

TOURISM PLAN LEADERSHIP

City of Oregon City Economic Development



▶ Option 1– 1.0 FTE

- ▶ Provides the focus that was originally intended
- ▶ More engaging with stakeholders
- ▶ Maintains momentum for faster results and return
- ▶ Examples of work –
 - ▶ support tourism advisory board
 - ▶ leads special projects
 - ▶ coordinates operating hours among tourism assets
 - ▶ create a more uniformed tourism experience
 - ▶ marketing and promotion focus
 - ▶ identify and apply for tourism grants
 - ▶ full time tourism stakeholder engagement
 - ▶ monitors tourism metrics and successes
 - ▶ leverage regional travel itineraries
 - ▶ concentrate on needed infrastructure and tourism readiness

LEADERSHIP ALTERNATIVES



▶ Option 2 – Reallocation of Existing Staff Load; No New Hire

- ▶ Reduction in City-wide Economic Development Services
- ▶ Limited tourism focus
- ▶ Less engaging for stakeholders
- ▶ Bring contractor in as needed for special projects
- ▶ Potentially more operational funds to leverage grants
- ▶ Examples of work –
 - ▶ support tourism advisory board
 - ▶ identify tourism projects
 - ▶ hire contractor
 - ▶ identify and apply for tourism grants
 - ▶ limited stakeholder engagement

LEADERSHIP ALTERNATIVES (CONT.)



Option 1 – 1.0 FTE

\$200,000 (TLT Annual Rev)
-20,000 (10% Overhead, State Law)

\$180,000
-30,000 (Ec Dev Support)

\$150,000 (what is left over)
= \$80,000 (FTE, all in)
= \$70,000 (Tourism Programs)

Option 2 – No New Hire

\$200,000 (TLT Annual Rev)
-20,000 (10% Overhead, State Law)

\$180,000
- 70,000 (Ec Dev Support)

\$110,000 (Tourism Programs)

FUNDED COMPLETELY BY TRANSIENT
LODGING TAX



QUESTIONS

