

EXPLORE Lincoln City

EXPLORE LINCOLN CITY is the official Destination Management Organization (DMO) for the Lincoln City area, serving as a resource for Lincoln City's tourism industry and promoting the area for visitation through a variety of strategic initiatives.

TOURISM DELIVERS ECONOMIC BENEFITS

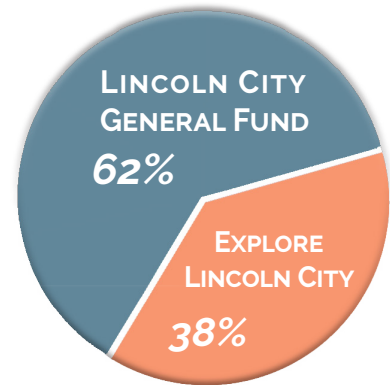
Transient Lodging Tax revenues collected on overnight stays in Lincoln City are reinvested into the city and the community.

TLT REVENUE SOURCES: 2023 - 2024



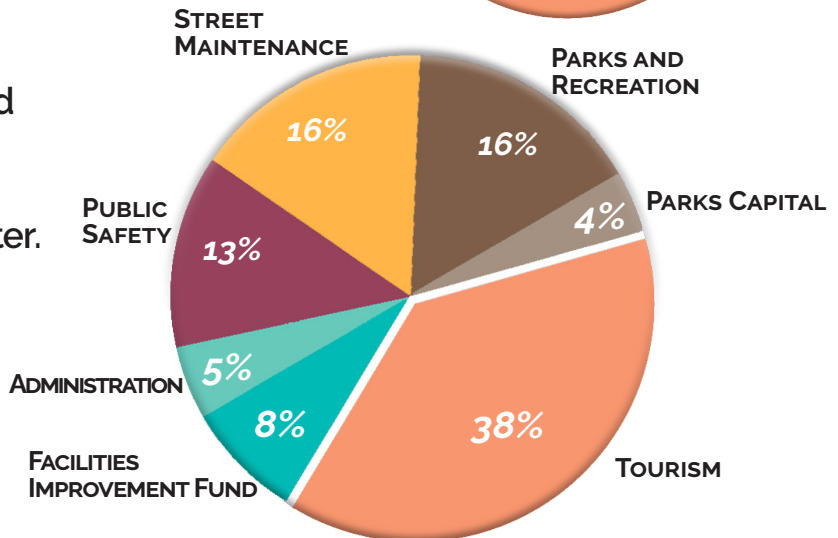
TLT

OR, TRANSIENT LODGING TAX
(ALSO TRANSIENT ROOM TAX, OR TRT)



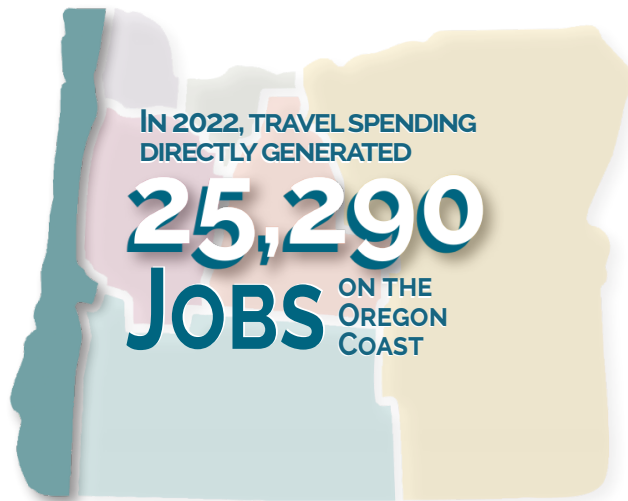
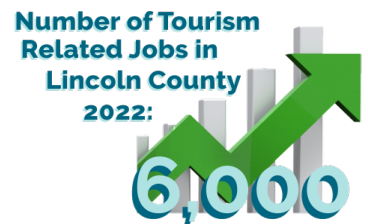
Funds are distributed to the Lincoln City General Fund and Explore Lincoln City at rates determined by Oregon State statute and Lincoln City charter.

As of July 2023, a Lincoln City citizen-approved measure mandated the TLT rate to be collected at 12%.



THE VALUE OF TOURISM IS FAR-REACHING

Visitors contribute millions of dollars into the local economy and support jobs, culture, infrastructure and public services that benefit everyone.



The tourism and hospitality industry is Oregon's largest traded sector employer and a leading contributor to our gross state product.

Tourism jobs are often small business jobs connected to the communities they serve across Oregon. Nationally, the travel and tourism industry is the #1 small business employer.

TOURISM REINVESTS IN COMMUNITY

In addition to marketing, tourism promotion, and destination development, ELC reinvests a portion of TLT to support Lincoln City tourism partners. Since 2009, **Explore Lincoln City has delivered \$1,300,000 in grants and community partnership funding supporting hundreds of meaningful projects and events in Lincoln City.** The 2023-25 grant cycles focus on Diversity, Equity, Accessibility, and Stewardship.

Recipients of the 2023-24 CPF included the Lincoln City Cultural Center, Siletz Bay Music Festival, Cascade Head Biosphere Collaborative and the Friends of Lincoln City Parks and Recreation.



QUESTIONS?

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