

# 2023-2025 Commission Goals and Strategies



## Job Category

### JUNE 2024 UPDATE

Department Contact:	Economic Development	Date:	6/4/24
Percentage Complete:	80%	Target Completion:	Ongoing
<b>Goal 5.2 Create and promote a tourism infrastructure that doesn't negatively impact neighborhoods and supports economic development to promote a healthy, sustainable local economy.</b>			

#### IMPORTANT OR RELEVANT DATES/MILESTONES: (LOOKING AHEAD AT THE NEXT 3 MONTHS)

- The first round of funding for 2023/2024 City-Sponsored Public Event Program was approved by the City Commission and distributed to eligible applicants.
- Recommend policies and strategies to enable the transferal of tourism activity to a legally organized entity that will serve as a Destination Management Agency ("DMO") to manage and operate tourism programs from outside of City Government.

#### STATUS: (WHAT HAS BEEN DONE/IS BEING DONE)

- City-Sponsored
  - The 2023/2024 City-Sponsored Public Event grants were distributed to eligible and approved program applicants including The Car Show LLC, OC Parks & Recreation, Three Rivers Art Guild, DOCA, and OC Brewing Co, totaling \$50,000 (May 2024)
  - This year, the City Commission approved the use of the funds for a 4<sup>th</sup> of July Celebration.
  - As of this March 4, 2024, staff has received 3 applications. (DOCA, Arts Festival, Parks & Recreation Dept.)
- Destination Management Organization ("DMO")
  - The Committee on DMO Structure including representatives from DOCA, OC Heritage Coordinating Committee, Mt. Hood Territory, OC Parks & Recreation, and OC Economic Development will meet on Thursday, May 23, 2024, to recommend a consultant to the City Commission to help structure a DMO.
  - At the closing of the RFP submission period on April 26, 2024, for DMO consultants, staff received two responses.
  - On March 6, 2024, the City Commission approved an RFP document, drafted by City staff, to be advertised through various channels to obtain responses from qualified DMO consultants.
  - During its work session on November 7, 2023, the City Commission received a comparative analysis of DMOs within the Portland Metro Region and staff recommendations to further the conversation with respect to moving the tourism function from the Economic Development Dept. to a DMO outside of City municipal government.
  - During its work session meeting on January 9, 2024, the City Commission heard from Mt. Hood Territory, "Visit McMinnville, Inc." and "Explore Wilsonville.com" to discuss their respective programs, their organizational structure, and marketing operations.
  - On February 7, 2024, the City Commission directed staff to develop a request for proposals that will result in the creation of a standalone legally operating nonprofit, that operates like a business, and controls and manages its strategic direction.

- As progress is made toward establishing a DMO, staff has developed a broadcast commercial that promotes the downtown, it aired on November 13, 2023.
- Staff produced a commercial that featured the wineries, breweries, and distilleries in and around the vicinity of Oregon City which aired on Feb. 5, 2024.
- Promotion/Advertising
- Economic Development placed a full page ad in the 2024 Seattle Mariners Yearbook that featured both tourism and investment opportunities in Oregon City.
- Oregon City staff produced three commercials that were broadcasted on KATU2. Each commercial featured one tourism-related aspect of the Oregon City community: Downtown Oregon City, wineries and distillery industry in Oregon City, and outdoor recreation within the community.