Dear Reader,

In reflection of another year supporting the South Coast of Oregon, we delight in seeing our partner programs and projects flourish. From WRCA funded regional collaborations like the Gorse Action Group and the Oregon South Coast Regional Tourism Network to organizations like Washed Ashore and the South Coast Development Council, our partners are helping the South Coast thrive. Thanks to the continued support of the Keiser Family and Bandon Dunes Golf Resort, WRCA is able to maintain its commitment to our local communities and to support projects that blend ecological initiatives with economic opportunity.

We continue to be grateful for the members of the WRCA Steering Committee whose commitment and expertise are invaluable to our work as well as to the South Coast as a whole. In the following pages, we proudly highlight several of the WRCA supported programs and projects that flourished, achieved significant milestones, or made a significant impact on our region in 2018.

With Gratitude,

The WRCA Team
JENA CARTER
Marine and Coastal Conservation Director, The Nature Conservancy

STEVE DENNEY
Board Member, Wild Rivers Land Trust; Retired South Coast Conservation Director, The Nature Conservancy

MELISSA D. FREEMAN
Director of Strategic Projects, The Oregon Community Foundation

KATHLEEN FLANAGAN
Senior Program Officer, Community Economic Development, The Ford Family Foundation

RICK GOCHÉ
Owner, Sacred Sea Tuna; Port of Bandon Commissioner; Oregon Albacore Commissioner

MARK GRENBEMER
Southwest Oregon Program Representative, Oregon Watershed Enhancement Board

HARRY HOOGESTEGER
Retired Watershed Coordinator, South Coast Watersheds

AL JOHNSON
Retired Land Use Attorney

WAYNE KRIEGER
Tree Farm & Cattle Ranch Owner; Former Oregon State Representative

ANNE KUBISCH
President, The Ford Family Foundation

CAM PARRY
Owner, River Docs LLC; Host, Hooked on Oregon Radio Show

TONY ROSZKOWSKI
Owner, Tony’s Crab Shack & Port O’Call

MATT SWANSON
Project Manager, Curry Watersheds Partnership; Principal Owner, Swanson Ecological Services, LLC

MARY WAHL
Co-Owner, Wahl Ranches & Co.; Board Member, Wild Rivers Land Trust; Oregon Agricultural Heritage Commissioner

JOE WHITWORTH
President, The Freshwater Trust
Bandon Preserve – A Course with a Mission
From Don Crowe, Bandon Dunes Golf Resort General Manager

Bandon Preserve, a “course with a mission”, continues to see increased play by resort guests, with every one of the 13-holes providing some of the most vibrant, visually stunning views on the Bandon Dunes property. Golfers who play the Preserve experience a level of enjoyment matched only by the spectacular views, while also contributing to funding for Wild Rivers Coast Alliance’s grant making efforts.

In 2018, Bandon Dunes Golf Resort had a banner year as record numbers of golfers traveled to the South Coast to play its links golf courses. Preparations are underway for both the 2019 U.S. Amateur Four-Ball Championship and the 2020 U.S. Amateur Championship. Both events will bring in golf enthusiasts from around the globe, national and international media, as well as locals to experience golf as it was meant to be on the South Coast of Oregon.
Keiser Family

When Mike Keiser imagined the 13-hole par-3 course, Bandon Preserve, he also envisioned a way to benefit the South Coast in a sustainable way. Through the net proceeds, Bandon Preserve supports Wild Rivers Coast Alliance projects focused on conservation, the local community and regional economic development.

The Keiser Family including Mike’s two sons, Chris and Michael L., continue to support what their father started. Utilizing the creation of world class, links style *Dream Golf* to sustainably promote a thriving South Coast of Oregon.
Our mission is to fund projects on the South Coast of Oregon that yield triple-bottom-line results (conservation, community, and economy) with a focus on approaches that blend innovative ecological initiatives and economic opportunities.

Home of Wild Rivers Coast Alliance, the Wild Rivers Center is a place for learning, convening and collaboration shared by some of WRCA’s partners. WRCA is supporting the regional tourism partner organizations and collaborative groups (explained on the following page) to enhance development of the South Coast as a visitor destination. Economic impact data from Travel Oregon show that direct and indirect tourism spending equates to almost 25 percent of the South Coast’s economy. WRCA is supporting organizations and programs that will sustain and increase the economic impact of these important visitors.
**Oregon State University/Oregon Sea Grant**

Miles Phillips, OSU Extension & OSU Sea Grant’s first-ever professor of tourism and business development, and Hilary Johnson, Program Assistant, are responding to Oregon’s coastal communities and businesses by helping expand opportunities in tourism and outdoor recreation. In the pilot year of the OSU developed Guide & Outfitter Recognized Professional Program, over 52 individuals have been either trained or enrolled in the program which aims to enhance the visitor experience. By encouraging visitors to hire a guide or outfitter to help them explore the coast, OSU is working to educate visitors and increase the economic impact of their stay.

**Oregon South Coast Regional Tourism Network (OSCRTN)**

OSCRTN is a region-wide, cross-sector network of individuals and organizations who collaborate to enhance economic development through sustainable tourism. Emerging from a facilitated convening co-funded by Travel Oregon and WRCA, regional tourism organizations identified the need for more coordination. With a focus on leveraging relationships, opportunities, and dollars, OSCRTN’s new manager, Julie Miller, was hired and is working around the region to coordinate tourism marketing efforts and create consensus on priorities for the region that bolster tourism development projects.

**Travel Southern Oregon Coast (TSOC)**

TSOC is a new, regional destination management organization focused on developing the South Coast of Oregon into a destination for visitors. TSOC receives funds from Coos County by way of an overnight lodging assessment at Bandon Dunes Golf Resort which formed through a Memorandum of Understanding between The Resort and Coos County. TSOC funds regional marketing opportunities and projects that promote the South Coast of Oregon as a destination. The Whiskey Run Mountain Bike Trail system is a showcase project in which TSOC has contributed matching funds from other organizations including the State of Oregon’s Recreational Trails Program, Travel Oregon Grants and Regional Solutions funds. TSOC has assisted in securing these funds for both trail development, construction and promotion.
GRANTEES

BANDON
HIGH SCHOOL
NATIVE PLANT NURSERY

CURRY
WATERSHEDS
PARTNERSHIP

BEAVER-SLOUGH
DRAINAGE DISTRICT

NATIVE PLANT NURSERY

Oregon State
University

WILD RIVERS COAST ALLIANCE

Grantees

SOUTHERN
OREGON
COAST

CIRCLES IN THE SAND

REDFISH ROCKS
Community Team

CITY OF BANDON
PUBLIC WORKS
In 2018, Wild Rivers Coast Alliance launched a small grants program to be more responsive to the needs of South Coast communities. This new program funds projects and helps build capacity at organizations that have a triple-bottom-line impact (conservation, community, and economy). Below are the first two WRCA small grant recipients.

**Shoreline Education for Awareness (SEA)**

Shoreline Education for Awareness (SEA) is an all-volunteer nonprofit organization that helps visitors view and understand wildlife habitat and behavior, and provides education about the marine environment. SEA focuses on educating visitors—be they from Oregon or elsewhere in the United States or the world—about the wonder of marine life. The organization used its WRCA grant to help fund the purchase and installation of four new spotting scopes and tripods, which will be used by an estimated 20,000 visitors every summer to view the wildlife from shore at sites in Bandon and Charleston.

**Valley Flora Farm**

Valley Flora Farm, founded in 1998 by a mother and her two daughters, is nestled on the banks of Floras Creek near Langlois, Oregon. Valley Flora produces fresh, high-quality fruits and vegetables using organic farming practices to feed local communities throughout Coos and Curry counties. Valley Flora used its WRCA grant to help fund a solar array for the roof of its barn, which will power its primary infrastructure: a walk-in cooler, irrigation pump, and propagation greenhouse. Generating electricity this way to power the farm’s business is another example of the farm’s commitment to ecologically friendly practices.
To support the growth and leadership capacity of Washed Ashore, WRCA funded the search, selection, and hiring of a full-time executive director. This additional capacity for Washed Ashore will help the organization advance a capital campaign, undertake building projects, increase donor and resource development, increase the number of funder partnerships, and better steward its acclaimed traveling exhibit. With the hiring of the new executive director, founder Angela Haseltine-Pozzi will focus on her work as the Artistic Director producing new sculptures and overseeing the traveling exhibits. In recognition of Washed Ashore’s powerful art’s ability to educate a global audience about plastic pollution and inspire positive change, WRCA commissioned a Tufted Puffin sculpture, Cosmo, to reside on the U.S. Fish and Wildlife National Wildlife Refuge at Coquille Point. The sculpture will enhance the visitor and educational experience, enabling visitors to learn about the migratory birds at Coquille Point in Bandon.
Integral to the work of South Coast Development Council (SCDC) is its relationships with local businesses. Through the Business Retention and Expansion (BRE) program, SCDC staff cultivate relationships in the business community that can lead to new startups, additional work with current businesses, and major expansions. SCDC’s presence in Curry County consisted of Executive Director, Sam Baugh, conducting biweekly visits with local businesses and elected officials. However, SCDC wanted to be able to provide more services in Curry County. With capacity funds from W RCA and funding from the City of Brookings, SCDC hired local Brookings resident Judy May-Lopez to cultivate relationships and offer business development services. Judy is fulfilling emerging community and economic development needs bringing and connecting businesses to resource opportunities and expertise for new and existing local businesses as well as re-organizing and invigorating the Brookings-Harbor Chamber of Commerce.
Since the Coquille Watershed Association (CWA) hired its new executive director just over a year ago, the organization has undergone significant strategic developments, including increased staff capacity, a reinvigorated and energized board, and a refreshed strategic direction. Now, CWA is providing local leadership in the development of tide gate project opportunities as well as a regional collaborative tide gate effort. All that momentum led to multiple grants from WRCA, including a project grant for the Seestrom tide gate, which the organization used to leverage additional funds—such as an award of over $700,000 from the Oregon Watershed Enhancement Board. WRCA also funded an interdisciplinary environmental education program for Coquille School District students using Cunningham Creek as a living laboratory. Additionally, CWA is serving in a regional coordinating role for the management of projects and education related to gorse and the Gorse Action Group.
In Port Orford, under the direction of Oregon’s award-winning Main Street Coordinator of the Year, Karen Auborn, projects to enhance the aesthetic and economic vitality of Port Orford are in full swing. Making Port Orford a walker-friendly community for its elderly citizens and visitors is a priority. WRCA has funded a number of projects to enhance Port Orford’s Main Street, including a refresh of a Wetland Interpretive Walkway. Port Orford Main Street taps community assets, such as volunteers, artists, and the experience of retirees, to revitalize Main Street for both citizens and visitors alike.

GREATER BANDON ASSOCIATION

Main Street organizations on the South Coast are helping revitalize older and historic commercial districts in the region. WRCA’s funding has supported the Greater Bandon Association’s (GBA) capacity to help Bandon strengthen its culture, commerce, and economy while preserving its unique character. To advance its mission, GBA was selected as Oregon’s pilot through the National Main Street of America program. Through a community-driven process, GBA identified and developed economic and community strategies and has hired its first paid executive director to implement its refreshed direction.

PORT ORFORD MAIN STREET REVITALIZATION ASSOCIATION

In Port Orford, under the direction of Oregon’s award-winning Main Street Coordinator of the Year, Karen Auborn, projects to enhance the aesthetic and economic vitality of Port Orford are in full swing. Making Port Orford a walker-friendly community for its elderly citizens and visitors is a priority. WRCA has funded a number of projects to enhance Port Orford’s Main Street, including a refresh of a Wetland Interpretive Walkway. Port Orford Main Street taps community assets, such as volunteers, artists, and the experience of retirees, to revitalize Main Street for both citizens and visitors alike.
Gorse is considered one of the most invasive plant species on the South Coast of Oregon where there are heavy infestations, with an estimated 28,000 gorse infested acres in the coastal areas of Coos, Curry, Douglas, and Lane counties. Eradicating established populations, reducing landowner complacency and stopping the spread of gorse are essential to safeguarding economic and environmental assets, as well as culturally significant lands that are currently gorse-choked. Through WRCA funding coupled with local efforts and leadership, collaborative actions have given rise to the Gorse Action Group (GAG). GAG is a collective of citizens, businesses, government organizations and non-profits working to stop the spread of gorse and manage gorse infested lands in Oregon's South Coast. To educate and inspire action, GAG has utilized gorse removal projects to help educate the public on removal of the invasive weed. GAG has coordinated with a variety of private and public partners to demonstrate that gorse control is possible.
AREAS SERVED

#SOUTHERNOREGONCOAST

Bandon to Brookings