



City of Oregon City

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Staff Report

File Number: 18-436

Agenda Date: 9/18/2018

Status: Agenda Ready

To: Transportation Advisory Committee

Agenda #: 5b

From: Economic Development Coordinator Lori Bell

File Type: Presentation

SUBJECT:

Presentation on the Tourism Plan for Municipal Elevator

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 (consultant) 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.

Lori Bell, Economic Development Coordinator, will be presenting on one piece of the Tourism Plan which is the Oregon City Field Guide which features many landmarks that can be viewed from the Observation Deck of the Municipal Elevator.