



# City of Oregon City

625 Center Street  
Oregon City, OR 97045  
503-657-0891

## Staff Report

File Number: 17-362

**Agenda Date:** 6/21/2017

**Status:** Consent Agenda

**To:** City Commission

**Agenda #:** 8f.

**From:** Economic Development Manager Eric Underwood

**File Type:** Report

### **SUBJECT:**

Personal Services Agreement (PSA) with Coraggio Group to Provide Consulting Services for the Oregon City Tourism Plan

### **RECOMMENDED ACTION (Motion):**

Authorize the City Manager to execute the Personal Services Agreement (PSA) with Coraggio Group to provide consulting services for the Oregon City Tourism Plan

### **BACKGROUND:**

Tourism in Oregon City is a major economic opportunity. As the first city incorporated west of the Rocky Mountains, the endpoint of the Oregon Trail and home to the Willamette Falls - the second largest waterfall by volume in the United States - Oregon City is a city rich with history. Historical tourism opportunities abound as museums and cultural centers preserve and showcase the pioneer spirit.

The purpose of this project is to create a concerted effort toward tourism by furthering the development and refining the concept of the Oregon City Tourism Strategic Plan that was put forth for consideration by the Downtown Oregon City Association in 2015. The plan will provide guidance for directing future efforts and funds aimed at increasing tourism activity within Oregon City. Ultimately, this project will bring the City closer to meeting the overall tourism objectives of increasing awareness of Oregon City, increasing tourism-related revenues and employment opportunities. The goals of the project are as follows:

- To update the (DOCA) Strategic Tourism Plan to meet Oregon City's tourism objectives
- To produce a collaboratively arrived at tourism vision and mission statements for Oregon City
- To identify Oregon City's tourism competitive edge
- To create a strategy that addresses all tourism opportunities in Oregon City
- To provide clear actions to implement the tourism plan
- To provide direction on leadership for tourism in Oregon City
- To create a financial plan for tourism; and
- To create an operations structure for tourism

The consultant will work under the direction of the Economic Development Department and will work closely with the Tourism Stakeholder Group, once formed. It is the consultant's task to expand on the concept of the Strategic Tourism Plan that was produced by the Downtown

Oregon City Association (DOCA) in 2015 and refine the components of that plan, create an implementation plan with clear actions and benchmarks, and facilitate the creation of marketing and branding for tourism in Oregon City. The creation of a longer-term implementation plan will allow the tourism strategy to successfully move forward once adopted by the City Commission.

The project is expected to be completed within six months of the PSA execution date.

**BUDGET IMPACT:**

Amount: \$65,000

FY(s): 17/19

Funding Source: Tourism Funds