



City of Oregon City

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Staff Report

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Status: Agenda Ready

To: City Commission

Agenda #: 3b.

From: Economic Development Manager Eric Underwood

File Type: Presentation

SUBJECT:

Tourism Strategic Plan Project Mid-point Update Presentation by Coraggio Group

RECOMMENDED ACTION (Motion):

This presentation is a mid-point project update to the City Commission on the tourism strategic planning process.

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 in Oregon City. 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.

The project scope of work for the Tourism Strategic Plan incorporates three separate phases which are Get Clear, Get Focused, and Get Moving. Since August, Coraggio Group and staff have worked with tourism stakeholders to Get Clear and Get Focused on tourism in Oregon City. Coraggio Group will give a mid-point project presentation on the strategic planning process to date, preview components of the draft strategic plan for feedback from the Commission, and discuss next steps for the project.