



OSCRTN NETWORK MEETING

ZOOM
JULY 29, 2020

WELCOME

Julie Miller, South Coast Network Manager, Travel Southern Oregon Coast

Oregon South Coast Regional Tourism Network (OSCRTN)

Who We Are: We are a region-wide, cross-sector of independent individuals and organizations who collaborate to enhance economic development through sustainable tourism.

What We Do: We focus on leveraging relationships, opportunities and dollars. We work to create consensus around priorities that will set up other tourism organizations for success. We collaborate with regional tourism organizations in a strategic direction that will lay the groundwork to develop the Southern Oregon Coast into a destination.

Where: We engage the counties of Coos, Curry and Coastal Douglas. All areas share a similar landscape, economy and tourism opportunities.

Why: We are doing work that has not been done in this region before. We have completed two Rural Tourism Studios, created four regionally focused tourism jobs and have successfully gained the support of the state tourism agency, Travel Oregon, through our extensive regional collaborative accomplishments.

How We Work:

- Strengthen regional relationships and build trust
- Respect diverse perspectives while exploring opportunities to develop tourism collaboration opportunities
- Understand the individual and organizational issues that hinder tourism collaboration and help overcome them
- Leverage existing activities for increased economic impact and resources to avoid duplication of effort and resources

- Share information to enhance regional knowledge
- Inform elected officials, local businesses, nonprofits, public agencies, and individual residents on the importance and value of tourism as an economic driver
- Actively participate in the network and regional conversations

We believe collaboration can strengthen our region.

Current Projects:

- **Kayak Launch Project:** TSOC and the Network are currently in the process of installing the second of 14 kayak launches along the Oregon Coast, Reedsport to Brookings-Harbor.
The Reedsport location will be installed by the end of August.
We are also working on Lakeside, North Bend, and Port Orford locations at this time.

If anyone has a location that they would like to recommend, please contact TSOC.

- **Marketing Update:** All marketing has been paused until further notice. Outbound Newsletter launch has been paused and social media has been brought in house. Strategic marketing plan has been modified.
- **COVID Marketing Campaign:** We are in the process of creating a Friends & Family marketing campaign that is scheduled after labor day.

The campaign will be social media strong and will focus on interstate travel and regional pride for all of the wonderful things that the South Coast has to offer during this difficult time.

Community Co-op opportunities will be available

- **Whiskey Run Mountain Biking Trail:** Funding for phase 3, the final phase, of the Whiskey Run Trails project has begun.

Keynote Speaker - Alex Campbell



Statewide Gatherings, Indoor Social Get-Together Guidance

- <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le2351G.pdf>

The “Reopening Guidance Tool” which is a great “cheat sheet”:

- <https://sharedsystems.dhsoha.state.or.us/DHSForms/Served/le2689.pdf>

The school reopening metrics, which I covered mostly verbally, are at:

- <https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/DISEASESAZ/Emerging%20Respiratory%20Infections/Ready-Schools-Safe-Learners-Community-COVID-19-Metrics.pdf>

FUNDING OPPORTUNITIES:

Business Oregon Business Finance Programs:

<http://www.oregon4biz.com/assets/docs/Biz-Fin-Table.pdf>

CCD Business Development Corporation Small Business Resources Contact:

Theresa Haga Executive Director/Finance Manager

(541) 756-4101 x1

t.haga@ccdbusiness.com

www.ccdbusiness.org

For a pdf. of available funding opportunities from CCD, (as of 7/2020), email :

barbdunham@travelsouthernorcoast.com

Guy R. Tauer

Regional Economist Rogue Valley and South Coast Oregon Employment

Department



South Coast Economic and Workforce Update

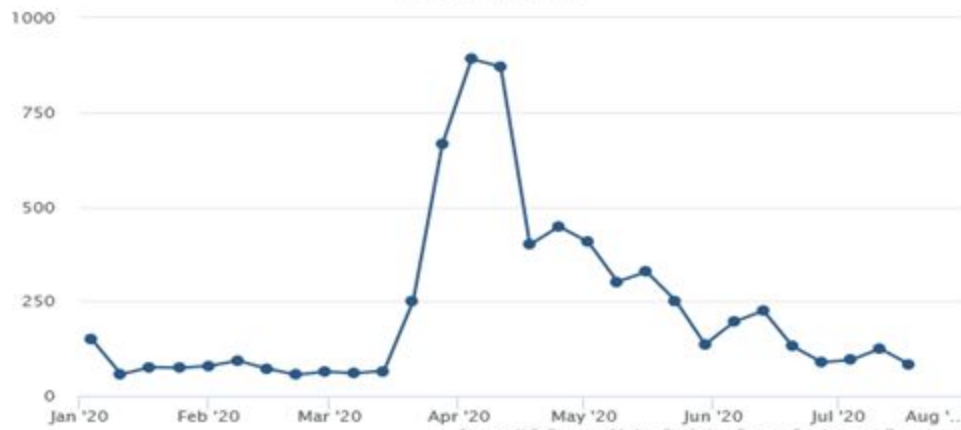
Guy Tauer
Regional Economist
Oregon Employment Department
7-29-2020



Pandemic-Related Boost in Unemployment Claims is Receding

Oregon's Initial Claims for Unemployment Insurance, Weekly

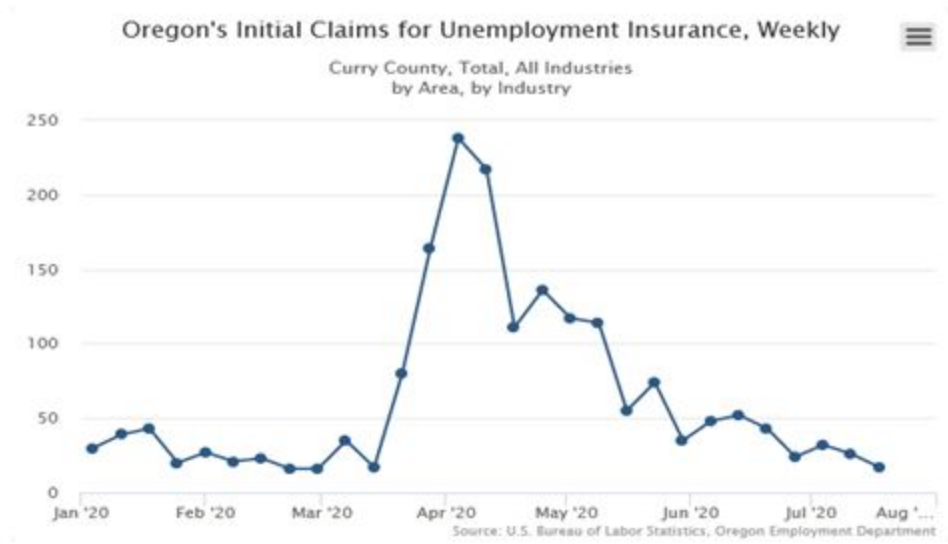
Coos County, Total, All Industries
by Area, by Industry



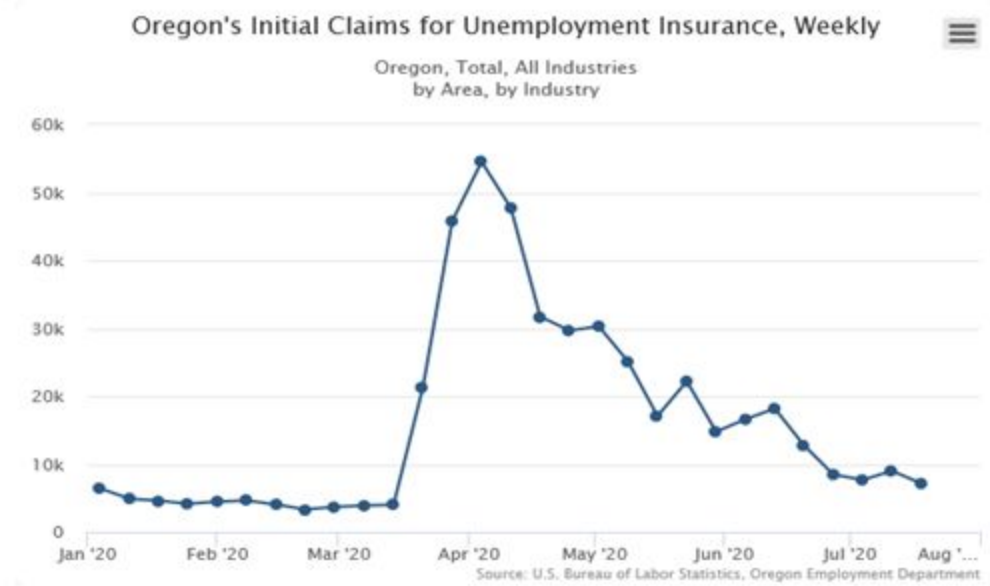
Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



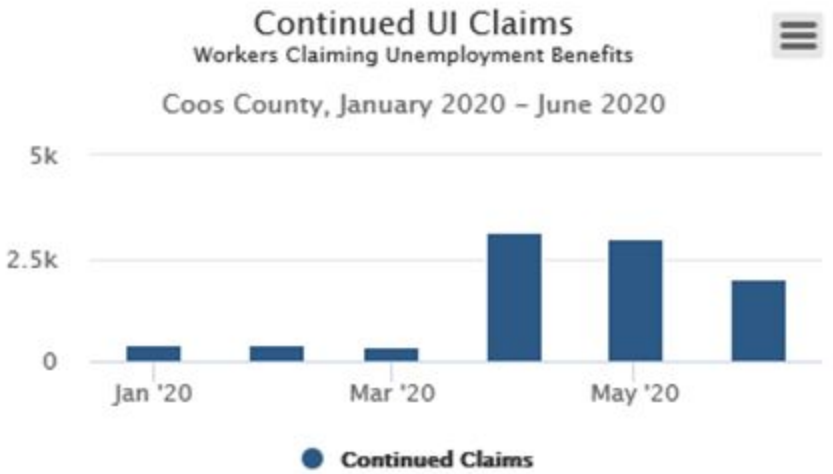
17 Initial Claims week ending March 14, 2020
17 Initial Claims week ending July 18, 2020



Trends are similar around Oregon



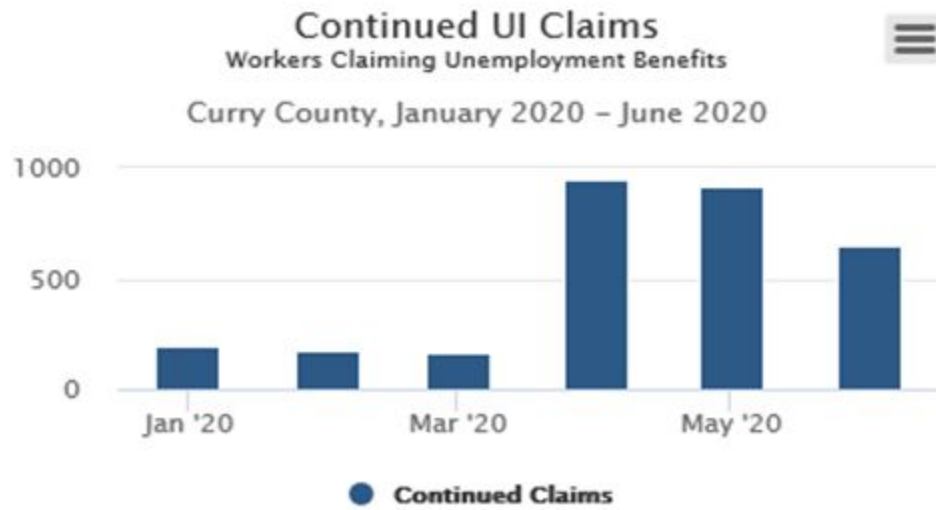
Initial unemployment claims have fallen, continued claims for unemployment insurance remains high- but trending lower too



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



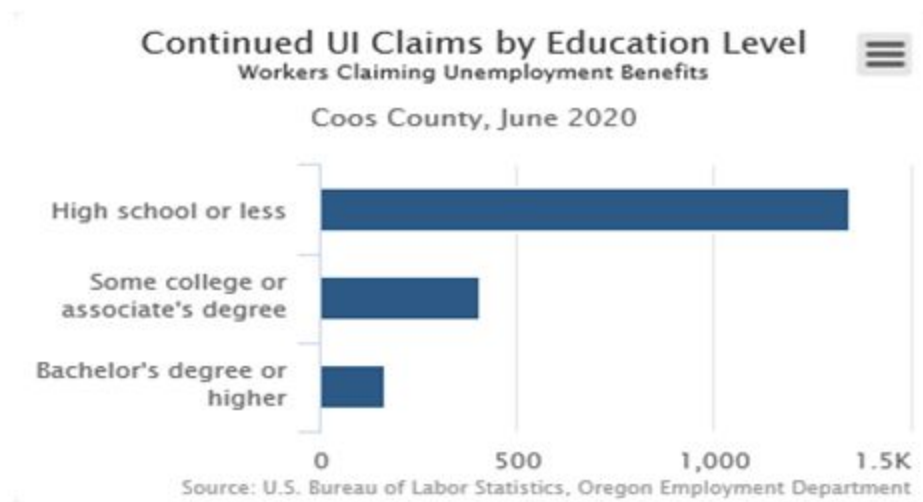
Curry County also improving



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



Demographics of June UI claimants

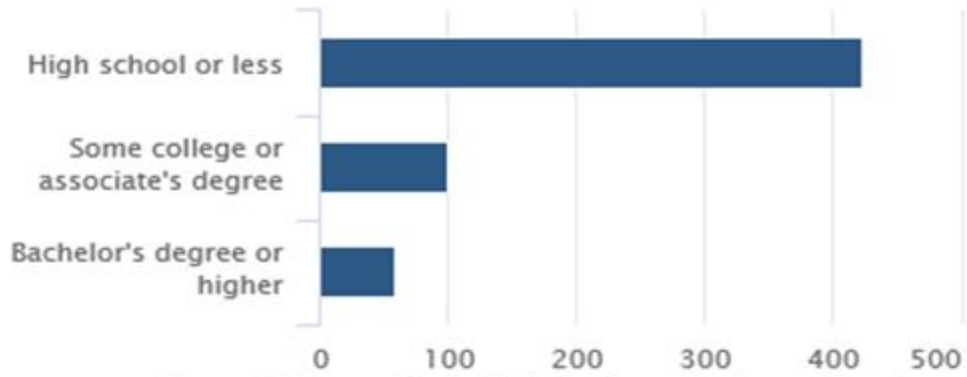


Continued UI Claims by Education Level

Workers Claiming Unemployment Benefits



Curry County, June 2020



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department

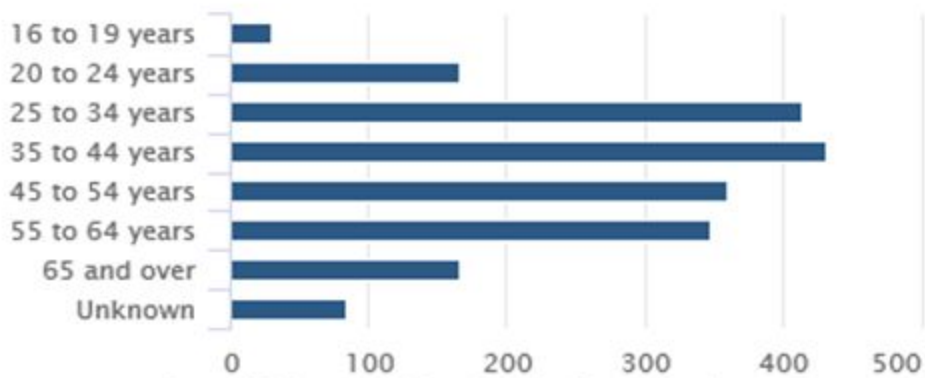


Continued UI Claims by Age Group

Workers Claiming Unemployment Benefits



Coos County, June 2020



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



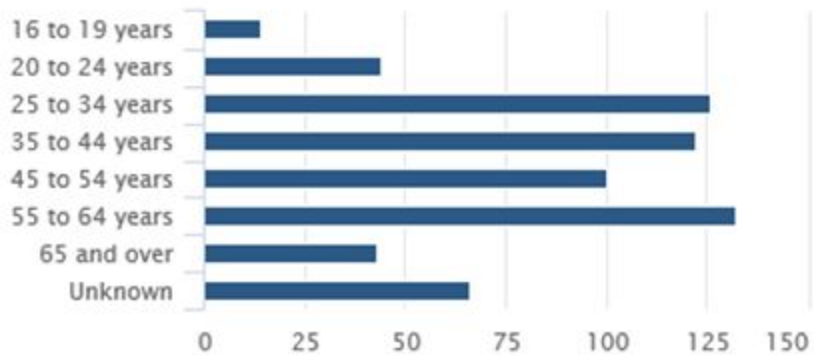


Continued UI Claims by Age Group

Workers Claiming Unemployment Benefits



Curry County, June 2020



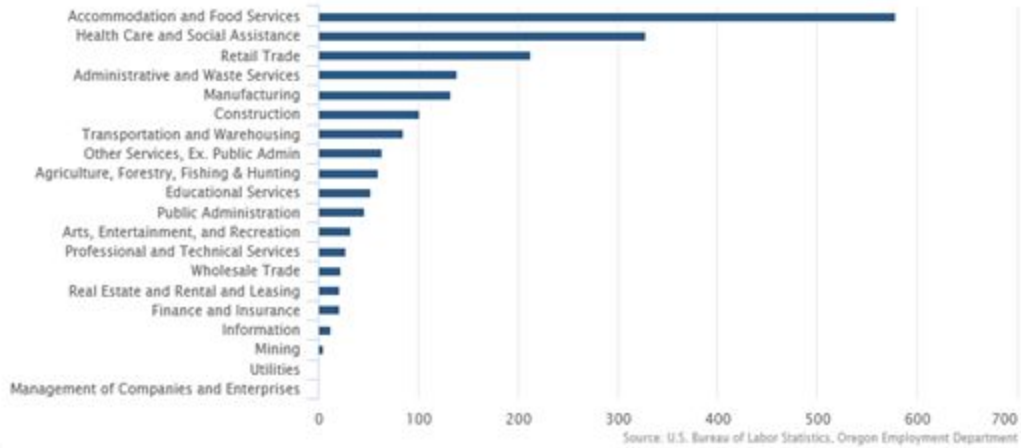
Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



Industries and Occupations with most South Coast UI claims in June

Continued UI Claims by Industry
Workers Claiming Unemployment Benefits

Coos County, June 2020



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



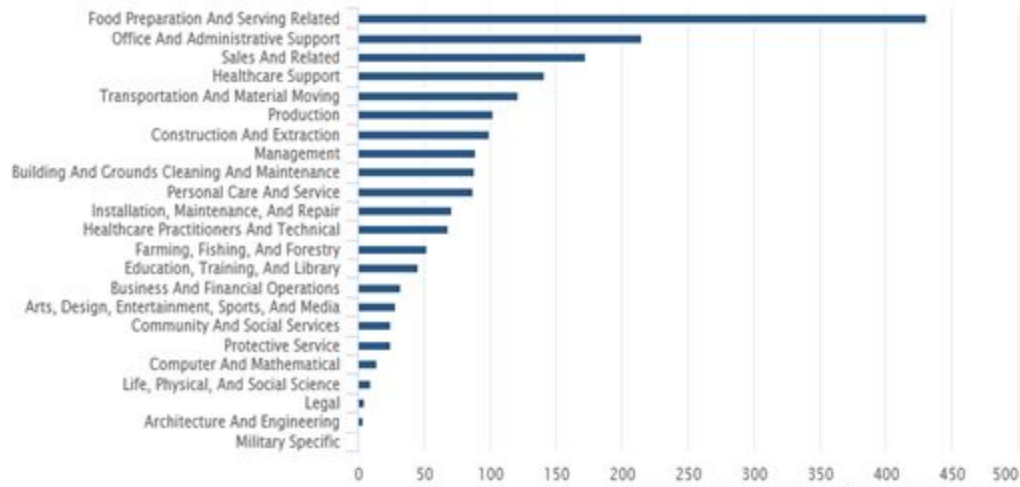


Continued UI Claims by Occupation

Workers Claiming Unemployment Benefits



Coos County, June 2020



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



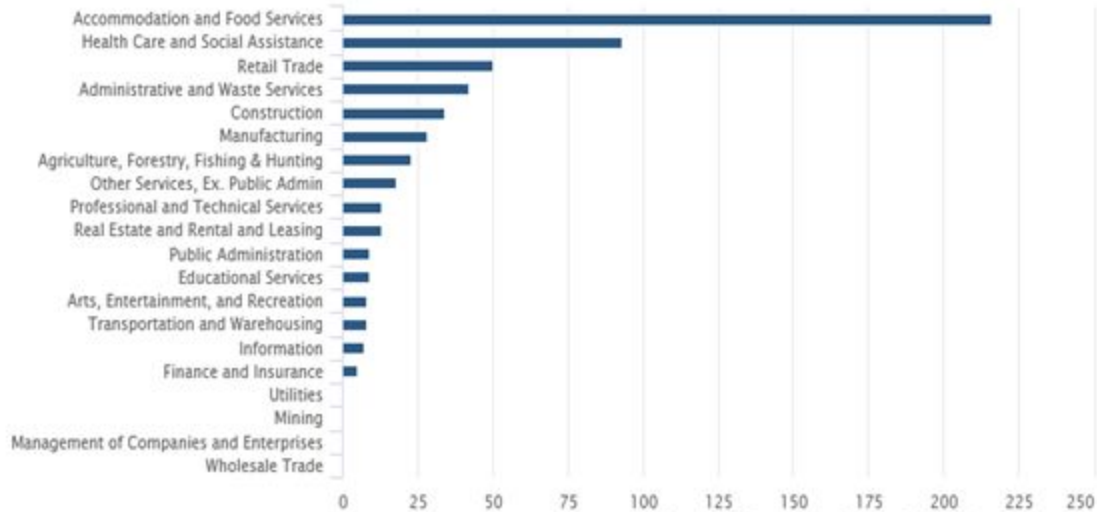


Continued UI Claims by Industry

Workers Claiming Unemployment Benefits



Curry County, June 2020



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



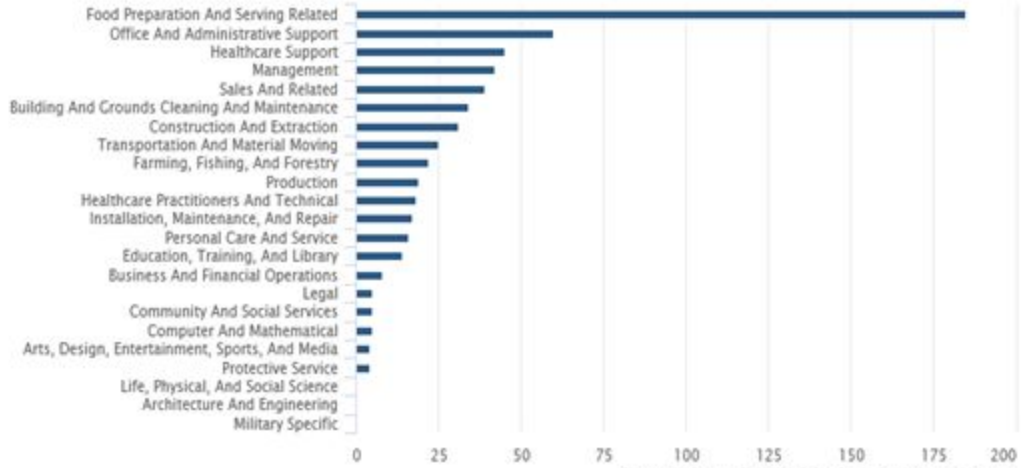


Continued UI Claims by Occupation

Workers Claiming Unemployment Benefits



Curry County, June 2020



Source: U.S. Bureau of Labor Statistics, Oregon Employment Department



Industries with most pandemic-related UI claims have a larger share of employment in Southwestern Oregon than U.S.

Location Quotients**			
A measure of concentration of employment relative to the U.S. average			
	Coos	Curry	Douglas
Construction	0.9	1.25	0.8
Manufacturing	0.8	1.16	1.4
Retail trade	1.25	1.4	1.2
Health Care and Social Assistance**	1	N/A	1.06
Accommodations and Food Services	1.24	2.04	1
Other services	1.05	1.09	1.3
** LQ private sector only			

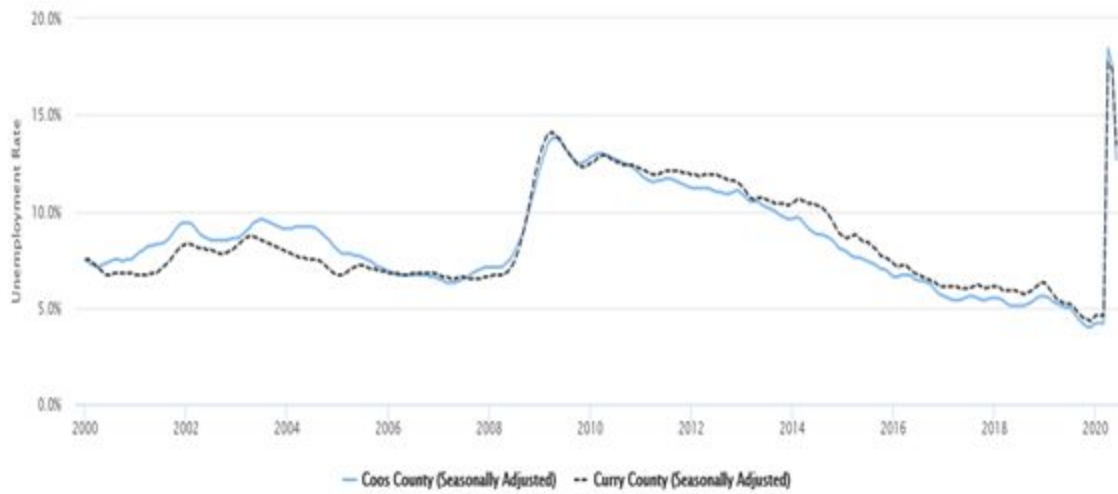
Source: Bureau of Labor Statistics Quarterly Census of Employment and Wage 3Q 2019



Unemployment rates peaked at 18.5% in Coos and 17.7 percent in Curry in April, now at 12.6 and 13.4% in June

Local Area Unemployment Statistics

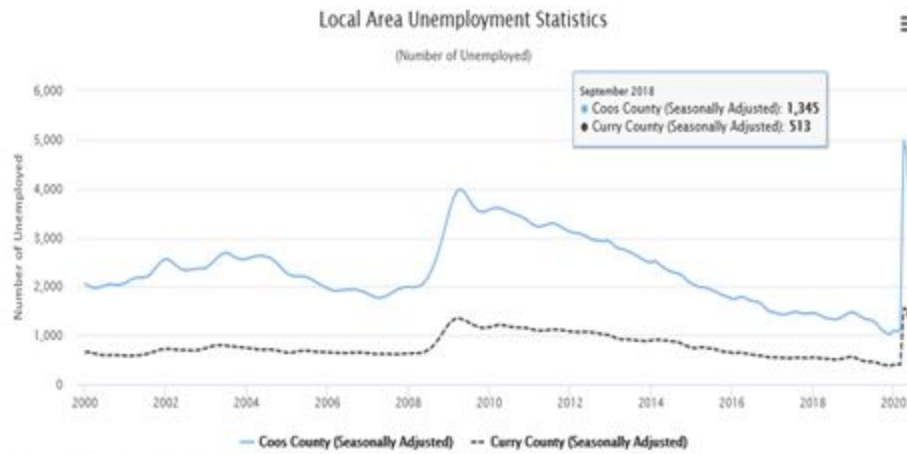
(Unemployment Rate)



Source: Oregon Employment Department QualityInfo.org



We tend to talk about the unemployment rate, but how many of our friends and neighbors at the South Coast are unemployed?
About 4,500 in June



Source: Oregon Employment Department [odsh.oregon.gov/QualityofLife/QualityofLifeData.aspx](https://odsh.oregon.gov/Quality/QualityofLife/QualityofLifeData.aspx)

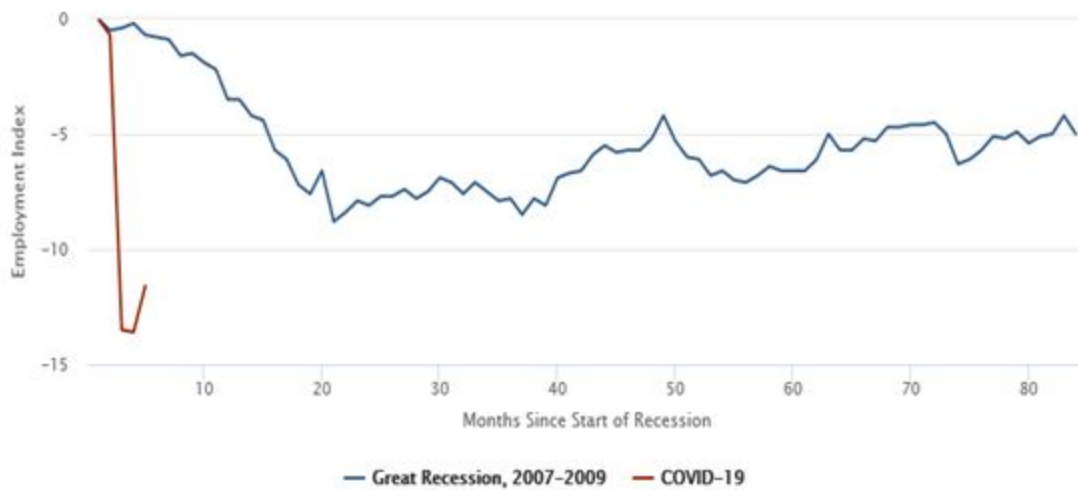




COVID-19 Job Changes Compared to Great Recession Job Changes



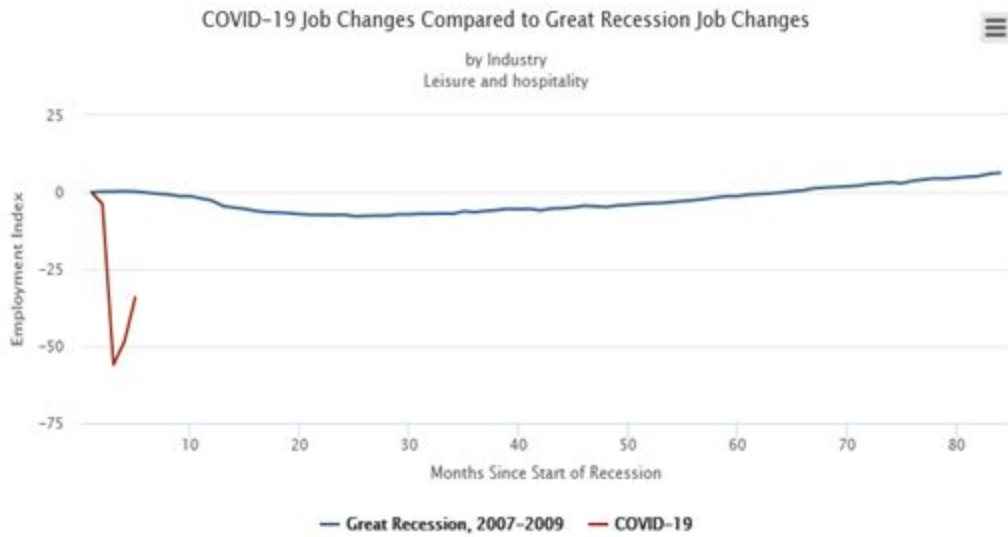
by Area
Coos County



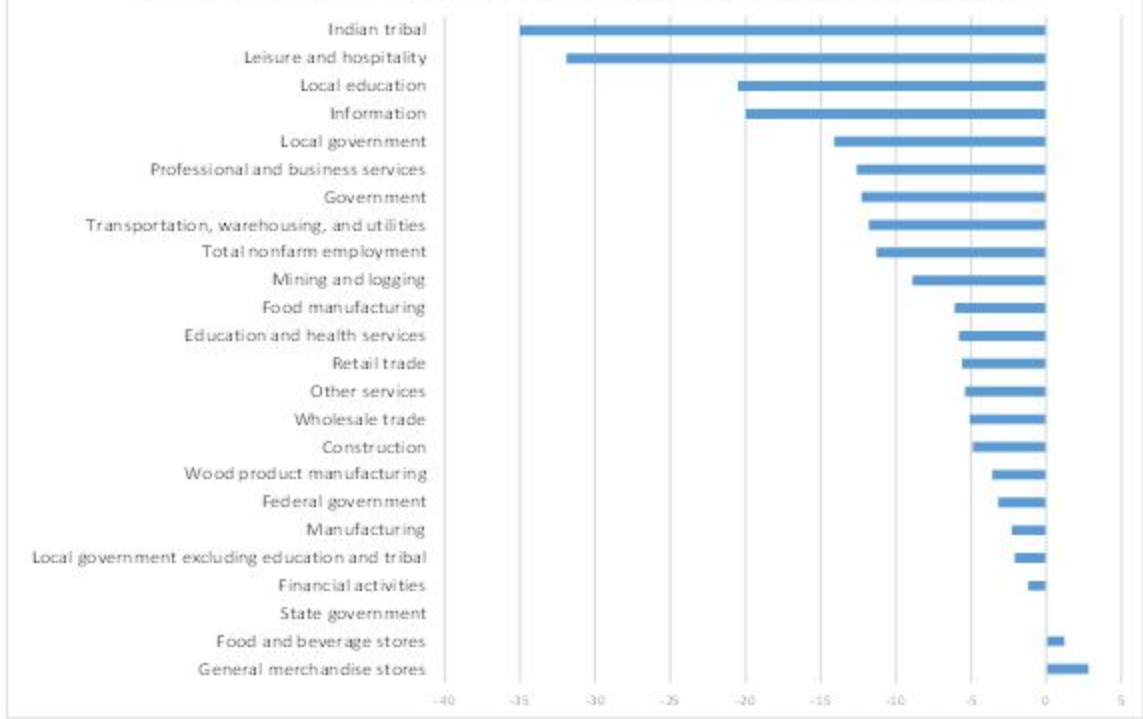
Source: Oregon Employment Department QualityInfo.org

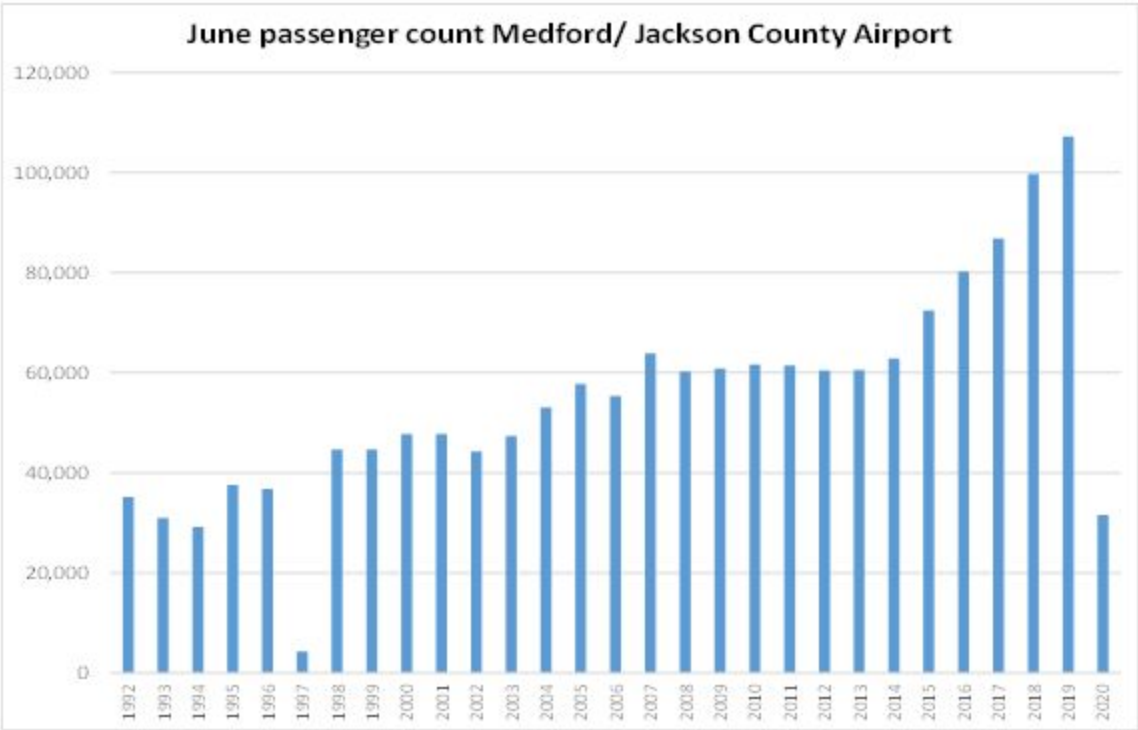


Leisure and Hospitality accounts for largest share of COVID-related losses



Coos County Percent Change in Payroll Employment June 2019-June 2020





Category: Demand

Oregon Demand

Monthly: 2 years

May 2020	May (%)	YTD (%)
\$611.4K	-57.7%▼	-36.1%▼

Click on bar chart below to select a different region.

Period: Month

Demand (YOY % Chg): May 2020 (Month)

Region	YOY % Chg
Southern Oregon	-45.0%
Eastern Oregon	-48.0%
Willamette Valley	-52.0%
Central Oregon	-55.0%
Oregon Coast	-58.0%
Mt Hood/Gorge	-60.0%
Greater Portland	-65.0%
Oregon	-57.7%
Pacific Region*	-55.0%
US Total	-50.0%

West Coast (except CA) Gas



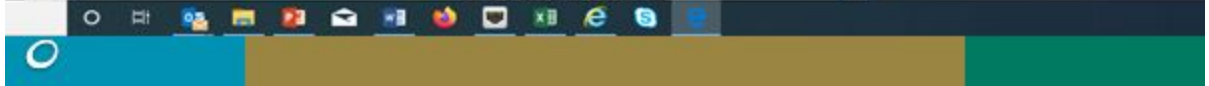
Total Deplaned Passengers



International Deplaned Passengers



CONSUMER PRICE INDEX



LODGING TRENDS

Category Revenue

Oregon Revenue



Monthly: 2 years



May 2020	May (%)	YTD (%)
\$50.3M	-71.9%▼	-44.4%▼

Click on bar chart below to select a different region.

Period Month

Revenue (YOY % Chg): May 2020 (Month)

- Eastern Oregon
- Southern Oregon
- Willamette Valley
- Mt Hood/Gorge
- Central Oregon
- Oregon Coast
- Greater Portland
- Oregon
- Pacific Region*
- US Total



Oregon Coast
 May 2020 (Month)
 Revenue (YOY % Chg): -67.3%

YOY Percent Change

TRANSPORTATION

West Coast (e

Monthly: 2 years



SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION
 Regular All Form

Total Deplane

Monthly: 2 years



SOURCE: PORT OF

International

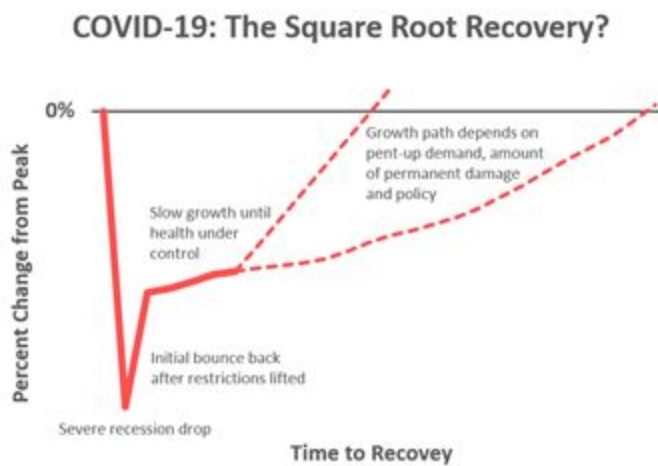
Monthly: 2 years



SOURCE: PORT OF

CONSUMER

Preliminary Economic Outlook



Source: Oregon Office of Economic Analysis

- Sudden stop of economic activity leads to near-depression
- Growth rebounds strongly once restrictions lift this summer, however recovery is incomplete, takes economy from depression to severe recession
- Slow growth through 2021 until medical treatment is widely available
- Growth after that determined by how much permanent damage is done to economy in meantime





Pent-up demand and permanent damage

Pent-Up Demand and Persistent Damage

Changes from Previous Forecast



Source: Oregon Office of Economic Analysis

- Forecast based on adjusting IHS spending outlook lower given OEA's more severe recession and new Oregon income outlook
- Today economy is seeing savings build, spending dropping faster than income in part as households cannot spend as much as normal, savings rate skyrocketing
- Once restrictions begin to lift, consumer spending will rebound
- However macro economic outlook is lower than before





Guy Tauer, Regional Economist
Oregon Employment Department
Guy.R.Tauer@oregon.gov
(541) 816-8396

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