

<p>Vision</p> <p>Oregon City, a proud community at the confluence of history, exploration, and prosperity</p>	<p>Mission</p> <p>Promote Oregon City as a gathering place for all, by providing a variety of experiences through a collaborative, connected, and enduring tourism industry</p>	<p>Reputation</p> <p>Oregon City Tourism is known as:</p> <ul style="list-style-type: none"> - welcoming - engaging - inclusive - authentic 	<p>Position</p> <p>A vibrant destination in the Portland Metro area, located where the Oregon Trail ended and the state of Oregon began. Visitors are delighted by:</p> <ul style="list-style-type: none"> • a small town feel • authentic and diverse experiences centered around heritage • outdoor and riverfront adventures near the magnificent Willamette Falls • unique Pacific Northwest food and beverage offerings
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<p>Imperatives</p> <p>Build tourism leadership capabilities</p>	<p>Objectives</p> <ul style="list-style-type: none"> • Leadership and governance structure identified • Year over year increase in participation in technical education programs • Financial funding model identified 	<p>Initiatives</p> <ul style="list-style-type: none"> • Identify and empower a tourism leadership and operational structure • Solidify and grow a tourism financing model • Support tourism assets through technical education and programming • Champion the value of tourism in the community
<p>Enhance the brand</p>	<ul style="list-style-type: none"> • Brand guidelines established • Baseline and increase brand awareness 	<ul style="list-style-type: none"> • Develop, approve and deploy Oregon City branding • Activate a city-wide branding campaign to strengthen brand connection among local assets and businesses • Research and define the Oregon City visitor
<p>Coordinate tourism assets through collaboration</p>	<ul style="list-style-type: none"> • Baseline and increase % of assets sharing common opening hours • Baseline and increase participation rate growth in cross training and collaborative events 	<ul style="list-style-type: none"> • Develop a plan to coordinate operating hours, ticketing and brand collateral to enable a more unified tourism experience • Convene a working group of asset and business operators to share best practices and resources • Promote “every site is a visitor center” thinking through cross training opportunities
<p>Cultivate and curate a portfolio of experiences</p>	<ul style="list-style-type: none"> • Growth in visitor spending • Increase number of Itineraries published by 3rd parties 	<ul style="list-style-type: none"> • Inventory and assess existing tourism assets and experiences for tourism readiness • Develop a plan to promote existing experiences and activate new experiences • Assess and prioritize infrastructure (parking, wayfinding) required enhance tourism readiness and experience • Create or leverage regional travel itineraries to drive awareness