



## *Locating Your Business in* **LINCOLN CITY**

Lincoln City, OR is a place with endless adventures. That's why people from all over the Pacific Northwest choose to enjoy their vacations here. Our largest industry is tourism, and business is thriving. In fact, we have more hotels, motels and rental vacation homes per capita than any other city between Portland and San Francisco.

Thanks to our events, attractions, thriving economy and proximity to key markets, Lincoln City generates \$330M annually in aggregate tourism revenue. Better still, we've witnessed consistent year over year growth for almost a decade and we're investing in the future of our town to foster that growth for years to come. Right now, our coastal community offers you a great opportunity to open your business in a desirable and affordable destination.

# A Rising Tide in our Community

Lincoln City is flourishing thanks to our ability to attract visitors with a wide array of places to stay, restaurants to enjoy, and events to attend. Here's a glimpse of the community you'll be joining.

## PLENTY OF PLACES TO REST YOUR HEAD

44

Hotels with  
1,998 rooms

17

Bed &  
Breakfasts  
with 24 rooms

175

Nightly Motel  
Condos with  
240 rooms

4

RV Parks and  
Campsites with  
323 spaces

538

Vacation Rental  
Dwellings with  
1,752 rooms

## EAT, DRINK AND BE MERRY

Lincoln City currently has 108 restaurants and bars. Some are nationally famous, while others are the kind of hole-in-the-wall spots that keep people coming back. You can see the current list here: [ExploreLincolnCity.com/Where-To-Eat](https://www.explorelincolncity.com/Where-To-Eat)

## SIGNATURE EVENTS AND ATTRACTIONS

We have a yearlong schedule of events and attractions that draw a steady stream of guests into town. A few of our major events include: **two Kite Festivals that attract 20,000 people in the summer and 10,000 people in the fall**, one of the biggest 4th of July Festivals in all of Oregon, and seasonal programming through Halloween and Christmas.





## NEW BUSINESSES ON THE BLOCK

While some coastal towns are known for the businesses that have been there forever, we're experiencing a boom in new businesses. Despite the hardships caused by the Covid-19 pandemic, 24 new businesses opened their doors in Lincoln City in 2020. These new additions to our community included six new coffee shops and bakeries, five bars and restaurants, five gift and game stores, three active lifestyle businesses, three fashion and beauty parlors, among others.

Coming soon, we'll be adding a food truck court, a new brewery, and a large-scale apartment complex.

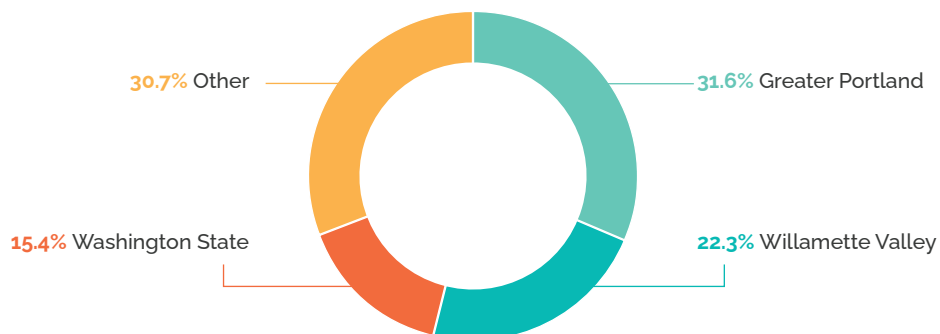
## Our Remarkable Record

We're proud to have a vibrant and active community on the Oregon Coast. We're even prouder that our community sustains a robust local economy that has grown year-over-year for the last decade. This is how we did it.

### BUILDING OUR BASE

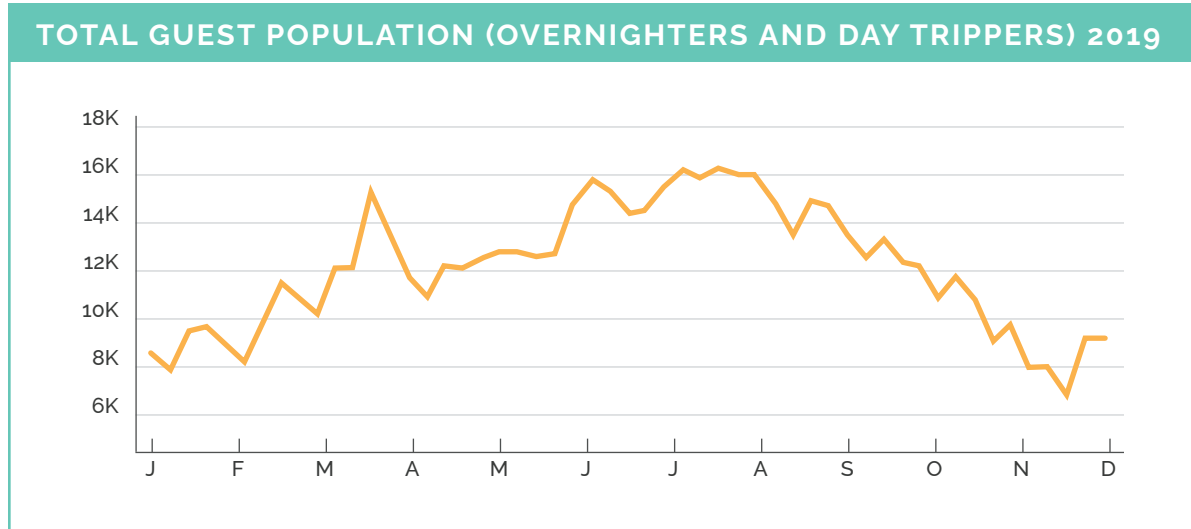
We've hosted guests from all over the world, but our strength lies in attracting people who can easily visit us over and over again. **The majority of our guests are from nearby** with ~50% coming from Portland and the Willamette Valley, and Washington State providing another 15.4%.

#### LINCOLN CITY SOURCE OF RESIDENCY, 2017



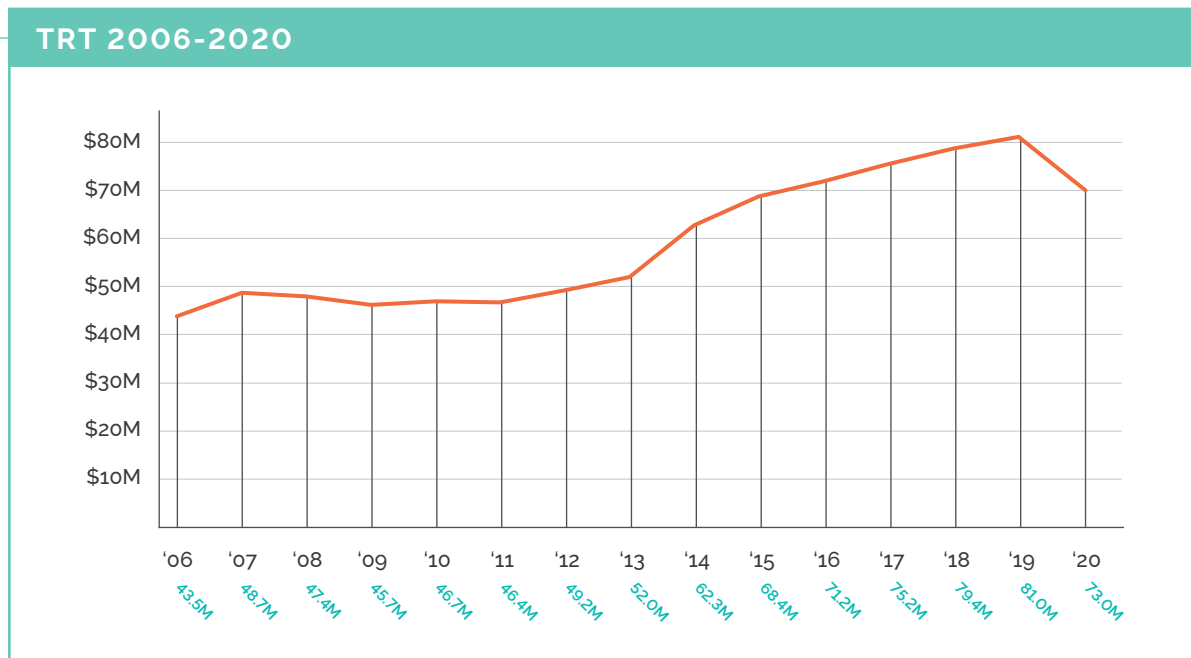
## AN ALL-SEASON DESTINATION

As a coastal community, Lincoln City may seem like a seasonal destination. July and August are our peak months with a healthy spike over Spring Break, but this doesn't tell the whole story. Lincoln City is desirable and easily drivable all year long with a variety of events and attractions to sustain visitor attendance. **Over the course of the year, we host 617,500 guests to our slice of the coast.**



## MORE THAN A DECADE OF GROWTH

Thanks to proximity to markets, growing community and desirability, **the revenue collected by our lodging properties has grown consistently year to year.** The only significant drop that has happened in the last decade was during the short-term lodging ban put in place by Lincoln County at the beginning of the COVID-19 pandemic.



# Growing Forward

We're very proud of all we've accomplished over the last decade, but we're still just getting started. We have a comprehensive plan to ensure economic viability and sustained success for decades to come.

## INVESTMENT IN LINCOLN CITY

Lincoln City is committed to be an ever-improving place to live, work and play by using a full toolbox of urban renewal programs to improve our community. Currently, we have a dedicated sidewalk installation and repair program to boost walkability. We offer a zero-interest business loan to help businesses beautify their storefronts. We're also conducting a city wayfinding program to highlight and unify our seven vibrant districts.

In addition to supporting local businesses, Lincoln City is actively improving life for our residents. Our Parks & Recreation Department is continually enhancing our extensive in-town greenspace trail network, investing in new park space—including a soon-to-be new seven-acre park in the Taft District—and building amenities like dog parks, playgrounds and athletic fields. Lincoln City is also home to a new hospital and police station increasing health, safety and security for all. Lastly, we've recently undertaken large-scale civic projects to enhance our power and water treatment facilities for increased livability.

Lincoln City is a great town, and we're working to make sure it keeps getting better and better.



## PROMOTIONAL SUPPORT FOR TOURISM BUSINESSES

Explore Lincoln City promotes our beach town as a vacation destination. Our promise to visitors is that Lincoln City is the home of the unexpected. We are a 7½-mile-long beach town that delivers pleasant surprises at every turn.

To prove that promise to be true, we feature our unique businesses and experiences with our **75,000 Facebook followers, 15,000 Instagram followers, 35,000 email subscribers and the literally millions of people** we reach through our public relations, advertising and promotional efforts.

# *Resources for New Businesses*

## LINCOLN CITY ECONOMIC DEVELOPMENT

### [LincolnCity.org](http://LincolnCity.org)

City Hall, Third Floor  
801 SW Highway 101  
Lincoln City, Oregon 97367  
541-996-1095  
EcDev@LincolnCity.org

## THE LINCOLN CITY CHAMBER

### [LCChamber.com](http://LCChamber.com)

4039 NW Logan Road  
Lincoln City, OR. 97367  
541-994-3070  
Info@LCChamber.com

## OREGON COAST COMMUNITY COLLEGE SMALL BUSINESS DEVELOPMENT CENTER

### [OregonCoast.edu/SBDC](http://OregonCoast.edu/SBDC)

3788 SE High School Dr.  
Lincoln City, OR 97367  
541-994-4166  
OCCC@OregonCoast.edu

## ECONOMIC DEVELOPMENT ALLIANCE OF LINCOLN COUNTY

### [BusinessLincolnCounty.com](http://BusinessLincolnCounty.com)

P.O. Box 716  
Newport, OR 97365  
541-265-4544  
Info@BusinessLincolnCounty.com

## BAY AREA MERCHANTS ASSOCIATION

### [TaftBeach.com](http://TaftBeach.com)

P.O. Box 914  
Lincoln City, OR 97367  
Director@TaftBeach.com



## *Come Grow with Us*

Lincoln City is a classic beach town that defies the quaint trappings of other locales along the Pacific. We're 7½ miles long with fun surprises and endless adventures around every turn. We welcome new businesses, treasure entrepreneurs, and prize anything that brings a new and unique experience for our citizens and guests to enjoy. If you are looking for a vibrant coastal town to open your business in, then look no further.

---

### READY TO START YOUR BUSINESS?

If you are interested in renting or buying a property in Lincoln City, please contact the Lincoln City Chamber of Commerce at (541) 994-3070 or [Info@LCChamber.com](mailto:Info@LCChamber.com) for information on available commercial properties.

---

### CONTACT

Email Direct: [Visitors@LincolnCity.org](mailto:Visitors@LincolnCity.org)  
Phone: [541-996-1274](tel:541-996-1274)

Explore Lincoln City Offices  
801 SW Hwy 101, 4th Floor  
Hours: 8 AM - 5 PM, Monday through Friday

Lincoln  
City®