



City of Oregon City

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

Staff Report

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Status: Agenda Ready

To: City Commission

Agenda #: 3b.

From: Economic Development Manager Eric Underwood

File Type: Report

SUBJECT:

Tourism Strategic Plan Draft Presentation

RECOMMENDED ACTION (Motion):

Staff recommends that the City Commission consider the Oregon City Tourism Strategic Plan Draft presentation and direct staff to bring the Plan to the regularly scheduled City Commission on April 4, 2018 for final approval.

BACKGROUND:

On August 13, 2015, the City Commission passed Resolution 16-21 finding the 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. 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 upon the tourism plan put forth for consideration by the Downtown Oregon City Association that was approved, in concept, by the Commission in January, 2016. The Plan will provide guidance for directing future efforts, operational structure and funding strategies associated with increasing tourism activity within Oregon City. Ultimately, the Plan 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 process of creating the Plan began in June, 2017 with a consultant-led discussion to refine the approach and identify key stakeholders. Immediately following, stakeholders were brought together in various forms, which included an initial visioning session (half-day workshop), a community survey, several stakeholder planning sessions and a marketing planning group. Caraggio Group led these efforts successfully throughout the process while working carefully to ensure group consensus prior to moving forward and that the results of each session were aligned with project goals and objectives.

This presentation will cover the First Draft Operational Plan that includes identified imperatives and initiatives for moving forward along with the identified tourism structure and funding model. Please see the one-page Strategic Plan summary attached. In addition, an update on how we

are proceeding with the experiential marketing effort in coordination with Downtown Oregon City Association will be discussed.