



CITY OF MANZANITA

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COUNCIL SPECIAL SESSION

655 Manzanita Ave
<https://ci.manzanita.or.us>

AGENDA

April 29, 2026 **UPDATED**
11:00 AM Pacific Time

The Public may watch the meeting through video conference.

Video Information: The public may watch live on the

[City's Website: ci.manzanita.or.us/broadcast](http://ci.manzanita.or.us/broadcast)

or by joining the Zoom meeting:

<https://us02web.zoom.us/j/89671162769?pwd=Pbld8HiAqCeHqI0Zja7O9aljPdpP5a.1>

Meeting ID: 896 7116 2769 Passcode: 009532

Call in number: +1 253 215 8782

If you would like to submit written testimony to the City Council on items included on the agenda, please send your comments to cityhall@ci.manzanita.or.us and indicate the agenda item and date of meeting.

Note: Agenda item times are estimates and are subject to change.

- 1. CALL TO ORDER (11:00)**
Kathryn Stock, Mayor
- 2. REVIEW AND DISCUSSION OF SEARCH FIRM RESPONSES TO RFP**
Linda Kozlowski, Council President
- 3. REVIEW DRAFT INPUT FOR CITY MANAGER IDEAL REQUIREMENTS**
Linda Kozlowski, Council President
- 4. VISITORS CENTER CONTRACT DISCUSSION**
Leila Aman, City Manager
- 5. ADJOURN (1:00pm)**
Kathryn Stock, Mayor

Meeting Accessibility Services and Americans with Disabilities Act (ADA) Notice

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Rural Tourism Partners, LLC
Nan Devlin, Owner/Consultant

Response to RFP: Visitor Center Operations & Tourism Promotion Services

A. Organizational Qualifications

- Rural Tourism Partners, LLC, formed in December 2025
- Nan Devlin is the owner/consultant, and supported by trusted vendor partners
- Rural Tourism Partners, LLC is registered with the state of Oregon, and IRS, EIN 41-3694213. Covered by business liability insurance
- Phone: 971-235-9785 Email: nangage@gmail.com
- Ruraltourismpartners.com nan@ruraltourismpartners.com (will go live late April)
- 20+ years in tourism and program development, earned master's degree in Tourism Administration from The George Washington University in 2009 (*full resume found last page of this response*)

Prior to starting my role in 2014 as executive director with Tillamook Coast Visitors Association (TCVA), dba Visit Tillamook Coast, I worked with rural tourism organizations throughout the Pacific Northwest through my consulting businesses, Avid Traveler Consultants and Northwest Content.

On Whidbey and Camano Islands (Island County, WA), where five chambers operated visitor centers and controlled all tourism funds, I worked closely with the county-wide tourism manager and chamber directors. We created multiple programs, including a Farm Trail and Art Trail, and provided marketing for multiple farm and art-related events. I conducted several familiarization tours with travel writers, focusing on local foods and art experiences. At the request of the tourism board, developed a strategic plan for expanding the arts industry, including establishing Whidbey Island as an ideal location for film production, which has been successful.

Working with the Port Townsend Chamber and Northwest Cider Association, I coordinated first-ever cider event that included 20 regional cider makers. That event became an annual festival until Covid occurred. That same year, I worked with Travel Portland and Northwest Cider Association on the first cider event in the city, Cider Rite of Spring, which also continued until Covid occurred.

I developed tourism strategies for rural areas, including Island County, Gig Harbor, Ellensburg and Port Townsend in Washington; Independence, Oregon; and the Hells Canyon Recreation Area in Idaho.

In Tillamook County, I worked closely with the Tillamook Chamber and visitor center on several projects, including the Adventure Coastward annual visitor guide. Starting in 2023, I worked with the Pacific City Nestucca Valley Chamber to set up a new visitor center in the Kiawanda Community Center in Pacific City. TCVA helped fund – through grants – the center's signage and interior layout/shelving, and supplied brochures from throughout the county.

Over the last four years, as part of my role with TCVA, I oversaw the Manzanita visitor center, sub-contracting with Carolyn Greenwood as the visitor center coordinator, and providing support for multiple programs, such as scavenger hunts, art classes and other events staged for family holidays. I also updated the downtown business map, distributed food trail maps to businesses, managed social media and updated website content. TCVA funded two beach wheelchairs and the David's Chair.

In addition, managed two years of Manzanita Off-Season Marketing grants through the Foundant grant software system. Most recently, working with the city, managed the grant and sponsorship process with fillable pdf grant forms, reviewing, scoring and presenting to City Council for approval.

Throughout 11.5 years with TCVA, led the development of the following programs:

- **Trees to Sea Scenic Byway**, working with ODOT, Tillamook Forest Center and Washington County.
- **North Coast Food Trail**, now in its 9th year, and is most successful of all the Travel Oregon official food trails.
- **Crave the Coast** food festivals (until Covid intervened).
- **Cultural Heritage Trail** brochure and online pages, working with the cultural organizations throughout the county
- **Arts Trail** brochure, which highlighted studios and galleries, theater groups and music festivals.
- **County-wide wayfinding program** in 10 towns through the multiple processes of design, content, signage locations, permits, and fabrication and installation.
- **Community-based planning** facilitation in eight towns, priority projects identified and completed.
- **Tourism-facilities and marketing grants** in 2015. Has resulted in \$7.5 million invested in community facilities, and \$1.5 for business and nonprofit programs
- **Tourism destination marketing** focused on local voices, stories and people involved in outdoor recreation, culinary experiences, arts and cultural heritage, environment and sustainability, fishing and farming, retail and festivals. This was communicated through videos, photography, online and print storytelling, social media, and TV and radio
- **Developed four guidebooks:** 25 Hikes, 25 Cultural Experiences, 25 Family Adventures, and 25 Culinary Cravings, working with local writers and photographers.
- **Food hub/commissary kitchen** planned and brought to shovel-ready state

It's been the honor of a lifetime to accomplish this work.

B. Proposed Work Plan

- **Proposed Visitor Center operating hours**
 - The Visitor Center is busy much of the year, such as during spring breaks in March and April, mid-May and throughout the summer and mid-fall, then an uptick in guests during Thanksgiving and Christmas weeks. Although January to early March is slow, as is much of the first three weeks of November and December, slow times can be used constructively (see staffing and volunteer structure section).
 - *I recommend the following operating hours, which totals approximately 630 hours:*
 - Year-round – open 11-3, Fridays, Saturdays and Sundays
 - Three-day weekends that include Mondays, such as Memorial Day and Labor Day weekends, also open 11-3 on Mondays
 - During down times, the center can be used for meetings, with approval from city
 - Center can be closed during hours in case of bad weather or emergency conditions
- **Staffing and volunteer structure for Visitor Center**
 - Staff with one paid key visitor center coordinator – *or two paid coordinators sharing the work as it can be difficult to find a single coordinator willing to work every weekend*
 - Minimum of two volunteers that can share a shift or duties when needed, such as helping people with wheelchair needs during the week
 - Manage customer service and upkeep on beach wheelchairs and David’s Chair
 - Provide staff and volunteers with interpretive guide training on topics relating to beach safety, wildlife behaviors and emergency needs contact, trash management, and activities such as hiking, trails, services, medical needs, maps and directions, neighboring towns where requests can be found if not in Manzanita, etc.
 - Keep visitor center billboards updated with events and city notices
 - Work closely with businesses, providing information of planned events and classes, supplying brochures, and staying up to date on changes such as new or closing business, and contacts
 - Support 4th of July parade, Muttzanita, holiday tree lighting, and information on other events
 - Create scavenger hunts, art classes, others during summer and holidays
 - Report and quarterly on number of visitors, questions they asked, where they are from, etc.
 - Post on social media – Manzanita Visitor Center Facebook page and Instagram
 - Manage the community calendar on visitmanzanita.org
- **Tourism marketing strategy**
 - **Off-season marketing** (goal: increase overnight visitation)
 - Focus on local voices stories with reels and posts on social media, stories about each business, special winter pricing on lodging, events. *Budget for videographer to do 2-3 minute reels with businesses to post on social.* Reels are now the most popular and engaged posts on social media.
 - Emphasize the joys and relaxation of off-season stays – “chill out,” after-holiday down time, book club gatherings, quilting groups, art classes at Hoffman Center for the Arts, author events at Cloud & Leaf Bookstore, small conference outreach, take part in local community events, explore arts and history.
 - *Plan a Northwest writer’s conference in late January or early February 2028 (fiscal year 2027-28), working with Hoffman Center for the Arts, Pine Grove Community Center, NCRD and local businesses. Invite well-known speakers/instructors. This could become an annual event, focusing on culinary or outdoor topics.*

- **Peak season marketing** (goal: keep summer visitors informed)
 - Inform visitors of being good stewards: trash management, parking areas, safety, encountering wildlife, and other issues during high-traffic season. This can be done with a geolocation campaign in July and August.
 - Focus on experiences that visitors will enjoy – rockhounding, beach walking, trails, wildlife viewing, photography, scavenger hunts at visitor center, business special events, yearly summer events, etc.
 - Keep social media active by sharing posts about events and from businesses

- **Year-round** (goal: planning and information)
 - Write and distribute press releases on news and events, distribute regionally and to media outlets and tourism organizations at state, regional and local levels
 - Develop a and quarterly tourism newsletter for subscribers – set up a subscription on website and post on social media (*See Budget for new newsletter platform*)
 - Update content, videos and images on visitmanzanita.org (Explore Manzanita) (*See Budget for new content*)
 - Update visitor map, print and distribute throughout town (*See Budget for updates and printing*)
 - Make known the community calendar on visitmanzanita.org/events, managed by Tillamook Chamber, and can be “localized” –currently use crowded bulletin boards

- **Grant administration approach**
 - Grant management is a process that must be strictly followed to ensure information, funding, distribution and follow-up are accountable, both for the grantee and grantor:
 - Set open/close dates, create flyer and social posts, alert businesses and nonprofits
 - Review and update, if needed, the current grant and sponsorship applications – work with finance manager that reporting requirements are clear and achievable
 - State deadlines, answer questions from potential applicants.
 - Review and rank grants according to established criteria and points, including ORS 320.500 rules for use of TLT
 - Develop ranking document for Manzanita City Council to review
 - Present recommendations to Manzanita City Council for approval
 - Notify awarded grantees, develop award letter and contract, send to applicants for signature and to authorized signatory at city
 - Provide city with signed contracts and w9s
 - Review invoices and submit to the city for payment
 - Manage grant performance, remind grantees of upcoming reporting
 - Gather completion reports, create a summary report for city council
 - Close-out grants, archive online

- **Performance tracking methodology**
 - Tracking will be reported monthly and quarterly, with a fiscal year wrap-up after June 30
 - Number of visitors to visitor center, where from, and what interests
 - Facebook/Instagram/Meta statistics for views, engagement, followers
 - Google Data Studio for 1) how did users find the website (platforms): 2) how many users came to the website, how many were new users, how many pages did they view; 3) keywords used to search; 4) pages viewed; 5) user requests
 - Monitor county lodging tax and lodging revenue results quarterly/annually

- **Management Structure**

- Rural Tourism Partners, LLC is owned and operated by Nan Devlin, who managed the above work plan while executive director of Tillamook Coast Visitors Association. I take a hands-on approach to tourism management, and will continue to do so as a consultant.
- Trusted partners include Cardwell Creative for website data and graphic design, Greg Kozawa for photography, John Garcia for videography, Lisa Hayden for event planning (if needed this year), Partners in Design for signage design, and Ramsay Signs for fabrication/installation.
- Will continue to stay informed of related industry programs with Travel Oregon, Oregon Coast Visitors Association, Tillamook Coast Visitors Association, cities throughout Tillamook and Clatsop counties, and activities of local nonprofits.

C. Revised Budget 04-14-26

- **Narrative**

- The following suggested budget is recommended for fiscal year 2026-2027. Given the RFP is for designed as a three-year contract, this budget may adjust over the following two years as projects are completed, and new ones arise.
- This budget is also based on activities and programs that have occurred over the last four years while managing the visitor center and programs through Tillamook Coast Visitors Association.
- The visitor center subcontractor fee has been adjusted in this revised budget
- For suggested special projects, I will also actively seek grant funding, if available.

Revised 2026-2027 Budget as of 04-14-2026

Line Item Request	Amount	Notes
Personnel	<ul style="list-style-type: none"> ▪ \$2900 per month <p>Total Personnel: \$34,800</p>	<p>Flat fee per month, includes:</p> <ul style="list-style-type: none"> ▪ Visitor Center management ▪ Quarterly and annual reporting ▪ Grant Management follow-up ▪ Tourism marketing (see work plan) ▪ Website content update ▪ Newsletter and social media management ▪ Brochure and other print materials ▪ Continued relationship building with businesses and nonprofits, such as an ombudsman role with city council
Administrative Overhead	<ul style="list-style-type: none"> ▪ \$228 <p>Total Overhead \$228</p>	<ul style="list-style-type: none"> ▪ Digital newsletter program subscription fees: Vertical Response (\$19 per month x 12)
Subcontractor (visitor center)	<p>Total Visitor Center Subcontractor(s) Fee: \$29,350</p>	<ul style="list-style-type: none"> ▪ One visitor center coordinator – <i>possibly two with a shared role</i> - based on approximately 630 hours per year @ based on \$45 per hour which is paid monthly at approx., \$2362.50 or \$28,350 per year, plus \$1000 additional fee for oversight of July 4th parade event management.
Subcontractors - other	<ul style="list-style-type: none"> ▪ \$750 ▪ \$1200 ▪ \$3000 <p>Total other subcontractors \$4,950</p>	<ul style="list-style-type: none"> ▪ Photography for updated website content ▪ Videography (short reels with businesses) ▪ Update business list brochure design and print
Total Annual Proposed Compensation	\$69,328	Estimated at current costs

D. References

- Bruce Jaeger, President, Oceanside Action Partnership
nguyenjaeger@gmail.com 503-317-6150
- Jack Bloom, Manzanita resident and former longtime NCRD board chair
john.m.bloom@gmail.com 703-489-7910
- Ken Henson, Refettorio Consulting, former president of Pelican Brewing
kenhenson5@gmail.com 503-807-4418
- Sherrye Wyatt, director of Washington Filmworks
sherrye@washingtonfilmworks.org 360-929-9924