

THE COMMUNITY SHOW CASE DETAILED IMPLEMENTATION STRATEGY

Economic Development Department staff will develop visitor-ready programming in the form of virtual tours for Oregon City residents on TravelOregonCity.com. Once a month, residents will be incentivized to spend money at local restaurants, thus supporting local businesses in wake of the COVID-19 Pandemic. As the historic sites transition from virtual to more in person visitation, residents will be further encouraged to personally visit the sites.

Oregon City residents will visit the websites and embark upon a virtual tour of the historic sites

- A marketing plan for the Community Showcase program will be developed
- EDD staff will work to develop and execute a marketing strategy targeted at residents
- EDD staff will ensure the page(s) are operational and provide historical content relevant to the site and Oregon City

- **Once a virtual tour is completed, Oregon City residents will be encouraged to take a quiz based on the tour they just went through**
 - EDD staff will ensure that additional pages are developed on the TravelOregonCity.com website that serve as quiz page.
 - EDD staff will work with site managers to develop a set of quizzes unique to the tour site being visited.
 - EDD staff will work with OC Parks staff, OC Library staff, MOOT staff and others to develop quiz material and webpages

- **After passing the quiz questions, residents will be encouraged to provide their mailing address to be entered in a random drawing for one of that month's 50 gift certificates**
 - Develop webpage/form so visitors can enter their mailing address
 - Only Oregon City addresses will be accepted
 - Develop response page that acknowledges pass or not to participants

- **At the end of each month the City of Oregon City will randomly draw 50 names from the pool and email out gift certificates, valued at \$40.00 each.**
 - EDD staff will set up random number generator
 - Recipients of gift certificates will have 14 days to use the gift certificates

- **Oregon City residents will be able to use the gift certificates to patronize local restaurants.** Restaurants were selected due to the extraordinary impact that the COVID-19 pandemic is having on the food and beverage industry.
 - Up to 10 different restaurants each month will be recruited to accept the gift certificates as payment
 - Restaurateurs will have the option of being paid via check in person or have funds mailed to them (gift certificates and food receipts will be submitted prior to payment)
 - Restaurants will have to have been eligible for funding under the Oregon City Small Business Debt Relief program. These requirements include:
 - Currently open and operating in Oregon City
 - 15 or fewer fulltime employees
 - A current and valid business license
 - Complies with State social distancing guidelines
 - Not a franchise/chain

VIRTUAL TOURS & IN-PERSON TRANSITIONING

The creation of the videos will be professionally produced. EDD staff will consult with the Oregon Public Library Department on historical facts as it has a wealth of historical data.

There are 12 historic sites open to the public within Oregon City.

- 5 of these sites are managed by the City (Francis Ermatinger House, Oregon City Municipal Elevator, Mountain View Cemetery, Oregon City Carnegie Library, Canemah Historic Pioneer Cemetery,
- 2 sites are managed/owned by the Clackamas County Historical Society (Museum of the Oregon Territory and the Stevens-Crawford Heritage House)
- 2 sites are owned by the National Park Service and operated by the McLoughlin Memorial Society in conjunction with NPS (Dr. John McLoughlin House and Dr. Forbes Barclay House)
- 1 site is managed by Oregon Department of Transportation (Arch Bridge)
- 1 site is owned by the McLoughlin Memorial Association and operated by the Rose Farm Management Committee (The Williams L. Holmes House).
- 1 site is owned by the City but managed by the Clackamas Heritage Partners (End of the Oregon Trail Interpretive Center)

City staff have already begun discussions with the National Park Service, McLoughlin Memorial Society and Clackamas Heritage Partners about this project.

The City will work with these public entities to produce video content on timelines that are achievable and safe for their staff and volunteers. The videos, the Community Showcase

webpages, and marketing materials will be live by August 3rd. A video production schedule will be developed primarily based on the historical chronology of the sites and their impact on the evolution of the Oregon City community.

Transitioning to in-person deployment of the program will involve City staff working with historic site management on a timetable based on guidance provided by the Governor's Office and Oregon Health Authority. We will be actively monitoring the visitor readiness of all sites within Oregon City and will be in direct communication with staff and volunteers responsible for guest services.

For sites that become ready to physically and safely reopen to the public, City staff will encourage community residents to visit these historic sites and to enter the drawing in-person by shifting the ability to acquire gift certificates to the opened sites.