



City of Oregon City

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Staff Report

File Number: 16-456

Agenda Date: 8/3/2016

Status: Agenda Ready

To: City Commission

Agenda #: 7a.

From: Eric Underwood

File Type: Resolution

SUBJECT:

Resolution No. 16-21: Supporting the Concept of the Oregon City Tourism Plan

RECOMMENDED ACTION (Motion):

Staff recommends approval of Resolution No. 16-21.

BACKGROUND:

At a regularly scheduled work session on March 12, 2016, the Downtown Oregon City Association (DOCA) presented a proposal for a tourism plan to the City Commission. The proposed tourism plan is a result of a citizen effort led by DOCA for the purpose of establishing a formal tourism strategy for the City. The concept of the Plan incorporates goals and strategies that will help Oregon City prepare for, cultivate and manage tourism

The Economic Development Department views tourism as both an exciting and important initiative and is positioned to move forward with the concept of the Tourism Plan for the City. Moving forward will require approval of the attached Resolution by the City Commission. The Resolution supports the general concept of the Tourism Plan and the allocation of lodging tax moneys to establish a portion of a position in the Economic Development Department to assist with tourism efforts. Additionally, support for the development of tourism promotional strategies and a temporary contract position to coordinate the formation of the Oregon City Tourism Stakeholder Group is conveyed through the Resolution. The Stakeholder Group will advise tourism efforts based on the framework of the Plan.

If approved, the Economic Development Department will take the lead in establishing a new permanent position within the Department and acquiring temporary contract services for the purposes stated above.