

State travel industry recovery sails past prerecession levels

By MIKE WILLIAMS
EO Media Group

Oregon's travel and hospitality industry continues to flourish, with 2014 direct travel spending topping \$10 billion for the first time.

Direct employment generated by travel hit 101,000 in 2014, up 3,000 jobs from 2013, according to research by Dean Runyan Associates.

In Clatsop County, 2014 travel spending was \$516.7 million, up from \$467.5 million in 2013. Direct employment hit 5,420 jobs, up from 5,280 in 2013.

Representatives from Travel Oregon, the state agency charged with promoting travel and hospitality, were in Astoria on April 22.

Travel Oregon Chief Executive Officer Todd Davidson said the increase in employment often goes unnoticed.

"There's no ribbon-cutting ceremony for these jobs," he said. "It's hundreds of new jobs in businesses all around the state."

The numbers point to an industry that has not only recovered from the Great Recession, but grown past it, Davidson said.

First quarter 2015 numbers aren't in yet, but it appears the growth trend is continuing, he said. Estimates of lodging occupancy and rates year over year show an increase of 16 percent, he said.



traveloregon.com

"2015 is off to a very good start," Davidson said. "To see this kind of increase in the shoulder season is great."

Rollin' in the green

Oregon's green reputation is helping drive visitor traffic, Davidson said. Many come because of the state's natural offerings and commitment to maintaining the environment.

Travel Oregon is helping businesses promote themselves through Travel Oregon Forever. The network recognizes tourism and hospitality business that have a commitment to environmental and socially responsible practices.

It also offers the Travel Philanthropy Fund, a program that supports sustainable tourism development. Participating businesses add

a donation, such as \$1 to each bill or night's stay. The program includes an opt-out for visitors who don't wish to participate.

Davidson said the pilot program found 85 percent choose to opt in. It's raised \$70,000 for projects from the seven areas of the state, including the Netarts Native Oyster Restoration Plan.

The projects change every two years, said Linea Gagli-

ano, Travel Oregon manager of industry and public affairs.

"We want to keep Oregon preserved, because that's what people are coming here for," Gagliano said. "It's in our best interest to keep things as green as possible."

Electrifying results

In keeping with the environmental theme, the agency is promoting electric vehicle itineraries that point out

points of interest and high-speed EV charging stations along the way, including three in Clatsop County.

For a map of charging stations in Washington and Oregon visit www.oregon.gov/ODOT/HWY/OIPP/docs/ElectricHwyMapREV_4-15.pdf.

It's an opportunity to stop and see a little more of these towns because it takes a little longer than filling a gas tank, Gagliano said.

The state has one of the best EV markets, Davidson added.

On a roll

Oregon is filling the bike niche as well.

On May 6 Travel Oregon will unveil seven custom-built bikes that reflect the Seven Wonders advertising campaign. Over the following eight weeks, except for the week of Fourth of July, one bike will be hidden in a region of the Seven Wonders and clues will be released on social media. Find the bike and it's yours.

The coast bike features fat tires and a sturdy frame for beach riding. Travel Oregon has a team mapping out a scenic bikeway.

All the bikes are built by Oregon companies. It's symmetry Davidson likes. Oregon industry helping to promote another Oregon industry.

Former log-sorting yard up for auction

By EDWARD STRATTON
The Daily Astorian

Now is the public's chance to buy a piece of logging history on the Lewis and Clark River.

The 53-acre former sorting yard — owned by Campbell Global and last used by Astoria Forest Products before it relocated its entire operation to Pier 3 — is being offered at the Spring 2015 Real Estate Auction for Campbell Global, at a starting reserve of \$393,000.

It's located at the corner of Loukas Lane and Fort Clatsop Road, just south of Fort Clatsop and Netul Landing, next to the Lewis and Clark River.

"We've had actually pretty decent interest on it, primarily from local people," said President John Rosenthal of Portland-based Realty Marketing/Northwest.

He said Campbell Global is selling the property off as surplus, as sorting operations have moved to the Port of Astoria.

According to the listing by Realty Marketing/Northwest, the yard includes about 18 acres meant for a dry-sort yard and about 15 acres formerly used as a log yard.

The property "could be used for other operations related to either forestry, agriculture or developed for recreational use due to its proximity to Fort Clatsop and the property along



Submitted photo

The approximately 53 acres up for auction at the corner of Loukas Lane and Fort Clatsop Road includes land formerly used for log sorting and storage. It also includes timber stands and conservation lands around the adjacent Johnson Creek.

Johnson Creek that could be used for hiking," the release stated, noting its proximity to a boat ramp on the Lewis and Clark.

Astoria Forest Products and Westerlund Trucking used the longstanding Lewis and Clark yard for sorting and storage. But in August, Yard Manager Dave Daggett said the yard was facing stormwater issues with the Oregon Department of Environmental Quality related to water pollution. He said the owner, Campbell Global, needed to in-

stall a flocculating station to separate pollutants from stormwater runoff.

The property includes the flocculating station, installed as part of a stormwater management and treatment system, which Rosenthal said Campbell Global invested a lot of money in. The system includes 700-linear-foot swales with detention ponds, as well as a fully contained treatment system with a Conex Box on a 20-by-30-foot concrete slab.

"The system is fully operational and can be utilized, or the treatment equipment can be relocated or liquidated by a new owner," the listing said. "The existing (National Pollutant Discharge Elimination System) Permit can be assigned to a new owner."

Bids on the property are due by 5 p.m. May 20. More information and a bidder's packet can be obtained by calling 800-845-3524, or by visiting <http://tinyurl.com/kgk52c3>

TLC liquidated, Fibre assumes members' loans

ALEXANDRIA, Va. — The National Credit Union Administration last week liquidated TLC Federal Credit Union of Tillamook.

Fibre Federal Credit Union of Longview, Wash., immediately assumed TLC Federal Credit Union's members, shares, loans and certain other assets and liabilities. Fibre is a federally chartered credit union with assets of \$803 million and 71,793 members, according to the credit union's most recent Call Report.

Accounts of the new Fibre Federal Credit Union members remain insured by the National Credit Union Share Insurance Fund. Administered by NCUA, the Share Insurance Fund insures individual accounts up to \$250,000. A member's interest in all joint accounts combined is insured up to \$250,000.

The Share Insurance Fund separately protects IRA and Keogh retirement accounts up to \$250,000. The Share Insurance Fund has the backing of the full faith and credit of the U.S. Individuals may visit the MyCreditUnion.gov website at any time for more information about their insurance coverage.

The new Fibre members will experience no interruption in services, and the former TLC branches remain open. Members with questions about their accounts may contact Fibre Federal Credit Union at 360-414-4283, 9 a.m. to 5 p.m. Monday through Friday.

Liquidation

NCUA made the decision to liquidate TLC Federal Credit Union and discontinue its operations after determining the credit union was insolvent with no prospect for restoring viable operations on its own. NCUA's Asset Management and Assistance Center will take charge of certain assets of the closed credit union.

At the time of liquidation and subsequent purchase by Fibre Federal Credit Union, TLC served 13,375 members and had assets of approximately \$109 million, according to the credit union's most recent Call Report.

Chartered in 1957 as Clatsop Tillamook Teachers Federal Credit Union, the credit union changed its name to TLC Federal Credit Union in 1988. It converted in 2003 to a community charter to serve the residents of Clatsop, Lincoln and Tillamook counties in Oregon.

It is the third federally insured credit union liquidation in 2015.

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Copies of Property Lines "At Home" edition are inserted into The Daily Astorian and are available at locations throughout Clatsop County.

For more information or to reserve your space, contact your advertising consultant:
Astoria/Warrenton/Hammond 503-325-3211 Gearhart/Seaside/Cannon Beach 503-738-5561

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