

Cannon Beach's 2014 travel and tourism broke \$1M

Compiled numbers say more than 53,000 walk-ins at Visitor Center

By Erick Bengel
Cannon Beach Gazette

In calendar year 2014, the direct economic impact of travel and tourism to Cannon Beach totaled approximately \$104,778,653, according to final figures recently provided by the city's Chamber of Commerce.

State survey averages calculated by Dean Runyan Associates allows chambers of commerce to break down that figure into amounts spent in different categories. In Cannon Beach, those amounts are:

- Lodging industry revenues: \$40,836,675 (39 percent of all spending)
- Food and beverage revenues: \$26,194,663 (25 percent of all spending)
- Retail revenues: \$16,764,584 (16 percent of all spending)
- Recreation revenues: \$10,477,865 (10 percent of all spending)
- Transportation revenues: \$10,477,865 (10 percent of all spending)

Multiplier

However, the only exact figure is the one for the lodging industry, which is extrapolated from the 8 percent transient lodging taxes paid by the city's visitors who stay in a hotel, motel or inn.

Last year, Cannon Beach's lodging taxes totaled \$3,269,094. That figure comprises the 6 percent lodging tax collected by the city, the additional 1 percent tax for the city's Tourism and Arts Fund, and the 1 percent lodging tax that goes to the state.

The economic impact of travel and tourism is even greater when one factors in the "multiplier effect," which considers the money that is re-spent within the community by the people employed by the local businesses raking in visitor dollars. The money is turned over and over within the local economy until it is saved or spent elsewhere.

Generally, the multiplier effect ranges from 3 to



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At this year's Chamber Awards ceremony, Patrick Nofield, center, president of Escape Lodging, accepted the award for Excellence in Leadership on behalf of the company's CEO Tom Drumheller. Left: Sheri Russell, secretary of the chamber board. Right: Becki Sperley, chief financial officer of Escape Lodging.

7 times the direct economic impact, so, at minimum, Cannon Beach saw about \$314,335,961 in economic impact in 2014.

Because these figures are calculated from transient lodging dollars, they only account for the visitors who stayed overnight. It

doesn't count the day-trippers. "So add a whole lot more people," and Cannon Beach's travel and tourism industry is a "much bigger industry than most people understand and realize," said Courtland Carrier, executive director of the chamber.

On the Seaside side

In Seaside, the direct economic impact of travel and tourism in 2014 totaled approximately \$117,395,384, according to Jon Rahl, assistant general manager of the city of Seaside's Visitor Bureau. With the multiplier, that's \$352,186,152.

The categories break down thus:

- Lodging industry revenues: \$45,784,199 (39 percent of all spending)
- Food and beverage revenues: \$29,348,846 (25 percent of all spending)
- Retail revenues: \$18,783,261 (16 percent of all spending)
- Recreation revenues = \$11,739,538 (10 percent of all spending)
- Transportation revenues = \$11,739,538 (10 percent of all spending)

Walk-ins

How do Cannon Beach's 2014 figures compare to those from previous years?

It's hard to say; as far as Carrier knows, the chamber hasn't run these numbers before. Carrier compiled a preliminary version of these percentages for the chamber's newsletter in February.

And here's another 2014 statistic: the Cannon Beach Visitor Center tallied about 53,766 visitors who walked in to ask for help. By comparison, an estimated 20,000 enter Seaside's Visitor Center annually, according to Rahl.



ERICK BENDEL PHOTO

The building that housed Dooger's Seafood & Grill in Cannon Beach for about 23 years, and has gone unused for more than three years, may soon be home to a brew pub owned by Pelican Brewing Company.

Dooger's building sold

Vacant space may become a new midtown brew pub

By Erick Bengel
Cannon Beach Gazette

A new brew pub may open at Hemlock Street and Sunset Boulevard in the not-too-distant future.

Hallmark Inns & Resorts recently sold the building that housed Dooger's Seafood & Grill in midtown Cannon Beach for 23 years, and that has stood vacant since 2011, to Pelican Brewing Company.

Though an offer has been made and accepted, the brewing company has not officially closed on the deal and is still in the routine 30-day "due diligence" phase, where the company takes a closer look at the building and its environment to ensure there are "no surprises," said Jim Prinzing, CEO of Pelican Brewing Company.

The plan is for Pelican to close on the property before July, said Kirby Blankenship, general manager of Hallmark Inns & Resorts. "It's not really over till the fat lady sings," he said.

The brewing company has not finalized its design for the building or what equipment will eventually go in there, but Prinzing said he expects the result will be similar to the company's brewing facility, Pelican Pub & Brewery, in Pacific City.

"I think it's a great move for the community to get a viable restaurant back in the location," Blankenship said. "It's one of the best locations in town, and the Pelican Brewing people have a longstanding reputation for good quality, so I'm excited to partner with them here in Cannon Beach."

The name of the new business is also up in the air — it may be called a "brew pub," maybe a "pub and brewery," or combination thereof — but "it will be 'Pelican' something," Prinzing said.

In addition, the brewing company has not yet set a timetable on renovating the building and getting its operations underway, he said.

Formed in 1996, Pelican Brewing Company — whose original name was Pacific Brewing Company — also owns businesses in Tillamook and Pacific City. Their parent company is Nestucca Ridge Development, based in Pacific City.

Courtland Carrier, executive director of the Cannon Beach Chamber of Commerce, said that Pelican Brewing Company has "a great reputation," adding that he's anxious to see what the Pelican "folks are all about."

"We are really excited about Cannon Beach, and we love the community, and we're super excited to be a great partner for all the other businesses and residents and (to) add some more value to the community," Prinzing said.

Council confronts some citizens' concerns about ODOT tree-thinning on Hwy. 101

Benefield to residents: 'We do hear you'

By Erick Bengel
Cannon Beach Gazette

The April 7 Cannon Beach City Council meeting was the first since the Oregon Department of Transportation cut down about 55 trees from U.S. Highway 101 between Cannon Beach's north entrance and Sunset Boulevard on March 9, and the councilors got an earful during the public comment period.

The lack of notification that the trees would be removed and when they would be removed upset some residents whose properties border the affected area.

"It seems like you — the people here representing 'We the People' — have not followed through very well with being diligent in your responsibility to inform us

specials determined that about 200 dead or dying alder trees hanging over the road posed a hazard to drivers and needed to be eliminated. About 5,000 trees stand along that stretch of road, according to Bill Jablonski, manager of ODOT District 1.

Phil Massebeau, Johnson's neighbor and son-in-law, said the city should have "let us know what's going on."

His wife, Kirsten Massebeau (Johnson's daughter), said she wishes the city had asked its arborist, Will Caplinger, to conduct an independent review of the targeted trees.

"I'm not happy with the result. I'm not happy with the way the city handled it. I'm not happy with the way the state handled it," Johnson said.

No negotiations

Toward the end of the meeting, Councilor Mike Benefield told the audience he felt the council was

him to hold off on the project. Jablonski indicated that ODOT was unwilling to wait any longer and cited Oregon law 366.366, which clearly states the department can remove trees from a state right of way without first obtaining a permit.

"That was the end of the discussion, as far as I was concerned," Kucera said. "No one supersedes their authority in that right of way."

Benefield said there was almost no way the city could have stopped ODOT, except "take our heavy equipment out there, and block them, and then get sued for it."

"How would we feel if someone tried to supersede our right of ways in our own city, you know? It makes it impossible to do business that way," Kucera said. "(ODOT is) a transportation department. Whether we like it or not, their job is to move things along highways ... in the most efficient

are essentially cut at that point," Kucera said. "There is no choice in the matter. That was made very clear to me."

ODOT told Kucera that the department is willing to negotiate on whether to replant the trees, what species to replant with, and how to handle the understory, "but there was no negotiation on the trees that were coming down," he said.

Defending Jablonski, Kucera said, "the man is a landscape architect. He has professional training on how to handle vegetation. The man is not just an engineer that wants to pave and concrete over everything."

Jablonski also "works very well with the city" and has shown interest in getting input from the community in the future, Kucera said.

'Developing a relationship'

ODOT will not return to cut more trees until next year, Kevin Werst, the department's transportation maintenance manager for the Warrenton Section of District 1, said March 9.

"I don't want them to come back and cut more trees, is basically the bottom line," Phil Massebeau said at the meeting.

"We feel they've done enough," Kirsten Massebeau added.

Benefield thanked the speakers for their comments, telling them that "we do hear you," and that the council will "work on these things as best we can."

Meanwhile, the city staff has "spent a lot of time with the ODOT personnel and been working to develop a relationship there that I think is going to improve the situation," he said.



'No one supersedes [ODOT] authority in that right of way.... How would we feel if someone tried to supersede our right of ways in our own city, you know?'

City Manager Brant Kucera

(about) what's going on in a timely fashion," said Ed Johnson, a Cannon Beach resident.

Johnson lives directly east of the highway corridor where ODOT employees and contractors with Trails End Recovery, a Warrenton-based timber recycling company, felled about 30 trees, 8 or more inches in diameter, and 20 to 25 smaller "brush trees."

Last spring, ODOT offi-

"being lectured to, and the ones who should've been lectured to was ODOT."

On March 9, Benefield was "as surprised as anybody" to learn that ODOT and its crew were down on the highway, he said; the department had been postponing the tree-removal project for almost a year.

City Manager Brant Kucera said that, before the thinning occurred, he met with Jablonski and asked

means possible and the safest means possible. And, in their minds, this is safety."

In addition, once ODOT marked certain trees as "hazard trees," the department became legally liable for what would happen if any collapsed onto the highway.

"You can question their arborist in his choice of trees, but ODOT is not going to question the fact that, once they're marked ... they

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