



City of Oregon City

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Staff Report

File Number: 19-059

Agenda Date: 2/1/2019

Status: Agenda Ready

To: City Commission

Agenda #: 14b.

From:

File Type: Report

SUBJECT:

Economic Development - Tourism Plan (Goal 1)

RECOMMENDED ACTION (Motion):

Staff recommends that the Commission continue to support the implementation of the City's Tourism Plan.

BACKGROUND:

Goal 1: Cultivate an Environment for Successful Economic Development

Economic Development

** Implement the City's Tourism Plan that was approved by the Commission in 2018.*

On October 17, 2018 the City Commission approved the Oregon City Tourism Plan and the addition of a Tourism Coordinator, funded through the hotel occupancy tax, to implement the plan. The Oregon City Tourism plan built on the initial efforts of the Downtown Oregon City Association efforts with the objectives of increasing tourism activity within the City, increasing awareness of Oregon City as a tourism destination and increasing tourism-related revenues and employment opportunities.

The Oregon City Tourism Plan, which was created with extensive public participation and community input, provided the following:

- Updated the DOCA Point B Plan to meet Oregon City's tourism objectives;
- Produced a community driven tourism vision and mission for Oregon City tourism;
- Identified Oregon City's competitive edge;
- Created a strategy that addresses all tourism opportunities in Oregon City;
- Provided clear actions to implement the tourism plan;
- Provided direction on leadership structure for Oregon City tourism;
- Created an achievable financial plan for tourism; and
- Created an operations structure for tourism.

The Oregon City Tourism Operational Plan identified four key steps:

- 1) Lead it - First and foremost, Oregon City needs to establish a governance structure and create the capacity necessary to drive the strategic plan. Therefore, this is the first and most important part of the 2019-2021 Oregon City Tourism Strategic Plan to operationalize.
- 2) Brand it - Once governance and capacity have been established, Oregon City tourism needs to

brand its offering in order to differentiate itself in the market. This early branding exercise will help solidify brand awareness through existing tourism assets that are already receiving visitations.

3) Align it - Using the governance structure and new brand, the City will have to work on aligning all stakeholders into a common vision. Ensuring the representatives of your tourism product are all on the same page is important in creating destination momentum and ensuring brand success.

4) Build it - Once these three steps are in motion, it will be imperative for Oregon City to begin improving, expanding and amplifying its current offerings to continually improve the Oregon City experience, increase brand awareness and generate more funding through increased visitation.

Consistent with the adopted plan, the establishment of a governance structure is an immediate objective for the implementation of the plan. Staff is recommending that the Commission continue to support the implementation of the Oregon City Tourism Plan.

BUDGET IMPACT:

Amount:

FY(s): 2019-2021

Funding Source: Hotel Occupancy Tax - dedicated fund for tourism related activities