

# WELCOME CENTER AT D RIVER WAYSIDE



## BACKGROUND

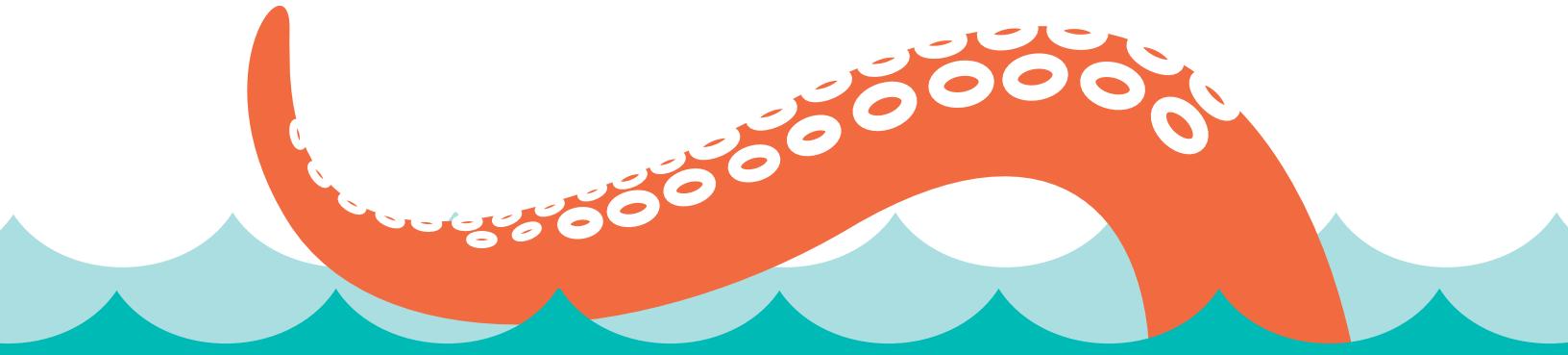
D River Recreation Site is the seventh most visited State Park in Oregon, hosting over 1.2 million guests each year. It is the first look at the ocean, and first beach access point for guests coming into town via Highway 18.

promotion. The statement it makes as a guest experience to over a million visitors a year (and 20 million people a year driving down Highway 101) is that our area is old, tired and second-rate.

## UNREALIZED POTENTIAL

However, D River Recreation Site does not necessarily make a positive quality statement about Lincoln City or the Central Oregon Coast.

D River Recreational Site is, frankly, just a parking lot with an aging, unheated, concrete block restroom that in many ways accomplishes the opposite of tourism



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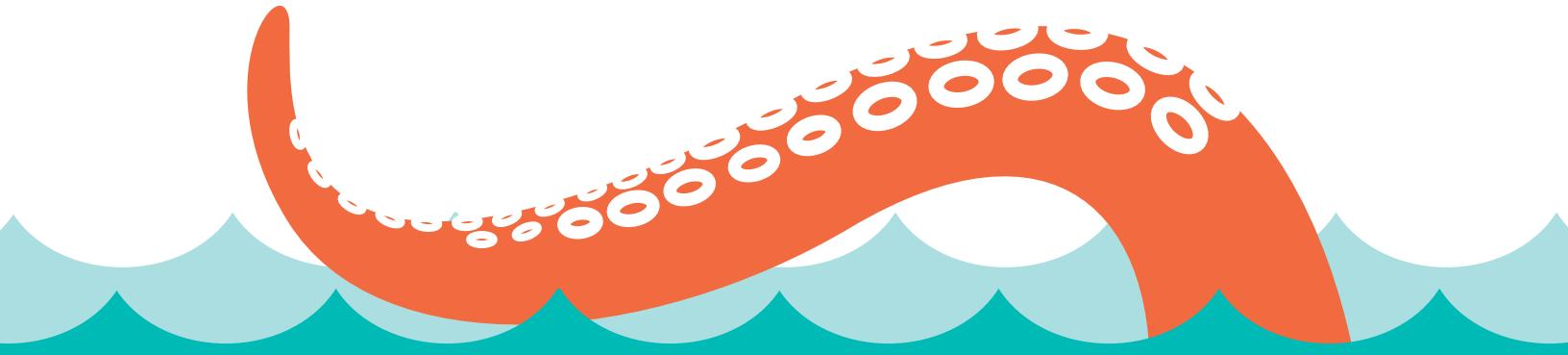
## OUR VISION

The City of Lincoln City is finalizing discussions with Oregon Parks & Recreation to transfer D River Wayside to Lincoln City Parks & Recreation. Our Parks Department and our tourism department, Explore Lincoln City, are committed to transforming D-River Wayside into a showcase for the Central Oregon Coast.

The centerpiece of our plans is a state-of-the-art visitors center built in combination with modern, heated restroom facilities.

The proposed new building will provide guests with both a pleasant rest stop and a way to learn about the Central Oregon Coast.

Coupled with a reconfiguration of the parking, new entry statement, landscaping, and accessible access, D River Recreation Site will live up to its potential by saying to guests that the Central Coast is a welcoming place of beauty that offers unending opportunities for fun and recreation.



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## REQUEST AND ROI

Our request is for \$2.5 million.

This permanent improvement to our city will allow us to give a positive impression to the 20 million people who travel through Lincoln City on Highway 101 annually, plus impart a positive experience to the 1.2 million people who stop into D River Wayside.

In just the first year, it will create a positive impression of the Central Coast at the cost of just 12.5 cents per person driving by. An increase of guest spending by just \$2.08 per person among the 1.2 million people who

experience D River Recreation Site, for just the first year, will pay back the State of Oregon's investment.

Lincoln City sees D River Recreation Site as a treasure. We are happy that Oregon Parks and Recreation is giving us stewardship of it. We are excited about how it can become a showcase not only for Lincoln City, but also for the entire Central Oregon Coast.

Thank you for the opportunity to request funding for a very important project and for your consideration of our request.

