



City of Oregon City

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Staff Report

File Number: 18-098

Agenda Date: 2/21/2018

Status: Consent Agenda

To: City Commission

Agenda #: 8a.

From: Economic Development Manager Eric Underwood

File Type: Report

SUBJECT:

Personal Services Agreement with ROTATOR to Provide Consulting Services for the Experience-Based Product Development and Marketing Product

RECOMMENDED ACTION (Motion):

Authorize the City Manager to execute the Personal Services Agreement (PSA) with ROTATOR to provide consulting services for the Experience-Based Product Development and Marketing Product; a component of the Oregon City Tourism Strategic Plan.

BACKGROUND:

On August 3, 2015, the City Commission passed Resolution 16-21 finding that tourism is a priority for Oregon City and an important economic development tool. Resolution 16-21 also resolved to support development of promotional strategies for tourism in Oregon City with accelerated timing conditioned upon receipt of a State Tourism Grant.

Following the resolution, the Downtown Oregon City Association applied for and received a \$50,000 grant from Travel Oregon to develop a branded, experience-based tourism product and supporting marketing plan. The City matched the grant with \$50,000 in transient room tax dollars.

The same resolution directed staff to create a City Tourism Strategic Plan in order to ensure that the tourism goals of the City are met. Staff and Downtown Oregon City Association agreed to run the strategic planning project and the marketing project back to back to ensure the first tourism marketing component for Oregon City aligned with the Oregon City Tourism Strategic Plan. A main component of the Oregon City Tourism Strategic Plan is to enhance the Oregon City brand and this project is the first step.

The purpose of this project is to create and market an experience-based marketing product for Oregon City. The strategy for this Oregon City Key Experience is to leverage the elevator to drive media and local media attention to Oregon City and attract visitors from across the Portland Metro area and beyond, and to create conditions that will encourage those visitors to linger longer and contribute more dollars to the Oregon City economy. The elevator will serve as the "hook" to get people to visit Oregon City and will send visitors to other tourism assets throughout the city.

The Creative Agency will work with a management and oversight team consisting of Eric Underwood, City of Oregon City Economic Development Manager; Jonathan Stone, Downtown

Oregon City Association Executive Director; and the Coraggio Group Team, the City's Strategic Plan Consultant.

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

BUDGET IMPACT:

Amount: \$50,000

FY(s): 17/18 - 18/19

Funding Source: Transient Room Tax Revenue