

Oregon Board of Forestry July 24, 2018

Presenters:

Ross Holloway, Executive Director, TFHT

Nels Gabbert, Board Chair, TFHT

Tillamook Forest Heritage Trust



"STEWARDSHIP IN FORESTRY"

TFHT History:

- ***Idea for the non-profit grew out of the Tillamook Recreation Plan and the creation of the recreation, education and interpretation programs in State Forests.***
- ***TFHT was formed in 1999 to support fundraising and development for the Tillamook Forest Center***
- ***Incorporated as a 501 (c) (3) non-profit supporting organization to ODF.***

Tillamook Forest Heritage Trust



"STEWARDSHIP IN FORESTRY"

Recreation

Education

Interpretation

Our Mission...

***“Inspiring Oregonians to Learn
About and Enjoy the Many Benefits
of Their State Forests”***

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"STEWARDSHIP IN FORESTRY"

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OPRD Liaison

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TFHT Achievements:

- ***From 2000-2004, TFHT successfully carried out a capital campaign that secured \$10 million in public and private funds for the Center.***
- ***THFT celebrated the grand opening of the Tillamook Forest Center in April 2006.***



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TFHT Achievements :

- ***Since 2006, TFHT has provided support and funding for...***
 - ***Education and interpretive program materials***
 - ***Seasonal staff for Tillamook Forest Center***
 - ***Marketing activities and materials***



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TFHT Achievements:

- *Since 2006, TFHT has provided support and funding for...*
 - *James E. Brown Forest Education Grant*
 - *TFC exhibit refresh planning work*
 - *TFC ten year anniversary events*
 - *"Trees to Seas" Scenic Byway designation (Hwy 6)*



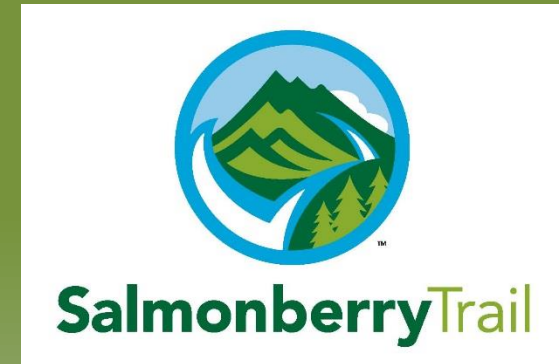
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TFHT Achievements :

- ***2012 – TFHT added Salmonberry Trail project, and support for Salmonberry Trail Intergovernmental Agency (STIA)***
- ***2016 – TFHT established the State Forests Recreation Fund in memory of Wayne Naillon.***



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Tillamook Forest Center:

- ***Since 2006, the Center has hosted over 600,000 visitors, including over 60,000 students for education programs.***
- ***Since Center opening, the TFHT has raised nearly \$1,000,000 to support the Center.***
 - ***Grants***
 - ***Donations***
 - ***Sales of donor trees and benches***

Salmonberry Trail:

- ***Since 2012, TFHT has raised over \$500,000 through grants and donations to support the Salmonberry Trail project.***

2017-19 Strategic Plan

Current TFHT Strategic Focus Areas:

- ***Outdoor Recreation and Salmonberry Trail***
- ***Education and Interpretation Program Support***
- ***Organizational and Board Development***
- ***Financial Management Systems and Processes***

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2017-19 Strategic Plan

Current Focus Area: Outdoor Recreation and Salmonberry Trail

- *Non-profit support to STIA*
- *Salmonberry Trail fundraising and development work*



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2017-19 Strategic Plan

Current Focus Area: Outdoor Recreation and Salmonberry Trail

- *Marketing for State Forests Recreation Fund*



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"STEWARDSHIP IN FORESTRY"

2017-19 Strategic Plan

Current Focus Area: Education and Interpretation

- *Tillamook Forest Center Program Support*
- *Education Pavilion Project*



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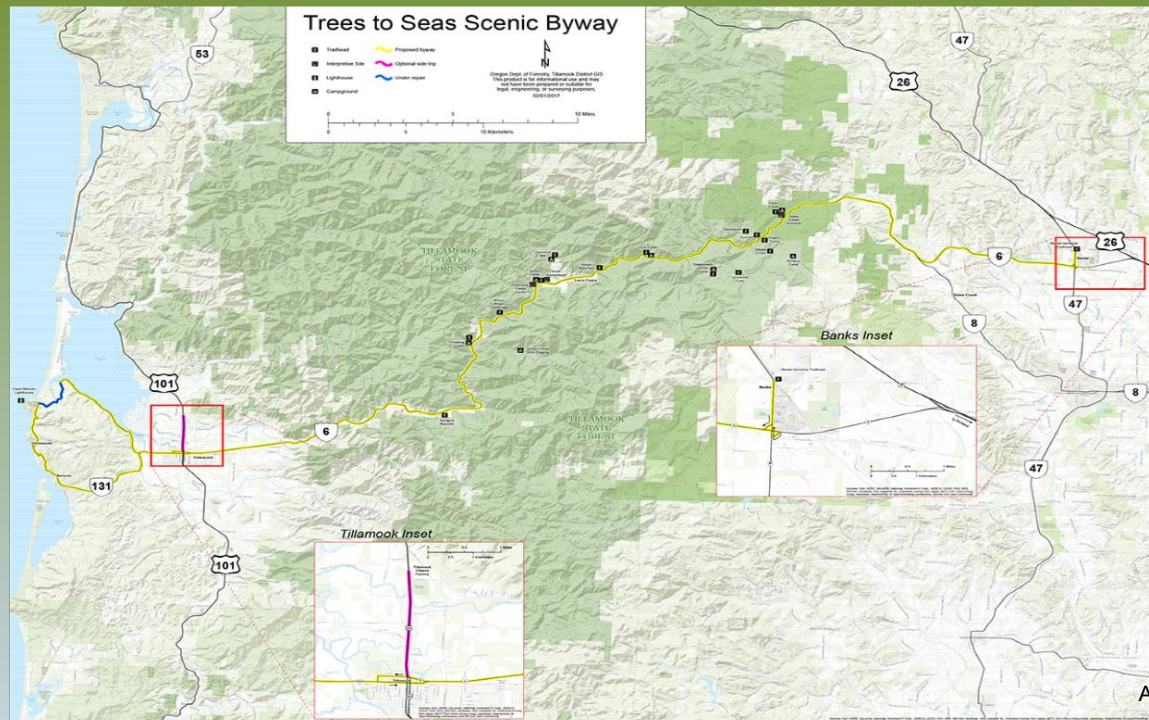


STEWARDSHIP IN FORESTRY™

2017-19 Strategic Plan

Current Focus Area: Education and Interpretation

- Scenic Byway Designation*



2017-19 Strategic Plan

Current Focus Area: Organizational and Board Development

- *Addition of Communications Director*
- *Pursuing funding for full-time Executive Director (currently part-time).*
- *Pursuing funding to establish a full-time Development Director position.*

2017-19 Strategic Plan

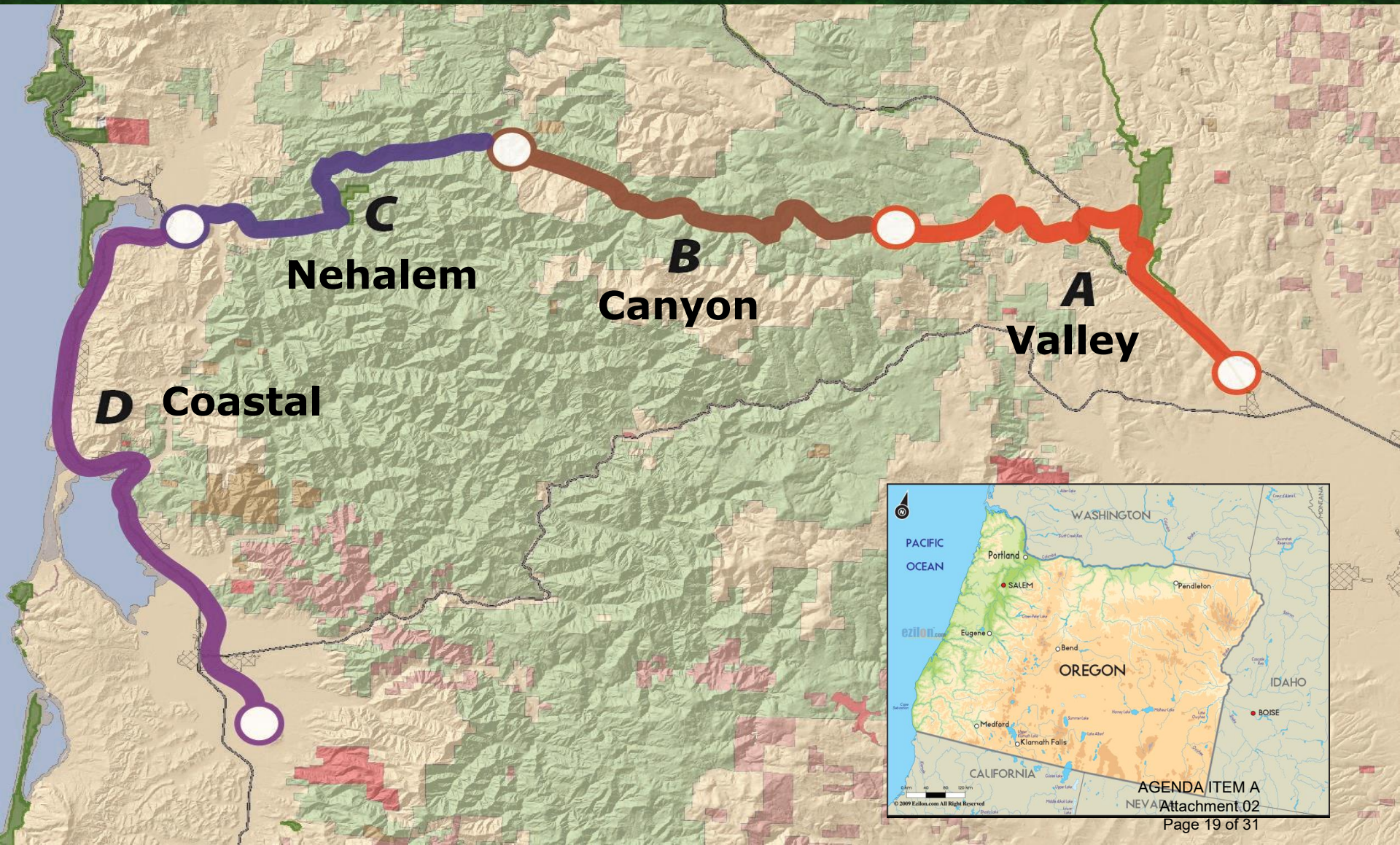
Current Focus Area: Financial Management Systems

- *Implementing Customer Relations Management software*
- *Upgrading donor tracking and management systems*
- *Establishing on-line donation tools for all funds (TFC, Salmonberry and Recreation Fund)*

A photograph of a forest trail with railroad tracks. The trail is a dirt path with gravel, flanked by dense green foliage and tall evergreen trees. Two parallel metal tracks run down the center of the path, leading towards the background. The scene is brightly lit, suggesting a sunny day.

Salmonberry Trail

Visit us at salmonberrytrail.org





Coastal Segment Planning





Brand Profile

← BRAND

POSITION

The Salmonberry Trail will be a unique destination for world-class non-motorized outdoor recreation, strengthening physical, cultural and social connections in Northwest Oregon from the Valley to the Coast.

PILLARS

AN EXPANSIVE VISION

Building the Salmonberry Trail is an investment in our future. The vision for the trail is expansive, grounded in local communities, but anticipating the development of the trail as an international outdoor destination.

CONNECTION WITH NATURE

The Salmonberry Trail will connect more visitors and residents in more ways with the natural landscape. Recreational, educational and cultural connections will generate long-term support for building and preserving this unique resource.

RANGE OF ACCESS

The Salmonberry Trail will offer a series of distinct experiences through its connected landscapes. Exploring the extent of the trail provides access to the diversity of Northwest Oregon's natural environment, culture and history.

VISION

A GREAT OUTDOOR DESTINATION

The Salmonberry Trail project is a bold vision for Oregon's future that will reconnect environments, communities and people in Northwest Oregon. The re-purposing of the Salmonberry Rail corridor to a multi-use trail will connect more generations to the beauty and history of the region, provide a new source of economic activity, and bolster Oregon's standing as a global destination for outdoor recreation.

BENEFITS

THE GREATER GOOD

The Salmonberry Trail will get multiple stakeholders to the same table, fostering partnerships between agencies, businesses and communities.

As an major destination for outdoor recreation, the trail will support the economies of adjacent communities, especially in rural areas.

As the Salmonberry Trail is developed, it will maintain and improve our region's environmental, historic and cultural features.

SHARED EXPERIENCES

The Salmonberry Trail will provide access to a wide range of recreational activities both on and beyond the trail. Diverse users will enjoy, understand and forge lasting connections with this unique Oregon resource.

HEALTH + WELLNESS

The Salmonberry Trail will enable local residents and visitors to benefit from getting out and moving through the outdoor environment in a variety of ways. Outdoor activity supports both individuals and communities.

AUDIENCE

USERS

Identify first with their preferred activities. Activity-based messaging is the gateway to all other silos of user-targeted communication.

ADVOCATES

Promote, support and develop the trail. Many have well-developed networks to communicate, so their primary need is accurate and compelling content.

COMMUNITY

Community groups have considerable stake over the long term. Their support, engagement and understanding is crucial for success.

**TRAVEL
OREGON**



*Conducted by PSU
Center for Public Service*

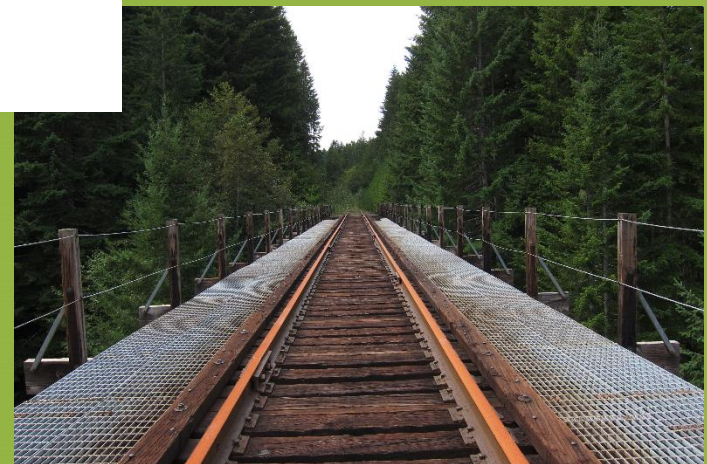
- ***\$20 million in annual economic benefits***
- ***Estimated 266,000 users per year***
- ***\$4-5 million in direct spending***
- ***Significant health care savings***



Valley Segment Planning



Washington County
Visitors Association





Phase 1

**Feasibility Study,
Concept Plan,
Partnerships and
Governance**

2012 - 2015

Phase 2

- **Planning & Preparation**
- **Railbanking**
- **Segment Planning**
- **Land Use**
- **Fundraising and development**

2015 - 2018

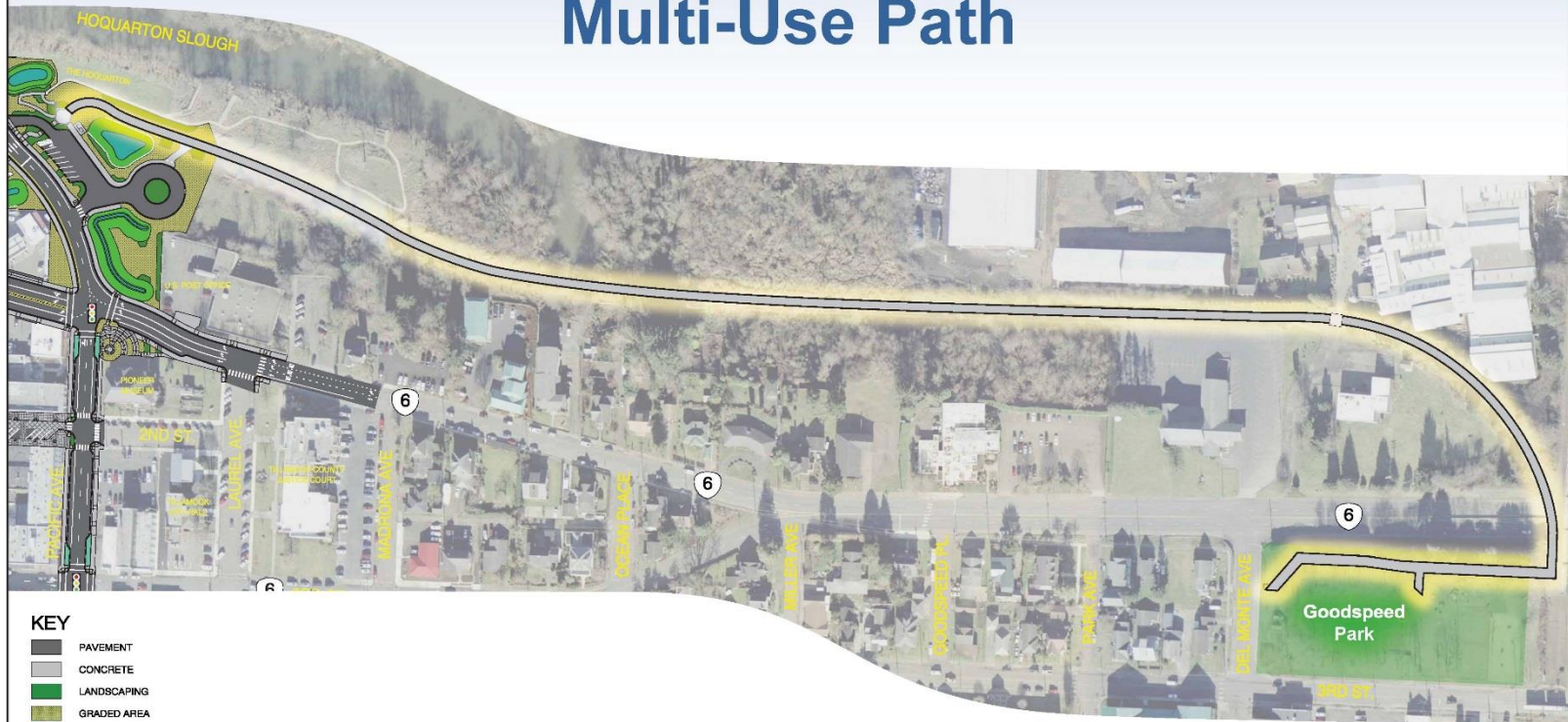
Phase 3

**Project
Implementation**

2019 - ?



Crosstown Connections: Multi-Use Path



KEY

- PAVEMENT
- CONCRETE
- LANDSCAPING
- GRADED AREA
- STORMWATER POND
- STORMWATER PLANTER



Tillamook "Crosstown Connections" Project





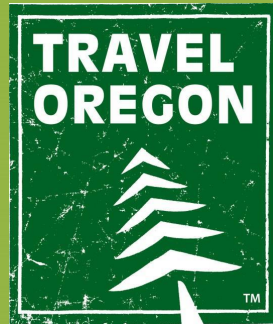
What's Next?

Salmonberry Trail



Manning Trailhead Catalyst Project

 Washington County
Visitors Association



Nature
HISTORY
Discovery

Manning Trailhead EXPANSION & IMPROVEMENTS



SalmonberryTrail





Salmonberry - Banks Vernonia Loop Catalyst Project

Catalyst Loop Trail

PHASE ONE: 9 MILES

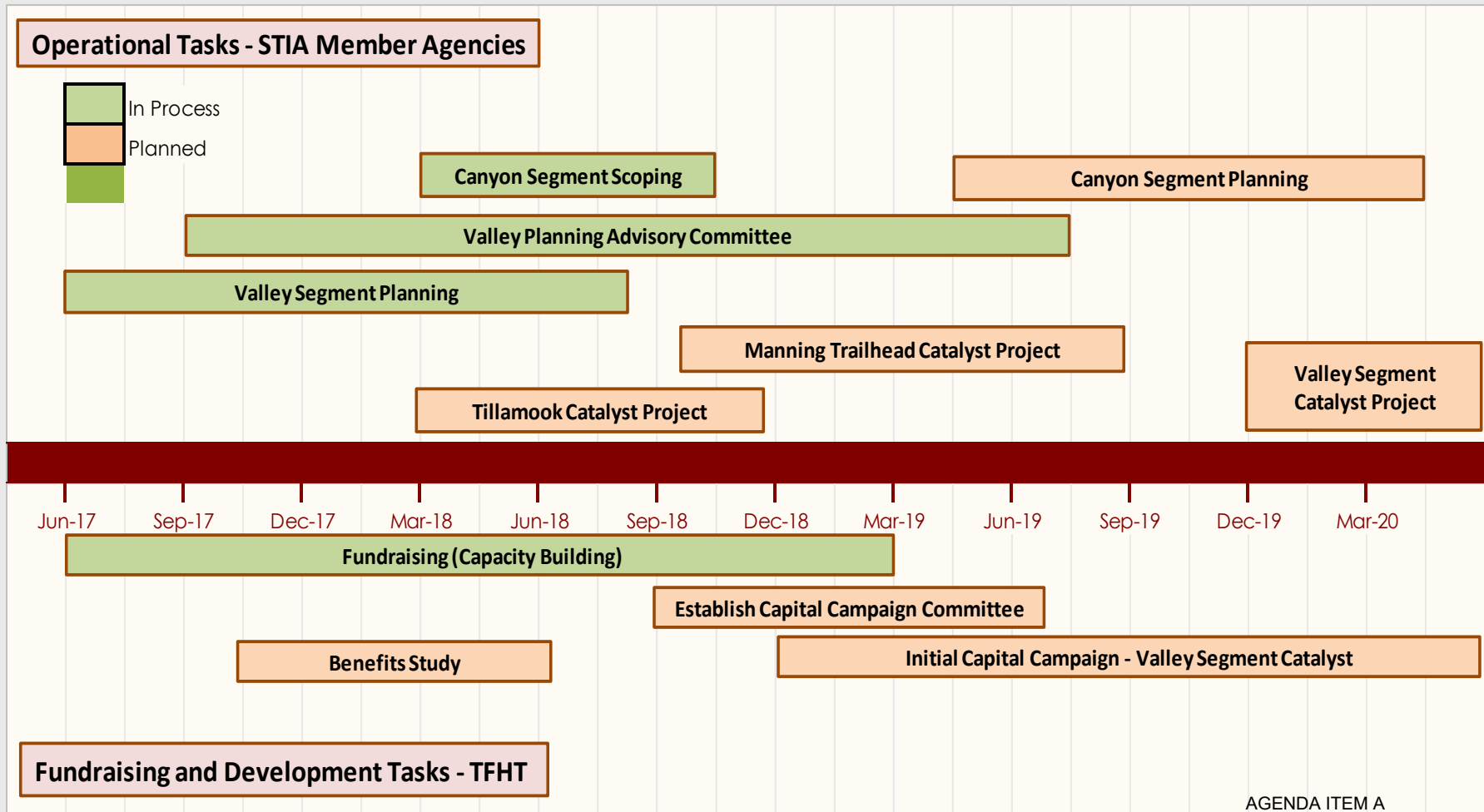


SalmonberryTrail





Salmonberry Trail Project Timeline



Tillamook Forest Heritage Trust



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Questions?

Staff Recommends that...

The Board endorse the focus areas, goals, objectives and actions described in the TFHT Strategic Action Plan.