

2021-2023 Commission Goals and Strategies



Job Category

September 2023 UPDATE

Department Contact:	Economic Development	Date:	September 13, 2023
	5%	Target Completion:	Feb. 28, 2024

Goal 5.1 Create and promote a tourism infrastructure that doesn't negatively impact neighborhoods and supports economic development to promote a healthy, sustainable local economy.

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

- Promote the new 2023/2025 round of available funding for City-Sponsored Public Event Program (October 2023).
- Recommend policies and strategies to enable the transfer of tourism activity to a legally organized entity that will serve as a Destination Management Agency ("DMO") to manage and operate tourism program from outside of City Government.

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

City-Sponsored

- Still collecting receipts from the 2021/2023 City-Sponsored Public Events
 - DOCA's receipts are still outstanding.
 - Three River Arts Guild receipts are still outstanding.
 - OC Brewing Receipts have been received (Sept 2023)
- Tweaking existing guidelines to require receipts to be turned in by a specific date or event organizer will forfeit the 20% that was held back to ensure that receipts for all eligible costs are accounted for.

Destination Management Organization

- Collecting written documentation from other communities that have operated a DMO

