning space
- ✓ Smooth flooring
- ✓ Toilet grab bars

[See all features](#)

#### Set up your cancellation policy

More details on all policy options

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- ☒ Fully refundable before Feb 15 + \$19

#### Extras

- ☒ No extras + \$0
- ☐ Breakfast + \$16

\$120 USD / Night  
**Total \$480 USD / 4 Nights**  
+ \$45 USD taxes

[Book this room](#)

#### Double Queen - Accessibility information

Vas a encontrar recomendaciones para manual wheelchair. Pronto vamos a tener mas opciones :)

#### Bathroom accessibility information

Bathroom entrance		Shower	
Access	Step free	Shower type	Roll-in shower with no threshold
Door width	35 in	Shower grab bars	Yes
Bathroom door direction	Lateral door (opens sideways)	Handheld showerhead	Yes
Door operation	Manual (push/pull)	Lowest showerhead height	68 in
Bathroom interior	Tipo de suelo	Shower seat	No
		Emergency cord	No
		Sink	
Turning space	56 in	Total sink height	35 in
Toilet		Space under sink	Yes
Yes			
Type of toilet grab bars			
Toilet height			

#### Filter by

##### Bathroom

- ☒ Roll-in shower
- ☒ Turning space + 60 in
- ☐ Toilet grab bars
- ☐ Shower seat
- ☐ Door width + 32 in

##### Room

- ☐ Bed height + 25 in
- ☐ Bed height - 25 in
- ☐ Door width + 32 in
- ☐ Smooth flooring

##### Hotel

- ☐ Pool lift
- ☐ Step free entrance

[Apply filters](#)

## Come visit Mesa with guaranteed accessibility!

Accommodations and activities to enjoy your trip with accessible information verified by our team. Photos and measurements included!

VISIT MESA  
CITY LIMITLESS®

Verified  
Destination  
wheel  
the  
world

Accessibility certified so you can travel with peace of mind

010

Accommodations

012

Activities

011

Restaurants

### Accessible experiences for a lifetime

Wheel the World and Visit Mesa's mutual effort encourages people with disabilities to travel and enjoy unforgettable experiences with their loved ones.

There is a world out there and our mission is to help everyone explore it without limits!

Take a look at our notes to know more about Mesa!

- [Fun and accessible things to do](#)
- [A guide to the best accessible restaurants](#)
- [Top 5 accessible hotels for a comfortable stay](#)



#### Accommodations

Get all the accessibility details of every certified hotel.

[Find out accommodations](#)



#### Activities

Check out these unbeatable experiences with certified accessibility.

[Find out activities](#)



#### Restaurants

Enjoy accessible restaurants during your next visit.

[Find out restaurants](#)

Mesa is mapped by our team with the collaboration of the city tourism offices

Accessibility features we map:

- ☒ Room: entrance, spaces, bed and closet.
- ☒ Bathroom: access, interior, toilet, shower and sink.
- ☒ Building access, lobby, breakfast area and common spaces.



Your hotel, restaurant, transportation or accessible experience can be shown here!



Wheel the World can join efforts in your city!

Contact our team so we can map the accessibility and offer travel options together. [Contact us](#)



Interested in learning more about accessibility?

Join our online training for free! Use the code [VISITMESA] and access to Wheel the World Academy. [Start learning](#)

Website Solution: Display information from your Hotels, Activities, Airports, Convention Centers, Vineyards, Restaurants and more.

### Problem 3:

Lack of training to offer  
a accessible services

Solution:

### Trainings

Improve your partner's  
knowledge of accessible  
tourism, and get them  
certified with

**Wheel the World  
Academy**



#### EMPOWER

Your partners by learning about  
accessibility & disabilities

#### ELIMINATE

Barriers for travelers with  
disabilities at your destination.

#### IMPROVE

Your traveler's experience / Less  
complaints from travelers

**\*Every partner will get their own certification seal after finishing the online training.**

wheel  the world.com



#### Problem 4:

Lack of awareness & communication

Solution:

#### Creative Content & Promotion

Be promoted through Blog Posts, Google Ads (SEO), Social media post, Influencers, Email Marketing & Campaigns.

Receive a high quality video clip, SM clips, photos and raw content.



All media developed with accessibility focus and high performance keyword results.



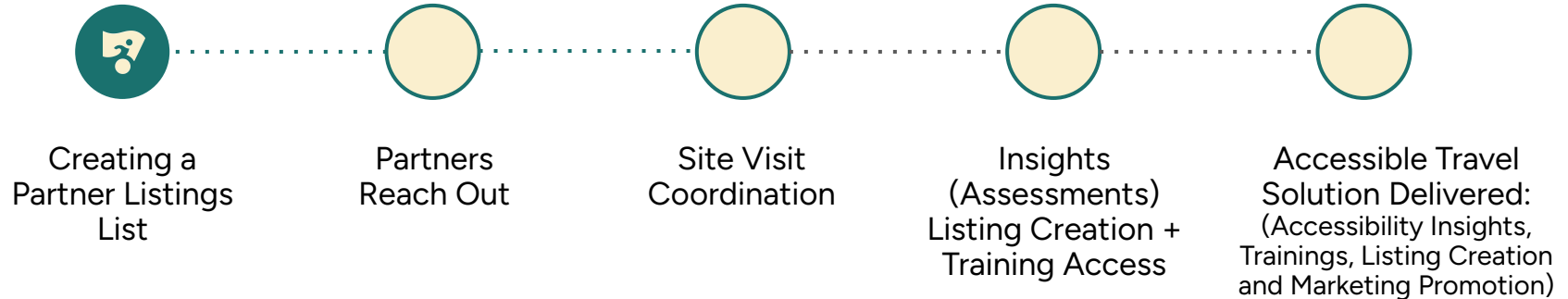


# Verified Partners



# How does it work?

We Provide an End to End Solution, nothing needs to be done by the partner nor the DMO



We will keep you updated every step of the way (2 to 3 months)

# Destination Verified Package Plans:

Display verified accessibility information

[Assessments / Reports](#)

*Get your destination assessed and learn how to improve.*

Get a booking solution for your destination

[Website Solution](#)

*Let us create accessible products and the website to allow visitors with accessibility book trips to your destination*

Train your partners on the latest accessibility standards

[Wheel the World Academy](#)

*An provide the ultimate experience for guest with accessibility needs.*



# N of services mapped /sites	10 listings	20 listings	30 listings	50 listings	70 listings
Price (One Time Fee)	\$15,000	\$21,000	\$30,000	\$47,500	\$65,000

**All Plans include assessments/reports , website /booking solution and training for all your partners**

# Media Solution Plans

Boost your awareness & targeted communication

**Goal:** Promote and build awareness of your destination to attract people with disabilities.

Category	Basic	Pro (Basic+)	Premium (Pro+)
<b>Creative Audiovisual Content (All Plans Include)</b> Videoclips <a href="#">Main Story</a> , <a href="#">Partner Interview</a> & <a href="#">Destination Promotion</a> . Adapted Clips for Social Media, 40 HQ pictures & Raw Content.	Video \$30,000	Video \$30,000	Video \$30,000
<b>Promotion &amp; Distribution</b>	3 SEO Optimized Blogs \$5,000	SM posts in <a href="#">WTW Channels</a> Influencers Posts \$10,000	Email MKT Campaigns to <a href="#">WTW Channels</a> & Communities Databases \$20,000
Total Price (Content + Promotion)	\$35,000	\$40,000	\$50,000
<b>Campaign reach</b>	<b>Organic</b>	<b>1 M</b> <b>(most popular)</b>	<b>4 M</b>





[GET IN CONTACT](#)

95 3rd Street, San Francisco, California 94103

# TRAVEL OREGON

## **MEDIA ALERT**

### **Media Contact:**

Jane Wiley

503-901-7983

[Jane@lawrence-pr.com](mailto:Jane@lawrence-pr.com)

## **Travel Oregon Awards \$3.6 Million in Grants to Fund Accessible and Inclusive Tourism Projects Across the State**

***56 grant recipients will receive funding aimed at enhancing local economies and communities through visitor industry improvements and promotion.***

**Portland, Ore. (November 16, 2023)** - The Oregon Tourism Commission, dba Travel Oregon, is pleased to announce that \$3.6 million has been awarded to 56 recipients through the agency's 2023 Competitive Grants Program. This impactful grant cycle reflects the agency's ongoing commitment to equity and to enhancing local economies, creating jobs and strengthening communities across the state by investing in the creation and promotion of remarkable visitor experiences.

Travel Oregon's 2023 Competitive Grants Program centers funding through an equity lens around accessibility and inclusivity for underserved and under-resourced communities including people with disabilities, BIPOC, Oregon's nine federally recognized tribes and LGBTQIA+. Grant funds are intended to support projects that align with Travel Oregon's vision of a welcoming destination where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures—and must either enhance and/or expand tourism infrastructure to be more accessible and inclusive or promote accessible or inclusive tourism experiences or facilities.

More than \$20 million has been awarded over previous years to support hundreds of projects throughout the state, championing miles of new or improved mountain biking and hiking trails, promoting heritage and cultural tourism experiences in communities across Oregon, supporting local guides and outfitters, marketing food and wine trails, making Oregon tourism offerings such as beaches, museums, theaters and outdoor recreation more accessible and inclusive for all—and so much more.

"To say I'm inspired by the potential of this year's grant awards would be an understatement," said Todd Davidson, CEO of Travel Oregon. "Upon completion, each project will make a substantial impact on the accessibility and inclusivity of the tourism industry in Oregon, supporting Travel Oregon's vision of a



welcoming destination for all where tourism drives economic prosperity, benefits the natural environment and celebrates rich, diverse cultures.”

This year’s grant awardees represent meaningful work from all seven of Oregon’s tourism regions. Highlights from each region include:

### **Central Oregon**

**City of Antelope** received \$38,500 as part of an effort to relocate historic cabins from the Young Life youth center at Washington Family Ranch, the former site of the Rajneesh camp, to downtown Antelope to serve as the city’s first local lodging facility. Funds will be used to make the cabins ADA-accessible.

**High Desert Museum** received \$40,000 to help make Central Oregon a more welcoming and inclusive tourist destination for Native audiences through intentional marketing that celebrates Native experiences and tourism opportunities.

### **Eastern Oregon**

**Pendleton Chamber of Commerce d.b.a. Travel Pendleton** received \$57,600 to create and expand marketing exposure across the Pacific Northwest for Jackalope Jamboree, an inclusive music festival highlighting communities that are underserved and under-resourced, including BIPOC, Oregon’s nine-federally recognized tribes and LGBTQIA+.

**Four Rivers Cultural Center and Museum** received \$20,000 to make the Hikaru Mizu Japanese Garden more accessible and inclusive by ensuring the grounds are navigable by wheelchair users and improving the experience of the garden for individuals with sensory disabilities.

### **Mt. Hood & Columbia River Gorge**

**Friends of the Columbia Gorge** received \$21,150 to improve accessibility in the Gorge by providing information in English and Spanish through new signage at key recreational sites and by translating the “Find a Hike” website.

**Wilsonville Parks and Recreation/City of Wilsonville** received \$100,000 for a feasibility study and conceptual plan that focuses on accessible river access at Boones Ferry Park in Wilsonville. Elements of the design are intended to include launch access for non-motorized watercraft including kayaks, canoes, and standup paddleboards as well as accessible walking trails, watercraft storage and parking.

### **Oregon Coast**

**City of Waldport** received \$100,000 to install accessible pathways for the historical ‘Heritage Pavilion’ in the newly dedicated Southworth Park in honor of early Black pioneer Louis Southworth, a former slave who purchased his own freedom and homesteaded near Waldport where he operated a ferry across the Alsea River.

**Coquille Indian Tribe** received \$42,500 to develop and install five interpretive panels at the Mill Casino and RV Park in Coos Bay focusing on the Coquille Indian Tribe's cultural heritage and their relationship to the landscape along Southwest Oregon's waterways.

## **Portland Region**

**Alberta Abbey Foundation** received \$54,000 for promoting inclusive tourism to Portland for arts programming by Black artists, including marketing for Black History month and Black Music month programming in February and June.

**Hoyt Arboretum Friends** received \$100,000 to enhance tourism infrastructure within the park to become more accessible and inclusive by improving the access point at a trailhead to support recreational activities.

## **Southern Oregon**

**Mt. Ashland Association** received \$50,000 for a new ADA-compliant shuttle to provide reliable transportation for people with disabilities who participate in events on Mt. Ashland through the Adaptive Sports Association.

**Elkton Community Education Center** received \$37,500 to enhance a new 14-acre parcel along the Umpqua River by extending a walking path and improving driveways and existing paths to be more accessible. Interpretive signage focused on the location's heritage and interpretive displays will be installed and the site will host Native American cultural programming and inter-tribal gatherings, among other things.

## **Willamette Valley**

**Oregon Garden Foundation** received \$100,000 to improve access to the Garden for those with both age-and disability related mobility issues by installing automatic doors, repairing or improving pathways for accessibility and adding signage to designate accessible routes.

**Lane Arts Council** received \$20,000 to expand its First Friday ArtWalk visitor experience with a year-round activation of the accessible Farmer's Market Pavilion and Plaza and to support the participation of BIPOC and LGBTQIA+ artists who help attract residents and visitors to Eugene to experience local arts and culture.

See the full list of awardees [here](#). Projects funded by the competitive grants program in 2023-2025 will be completed by April 14, 2025.

Funding for the current competitive grants program was limited to local government, port districts, federally recognized tribes and non-profit entities registered with the Oregon Secretary of State's Office.

Awardees must demonstrate direct work in support of improving the economic impacts of Oregon's travel and tourism industry. As such, eligible projects must clearly show alignment to tourism infrastructure that is accessible/inclusive or accessible/inclusive tourism promotion.

Images are available [here](#).

**About Travel Oregon**

The Oregon Tourism Commission, dba [Travel Oregon](#), is a semi-independent state agency whose mission is to inspire travel that uplifts Oregon communities. Collaborating with stakeholders to align as stewards of Oregon, we work to optimize economic opportunity, advance equity and respect the ecosystems, cultures and places that make Oregon... Oregon. Travel Oregon aims to improve Oregonians' quality of life by strengthening the economic impacts of the state's \$13.9 billion tourism industry, which employs more than 100,000 Oregonians.

###

# 2023-2025 Competitive Grants Program Award Announcement

Travel Oregon <administrator@grantinterface.com>

Wed 11/15/2023 2:44 PM

To: Miranda Plagge <plaggem@co.curry.or.us>

2 attachments (829 KB)

2023-2025 Competitive Grant Guidelines.pdf; TO\_Grants\_Style\_Guide.pdf;

11/15/2023

Miranda Plagge  
Travel Curry Coast  
2023-2025 Competitive Grants Program

Dear Miranda,

Congratulations!

I'm pleased to inform you that Travel Curry Coast has been awarded a \$20,000.00 grant through the 2023-2025 Competitive Grants Program.

## Next steps:

1. The organization's designated signatory (as noted in the application) will receive the Grant Agreement by end of day tomorrow via email through the platform RightSignature. The email will be from **RightSignature.com (documents@rightsignature.com)**. If you are not the designated signatory, please ask them to look for this email in their inbox.
2. Review and sign the agreement no later than **Thur., Nov. 30, 2023**.
3. Once a fully executed agreement is available, you will be notified by email.
4. A Follow-Up form will then be assigned to the applicant in the [online grant system](#) for your initial disbursement. Your initial disbursement invoice must be no more than 50% of the grant award.

A copy of the 2023-2025 Competitive Grant Guidelines is attached [herein](#) for your reference. Prior to signing the agreement, please review section VI. Grant Contracts. Please note the section on 'Travel Oregon Recognition'. You will also find the Travel Oregon Style Guide attached as a PDF herein.

Travel Oregon will be making an official award announcement through a dedicated newsletter on Thurs., Nov. 16, 2023. If you have not already subscribed to this newsletter, you may do so by clicking [here](#).

We look forward to answering any questions you may have and are excited to see these funds make an impact for your organization and in your community. Good luck in the work ahead!

Sincerely,

Travel Oregon Stewardship Investments Team