

2023-2025 Commission Goals and Strategies

Job Category



MARCH 2024 UPDATE

Department Contact:	Economic Development	Date:	March 4, 2024
	50%	Target Completion:	June 30, 2025
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.			

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 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 second year of the City-Sponsored Grant application process was launched in January 2024.
 - This year, the City Commission will consider using a portion of the funds for a 4th of July Celebration.
 - As of this March 4, 2024, staff has received 3 applications. (DOCA, Arts Festival, Parks & Recreation Dept.)
- Destination Management Organization
 - 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.
 - Economic Development placed an ad in the 2024 Seattle Mariners Yearbook that featured both tourism and investment opportunities in Oregon City.