

Destination Stewardship: Mission & Pledge

(Travel Curry Coast / Oregon's Wild Rivers Coast)



Mission

Travel Curry Coast, managed by Curry County's Economic Development Department, leads destination stewardship that protects and enhances our rivers, coastline, forests, and communities while sustaining a resilient visitor economy. We pair safety and accessibility with responsible promotion so Brookings-Harbor, Gold Beach, Port Orford, and our inland communities thrive—today and for future generations.

Our Stewardship Pledge

We commit to:

- **Protect ecosystems & culture:** Center habitat health, watershed quality, and respect for Tribal history and living cultures.
- **Safety first:** Embed tide, river, wildfire, and weather guidance in all visitor touchpoints; avoid promoting hazardous or closed areas.
- **Travel lightly:** Champion Leave No Trace, pet etiquette, and shoreline/river safety ("Never turn your back on the ocean").
- **Accessibility & inclusion:** Expand barrier-free access and information so more people can explore with dignity.
- **Smart dispersal:** Use **Cliff's Adventure Guides** to spread visitation across seasons and places, reducing crowding and impact.
- **Community benefit:** Prioritize projects that improve quality of life for residents and strengthen local businesses.
- **Data-driven action:** Use research and partner input to select projects, measure outcomes, and adjust.
- **Climate resilience:** Support projects that reduce risk (fire, storms, erosion) and build adaptive capacity.
- **Good partnerships:** Work transparently with cities, ports, agencies, nonprofits, and businesses on shared solutions.
- **Education & accountability:** Report progress publicly and invite feedback.

How We Choose Stewardship Projects

We evaluate opportunities using criteria such as:

- Environmental benefit and resource protection
- Visitor safety improvement and risk reduction
- Accessibility and inclusive design
- Community benefit and alignment with local plans
- Visitor management/dispersal and seasonality balancing
- Cultural respect and Tribal consultation
- Feasibility, maintenance plan, and partner readiness
- Matching funds and measurable outcomes

(We can score proposals on these criteria to make funding decisions clear and equitable.)

Responsible Marketing Standards

- Pair inspiration with **clear safety, tide/river, and seasonal advisories**.
- **Do not promote** fragile, closed, or unsafe sites; avoid precise geotagging of sensitive locations.
- Use imagery that models good behavior (staying on trail, leashed pets, distance from surf/edges).
- Highlight **access information** (parking, ADA features, restrooms) and stewardship tips on every guide.
- Promote under-loved locations and shoulder/off-peak travel when appropriate.

Measurement & Reporting

We'll track outcomes like dispersal (guide check-ins), safety engagement (Safety Contacts through Curry County Aquatic Safety), accessibility upgrades, partner participation, visitor satisfaction, and reductions in problem hotspots—then publish an annual stewardship summary.

Partner Stewardship Pledge (sign-on text)

Our organization supports Travel Curry Coast’s Destination Stewardship Mission. We pledge to promote safe, inclusive, low-impact travel; to model Leave No Trace; to avoid promoting hazardous or sensitive sites; and to collaborate on projects that protect and enhance the ecosystems and communities of Oregon’s Wild Rivers Coast.

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