

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS

Staff Presentation Worksheet

Presentation Date: August 11, 2009 Time: 1:30pm Length: 1 hour

Presentation Title: Tourism Business Plan for 2009-10

Department: Tourism & Cultural Affairs (TCA)

Presenters: Linda Bell, Executive Director, TCA

POLICY QUESTION

There is no policy question as this is a Study Session to provide background information on tourism and a review of the program of work for this year.

ISSUE & BACKGROUND

Tourism is an important part of the economic development picture in Clackamas County with visitor direct spending equaling \$448M in 2007. Clackamas County's organized tourism program had its beginning in the ordinance passed in late 1991 establishing a countywide 6% transient room tax (TRT) for the entire county.

Tourism is defined as economic activity resulting from visitors. A visitor is defined as a person who travels from their place of residence for business (other than daily employment), pleasure, recreation or participation in events on a trip that requires the person to travel more than 50 miles and/or includes an overnight stay.

While travel and the related benefits of visitor spending in our destination have declined with the state of the economy, there are signs of improvement and we have not had the same level of decline as other areas of Oregon and the rest of the United States.

The Business Plan details the successes of the past year, information on developing this Plan and details on the objectives and programs for 2009 -10. This information will be shared and discussed in the Study Session.

QUESTION(S) PRESENTED FOR CONSIDERATION

1. Do the Tourism Master Plan and Annual Business Plan give the BCC the information needed to make policy decisions about the expenditure of the TRT funds?
2. Are there concerns about how the TRT funds are being spent to develop and promote tourism in this County?
3. Are the tourism program success measurements meaningful and appropriate?
4. Are there program areas or projects that TCA should consider adding to the Business Plan?

OPTIONS AVAILABLE

1. Direct TCA staff to include more information in the Business Plan in specific areas or on specific topics.
2. Direct TCA staff to modify or cancel current programs.
3. Direct TCA staff to develop new programs to achieve BCC identified results.
4. Direct TCA staff to research and create different measurements of success.

RECOMMENDATIONS

TDC and the TCA staff respectfully recommend that the Business Plan as presented be accepted by the BCC. We further recommend that the timing for sharing information and ideas with the BCC be adjusted so that a draft Business Plan can be presented to the BCC in the spring and then finalized as the budget for the upcoming fiscal year is completed and approved in May-June.

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval for Linda Bell - JMB

County Administrator Approval _____

For information on this issue or copies of attachments, please contact Linda Bell@ 503-655-8420