



D River Welcome Center Update



Background

- A favorite guest stop since the 1930s.



- Home to an aquarium and a go-kart track over the years.

Background



- Purchased by OPRD in the early 1960s with federal Land & Water Conservation Funds.
- Operated as a rest stop and beach access point.

Background

Rank	Park	Region	Visitors
1	Valley of the Rogue State Recreation Area	Mountain	2,071,408
2	Yaquina Bay State Recreation Site	Coastal	1,966,466
3	Harris Beach State Recreation Area	Coastal	1,965,220
4	Oswald West State Park	Coastal	1,500,198
5	D River State Recreation Site	Coastal	1,345,068
6	Tolovana Beach State Recreation Site	Coastal	1,238,202
7	Pilot Butte State Scenic Viewpoint	Mountain	1,230,248
8	Samuel H Boardman State Scenic Corridor	Coastal	1,186,136
9	Sunset Bay State Park	Coastal	1,164,576
10	Fort Stevens State Park	Coastal	1,138,550

- The equivalent of 53% of the Portland metro area stopping by to visit every year.
- An unequaled opportunity to make a positive first impression and improve experience...

Visitors

Visitor to Resident Ratio

2:1

Avg Dwell Time

22.9

Minutes

POI Visits per Trip

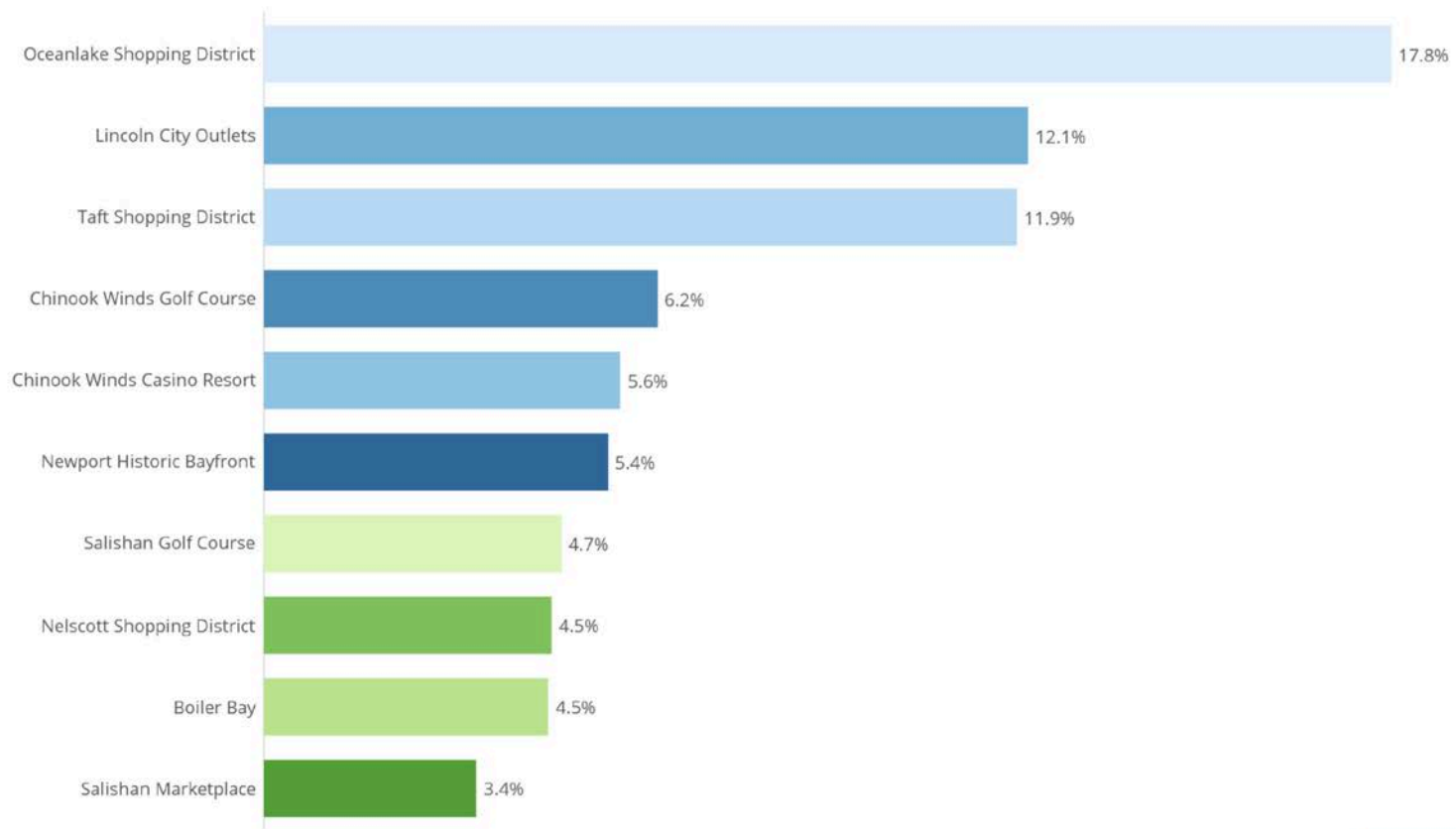
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Top 10 Secondary Points of Interest

Mar 24, 2020 - Dec 23, 2022

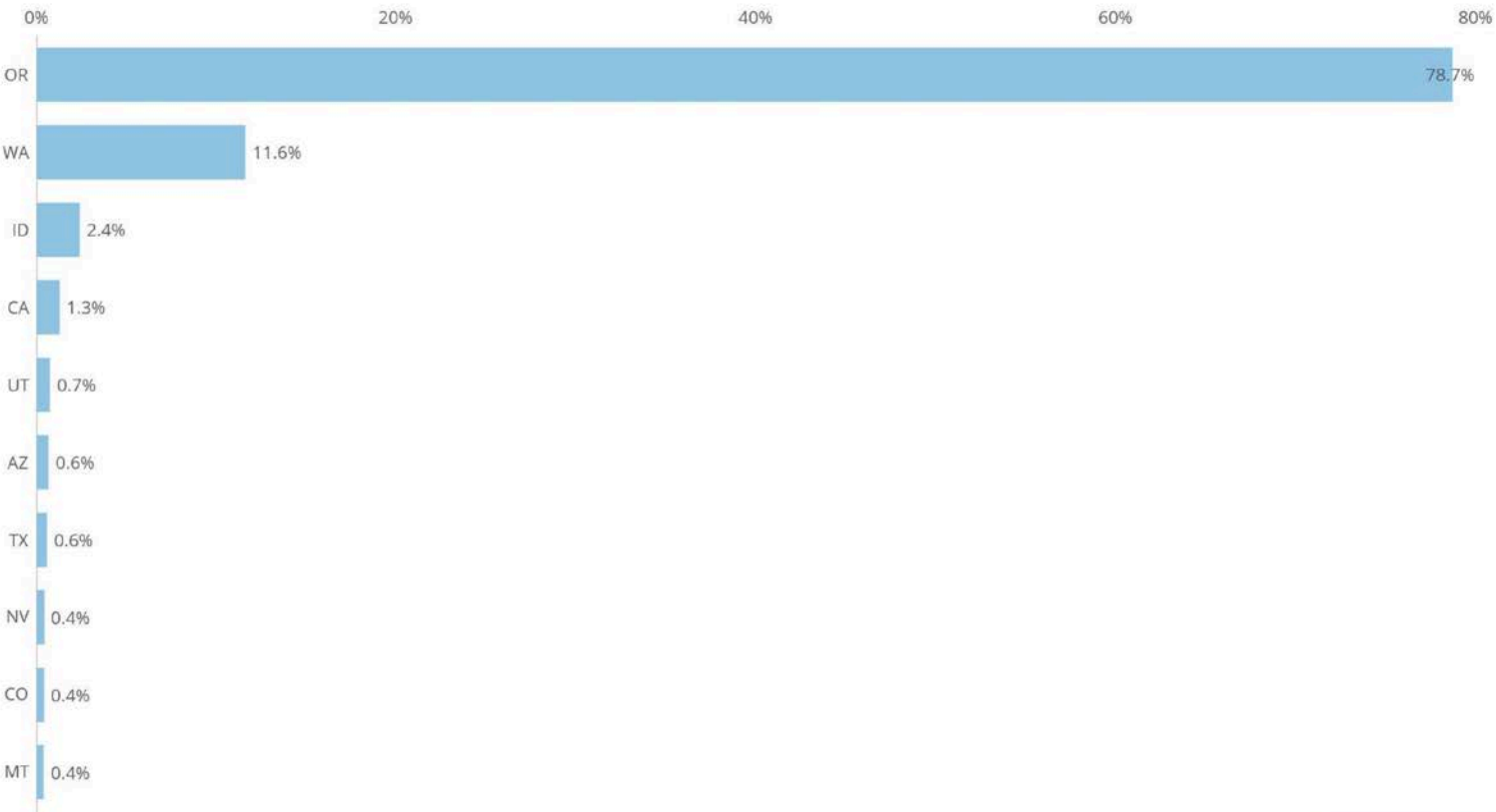
The following controls & filters were applied: POI Name contains D River State Recreation Site. The following variables were applied: null: Point of Interest



Top 10 Origin States

Mar 31, 2020 - Dec 23, 2022

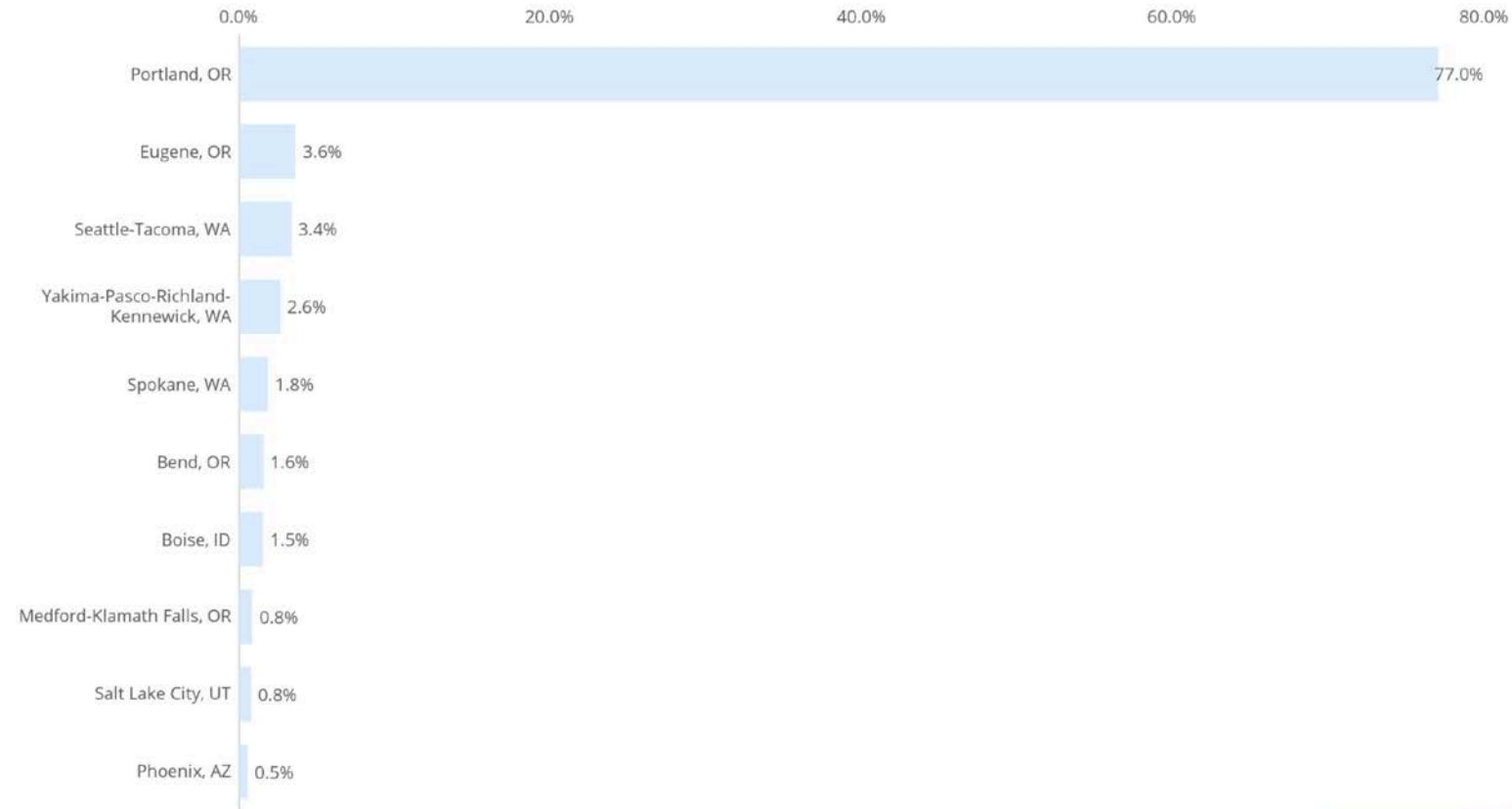
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Top 10 Origin Metros

Mar 31, 2020 - Dec 23, 2022

The following controls & filters were applied: calculation_401199f2-d334-4086-99d1-8195bbfecc62 contains D River State Recre.... The following variables were applied: null: Point of Interest



POWERED BY DOMO

Background

- The current first impression of Lincoln City is not as good as it could be.



Background



- 2013 - Mayor Dick Anderson initiates talks about a Welcome Center at D-River State Recreation Area.
- Lincoln City received OPRD's and Oregon Travel Information Council's (formerly OTE) approval to demolish a derelict information kiosk.
 - Direct talks with OPRD on transferring D-River Recreation Area to Lincoln City for a Welcome Center start in earnest.

Background

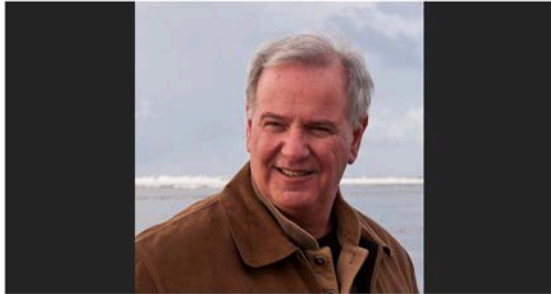
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Gomberg: Big Dollars and Big Wins for the District

Jun 29, 2021 Updated Jul 6, 2021 0

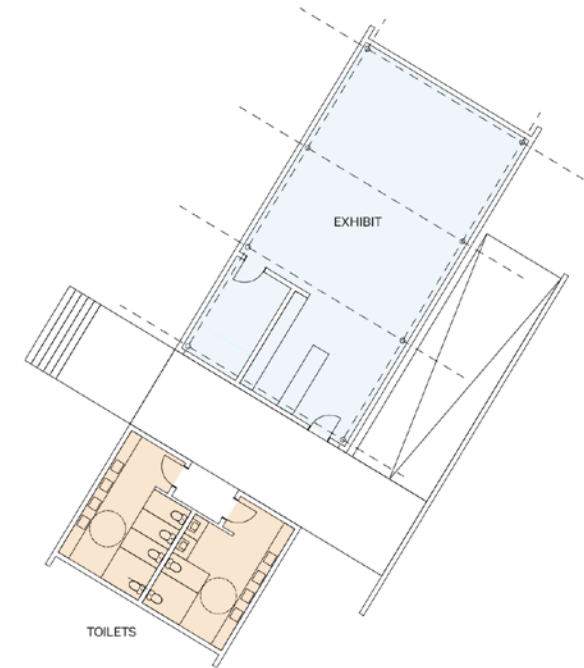


Hello Friends,

With temperatures spiking to over 110 in Salem Saturday, the 2021 Legislature concluded its business and gave adjournment.

It was a difficult roller-coaster of a session, limited by the pandemic and confronted with the challenges of addressing both economic recovery and natural disasters. But from the beginning, it was also a session where it was clear there would be new federal dollars to invest in one-time projects across the state, and I was determined our part of the state would benefit. Using my legislative seniority, my knowledge of needs across the district, and my strategic role as vice-chair of Ways and Means, I worked to fund our water and sewer systems, ports, and community centers.

- Late June 2021 – Lottery bond funding confirmed for both the D River Recreation Area Welcome Center and the Cultural Center Plaza projects.
- September 13, 2021 – Budget transfer of \$25K for Welcome Center Concept Drawings approved by City Council.
- October 2021 – Hired Bearing Architecture to reboot the conceptual work, using input from City management & City Council on previous conceptual work.



Scheme A

Lincoln City Visitor Center
Concept Design
02.02.2022

bearing
b

Background



- April 11, 2022 – New State IGA presented to City Council.
- April 25, 2022 – City Council approves State draft IGA.
- May 2022 – Completed conceptual work with Bearing Architecture.

Intergovernmental Agreement No. _____

INTERGOVERNMENTAL AGREEMENT FOR THE IMPROVEMENT AND OPERATION OF THE "D RIVER" STATE PARK BETWEEN THE STATE OF OREGON, OREGON PARKS AND RECREATION DEPARTMENT AND THE CITY OF LINCOLN CITY, OREGON

This Agreement is entered into this 9th day of **September, 2019** by and between **THE STATE OF OREGON, PARKS AND RECREATION DEPARTMENT** (hereinafter "OPRD") and **THE CITY OF LINCOLN CITY, OREGON**, (hereinafter "CITY"), (collectively "Parties") and

RECITALS:

- A. ORS 190.110 permits units of state and local government to enter into intergovernmental agreements to cooperate, for any lawful purpose; and
- B. ORS 390.121(3) and ORS 390.117(5) authorizes the State Parks and Recreation Director to sell, lease, exchange or otherwise dispose of, or permit use of, real property, if in the opinion of the department it is no longer needed, required or useful for department purposes; and
- C. The State of Oregon, by and through its Parks and Recreation Department, presently owns and operates the D River State Recreational Site, (hereinafter D River Park) a +/- 7 acre state park located in the center of Lincoln City. Said park is described and shown in **Exhibit "A"**, attached hereto and made a part hereof by this reference; and
- D. The D River Park is a significant recreational resource to the citizens of Oregon; however, the parties stipulate and agree that the D River Park is in need of substantial improvement to better facilitate public outdoor recreation and tourism; and
- E. The City of Lincoln City, imposes and collects Transient Room Taxes (TRT) pursuant to Oregon Revised Statutes, the Lincoln City Charter, and Lincoln City Municipal Code, Chapter 3.04; and
- F. Expenditures of TRT funds are restricted, but authorized expenditures include, among other things, construction and funding of tourism-related facilities which is defined under Oregon law to expressly include a visitor information center as well as other real property with a useful life of 10 or more years and with a substantial purpose of supporting tourism or accommodating tourist activities [ORS 320.300]; and
- G. The City of Lincoln City currently has approximately 1.2 million dollars in available transient room tax (TRT) funds to spend on tourism-related facilities, which may include a visitor information center and other associated improvements and program activities; and
- H. The City is prepared to make a substantial investment to improve the D River Park facility as well as increase outdoor recreation activities at the park location; said commitment is

Support by Elected Officials



"As former Mayor of Lincoln City I have realized the untapped potential these improvements would benefit our visitors," said Oregon State Sen. Dick Anderson, District 5. "I am pleased to be part of the TEAM that has brought these resources to this much needed project".



"The D River is really Lincoln City's front porch. But upgrading the Wayside is long overdue. With this new investment, we can offer in-person visitor support and transform the dank and dark restrooms into a place families feel safe taking their kids," said Oregon State Rep. David Gomberg, House District 10. "The planned upgrades will transform the D River Wayside into the most valuable tourism asset in Lincoln City."

Welcome Center Goals

Community Benefit

- Only high capacity, full-service, accessible, oceanfront park in Lincoln City
- Guests use it year-round, especially during summer
- Residents more likely to access mid-week and throughout shoulder and off-seasons

Positive First Impressions

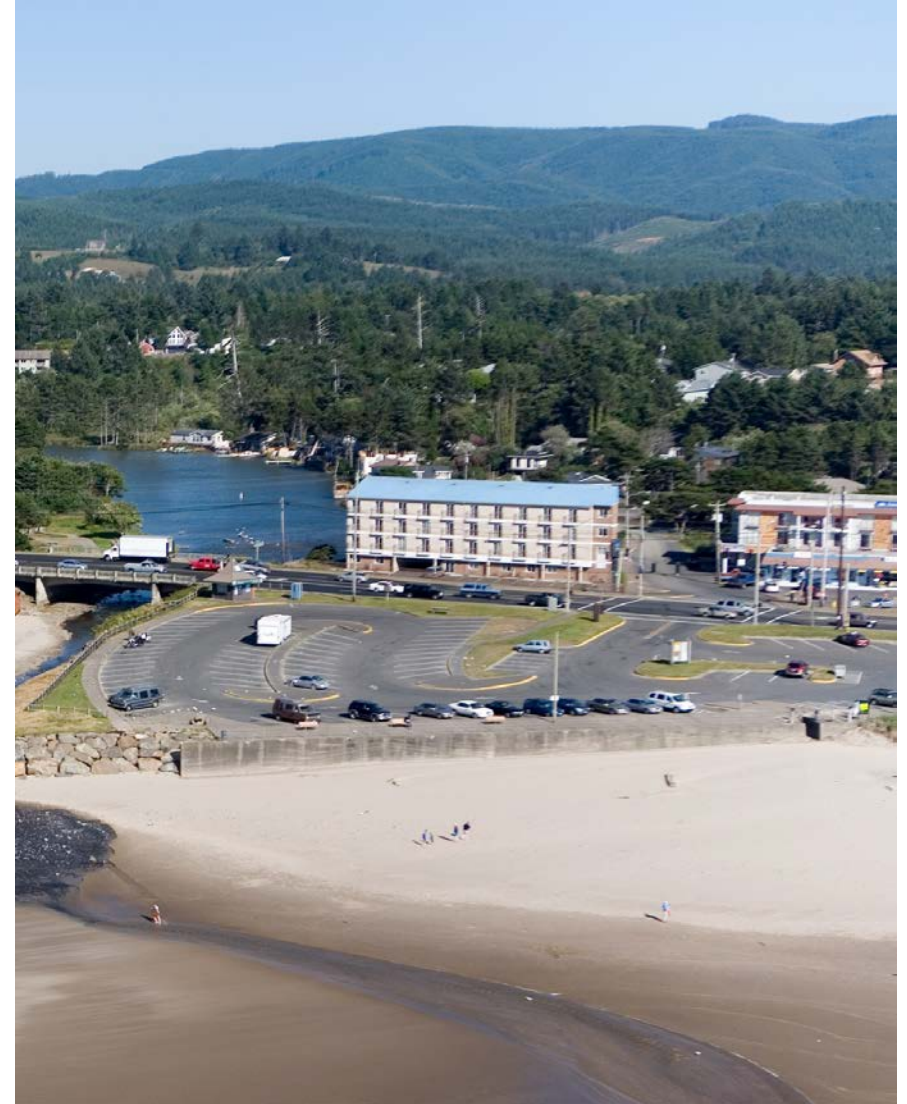
- Primary window to the ocean directly from Hwy 101
- Drastically improve the existing look and feel to better reflect Lincoln City
- Capture pass-through guests for return visitation inspiration

Enhance Destination Experience

- Improve/add on-site amenities in addition to look and feel

Enhance Access

- Improve beach and ocean access
- Reconfigure parking
 - Same or more spaces, better flow, RV spaces
- ADA compliance/improvements
 - Parking, ramps, pathways, Mobi-mats, beach wheelchairs



Welcome Center Goals

Tell the Lincoln City Story

- Reinforce Lincoln City brand
- Highlight experiences and attractions

Education

- Safety
- Stewardship
- Local history
- Cultural significance and preservation

Promote Local Business and Drive Economic Impact

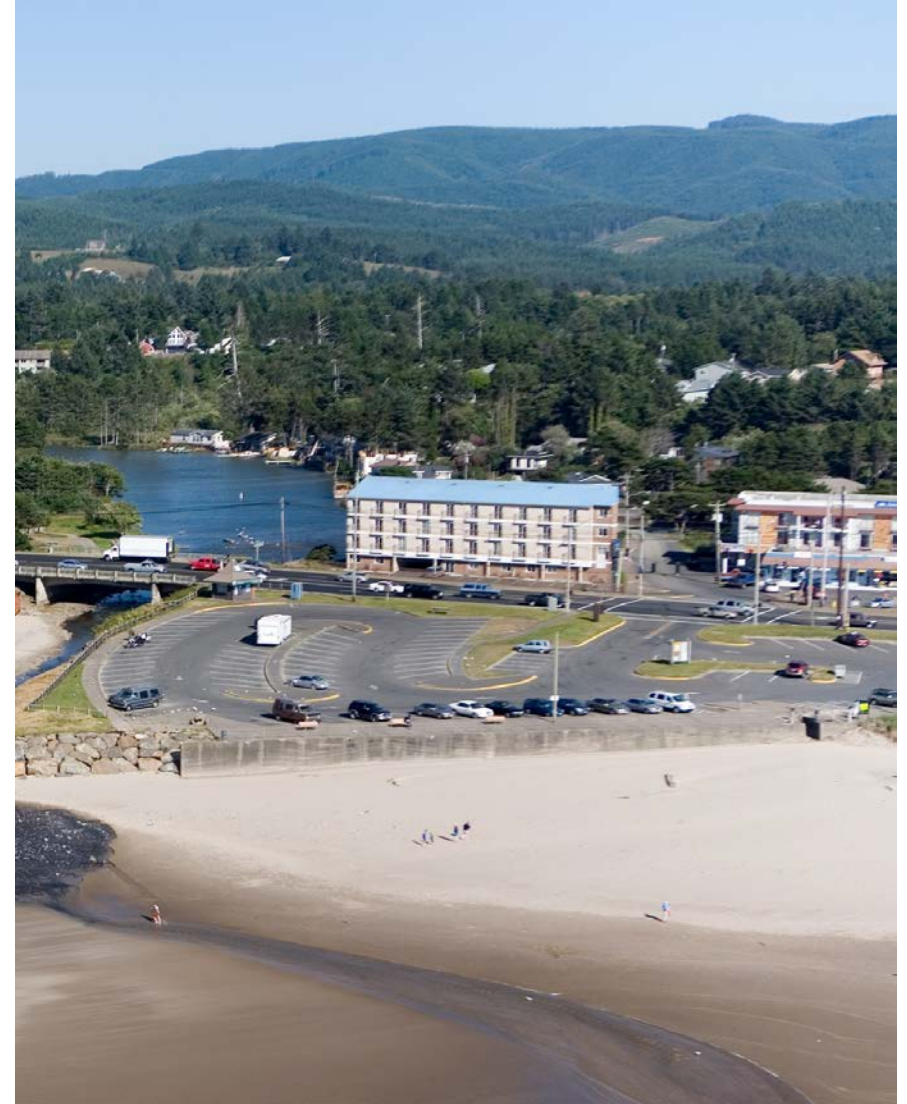
- On-demand information concierge
- Virtual/digital resources
- Collateral (guides, brochures, maps, etc.)

Maintain Land and Water Conservation

- Site emphasis on outdoor recreation

Community Presence

- Visible identity for ELC to interact with guests and residents alike



Diversity, Equity & Inclusion

Beach Access

- Lincoln City is committed to enhancing beach access to people of all abilities.
- Our proposal to OPRD includes significant ADA improvements for beach access, building access & restrooms.
- Mobility enhancements will include free beach wheelchairs and Mobi-Mats.



Diversity, Equity & Inclusion

Confederated Tribes of the Siletz Indians

- Early in the project, Lincoln City requested input from the Confederate Tribes of the Siletz Indians and Siletz Tribal Arts & Heritage Society.
- STAHS has expressed interest in providing input as the project moves forward.
- The ability to tell the story of the Tribe through art, exhibits and installations.

Under-Represented Groups

- Lincoln City has a significant Hispanic population in addition to citizens from many other parts of the world.
- The Welcome Center at D River Wayside will provide opportunities for guests to learn about the rich diversity of Lincoln City and how all of our citizens provide pleasant surprises at every turn.



Education

Responsible Visitation



- Lincoln City has a good working relationship with both the Cascade Head Marine Reserve and the Cascade Head Biosphere Reserve Collaborative.
- Our Exploriences Program includes the Audubon Society and other organizations dedicated to the preservation of the natural wonder in and around our city.
- The Welcome Center provides an opportunity to teach our guests how to enjoy what we offer, in a responsible and respectful way.

Education

Tsunami & Emergency Preparedness

- One-on-one, personal, communication opportunity to let guests know what they should do in an emergency.
 - Beach safety
 - Emergency preparedness
 - Earthquake/tsunami information

SUMMARY OF ACTIONS


FOR INDIVIDUALS

- Confirm your mobile device can receive Wireless Emergency Alerts.
- Sign up for text and/or email alerts from your local jurisdiction.
- Consider purchasing a NOAA Weather Radio All Hazards.
- If you do not have a landline, check to see if your jurisdiction has options for VoIP and mobile phones to be connected to ETN systems such as Reverse 911®.
- Sign up for listservs and alerts for the workplace, schools, houses of worship, or other community organizations you'll want to hear from in an emergency.
- Download relevant hazard alerts and warnings apps.
- Create a list of all the alert systems available to you, and make sure everyone in the household receives the alerts as part of your household communication system.













FOR ORGANIZATIONS

- Test internal communication systems to ensure all individuals in the organization can be contacted.
- Designate individuals to be responsible for distributing alerts from official sources.
- Consider purchasing a NOAA Weather Radio All Hazards.
- Develop a list of all the alert systems available for your community and your organization as a guide for people in the organization.
- Encourage individuals to sign up for alerts and warnings, and assist them with finding any needed information.

The reader recognizes that the Federal Government provides links and informational data on various disaster preparedness resources and events and does not endorse any non-Federal events, entities, organizations, services, or products.



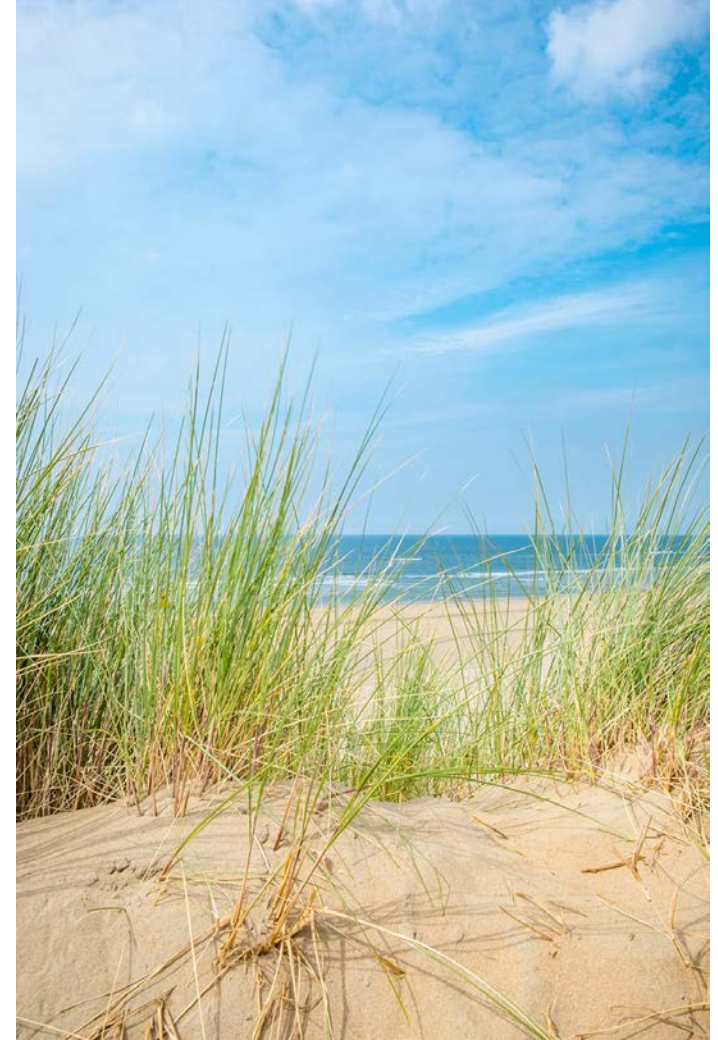
☒ **12 WAYS TO PREPARE**

<input type="checkbox"/>  Sign up for Alerts and Warnings	<input type="checkbox"/>  Make a Plan	<input type="checkbox"/>  Save for a Rainy Day	<input type="checkbox"/>  Practice Emergency Drills	<input type="checkbox"/>  Test Family Communication Plan	<input type="checkbox"/>  Safeguard Documents
<input type="checkbox"/>  Plan with Neighbors	<input type="checkbox"/>  Make Your Home Safer	<input type="checkbox"/>  Know Evacuation Routes	<input type="checkbox"/>  Assemble or Update Supplies	<input type="checkbox"/>  Get Involved in Your Community	<input type="checkbox"/>  Document and Insure Property

D River Considerations

Sustainability

- Welcome Center to be built to LEED standards.
- Demonstrate sustainability via the building, landscaping and other features of D River Recreation Area.
- Communicate Lincoln City's commitment to sustainability.



D River Considerations

Flood Zone

- The site FEMA mapped VE flood hazard area and AE flood hazard area.
- Survey shows the selected location for the structure is not in either the VE or AE elevations.
- The portion of the site that is not in the VE or AE elevation has been removed from the FEMA mapped flood hazard area.
- Letter of Map Amendment has been submitted and approved by FEMA.



D River Considerations

Bluff Hazards Erosion Zone

- The site is in the bluff hazards erosion zone.
- A geotechnical report must be prepared and submitted to Planning & Community Development for a Geologic Hazard Report Review, which is a Type II procedure.
- The report and subsequent review ensure compliance with required bluff setbacks.

Tsunami Inundation Zone

- Nothing in the municipal code precludes the development of any kind in the tsunami inundation zone.



Conceptual Work



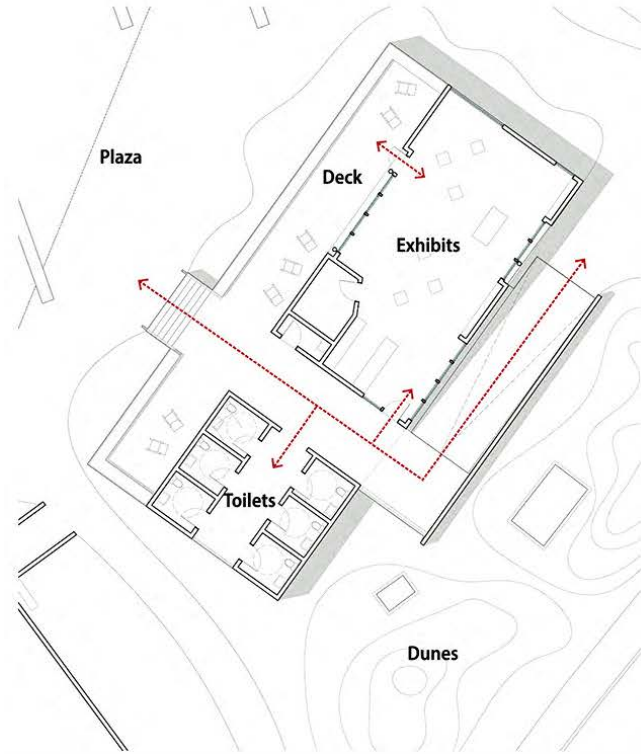
Conceptual Work



Conceptual Work



Conceptual Work



How Much?

D River Recreation Area Project

- The Oregon State Lottery Bond Fund will contribute \$2.5 million to the construction of the Welcome Center and the renovation of the wayside.
- Working with OPRD on possible federal Land and Water Conservation Fund grants
- The balance will be funded through Transient Room Tax.
- Note these are conservative budget numbers only, not actual costs.

Element	Guesstimated Cost
Welcome Center and Restrooms	\$3,500,000
Interior Displays and Fixtures	\$300,000
North Riprap Stabilization	\$150,000
Parking Lot Renovation & Landscaping	\$1,500,000
TOTAL	\$5,450,000

Is It Worth It?

Description	Expense	Lottery Bond Funding	ELC Reserve
Welcome Center & Plaza Project	\$5,450,000	\$2,500,000	\$2,950,000
Average Revenue per Person per Central Coast Trip*	\$329	\$329	\$329
Conversion to Breakeven	16,565	7,599	8,967
Percent of Guests to Breakeven	0.30%	0.14%	0.16%
Annual Visitation	1,345,000		

Central Coast / Visitor Details

Visitor Details 2021p

Overnight visitor volume for Central Coast region is based on cross-referencing visitor surveys, visitor air travel, and lodging data. Volume estimates therefore will differ from methodologies that rely solely on visitor surveys. Visitor spending is a more reliable metric to visitor volume in accounting for changes in the travel industry, as it is more closely tied to economic data and lessens the variability from visitor surveys. Day travel estimates are not included because of data limitations.

Average Expenditure for Overnight Visitors, 2021

	Person		Party		Party Size	Length of Stay
	Day	Trip	Day	Trip		
Hotel, Motel, STVR	\$130	\$329	\$361	\$915	2.8	2.5
Private Home	\$36	\$144	\$85	\$345	2.4	4.0
Other Overnight	\$50	\$186	\$131	\$483	2.6	3.7
All Overnight	\$95	\$280	\$255	\$754	2.7	3.0

Overnight Visitor Volume, 2019-2021

	Person-Nights			Party-Nights		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	3,159,660	2,908,070	4,232,520	1,291,980	1,064,460	1,517,450
Private Home	845,930	1,119,710	1,035,590	326,110	467,820	432,700
Other Overnight	2,746,910	1,681,000	1,857,370	827,800	649,700	716,370
All Overnight	6,752,510	5,708,780	7,125,480	2,445,890	2,181,980	2,666,520

	Person-Trips			Party-Trips		
	2019	2020	2021	2019	2020	2021
Hotel, Motel, STVR	1,443,940	1,311,410	1,666,620	590,400	477,300	599,020
Private Home	246,960	276,970	256,300	95,260	115,780	107,150
Other Overnight	730,600	455,040	503,080	220,010	175,560	193,690
All Overnight	2,421,500	2,043,420	2,426,000	905,670	768,640	899,850

Next Steps

- Create architectural drawings that can be used to estimate actual cost for the entire D River Recreational Area project.
- Complete agreement with OPRD.
- National Parks Service agreement with OPRD.
- Receive grant funds from the State in May 2023.
- Apply to LWCF for possible additional funding.
- Renew discussions with the Confederated Tribes of the Siletz Indians on interpretive displays in the Welcome Center and/or around the plaza.



Survey

- Explore Lincoln City is looking for input on the conceptual work for the D River Welcome Center.
- Scan the QR code, or visit ExploreLincolnCity.com/Welcome-Center/Survey



