

**CITY COUNCIL MEETING**

**STAFF REPORT**

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| **Meeting Date:**June 15, 2015 | **Subject: Resolution No. 2541**Creating the City of Wilsonville Tourism Promotion Committee**Staff Member**: Mark Ottenad, Public/Government Affairs Director; Stan Sherer, Parks & Recreation Director**Department:** Administration; Parks & Recreation |
| **Action Required** | **Advisory Board/Commission Recommendation**  |
| [x]  | Motion | [ ]  | Approval |
| [ ]  | Public Hearing Date: | [ ]  | Denial |
| [ ]  | Ordinance 1st Reading Date: | [ ]  | None Forwarded |
| [ ]  | Ordinance 2nd Reading Date: | [x]  | Not Applicable |
| [x]  | Resolution | **Comments:** City Council reviewed during the May 18, 2015, work session a proposal outline for formation of the Tourism Promotion Committee; the resolution implements the committee formation as directed by Council. |
|  | Information or Direction |  |
| [ ]  | Information Only |  |
| [ ]  | Council Direction |  |
| [ ]  | Consent Agenda |  |
| **Staff Recommendations:** Staff recommends Council adopt Resolution No. 2541. |
| **Recommended Language for Motion:** I move to approve Resolution No. 2541. |
| **PROJECT / ISSUE RELATES TO:**  |
| [x] Council Goals/Priorities | [x] Adopted Master Plan(s) | [ ] Not Applicable |

ISSUE BEFORE COUNCIL

Adoption of a resolution establishing the creation of the Wilsonville Tourism Promotion Committee and prescribing an organizational framework.

BACKGROUND

City Council reviewed during the May 18, 2015, work session a proposal and directed staff to proceed with some suggested modifications for formation of the Tourism Promotion Committee. The Council modified the proposal by adding:

1. To the list of potential committee stakeholders other possible representatives of General Retail and Restaurant businesses;
2. A Wilsonville Chamber of Commerce representative to the committee as an additional ex-officio member, bringing to 12 the total number of committee members.

EXPECTED RESULTS

The Tourism Promotion Committee (“Committee”) has three primary areas of responsibility:

1. The Committee oversees implementation of the “Visit Wilsonville” Tourism Development Strategy and is charged specifically to develop a larger Five-Year Action Plan and annual One-Year Implementation Plans for fulfilling the Tourism Development Strategy, to be presented and recommended to City Council for approval.
2. The Committee makes recommendations to the City Council for tourism- and visitor-related marketing, promotions, expenditures and related programs and services that will result in increased tourism activity, as measured by overnight room stays at local lodging properties.
3. The Committee makes recommendations to City Council concerning the selection and disbursement of the annual Tourism Grant Programs operated by the City, including the Community Tourism Matching Grant Program (currently $25,000 per year) and the Clackamas County Tourism Community Partnership Grant Program (currently $20,000 per year).

TIMELINE

After adoption of Resolution No. 2541, staff will notify known and interested parties in the City’s tourism promotion efforts and promote availability of the committee positions during the July–August timeframe using direct outreach, media releases, web and social media postings and announcements in The Boones Ferry Messenger.

Using an August 30 application deadline, staff will aim to advance a roster of candidates for the Mayor’s consideration and nomination to City Council during September, with Council approval during the first meeting of October.

CURRENT YEAR BUDGET IMPACTS

At this time no additional budget impacts beyond that which has been budgeted are anticipated. However, the Tourism Promotion Committee may bring recommendations to the Council that carry budgetary implications.

FINANCIAL REVIEW / COMMENTS:

Reviewed by: \_\_SCole\_\_\_\_\_\_\_\_\_ Date: \_\_\_6/3/15\_\_\_\_\_

Legal REVIEW / COMMENT:

Reviewed by: MEK\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: June 2, 2015\_\_\_\_\_\_\_\_\_\_\_\_\_

The Resolution is approved as to form.

COMMUNITY INVOLVEMENT PROCESS

Extensive community engagement process with citizen task force that developed *Wilsonville Tourism Development Strategy, May 2014.* Public and interested parties were notified about proposal for formation of Tourism Promotion Committee, which received all favorable reviews.

POTENTIAL IMPACTS or BENEFIT TO THE COMMUNITY

(businesses, neighborhoods, protected and other groups):

Additional visitor and tourism spending within the community that benefits primarily smaller hospitality and services businesses and also area lodging properties (along with increased transient lodging tax revenues to state and local governments.

City Manager Comment

Formation of the Tourism Promotion Committee is in alignment with Council goals and priorities as outlined in the *Wilsonville Tourism Development Strategy, May 2014.*

AttachmentS

Resolution No. 2541, Formation of the City of Wilsonville Tourism Promotion Committee