- **Economic Development Department staff will develop visitor-ready programming in the form of virtual tours for Oregon City residents on TravelOregonCity.com or the website of a historic site**
  - Build out virtual tour page(s) on the TravelOregonCity.com for the Ermatinger House, Elevator, Carnegie Library, and Arch Bridge
    - Economic Development Department (EDD) staff will work with Rotator Creative to build out necessary webpages
    - EDD staff will work with Oregon City Parks and Oregon City Library staff to develop content for City managed sites
  - Partner with the Museum Of The Oregon Territory (MMOT) to drive residents toward institutions virtual tour collections via Vamonde
    - EDD staff will work with MOOT staff to develop a mechanism that drives visitors from the Travel Oregon City site to the MOOT Vamonde pages
  - Develop a program where MOOT staff can train the staff/volunteers of other private historic sites to take advantage of a similar online platform.
    - Once these websites are live, EDD staff will develop a mechanism that drives visitors from the Travel Oregon City site to the Vamonde pages of the other sites
- **Oregon City residents will visit the websites and embark upon a virtual tour of the historic sites**
  - Ensure the page(s) are operational and provide historical content relevant to the site and Oregon City
  - Develop a marketing plan for the Community Showcase program
    - EDD staff will work with Rotator Creative to develop and execute a marketing program targeted at residents
- **Once a virtual tour is completed, Oregon City residents will be encouraged to take a quiz based on the tour they just went through**
  - Develop additional pages on the TravelOregonCity.com website that serve as quiz page. Each historic site should have unique quiz questions.
    - EDD staff will work with site managers (step 1) to develop the quizzes.
      - EDD staff will work with OC Parks staff, OC Library staff, MOOT staff and Rotator Creative to develop quiz material and webpages
- **After passing the quiz questions, residents will be encouraged to provide their mailing address to be entered in a random drawing for one of that month's 50 gift cards**
  - Develop webpage/form so visitors can enter their mailing address
    - Only Oregon City addresses will be accepted
  - Develop page that says "thanks for visiting" if participants do not pass the quiz
- **At the end of each month the City of Oregon City will randomly draw 50 names from the pool and email out gift certificates, valued at $40.00 each.**
  - EDD staff will set up random number generator
  - Recipients of gift certificates will have 14 days to use the gift certificates

- **Up to 10 different restaurants each month will be recruited to accept the gift certificates**
  - Restaurants will be asked to accept the gift certificates as payment
  - Restaurateurs will have the option of being paid via check in person or have funds mailed to them (gift certificates and food receipts will be submitted prior to payment)