



DESTINATION READY

TOURISM IMPLEMENTATION
STRATEGY
FALL/WINTER 2021



WELCOME HOME!



WELCOME HOME!

DESTINATION READY

- A coordinated strategy to help prepare Oregon City's Tourism Industry to greet its guests during a period of reduced COVID-19 restrictions.
- A deliberative, on-going strategy to build and expand Oregon City's Tourism Industry.



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GOAL

DESTINATION READY

To establish an ongoing relationship and following/loyalty status with the Oregon City visitor. To convey the attributes of home, history, and Play. A place where the visitor can always come back "home" to recalibrate.



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ASSET ASSESSMENT

- Historical Sites
 - Historic Houses and Sites, Museums, Library
- Outdoor Recreation
 - Willamette and Clackamas Rivers, Clackamette Park
- Agritourism, Wineries, Craft Beverage
 - Local artisan and craft products
- Three unique, interconnected communities in one
 - Downtown (Small Business Boutique Setting)
 - The Mid-Town District (Historical Sites/Community Charm)
 - Hilltop District (Familiar Shopping, Restaurants, Services)



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OBJECTIVES

DESTINATION READY

- Establish Oregon City's Brand
- Implement Promotion Strategy that Highlights City's Tourism Assets
- Identify and Market to Targeted Audiences
- Create a Coordinated Network Among Stakeholders
- Enhance the Community's Aesthetics
- Leverage Holidays and Special Events to Increase Visitation
- Continually Strengthen Oregon City's Tourism Industry

TARGET AUDIENCE

DESTINATION READY

- **Individuals in their early 20s and early 30s** - seekers of experiences, especially outdoor recreational opportunities and artisan or craft goods.
- **Families with young children (ages 41-56)** seeking safe and friendly environs with educational, safe and relaxing activities. Special events including those associated with historic assets will be of special interest.
- **Baby Boomers (ages 57-75)** with disposable income seeking a calm, relaxing place to enjoy fine wine tasting, good food, antique shopping, and scenic outdoor tours.



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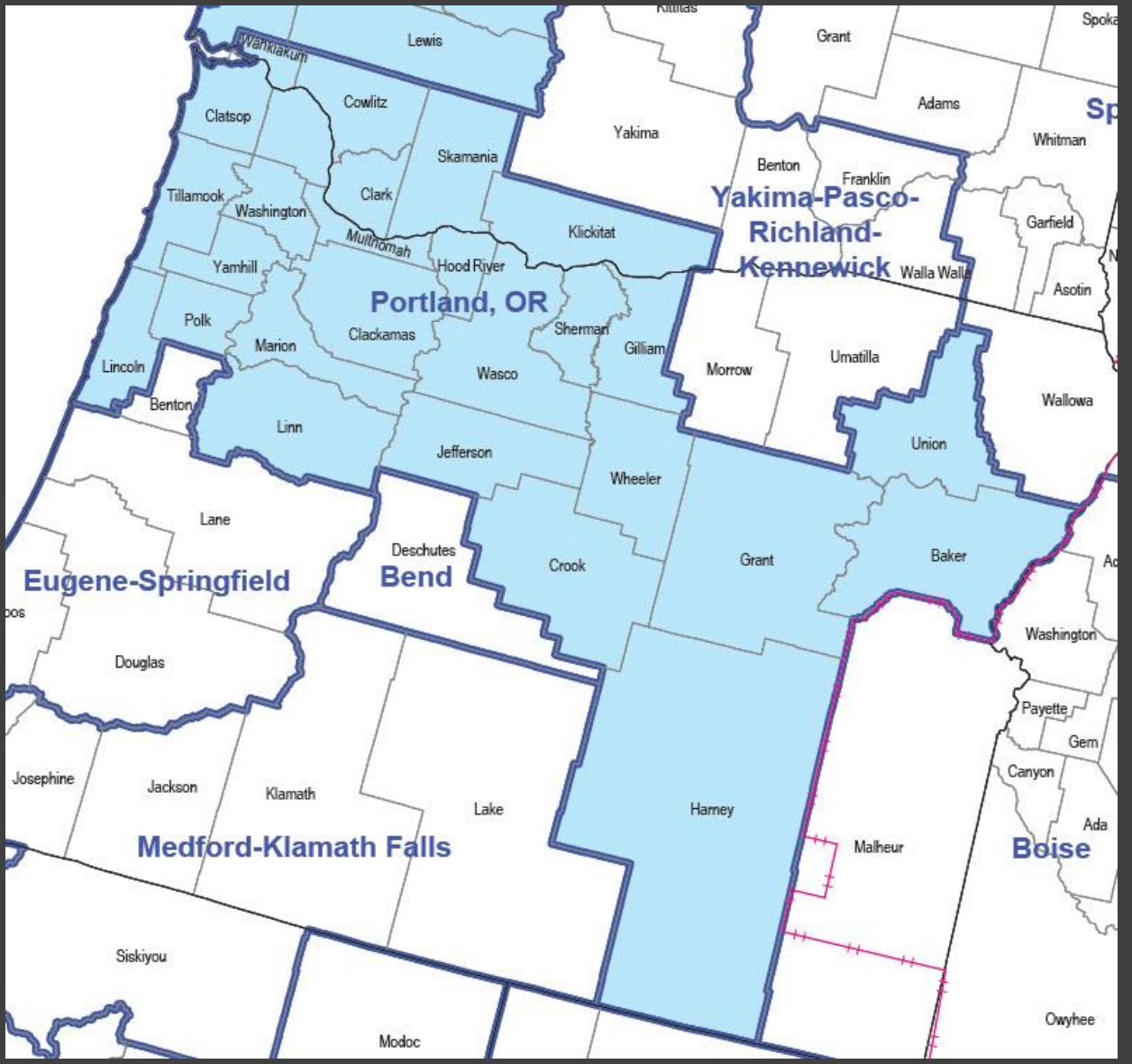


OREGON'S HOMETOWN

ESTD
1844

*Oregon
City*

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MARKETING TOOLS

DESTINATION READY

- New Travel Oregon City Website (The Front Door)
- Travel Brochures and Maps
- Facebook
- Instagram
- Twitter
- Pinterest
- LinkedIn
- Snap Chat
- Travel Oregon City Website
- Youtube
- Tiktok
- Radio and TV Spots
- Highway Billboards



PORTLAND, OR TV MARKET OVERVIEW

TV Households.....1,112,500
Market Rank.....22

African American 2.9%
Hispanic 8.7%

DMA Adult Population

Adults 18+.....2,203,122
Women 18+.....1,130,820
Men 18+.....1,072,302
Adults 25-54.....1,051,567
Women 25-54.....528,344
Men 25-54..... 523,223



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STRATEGIES

DESTINATION READY

- Establish an aggressive marketing campaign that promotes Oregon City.
- Work with as many stakeholders as possible to emphasize and solidify the campaign message “**Oregon’s Hometown, Welcome Home!**”
- Develop a coordinated approach via increased stakeholder collaboration with the City and among stakeholders.
- Enhance the appearance of the community by installing public art streetscape lighting and other infrastructure which enhance the visitor experience.
- Work with stakeholders and other community organizations to develop programming which maximizes the impact of major holidays and occasions.
- Use new programs developed via the Tourism Industry/Information Network to build and strengthen Oregon City’s Tourism Industry



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STRATEGIES

DESTINATION READY

ENHANCING THE COMMUNITY'S CURB APPEAL

- Streetscape Lighting
 - Main St.
 - Tourism Logo on Roof Top
 - The Arch Bridge
- Murals
- Pedestrian and Bicycle Infrastructure
 - Public restrooms
 - Increased bicycle parking
 - Crosswalk safety enhancements
 - Signage and wayfinding



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STRATEGIES

DESTINATION READY

ENHANCING THE COMMUNITY'S CURB APPEAL

- Building Façade Improvements
 - Rear-facing façade painting (as viewed from McLoughlin Promenade)
 - Rooftop gardens or planter boxes
- Signage and Banners
 - Streetlight pole banners
 - Cross-street banners
 - In-business signage



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STRATEGIES

DESTINATION READY

CELEBRATORY EXPERIENCES AND RECREATION OPPORTUNITIES

- Historic Sites (Special Programming)
 - Reenactments, Poetry, Music, Special Displays, Shows
- Special Events (10 Holidays and Event Recognitions)
- Outdoor Recreation Experiences
 - Enhancing river access and developing opportunities (boating tours, paddle boarding, kayaking)
- Enhanced Walking and Cycling Trails
- Roof Top Bars/Restaurants
- Craft Beverage Events
- Special Events for Children and Teens

ONGOING PROGRAMS

THE CONCIERGE INSTITUTE

Provides Training and Technical Assistance

COMMUNITY SHOWCASE

Promotes Community Engagement with the City's Tourism Industry

THE ARTS TREASURE TROVE

Offers Public Display of Various Art to Establish Community Identity

DESTINATION DEVELOPMENT

Encourages Growth of New Investment in Tourism

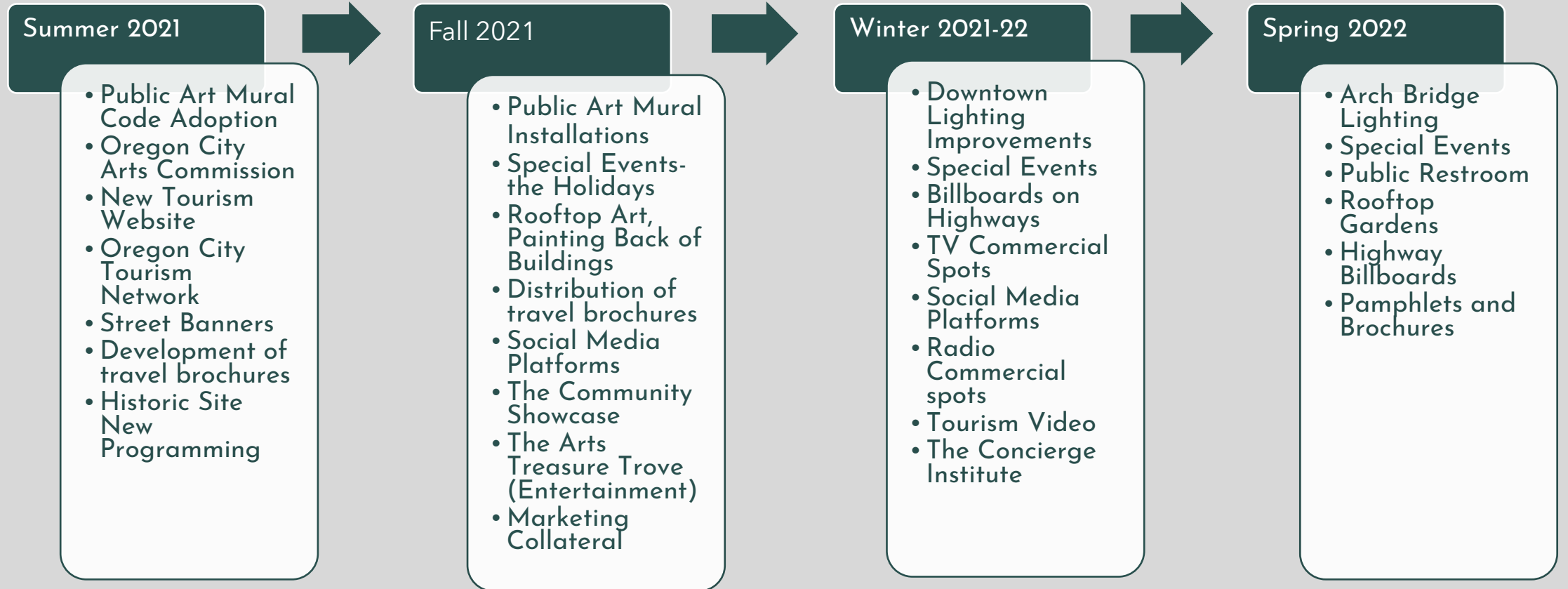
OREGON CITY TOURISM NETWORK

Encourages Growth of New Investment in Tourism



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Project Initiatives and Marketing Activity Timelines



**OREGON'S
HOMETOWN
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