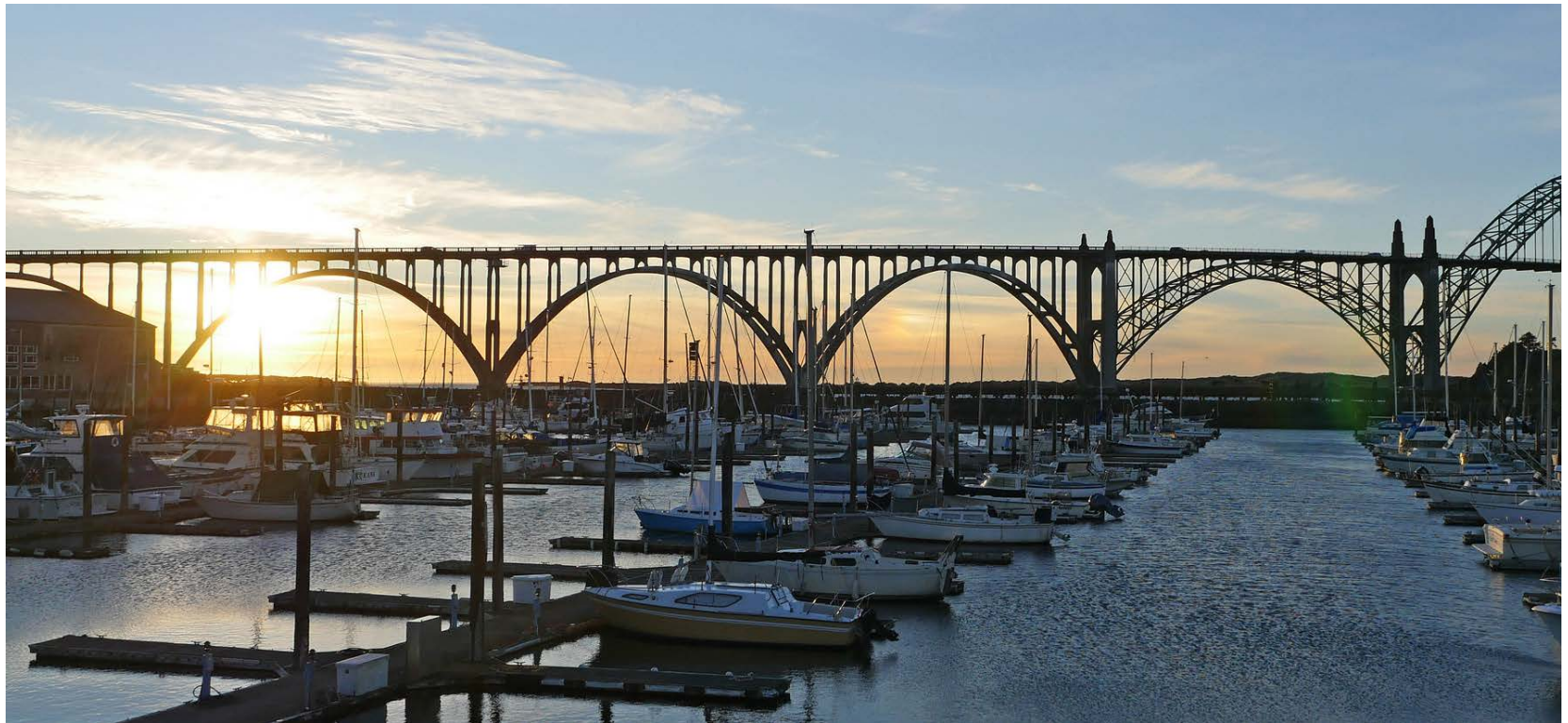
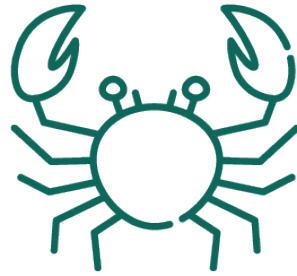




Sea Grant and the Triple Bottom Line Sustainable Tourism and Outdoor Recreation Conference October 9, 2019





Welcome!



Sea Grant has a long history of supporting the triple bottom line

Most recently

National Sea Grant College Program vision

Sea Grant envisions thriving coastal ecosystems and communities that are supported by an engaged public and informed decision-makers

Oregon Sea Grant vision

Thriving coastal communities and ecosystems in Oregon






Hatfield Visitor Center

~150,00 visitors annually
 ~\$26M in economic benefit in 2018

Oyster Biology



Western Gull


Oysters live in bays and estuaries, attaching their shells to rocks or to the shells of old oysters. Oysters are **bi-valves**—they have a hinged shell with two valves that covers a soft body.

Oysters are **sequential hermaphrodites**—they can stand at one depending on their environment and stage of life, but they are rarely both sexes at the same time.

Oysters usually spawn in the summer, releasing eggs and sperm into the water. Adult female oysters can release 100 million eggs each time they spawn.

The eggs and sperm develop into larvae and grow for 2-3 weeks before settling in the water. Eventually, they find a hard surface to attach to and remain there for the rest of their lives. Oysters become full-grown at 3-4 years old.

Oysters have many predators including birds, crabs, fish, and humans.




Oyster Breeding Cycle

Oyster A Rich Northwest History

The oyster industry has played an important role on the history of the Pacific Northwest. The oyster industry in the West Coast, however, has not been as successful for thousands of years, beginning with the first American oyster.

The California Gold Rush created a high demand for oysters in the West Coast. Oysters were used as a currency and a reward for workers and soldiers. Oysters were also used as a reward for workers and soldiers.







FOOD FOR THOUGHT

Animal Magnetism: How Salmon Find Their Way Back Home

February 7, 2013 - 5:01 PM ET

SARAH ZIELINSKI

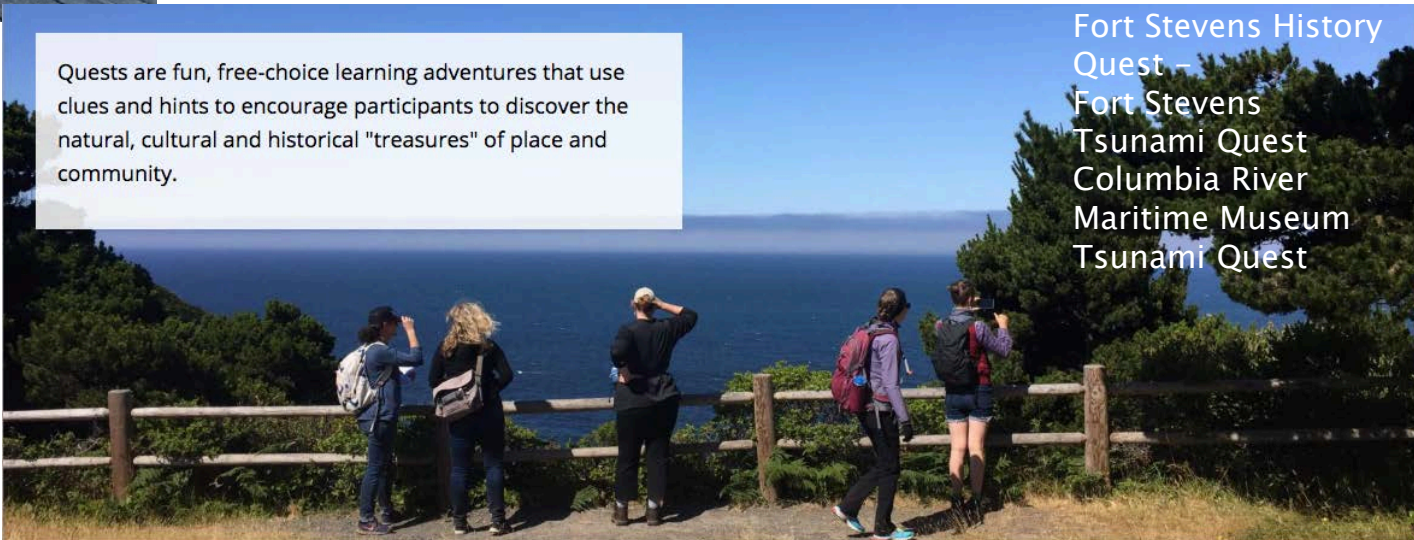


Bright red sockeye salmon swim up the Fraser River to the stream where they were hatched.
Current Biology, Putman et al.

- Shop at the Dock
- Quests
- Fisheries

Quests are fun, free-choice learning adventures that use clues and hints to encourage participants to discover the natural, cultural and historical "treasures" of place and community.

Fort Stevens History Quest –
Fort Stevens
Tsunami Quest
Columbia River
Maritime Museum
Tsunami Quest



Oregon Sea Grant and Oregon State University investment - 2015

- Industry assessment – leisure and hospitality
 - 4th largest – # of businesses
 - 6th largest – total wages
- First and only position in Extension focused on sustainable tourism
 - Affiliated with OSU's College of Business
- Helping to provide and conduct applied research, instruction, and community coordination efforts related to tourism in Coastal Oregon
- Developed in collaboration with coastal tourism and business development partners



and outdoor recreation for sustainable economic development. We listen and jointly create ideas and actions to build business and community capacity and to achieve their goals.

"Oregon State University and Sea Grant Extension are responding to Oregon's coastal communities and businesses by supporting expanding opportunities in tourism and outdoor recreation. Utilizing our OSU Extension network in each county allows us to respond to locally identified priorities."

—MILES PHILLIPS, ASSOCIATE PROFESSOR
TOURISM AND BUSINESS DEVELOPMENT



Oregon State University

ECONOMIC IMPACT OF TOURISM IN OREGON IN 2017

Visitor Spending
\$11.8 Billion

Number of Jobs
112,200

Secondary Impacts
The re-spending of travel-generated revenues by businesses and employees generates additional impacts. In 2017, these secondary impacts were equivalent to 58,300 jobs with earnings of \$2.8 billion. Most of these jobs were in various professional and business services.

An estimated 28.8 million overnight visitors traveled to Oregon destinations in 2017

EMPLOYMENT HAS INCREASED BY 3.2% PER YEAR SINCE 2010

For more information see <http://tourism.oregonstate.edu>

OSU SEA GRANT EXTENSION PROGRAM AND OUTDOOR RECREATION PROGRAM

WHAT ARE OSU EXTENSION AND SEA GRANT?
All extension programs in research, teaching, critical issues—education, through extension hard to get at colleges and universities (including via), practice a continuum to agricultural producers, small business owners, consumers, families, and young people.

THE COOPERATIVE EXTENSION SYSTEM
The Cooperative Extension System is a federal-state partnership system that provides a wide range of services to the public. It is a unique system of public service that is based on the principle of cooperation between the federal government, state governments, and local communities. The Cooperative Extension System is a national system of public service that is based on the principle of cooperation between the federal government, state governments, and local communities.

OREGON SEA GRANT
The Oregon Sea Grant is a national system of public service that provides a wide range of services to the public. It is a unique system of public service that is based on the principle of cooperation between the federal government, state governments, and local communities.

OREGON STATE UNIVERSITY EXTENSION SERVICE
The Oregon State University Extension Service is a national system of public service that provides a wide range of services to the public. It is a unique system of public service that is based on the principle of cooperation between the federal government, state governments, and local communities.

Oregon State University

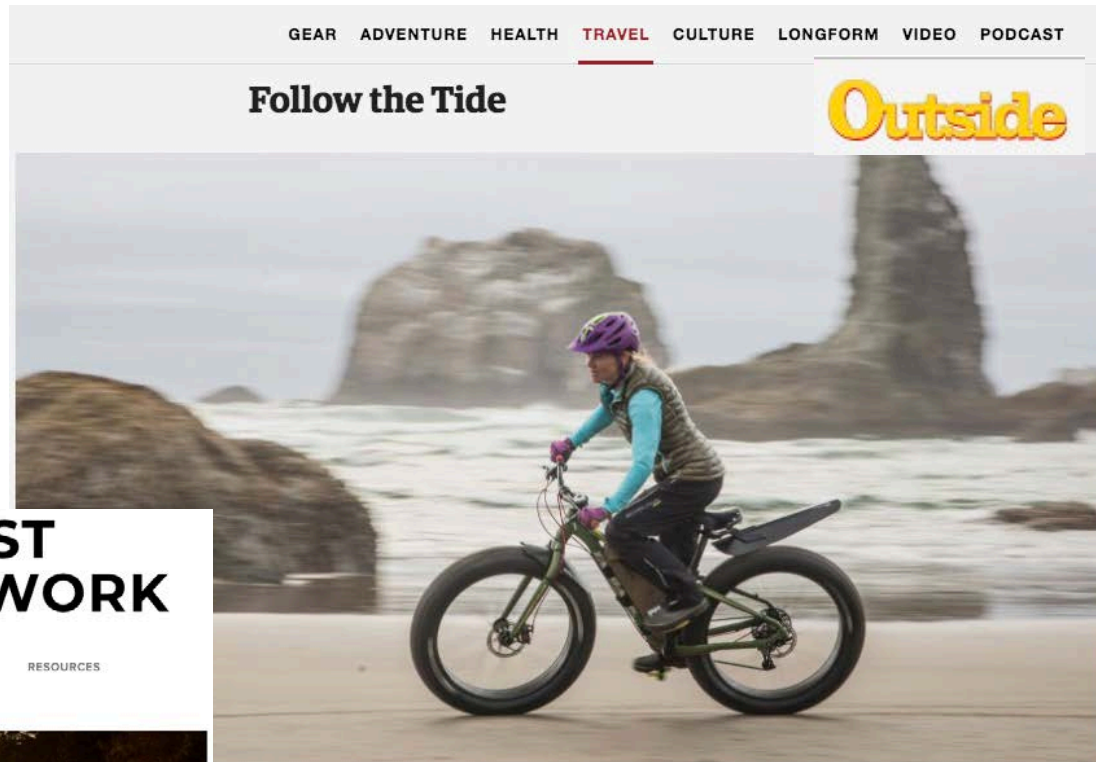
GORP PROGRAM OVERVIEW

GORP – **G**uide and **O**utfitter **R**ecognized **P**rofessional



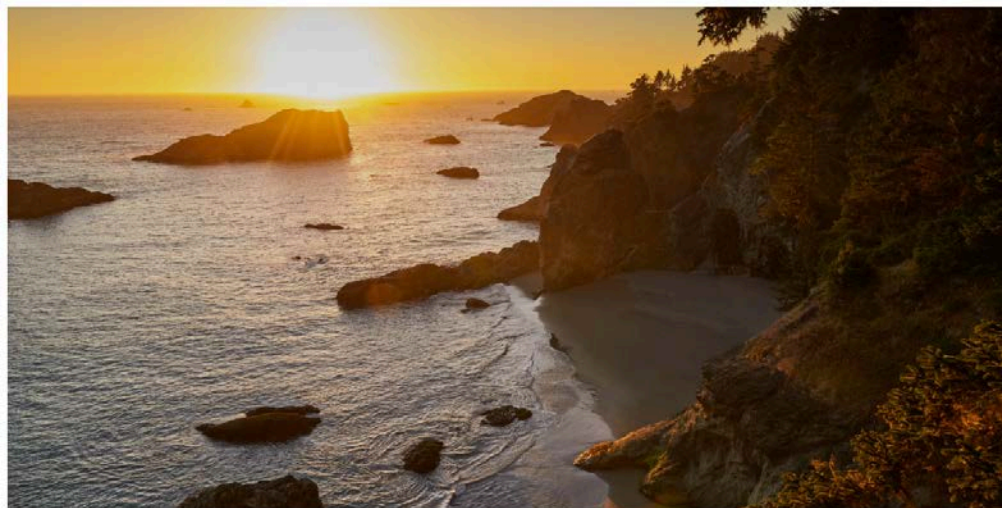
OREGON SOUTH COAST REGIONAL TOURISM NETWORK

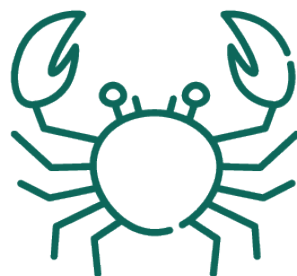
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Bandon and Brookings, Oregon

A trip up Highway 101 is on every long-distance cyclist's dream list. Even better: ride the coast on a fat bike. You can grab one at South Coast Bicycles (\$50; southcoastbicycles.com) in Bandon, then pick a starting spot along the Oregon coastline, where four new routes have opened between Lakeside to the north and Brookings to the south, each up to 20 miles long. Our favorite ride might be the 12-mile Banana Belt Loop, which runs from Cape Sebastian State Park to singletrack-ringed Lola Lake, with options to cruise through arches and pedal out to sea stacks during low tide. At day's end, head back to Gold Beach for a Pistol River pale ale at Arch Rock Brewing. Stay in a beachside cabin at Ireland's (from \$149; irelandsrusticlodges.com).





Enjoy the conference!

