

Community and Destination Management Plan: Workshop #3 (70% TRT PROJECTS)

Community and Destination Management Planning Process		
Meeting	Date	Activities
Information meeting	Sept. 18, 2023	Goals of the community/destination management process, how the process works, the deliverables
Workshop #1	October 2, 2023	Values; strengths, weaknesses, opportunities, threats (SWOT); desired assets/projects
Workshop #2	October 23, 2023	Deeper dive into projects/categories
Workshop #3	December 4, 2023	Clarification on categories; Why, Who, How, Challenges, Funding, Priorities of each project
City sends survey to community for prioritization	January/February	Community has time to respond to 70% TRT projects
City reviews plan priorities and responses	February	City staff reviews survey results
Plan presented to community	March	Presented at city council meeting - considered a living document

Terms	Definition
Short-term projects	1-3 years to complete
Medium-term projects	3-6 years to complete
Long-term projects	6-10 years to complete
TCVA	Tillamook Coast Visitors Association
TLT	Transient Lodging Tax (County)
TRT	Transient Room Tax (City)
OPRD	Oregon Parks and Recreation

PROJECTS ELIBIGLE FOR 70% TRT FUNDING: OUTDOOR RECREATION						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Improve bike trails along transmission lines	Create year-round trail bike accessibility for locals and visitors	City/ public works with volunteers	<ul style="list-style-type: none"> Assess needs of trail improvement Ensure public access agreement in place with Stimson Make access to trails more public – how to get permit Contract with Trailkeepers of Oregon or another volunteer group to maintain trail Install safety and access information signs Work with local bike enthusiast undertaking this project 	<p>Make users aware of use permits, safety, through website, map, signage, etc.</p> <p>Is access available from Lake Lytle?</p>	<ul style="list-style-type: none"> City TRT Qualifies for county TLT facilities grant 	
Complete Salmonberry Trail amenities in cooperation with coastal cities	Create year-round trail bike/hike accessibility for locals and visitors	City, working with TCVA and STIA Foundation	<ul style="list-style-type: none"> Continue to assess needs of trail improvement and needed amenities: bike racks, repair stations, bathrooms, etc. Ensure public access agreement in place with POTB Contract with Trailkeepers of Oregon or another volunteer group to maintain trail Install safety and access information signs Promote trail when ready 	<p>Important to work/collaborate with other Tillamook County cities along the Salmonberry Trail so as not to compete for same funding sources</p>	<ul style="list-style-type: none"> City TRT County TLT facilities grant State and Travel Oregon project grants 	
Beach access	Improve ability for all to easily and safely access beach	City, working with OPRD	<ul style="list-style-type: none"> Continue to assess needs of trail improvement and needed amenities Ensure public access agreement in place with POTB Contract with Trailkeepers of Oregon or another volunteer group to maintain trail Install safety and access information signs Use appropriate materials City already working on beach access plan 	<p>May not be able to meet everyone's needs to access, but a vast majority of those with mobility issues or disabilities.</p> <p>Would Public Works be charged with maintenance – do they have the staff to do so?</p>	<ul style="list-style-type: none"> City TRT Qualifies for county TLT facilities grant Qualifies for OPRD grants Travel Oregon project grants 	

PROJECTS ELIBIGLE FOR 70% TRT FUNDING: INFRASTRUCTURE

What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Lake Lytle improvements	City will manage park as of January 1, 2024; wants new dock, fishing spot, Ada kayak launch	City (planning now underway)	<ul style="list-style-type: none"> Planning commission continue to work on improvement plans, cost estimates materials to ease access 	May not meet all needs for all people, but amenities can be greatly improved	<ul style="list-style-type: none"> City TRT County tourism facilities grant Travel Oregon “medium” project grants (not available every year) 	
Improve wayside	Better parking, uneven gravel, room for art installation	City	<ul style="list-style-type: none"> Planning now underway 	Possibly have to do undertake improvements in summer, disrupting available parking	<ul style="list-style-type: none"> City TRT County tourism facilities grant Travel Oregon project grants (not available every year) 	

PROJECTS ELIBIGLE FOR 70% TRT FUNDING: TOURISM DEVELOPMENT

What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Summer trolley	Reduce summer traffic congestion	City and Tillamook County Transportation District	<ul style="list-style-type: none"> Work with TCTD on funding and availability/purchase of trolley 	<ul style="list-style-type: none"> Serious TCTD driver shortage 	<ul style="list-style-type: none"> City TRT and TCTD funding 	Mid-term

Community and Destination Management Plan: Workshop #3 (CITY BUDGET PROJECTS, INCLUDING USE OF PRE-2003 TRT)

CITY BUDGET PROJECTS: ELIGIBLE FOR OTHER CITY TRT OR GENERAL FUNDS						
What	Why	Who Leads	How	Challenges	Funding	S/M/L
Phyllis Baker Park improvements	Improve on and expand facilities	City	<ul style="list-style-type: none"> Develop all-season walking track Construct skate park Purchase adjacent land to develop more park amenities Preserve forest and wetlands to the north of the existing park boundary, with something similar to the boardwalk at the old cedar preserve at Old Growth Cedar Trail. 	Create and/or expand on city plan for park	<ul style="list-style-type: none"> City TRT County tourism facilities grant if use is intended as a tourism facility for visitor use 	Long term
ADA at hotels: entrances, rooms, roll-in showers	One hotel has 3 rooms with ADA access, but not roll-in showers	City	<ul style="list-style-type: none"> Continue with façade/facilities improvement grants to encourage Lodging owners to adapt rooms 	Lodging properties may need to invest matching funds	<ul style="list-style-type: none"> City façade improvement grant 	Ongoing
Improve interior of Community Center (city owned)	Make it more conducive for events, weddings, etc.	City	<ul style="list-style-type: none"> Develop design for interior improvements (re-do bathroom, appliances appropriate for event catering, new furniture) Get estimates on improvement costs City schedules improvements 	Finding a construction company! Most are overbooked and short-handed	<ul style="list-style-type: none"> City, TRT County tourism facilities grant if use is intended as a tourism facility for visitor use 	Long-term
Historic photo murals on buildings	Create awareness of culture/history	City/TCVA	<ul style="list-style-type: none"> Determine best buildings to showcase photo murals Determine photos to use Work with PSI to create design and apply 	Budget timing for TCVA	<ul style="list-style-type: none"> City and/or TCVA wayfinding budget 	Mid-term

What	Why	Who Leads	How	Challenges	Funding	S/M/L
Purchase property next to Phyllis Baker Park	Expand park amenities, perhaps an event building	City	<ul style="list-style-type: none"> • Feasibility study needs done, what amenities needed or wanted • Get community input • Is current owner willing to sell? 	Owner willing to sell? At what price?	<ul style="list-style-type: none"> • City TRT • County tourism facilities grant if use is intended as a tourism facility for visitor use 	Long term
Basketball court repairs at Phyllis Baker Park	Needs repairs,	City public works dept.	<ul style="list-style-type: none"> • Determine repairs needed and costs 	Timing	<ul style="list-style-type: none"> • City TRT 	Mid-term
Use TRT for emergency management	Underfunded	City budget committee	<ul style="list-style-type: none"> • Use TRT from prior to 2003 or unrestricted 30% TRT • Increase TRT by 1 or 2 points, use the additional unrestricted 30% as earmarked for emergency preparedness 	City council needs to approve use from unrestricted TRT funds	<ul style="list-style-type: none"> • May be grants available, but research required 	Short term

Improve cultural and arts offerings	Rockaway Beach does not have a cultural hub; lots of good stories and art to share	City, TCVA or related nonprofit	<ul style="list-style-type: none"> • Work with community members on cultural ideas • Create plan and budget • Prioritize projects • Outreach to other cultural organizations • Plan for historic photo murals 	<ul style="list-style-type: none"> • Collaborating with other cultural/historical nonprofits – most are focused on their mission • Finding a place to house a cultural & arts center 	<ul style="list-style-type: none"> • Once a plan is in place, TRT can be used for marketing of cultural programs • Grants – research what is available, such as OPRD grants 	Long-term
Beautification & preservation	Former committee needs to regroup	Volunteer committee	<ul style="list-style-type: none"> • Lay groundwork for new committee through city • Create plan • Identify historic properties • Recruit members and volunteers 	<ul style="list-style-type: none"> • No current historic ordinances for preservation • No current tree ordinances 	Beautification can possibly qualify for RB marketing grant or community grant	Ongoing

What	Why	Who Leads	How	Challenges	Funding	S/M/L
More niche festivals	Festivals bring more visitation, once established becomes a go-to event each year	Nonprofits or community volunteer groups	<ul style="list-style-type: none"> • Examples: mountain bikes, birding, stargazing) • If successful, ensure that it happens the following year • Get help from a professional event planner 	<ul style="list-style-type: none"> • Festivals are expensive to produce; requires liability insurance, venue fees, other expenses • Requires a lot time for volunteers, and upfront funds – grants are often reimbursable after proof of expenditures 	<ul style="list-style-type: none"> • Apply for marketing grants • Seek community sponsorships • Ask for donations 	Long-term
Do cultural marketing year-round	Shares a cultural story	TCVA	<ul style="list-style-type: none"> • Many stories and photos – create image bank • Pattern after “Wayback When-Days” Facebook pages done by Nehalem Valley Historical Society • Identify historic properties 	<ul style="list-style-type: none"> • Use of photos – some may be privately owned 	TCVA marketing budget	Ongoing
Ocean Awareness Program	Educating residents and visitors – stewardship focus	Nonprofit, such as TEP or WEBS, Fire Dept has information	<ul style="list-style-type: none"> • Review how other groups do these programs, such as Cannon Beach’s successful program • Get input from TEP and WEBS on best practices • Involve local ocean/beach experts • Involve OPRD • Work with Fire Dept on information • Can include King Tides warnings, Riptides, etc. 	<ul style="list-style-type: none"> • Will require active, reliable volunteers • Will require extensive planning and educational training/scripts 	<ul style="list-style-type: none"> • City TRT used for marketing • TCVA grant or sponsorship 	Ongoing
Off-season tourism marketing	Increase year-round revenue for businesses and city TRT	RB Business Association, TCVA marketing for RB	<ul style="list-style-type: none"> • TCVA’s marketing for Rockaway Beach focuses on shoulder and off-season tourism, and also focuses on its county wide • Businesses can collaborate on off-season marketing efforts • Off-season festivals and other events would help efforts 	<ul style="list-style-type: none"> • Business collaboration, as each business owner is so busy doing operations 	<ul style="list-style-type: none"> • Seek community sponsorships • Businesses can apply for Rockaway marketing grants 	Ongoing

Community and Destination Management Plan: Workshop #3

(COMMUNITY-DRIVEN PROJECTS)

OTHER FUNDING - PROJECTS DIRECTED BY COMMUNITY NONPROFITS OR VOLUNTEERS: ACCESSIBILITY						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Accessible food pantry	Closest pantry is Wheeler; Lion's Club some help; St. Mary's provides senior meals	Volunteers and collaboration with nonprofits	<ul style="list-style-type: none"> • Contact county health and human services • Work with CARE, perhaps expand services to Rockaway • Work with Tillamook branch of Oregon Food Bank • Provide shuttle service to Tillamook or Wheeler once or twice a month for those in need • Work with St. Mary's – can it be used as a food pantry? • Work with property owner with land next to Lion's Club building that can partner with a commercial kitchen and pantry 	May not meet all needs for all people, but can be improved	<ul style="list-style-type: none"> • Grants focused on community needs, such as USDA and food banks • Private donations and fundraising 	
Place for people with disabilities to take part in social activities	Limited services available in Rockaway.	Nonprofit volunteers	<ul style="list-style-type: none"> • Volunteers drive people to community center for activities such as chair exercises, card games, other socialization 	Lodging properties may need to invest matching funds	<ul style="list-style-type: none"> • Grants focused on community needs • Private donations and fundraising 	

OTHER FUNDING - PROJECTS DIRECTED BY NONPROFITS, VOLUNTEERS AND CITY PLANNING COMMISSION: COMMUNITY DEVELOPMENT						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Homeless camping area	Homelessness is increasing in Tillamook County	Volunteers and collaboration with nonprofits	<ul style="list-style-type: none"> Work with CARE or other local human services organizations, perhaps expand services to Rockaway 	<ul style="list-style-type: none"> Planning Commission needs to study options/needs Where is available land Who will manage campsite Land Use issues 	<ul style="list-style-type: none"> Grants/state funds focused on community needs Private donations and fundraising 	
Place for people with disabilities to take part in social activities	Limited services available in Rockaway.	Nonprofit volunteers	<ul style="list-style-type: none"> Volunteers drive people to community center for activities such as chair exercises, card games, other socialization 	Lodging properties may need to invest matching funds	<ul style="list-style-type: none"> Grants focused on community needs Private donations and fundraising 	
Incorporate Twin Rocks and Nedonna Beach	Improves services to those areas; increases tax base of RB	Planning commission and city council	<ul style="list-style-type: none"> Conduct feasibility study to determine benefits Hold public hearings and community meetings Put on ballot 	Might be tough convincing residents in those areas that costs of living won't go up to a point not worth the benefits	<ul style="list-style-type: none"> Time spent by city 	
Indoor spaces for kids' activities	Limited services available in Rockaway.	Nonprofit volunteers	<ul style="list-style-type: none"> Volunteers drive people to community center for activities such as chair exercises, card games, other socialization Create activities at Phyllis Baker Park 	Lodging properties may need to invest matching funds	<ul style="list-style-type: none"> Grants focused on community needs Private donations and fundraising 	
Reinstate Parks and Rec Dept. at city	Focus on kids' activities/ programs	City council or form a volunteer effort/nonprofit	<ul style="list-style-type: none"> Long-term consideration and planning Volunteer effort could happen more quickly 	Not in foreseeable future to fund	Perhaps volunteers can seek donations	
Workforce housing	Serious lack of housing for workers – housing prices are high now even for modest homes	Planning commission, working with county and state housing commissions	<ul style="list-style-type: none"> Long-term consideration and planning Work with state or county housing programs and funding Focus on “missing middle” housing – smaller homes, duplexes, tri-plexes, condos and apartment buildings Stay informed on Senate Bill 406 	<ul style="list-style-type: none"> Long-term planning required Low profits to developers – with high-interest costs Land costs and development fees are also very high 	Might be housing funds available from state that don't require building only section 8-type housing	

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: INFRASTRUCTURE						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Improved internet access	County-wide issue, nearly 30% without	City, working closely with county and businesses	<ul style="list-style-type: none"> County has received broadband investments from several sources Make it known to county that Rockaway Beach areas need it Reach out to county's state legislators for support and funding 	May be areas where access is long-term issue	<ul style="list-style-type: none"> Check with county on access to broadband funds 	
Fill potholes on county roads	Lots of potholes, especially along beachside	City requests it to county public works dept.	<ul style="list-style-type: none"> Map areas needing fixing Present to Chris Laity and roads advisory committee 	Sometimes road repairs many months or years off	<ul style="list-style-type: none"> County roads dept. 	
Basketball court repairs at school district building	Needs repairs, no fencing	School district	<ul style="list-style-type: none"> Community volunteer group (parents?) as school district to repair Perhaps parents can help with repairs or fence building 	District may not have funds this year	<ul style="list-style-type: none"> School district 	

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: SUSTAINABILITY

What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Encourage “dark skies” practices	Community prefers the stars and moon to bright lights , safer for migrating birds, create stargazing programs, viewing of bio-luminescence viewing	TCVA will do a Dark Skies study	<ul style="list-style-type: none"> Encourage residents (full- and part-time) to place downward, shielded lighting Encourage STRs to do the same; city may be able to help through new ordinance rules Maintain spirit of community, not mandates If adopted, can encourage more off-season tourism Tillamook People’s Utility District has solutions for streetlights 	<ul style="list-style-type: none"> Enforcement – this is probably a volunteer effort on homeowners’ part 	<ul style="list-style-type: none"> Cost of information brochure (TCVA can help fund) 	
Trash and Recycling services, composting	Community wants it; stewardship program	County waste management OPRD for trash on beach	<ul style="list-style-type: none"> Recycling updates coming to the state, effective July 1, 2025 Get prepared and educated about changes (ask county waste management dept for updates) Ask Master Recyclers to conduct a class in recycling and composting Determine if more trash receptacles needed (public works) 	<ul style="list-style-type: none"> Garbage left on beach; locals often pick it up – where to dispose of it? How does OPRD help in this effort? 	<ul style="list-style-type: none"> Trash rates will go up for all homeowners and businesses in 2025 	
Back Street connectivity (community pathways)	Safer walking than being on Hwy 101	Planning commission works with community group	<ul style="list-style-type: none"> Determine connective pathways – which streets? Determine any access issues, such as crossing private property If areas on private property, develop agreement with owners 	<ul style="list-style-type: none"> Private property owners make not want liability risk of walkers get injured 	<ul style="list-style-type: none"> Donations or volunteer help to keep pathways accessible 	
Caring for our Coast signage	Sustainability, stewardship messaging	TCVA	<ul style="list-style-type: none"> Determine signage location Use QR code to TCVA website page 	N/A	TCVA	

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: BUSINESS DEVELOPMENT						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Workforce training (tourism, trades)	Staff shortages, particularly in tourism in Rockaway Beach; trades lacking workers	TCVA and TBCC; school district	<ul style="list-style-type: none"> • TCVA is collaborating with NW Oregon Works and Oregon Hospitality Foundation on a Pro-Start program for high school students – front line, culinary, hospitality management • TCVA conducts Guest Service Gold training on request – nationally certified program • TBCC has several trades programs and scholarships • Neahkahnie School District offers business classes • Local businesses do a ‘career day’ at the high school 	<ul style="list-style-type: none"> • Businesses aware of available programs? • Lack of childcare during working hours. • Are local students taking jobs in city or county? Or leaving? • Lack of workforce housing for those moving to city and county for work. 	TCVA budget an grants for training TBCC – some scholarships.	Medium-term
Revitalize empty buildings	Empty buildings can cast a shadow on appearance of economic vitality	Investors, business owners, nonprofits	<ul style="list-style-type: none"> • Nonprofit showing interest in US Bank building • Create an economic “red carpet” team to show possible structures to buyers, investors 	Many empty buildings: house next to US Bank, small diner in middle of town, those across from St. Mary’s	Private investment most likely	Short-term

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: ENFORCEMENT						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Illegal camping and fires	Safety	Community members – complaint driven	<ul style="list-style-type: none"> When illegal fires discovered (on dunes, or during burn bans), call local fire department Illegal camping, call Tillamook County Sheriff's Office (local deputies are assigned to Rockaway Beach) 	<ul style="list-style-type: none"> See something, say something For safety, don't approach individual, contact agency 	N/A	Ongoing
Trash enforcement at STRs	Required to get permit?	City?	<ul style="list-style-type: none"> Report to city? 	People still leave or improperly dispose of trash	N/A	Ongoing
Dogs off leash	Required	City and OPRD – leash law in place	<ul style="list-style-type: none"> Report to city? Or OPRD Need more signage on dog rules 	People ignore it	N/A	Ongoing

OTHER FUNDING - PROJECTS DIRECTED BY AGENCIES, NONPROFITS, VOLUNTEERS: EMERGENCY PREPAREDNESS						
What	Why	Who Leads	How	Challenges	Funding	S/M/L/Priority
Go Bags available to visitors	In case of natural disaster, such as sudden fires or earthquake/tsunami	Emergency Volunteer Group that meets once a month in city hall	<ul style="list-style-type: none"> • Research grant funding to get Go Bags • Find place for storage; need to be out of danger zone to store possibly hundreds of bags 	<ul style="list-style-type: none"> • If placed in hotels, are often stolen • Go Bags are close to \$99 each 	Grants (FEMA, Red Cross?)	Ongoing
Services during power outages	Vulnerable residents	Emergency Volunteer Group	<ul style="list-style-type: none"> • City hall is a designated emergency shelter during outages; may need signage • Contact state officials – share info about emergency situations with community • City hall has generators • Tower has 3-hour back-up power • Consider neighborhood captains with “Text Out” phone option with satellite device (Garman) 	<ul style="list-style-type: none"> • Setting up satellite communications system • Communicating to community about city hall as an emergency site • 5G networks may not be available in rural areas for some time 	Grants (FEMA, Red Cross?)	Ongoing
Improve emergency services	City needs plan	Emergency Volunteer Group, working with city	<ul style="list-style-type: none"> • Emergency group working on action plan, part of larger emergency plan 	<ul style="list-style-type: none"> • When plan done, requires strategic communication to residents and businesses 	Grants (FEMA, Red Cross?)	Ongoing