

BEFORE THE COUNCIL OF THE  
METROPOLITAN SERVICE DISTRICT

FOR THE PURPOSE OF APPROVING THE	)	RESOLUTION NO. 89-1154
REGIONAL TOURISM STRATEGY REQUEST	)	
PROPOSED BY THE OREGON TOURISM	)	Introduced by
ALLIANCE	)	Presiding Officer
		Mike Ragsdale

WHEREAS, the Metropolitan Service District is a member of the Oregon Tourism Alliance, a consortium of eleven governments including the City of Portland, Clackamas County, Clatsop County, Columbia County, Lincoln County, Metro, Multnomah County, Port of Portland, Tillamook County, Washington County and Yamhill County; and

WHEREAS, the Alliance has successfully implemented a regional tourism strategy based on the elements of Transportation, Attractions Development, Visitor Services and Marketing; and

WHEREAS, the Alliance recommends continued funding of its strategy through the "Regional Strategies Program" of the State of Oregon, administered by the Oregon Department of Economic Development; and

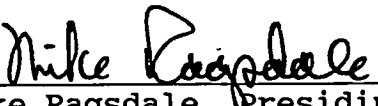
WHEREAS, the strategy emphasizes and complements the economic development efforts of the entire eleven jurisdiction region, including Metropolitan Service District; and

WHEREAS, the Alliance through the collective work of representatives from each jurisdiction has developed a coordinated and comprehensive regional strategies funding request; now, therefore,

BE IT RESOLVED,

That the regional tourism strategy funding request adopted by the Oregon Tourism Alliance on August 25, 1989 be approved for submission to the State for funding.

ADOPTED by the Council of the Metropolitan Service District this 26th day of October 1989.

  
Mike Ragsdale, Presiding Officer

## STAFF REPORT

### CONSIDERATION OF RESOLUTION ADOPTING OREGON TOURISM ALLIANCE 1989-1991 REGIONAL STRATEGY REQUEST

Date: September 20, 1989

Presented by: Don Rocks

## FACTUAL BACKGROUND AND ANALYSIS

Metro is one of eleven members of the OTA which is responsible for implementing a regional tourism strategy based on the elements of Transportation, Attractions Development, Visitor Services and Marketing.

Metro is represented by Executive Officer appointee, Karen Whitman, Councilor Ragsdale serves as alternate.

Metro representatives on OTA Committees are:

Andy Cotugno- Transportation  
Sherry Sheng-Attractions Development  
Don Rocks- Marketing  
Trina Timms-Visitor Services

The Resolution has been forwarded to the eleven OTA participating jurisdictions for approval and formal adoption.

Passage is required to allow OTA to forward its 1989-91 grant request for lottery funds to the state Economic Development Department.

## EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends Resolution No. 89-1154 be adopted formally and returned to OTA.

CONVENTION, ZOO & VISITORS  
FACILITIES COMMITTEE REPORT

RESOLUTION NO. 89-1154, APPROVING THE REGIONAL TOURISM  
STRATEGY REQUEST PROPOSED BY THE OREGON TOURISM ALLIANCE

Date: October 13, 1989

Presented By: Councilor Knowles

COMMITTEE RECOMMENDATION: At the October 10, 1989 Convention, Zoo & Visitors Facilities Committee meeting, Councilors Buchanan, McFarland, Van Bergen and myself voted unanimously to recommend Council adoption of Resolution No. 89-1154. Councilor DeJardin was absent.

COMMITTEE DISCUSSION/ISSUES: Resolution No. 89-1154 provides for Council support and approval of the Oregon Tourism Alliance (OTA) 1989-91 "Regional Strategy" request for lottery funds from the State Economic Development Department. OTA's Regional Strategies funding request packet totals \$11.7 million, focussing on four key elements -- Attractions Development Projects; Marketing; Transportation; and Visitor Services. The Oregon Convention Center \$7.5 million appropriation is also included in the packet. The attached staff report and OTA materials detail the alliance's structure, development goals, and achievements to date. El Sheldon of the Portland/Oregon Visitors Association (which is under contract to OTA) highlighted OTA's 24 approved projects for the 1987-89 biennium which received \$25 million in total support. She noted this biennium's final project list may be slightly different from the proposed because of recent changes to State matching grant requirements. OTA's request describes each project and breaks out all proposed funding sources.

It was noted Metro owes other OTA members a true debt of gratitude for their support of Metro receiving \$15 million in Regional Strategies funding for the Convention Center.

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# OREGON TOURISM ALLIANCE

The Oregon Tourism Alliance (OTA) is a consortium of eleven Northwest Oregon governments working in partnership to enhance the State's visitor industry. OTA's eleven member governments are: Clackamas, Clatsop, Columbia, Lincoln, Multnomah, Tillamook, Washington and Yamhill counties, and the City of Portland, Port of Portland and the Metropolitan Service District. OTA is governed by a Board with input from four standing committees: Attractions Development, Marketing, Transportation and Visitor Services. Representatives are appointed to the Board and committees by each member government.

OTA was formed in 1987 in response to Governor Neil Goldschmidt's 'Regional Strategies' economic development program. The Regional Strategies Program encourages counties to join together in pursuit of common economic goals. Lottery funds are designated for development projects that meet the region's goals. Each regional group selects one major economic development strategic focus. OTA chose tourism because:

- The visitor industry is Oregon's third largest industry and supports many small businesses in the region.
- Nearly 4 million people visit Northwest Oregon every year. These visitors are being encouraged to extend their stays and make return visits.
- The Oregon Convention Center, currently under construction, will bring in over 125,000 new visitors to Northwest Oregon. With the influx of new visitors, Northwest Oregon will benefit if these visitors are motivated to extend their stays and travel throughout the region.
- Research indicates that the diversity of Northwest Oregon - mountains, valleys, coast, rivers, cities, small communities - are key travel influencers. Northwest Oregon offers visitors varied scenery and activities in less than 90 minutes from Portland.

OTA's comprehensive tourism strategy has received \$25 million in lottery and transportation funding and includes four key elements:

**Attractions Development** - Development of visitor attractions. Projects underway include the Oregon Convention Center, the Oregon Coast Aquarium, Astoria Civic Pier, Yamhill County County Wineries and Marketing Center, Columbia River Boating Access, Cannon Beach Arts Center, and the Tillamook Rodeo grounds improvements.

**Marketing** - Designed to expand the State's visitor marketing program, OTA's marketing includes advertising to attract visitors, a regional visitors guide book, promotions targeted to convention delegates, creation of clear consistent image of Northwest Oregon and market research tracking the effectiveness of the marketing.

**Transportation** - In cooperation with the Oregon Department of Transportation, OTA has identified highways where road improvements would significantly affect ease of travel. These improvements have been included in ODOT's Six Year Plan for Highway Improvements.

**Visitor Services** - Programs designed to enhance the visitor's experience once they are here. Projects include: An entertaining and informative Hospitality Training video for front-line employees, a study assessing the feasibility of an interactive computerized visitor information system, improved signage for visitor travel, and tourism development support for small communities.

c/o Portland/Oregon Visitors Association • 26 SW Salmon • Portland, OR 97204 • 228-5565

CLACKAMAS, CLATSOP, COLUMBIA, LINCOLN, MULTNOMAH, TILLAMOOK, WASHINGTON, YAMHILL  
CITY OF PORTLAND, METROPOLITAN SERVICE DISTRICT, PORT OF PORTLAND

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# OREGON TOURISM ALLIANCE

## Short List Projects Approved For 1987-89 Biennium

<u>Short List Projects</u>	<u>Amount</u>	<u>Source</u>
1. Marketing Plan	\$894,640	Regional Strategies Fund
2. Host Program	70,000	Regional Strategies Fund
3. Signing Program	50,000	Strategic Reserve Fund
4. Data Base Program	8,000	Regional Strategies Fund
5. Staffing Program	160,000	Regional Strategies Fund
6. Tourism Development Program	65,000	Regional Strategies Fund
7. Astoria Civic Pier	60,000	Regional Strategies Fund
8. Cannon Beach Arts Center	25,000	Regional Strategies Fund
9. Lewis & Clark Trail Hist. Dev.	51,350	Regional Strategies Fund
10. Mariner's Center	15,000	Regional Strategies Fund
11. Dalton Lake Marina Study	50,000	Regional Strategies Fund
12. Rainier Visitors Info. Center	12,500	Regional Strategies Fund
13. State Park Study	20,000	State Parks Division
14. Coon Island Transit Dock	60,000	State Marine Board
15. Multnomah Channel Access	190,000	State Marine Board
16. Oregon Coast Aquarium	1,000,000 1,000,000	Regional Strategies Fund Spec. Public Works Fund
17. Columbia River Boater Access	500,000	State Marine Board
18. Garibaldi Boat Basin Project	50,000	Regional Strategies Fund
19. Multi Purpose Arena	42,115	Regional Strategies Fund
20. Yamhill County Wineries & Tourism Center	90,000	Regional Strategies Fund
21. Yamhill County Equestrian	200,000	Regional Strategies Fund
22. Rodger's Landing River Park	75,000	State Marine Board
23. Oregon Convention Center	7,500,000	Regional Strategies Fund
24. Highway Improvements	12,580,000	OR Dept. of Transport.