



City of Oregon City

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Staff Report

File Number: 19-693

Agenda Date: 12/10/2019

Status: Agenda Ready

To: City Commission

Agenda #: 3b.

From: City Manager Tony Konkol

File Type: Report

SUBJECT:

Oregon City Tourism Development Program Update

RECOMMENDED ACTION (Motion):

No formal action is required, however City Commission guidance will help staff to develop a more robust and impactful suite of program tactics and initiatives.

BACKGROUND:

At the direction of the City Commission, the Oregon City Economic Development Department will convene a tourism stakeholder working group to help inform and guide the work of staff in this realm. The initial group, termed a "Stakeholder Table" or "Table" will consist of community members and city staff whose work and interests fall within the realm of, or are aligned with the visitor economy of Oregon City. Makeup of this Table will be based on Tourism Planning Team assembled in 2017 to help drive the Oregon City Tourism Strategic Plan and updated to reflect the shift from developing strategy to informing initiatives and actions.

This Stakeholder Table will be asked to **recommend initiatives, tactics and programs that support and grow the visitor economy of Oregon City in a sustainable manner consistent with the characteristics and qualities of the city and the existing Tourism**

Strategic Plan. Emphasis will be placed on enhancing existing core experiences and identifying emerging opportunities that elevate and highlight tourism activities and opportunities in Oregon City. Stakeholder Table members will be asked to represent not only their specific business or program, but a broader interest group within which they might reside.

This staff report includes not only more detailed information on the Tourism Stakeholder Table process, but also work plan areas of emphasis and initiatives to be undertaken by Economic Development Department staff member(s). It will be accompanied by a presentation detailing past work in this arena, strategies for community engagement, and work already in progress.