

RESOLUTION NO. 16-21

A RESOLUTION SUPPORTING THE CONCEPT OF THE OREGON CITY TOURISM PLAN

WHEREAS, tourism is a priority for Oregon City and an important economic development tool; and

WHEREAS, Oregon City desires a comprehensive tourism strategy to support revitalized tourism attractions and new destination quality businesses; and

WHEREAS, the lodging tax funded OCCIT grant program was suspended in the current year to provide for a coordinated tourism strategy effort; and

WHEREAS, the City does not have an officially sanctioned tourism body; and

WHEREAS, preparation is crucial for future tourism resulting from new development, re-development and revitalization efforts; and

WHEREAS, a citizen effort led by the Downtown Oregon City Association has proposed a framework plan.

NOW, THEREFORE, OREGON CITY RESOLVES AS FOLLOWS:

Section 1. The City Commission supports the general concept of the Tourism Plan and directs staff to further review the Plan, including development, refinement and facilitation for the Plan, in order to ensure that the tourism goals of the City are being met.

Section 2. The City Commission supports allocation of lodging tax moneys to establish a portion of a position in the Economic Development Department to assist with City tourism efforts. Other sources of funding may include Enhancement Grant and General Revenues.

Section 3. The City Commission Supports funding for a temporary contract position to coordinate the formation and initial efforts of an official tourism body referred to as the Oregon City Tourism Stakeholder Group. The Oregon City Tourism Stakeholder Group will be tasked with advising tourism efforts based on the framework of the Plan.

Section 4. The City Commission supports development of promotional strategies for tourism in Oregon City with accelerated timing conditioned upon receipt of a State Tourism Grant in the amount of \$50,000.

Section 5. This resolution shall take effect immediately.

Approved and adopted at a regular meeting of the City Commission held on the 3rd day of August 2016.

DAN HOLLADAY, Mayor

Attested to this 3rd day of August 2016:

Approved as to legal sufficiency:

Kattie Riggs, City Recorder

City Attorney