

# STRs, TLT, and how \$\$ are spent



## TLT TOTALS: 2019 to Q2, 2022

### Transient Lodging Tax (TLT) collected by Tillamook County and Year-over-Year (YoY) Plus or Minus percentage

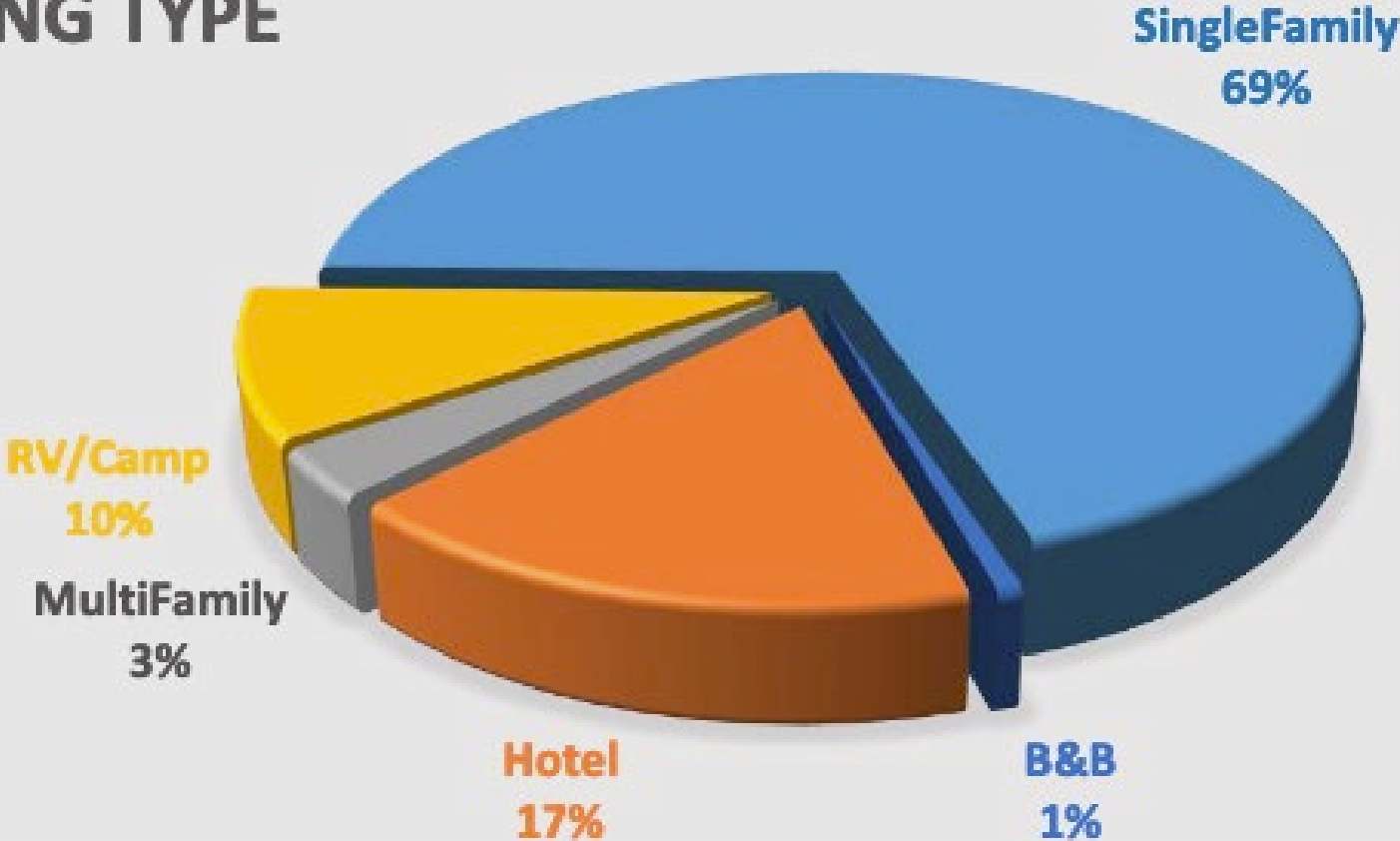
2019			2020		2021		2022	
	YoY			YoY		YoY		YoY
\$698,966	+17%	Q1	\$583,432	-17%	\$1,502,805	+157%	\$1,557,739	+3% + \$54,934
\$1,144,806	+13%	Q2	\$622,199	-48%	\$2,078,561	+233%	\$1,996,974	-4% - \$81,587
\$1,943,681	+11%	Q3	\$2,262,693	+16%	\$2,781,602	+20%		
\$709,038	+12%	Q4	\$1,241,553	+75%	\$1,219,407	-6%		
\$4,496,491	+13%	TOTAL	\$4,747,449	+5%	\$7,538,376	+60%	\$3,554,713	YOY down \$26,653

## GROSS LODGING REVENUE TOTALS: 2019 to Q2, 2022

County-Wide Gross Lodging Receipts				
	2019	2020	2021	2022
Q1	\$12,466,788	\$13,067,909	\$33,728,792	\$34,994,940 + \$1,661,148
Q2	\$20,145,913	\$14,083,178	\$48,102,969	\$46,429,703 - \$1,673,266
Q3	\$34,587,676	\$53,149,357	\$65,205,193	
Q4	\$12,387,260	\$30,008,334	\$29,567,173	
Total	\$79,588,014	\$110,308,778	\$176,604,127	2022 Q1+Q2 total: \$81,424,643
				YOY difference: down \$12,118

# Lodging inventory

## LODGING TYPE



## Lodging inventory

Households in Tillamook County*	Short Term Vacation Rentals**	Hotel rooms**	B&B Rooms**	Campsites**
<b>Approx. 19,000</b>	<b>1,812 permits</b>  <b>(from a total of 7,600 2<sup>nd</sup> homes in county)</b>	<b>782</b>	<b>35</b>	<b>1,232 tent sites</b>  <b>1,221 RV sites</b>

\*Portland State University study, 2019

\*\*Tillamook County Community Development

## STR INCOME 2019-2021

### STR Gross Rental Income Per Year

	2019	2020	2021
Average	\$26,784	\$28,497	\$46,767
Maximum	\$23,120	\$273,349	\$389,872
Median	\$22,001	\$24,112	\$40,538

### STR Income Levels per Unit

	2019	2020	2021
>\$200,000	3	3	16
>\$150,000	5	5	28
>\$100,000	24	59	142
>\$50,000	177	222	542
>\$25,000	523	578	500
>0 - \$25,000	799	721	378
0 (not renting)	158	195	206
<b>Total STRs</b>	<b>1,707</b>	<b>1,783</b>	<b>1,812</b>



# COUNTY COLLECTIONS BY LOCATION

## By Location 2021

(Rounded to nearest dollar)

Location	Quarter				Grand Total
	2021 Q1	2021 Q2	2021 Q3	2021 Q4	
Manzanita, Nehalem, Wheeler	20,196	34,689	58,239	23,984	137,108
Rockaway Beach	17,729	32,891	59,511	20,544	130,674
Tillamook, Bay City, Garibaldi	9,457	18,466	28,897	13,865	70,685
Uninc - Cloverdale	27,036	48,747	73,670	26,660	176,113
Uninc - Garibaldi	27,337	37,690	24,358	6,124	95,508
Uninc - Manzanita	65,152	137,906	240,576	92,300	535,935
Uninc - Neskowin	57,094	109,662	208,663	72,638	448,056
Uninc - Oceanside	94,544	170,420	286,187	100,536	651,687
Uninc - Pacific City	284,722	516,682	815,540	290,394	1,907,338
Uninc - Rockaway Beach	40,370	71,366	147,970	50,702	310,408
Uninc - Tillamook	18,469	46,691	71,173	19,120	155,452
Various - Online	840,308	850,284	763,137	467,672	2,921,401
<b>Grand Total</b>	<b>1,502,414</b>	<b>2,075,493</b>	<b>2,777,921</b>	<b>1,184,538</b>	<b>7,540,366</b>

## COUNTY COLLECTIONS BY LODGING TYPE

### By Lodging Type 2021

Lodging Type	Quarter				Grand Total
	2021 Q1	2021 Q2	2021 Q3	2021 Q4	
B&B	6,889	14,288	21,302	9,614	52,092
Hotel	195,664	330,882	491,597	224,635	1,242,777
MultiFamily	35,108	63,348	99,412	35,598	233,466
RV/Camp	105,115	230,715	305,090	71,603	712,523
SingleFamily	1,159,640	1,436,259	1,860,520	843,089	5,299,507
<b>Grand Total</b>	<b>1,502,414</b>	<b>2,075,493</b>	<b>2,777,921</b>	<b>1,184,538</b>	<b>7,540,366</b>



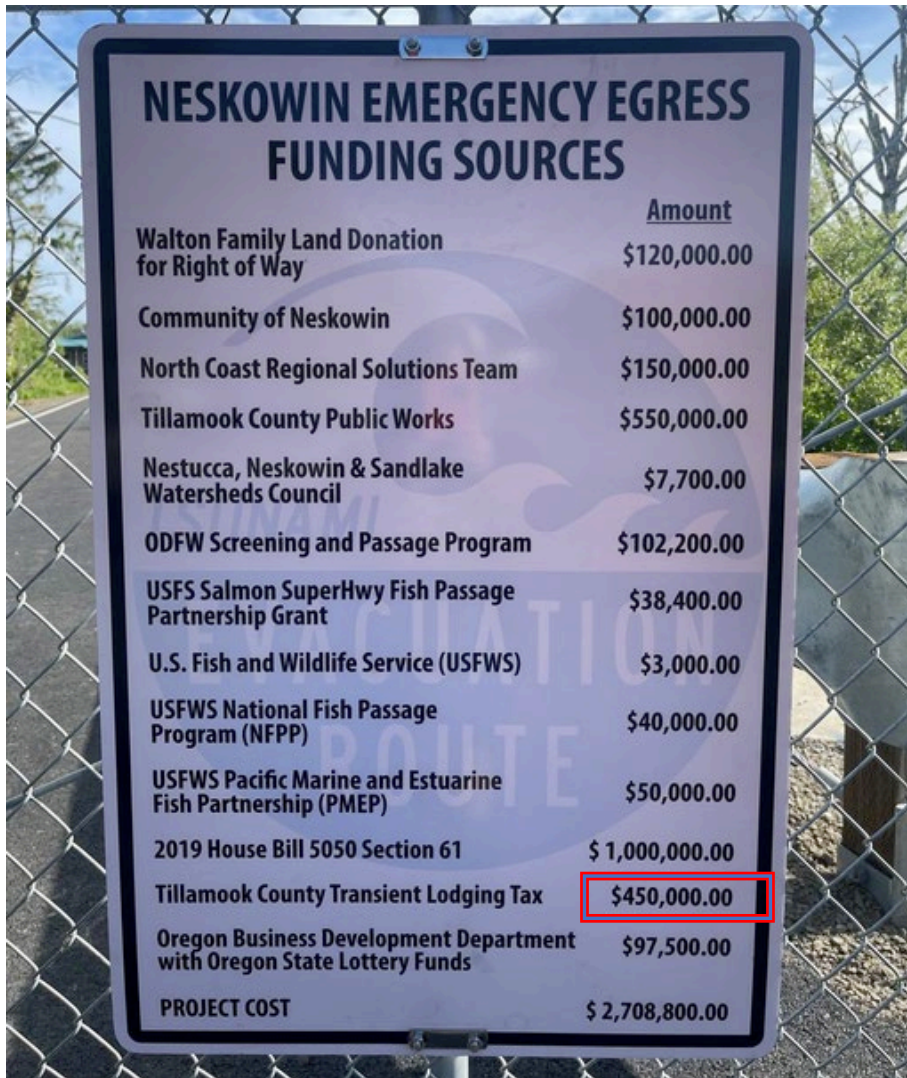
## TLT HISTORY AND USE: ORS 320.300

Prior to 2003	After 2003	January 1, 2014
<p>Room tax goes to general budget</p>	<p>Any rise in room tax subject to state law of 70/30 split</p>	<p>County implements 10% transient lodging tax; cities raise their tax to 9%</p>
<p><b>4% original lodging tax*</b> All lodging tax goes to a city's general fund – most cities in Tillamook County had a room tax in place by the 1990s</p>	<p><b>4% original lodging tax*</b> Continues to go to city's general fund</p> <p><b>Cities: Any increase after 2003</b> subject to 70/30 split: <b>30% goes to general budget</b> 70% tourism facilities and/or promotions</p> <p>State adds 1.0% state tax, goes to Travel Oregon</p>	<p><b>4% original lodging tax*</b> Continues to go to city's general fund</p> <p><b>Cities: Any increase after 2003</b> subject to 70/30 split: <b>30% goes to general budget</b> 70% tourism facilities and/or promotions 1/10<sup>th</sup> of 10% total room tax to county</p> <p><b>Unincorporated: full 10% to county</b></p> <p><b>All county TLT collections: 70/30 split.</b> <b>30% to roads; 70% tourism facilities and/or promotions</b></p>
<p>*example</p>		<p>1.5% state increase - Travel Oregon</p>

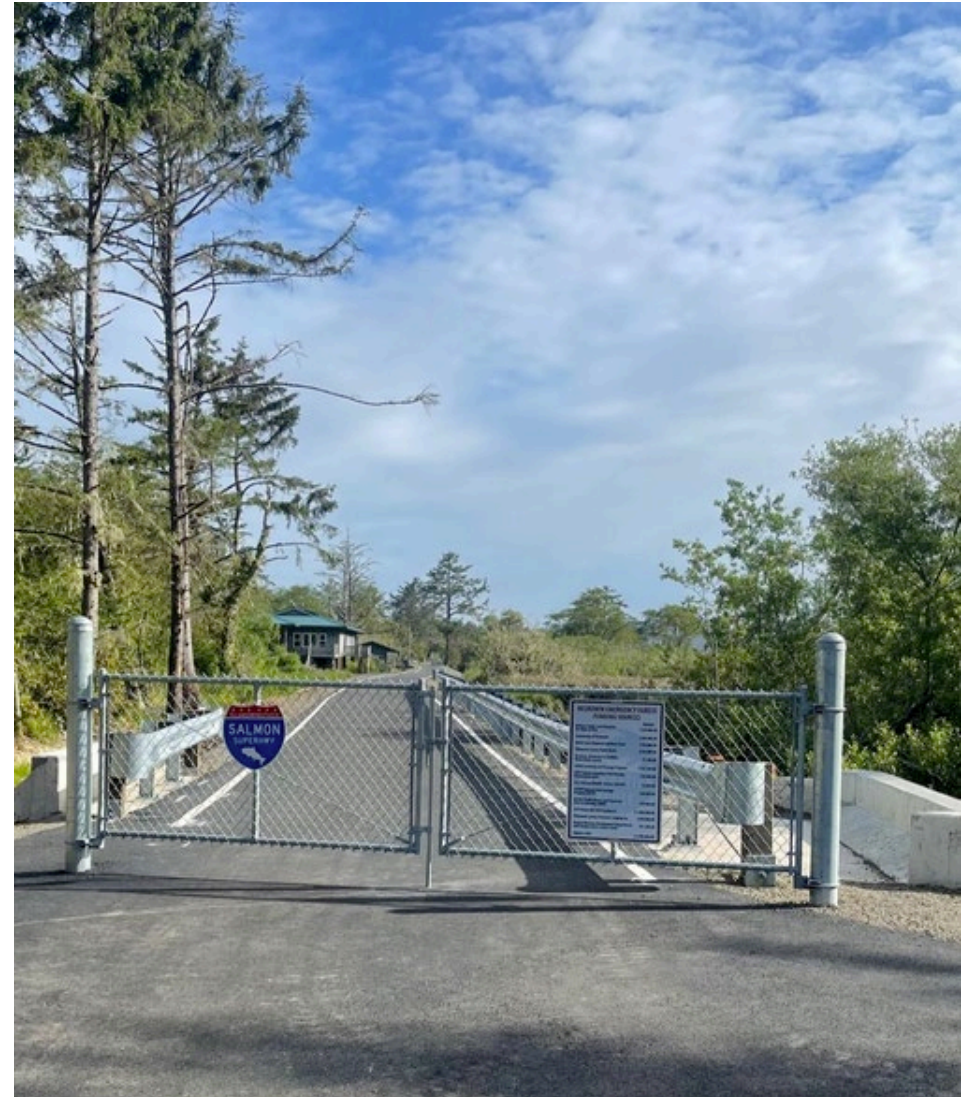
## HOW TLT IS USED

Grants	Investments	Sponsorships (TCVA)
Facilities and marketing grants	Capacity Building (examples)	Community events and programs (examples)
<p><b>\$5.5 million</b> in tourism facilities grants to agencies and nonprofits</p> <p><b>\$950,000</b> in marketing grants to nonprofits and tourism businesses</p>	<p><b>\$5+ million</b></p> <ul style="list-style-type: none"> <li>• Jenson Property in Pacific City</li> <li>• Development plans for Jenson</li> <li>• Salmonberry Trail</li> <li>• Tsunami, safety and emergency access</li> <li>• Parking, trash management, bathrooms in peak season</li> <li>• Fairgrounds improvements</li> <li>• Pioneer Museum</li> </ul>	<p><b>\$100,000</b></p> <ul style="list-style-type: none"> <li>• Chamber events</li> <li>• Off-season community events</li> <li>• Scholarships for industry training</li> <li>• Auction items for fundraisers</li> </ul>

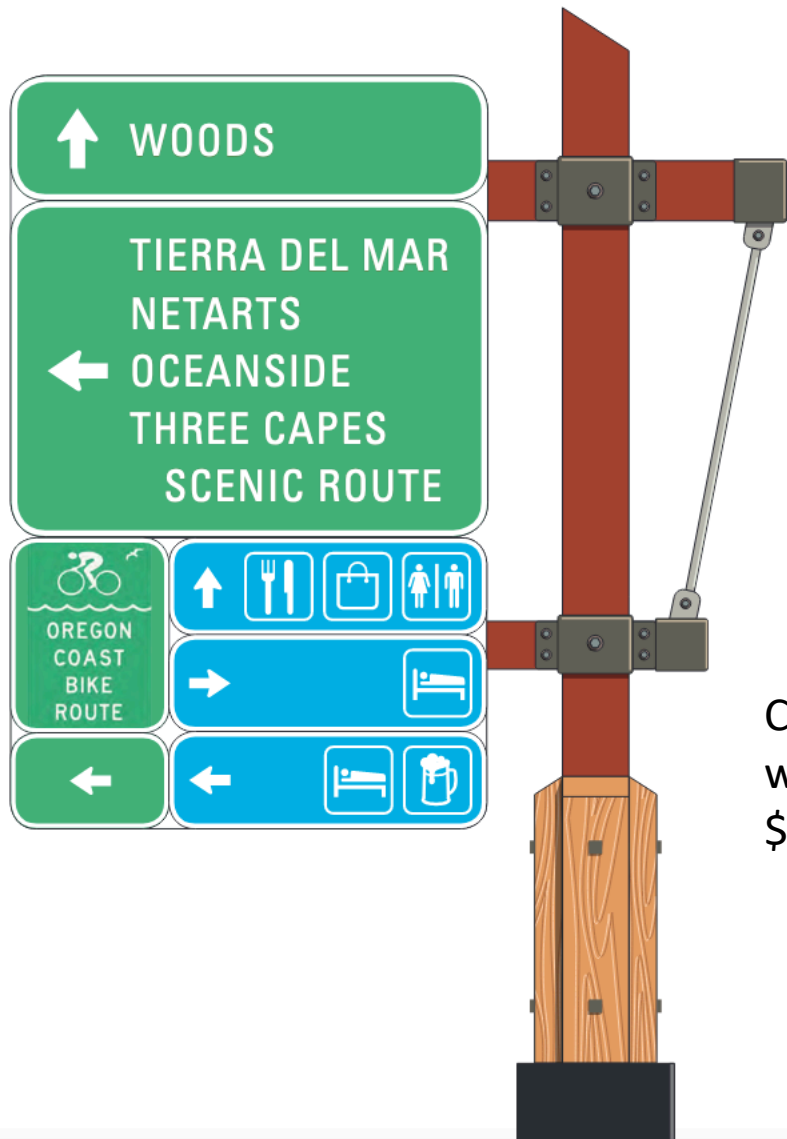
# HOW TLT IS USED



	<u>Amount</u>
Walton Family Land Donation for Right of Way	\$120,000.00
Community of Neskowin	\$100,000.00
North Coast Regional Solutions Team	\$150,000.00
Tillamook County Public Works	\$550,000.00
Nestucca, Neskowin & Sandlake Watersheds Council	\$7,700.00
ODFW Screening and Passage Program	\$102,200.00
USFS Salmon SuperHwy Fish Passage Partnership Grant	\$38,400.00
U.S. Fish and Wildlife Service (USFWS)	\$3,000.00
USFWS National Fish Passage Program (NFPP)	\$40,000.00
USFWS Pacific Marine and Estuarine Fish Partnership (PMEP)	\$50,000.00
2019 House Bill 5050 Section 61	\$ 1,000,000.00
Tillamook County Transient Lodging Tax	<b>\$450,000.00</b>
Oregon Business Development Department with Oregon State Lottery Funds	\$97,500.00
PROJECT COST	\$ 2,708,800.00



## HOW TLT IS USED



County-wide  
wayfinding  
\$700,000 (so far)

Tsunami Signage  
\$40,000 (so far)



## HOW TLT IS USED

**Port of Garibaldi**  
**\$204,000**



Restrooms  
and kiosk

Event tent



Dock



# HOW TLT IS USED

\$138,000 on digital message signs at fire districts and ports



## HOW TLT IS USED



Oceanside Community  
Club roof repair  
\$55,000



Oceanside Beach Access  
\$75,000

## HOW TLT IS USED



Kayak launchers (2): \$14,000



Beach wheelchairs (9): \$49,000



## HOW TLT IS USED



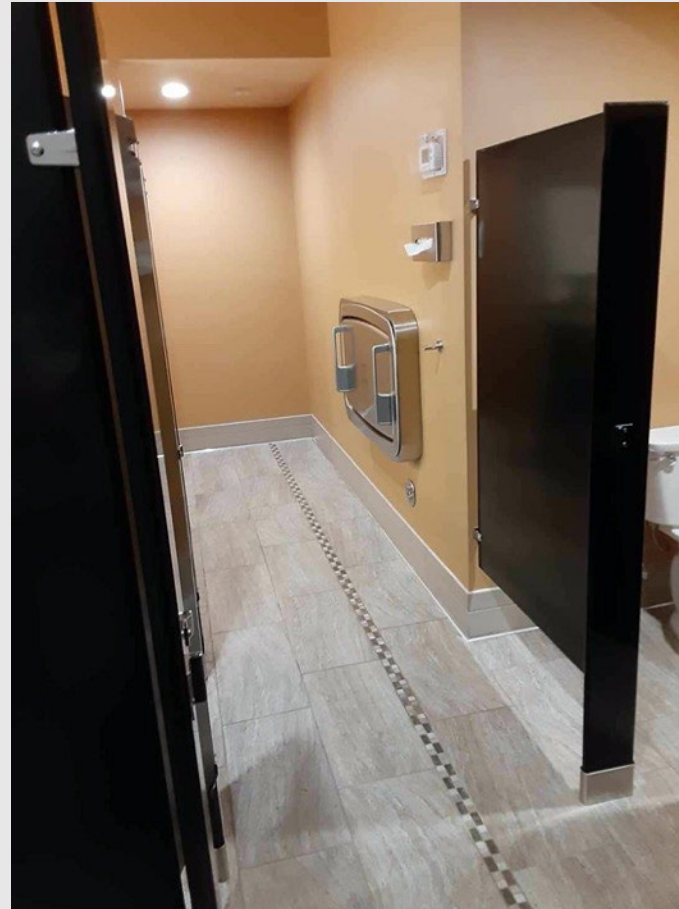
Kiawanda Community  
Center addition  
\$339,000

## HOW TLT IS USED

\$153,000



Renovation and new seating in NCRD performing arts center



ADA bathroom and lobby remodel at NCRD



# HOW TLT IS USED



Cape Kiwanda  
beach access  
\$132,659

Kiwanda  
Corridor  
Project  
\$3,600,000 –  
purchase of  
Jensen  
property and  
planning



## HOW TLT IS USED



Nestucca Valley Skate Park  
**\$225,000**



Tillamook Skate Park  
**\$31,450**

# Benefits of local STR agencies

Can respond quickly to issues – **85% compliance** in the 20-minute response rule

Local agencies have hundreds of employees, well paid, often with benefits

Local agencies are **part of the community**

Local agencies support local businesses, such as landscapers, painters, electricians, plumbers, etc.

Local agencies are generous with community requests – donations, auction items, sponsorships

Vast majority of “nuisance calls” are not STRs and/or not locally managed

# Future of STRs?

## **If STRs were to be shut down:**

- 69% of TLT would go away, as would grants, investments, infrastructure and community development by the county and TCVA
- Businesses supported by visitors would close and hundreds of people would lose their jobs
- Lawsuits would rise like king tides
- Real estate value would go down

## **Management of STRs is ideal:**

- City of Manzanita has a cap of 17.5% of households; mostly managed by agencies with a local presence
- Rockaway Beach is researching STR cap now
- Unincorporated areas currently have no cap, but are paused