



City of Oregon City

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Staff Report

File Number: 17-439

Agenda Date: 8/16/2017

Status: Agenda Ready

To: City Commission

Agenda #: 3b.

From: Economic Development Manager Eric Underwood

File Type: Presentation

SUBJECT:

Tourism Strategic Plan Scope of Work Presentation by Coraggio Group

RECOMMENDED ACTION (Motion):

This presentation is to update the City Commission on the consulting scope of work and process for the Oregon City Tourism Strategic Plan.

BACKGROUND:

On June 21, 2017, the City Commission authorized the City Manager to execute the Personal Services Agreement (PSA) with Coraggio Group to provide consulting services for the Oregon City Tourism Strategic Plan.

The purpose of the project is to create a concerted effort toward tourism, building on the concept of the Oregon City Tourism Strategic Plan put forth for consideration by the Downtown Oregon City Association in 2015. The Tourism Strategic Plan is a priority under City Commission Goal 1: cultivate an environment for successful economic development.

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.

Coraggio Group will give a presentation on the three-phase scope of work to Get Clear, Get Focused, and Get Moving on the Tourism Strategic Plan and answer questions about the project approach.