



Travel Southern Oregon Coast
Oregon Southern Coast Regional Tourism Network

Wild Rivers Center
57744 Round Lake Road
Bandon, OR 97411

July 26, 2019

Southern Oregon Coast Partners,

In the past year since the Oregon Southern Coast Regional Tourism Network (OSCRTN) was formed, we've had an opportunity to address complex collaboration that moved the needle on tourism development in our region. We have focused on bringing clarity around the different entities operating in the regional tourism space, leverage existing capacity, and align tourism organizations to best support our Southern Oregon Coast communities.

This collaboration with regional partners caught the attention of statewide tourism partners and in April of 2019, Travel Oregon awarded OSCRTN the Oregon Tourism Innovative Partnership Award at the Annual Governor's Conference on Tourism.

During this formative year, Travel Southern Oregon Coast (TSOC) and OSCRTN have forged a unique synergistic relationship. Despite being two new entities in the tourism development field, working collaboratively has provided significant impacts including regional engagement, unified marketing, collective actions, and fund development. The board of TSOC and core team of OSCRTN have agreed that in order to maximize collaborative opportunities and impact for communities and businesses in the Southern Oregon Coast region, Julie Miller will serve as the Executive Director and provide leadership for both TSOC and OSCRTN.

Both TSOC and OSCRTN will retain their priorities and funding. The Network is still focused on leveraging relationships, opportunities and dollars as well as building regional trust and acting as an information hub for anything tourism. TSOC is still focused on destination marketing and product development. Additional capacity to support the work of these organizations will be identified so priorities and projects will continue.

We look forward to this partnership and continuing the strong support for a thriving tourism economy on the Southern Oregon Coast. We look forward to seeing you at the next Network Meeting on September 19, at 10:00am, in Gold Beach.

If you have any questions or comments, please do not hesitate to reach out to the TSOC Board, CORE Team and/or Julie Miller.

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Best,

The TSOC Board & Network Core Team