

**EDC**  
**October 26, 2022**

# Why Tourism Matters: Tourism Is Economic Development

85%

Of Clackamas County residents see tourism as a positive economic impact

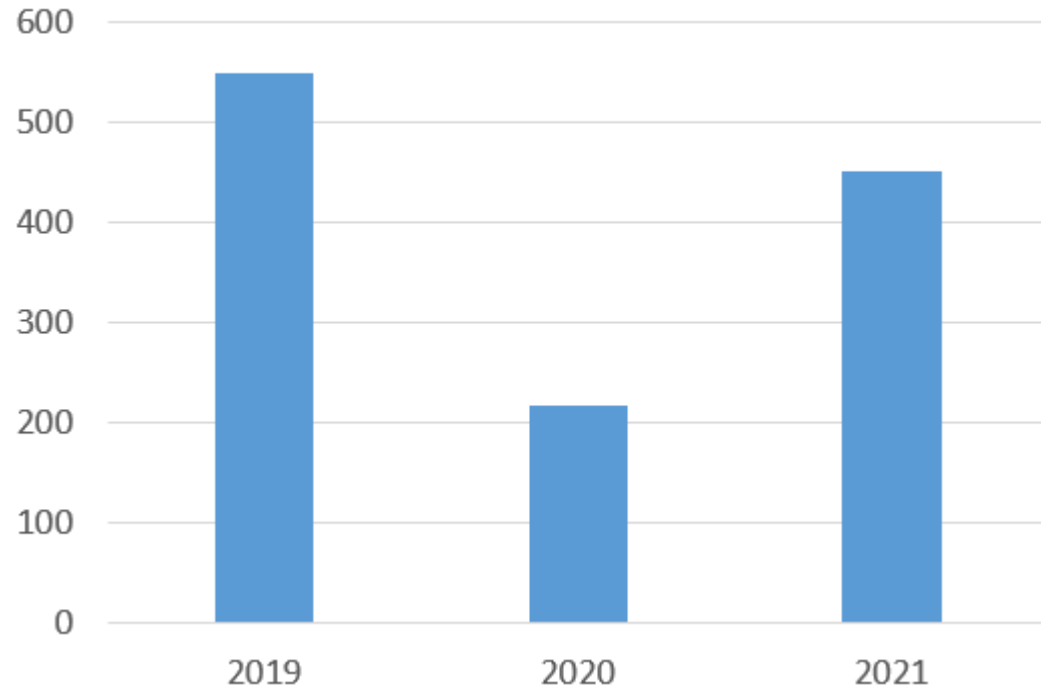
- George Washington University Sustainable Destination Assessment 2019



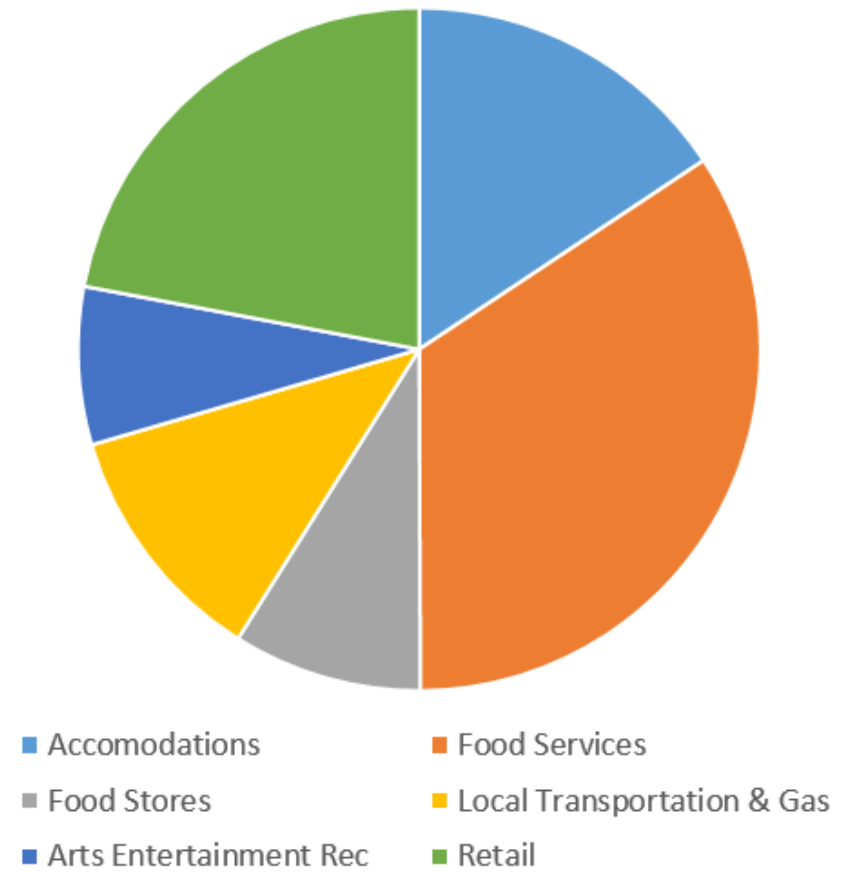
Quality of life: A great place to visit is a great place to live & work.



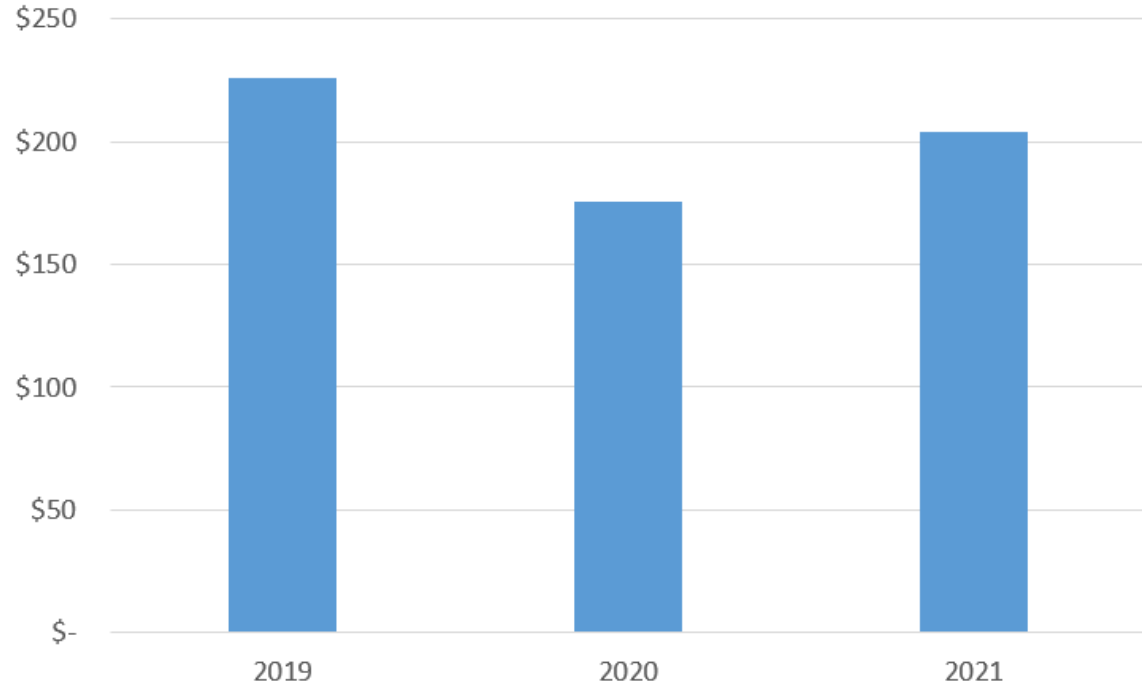
Visitor Spending (millions)



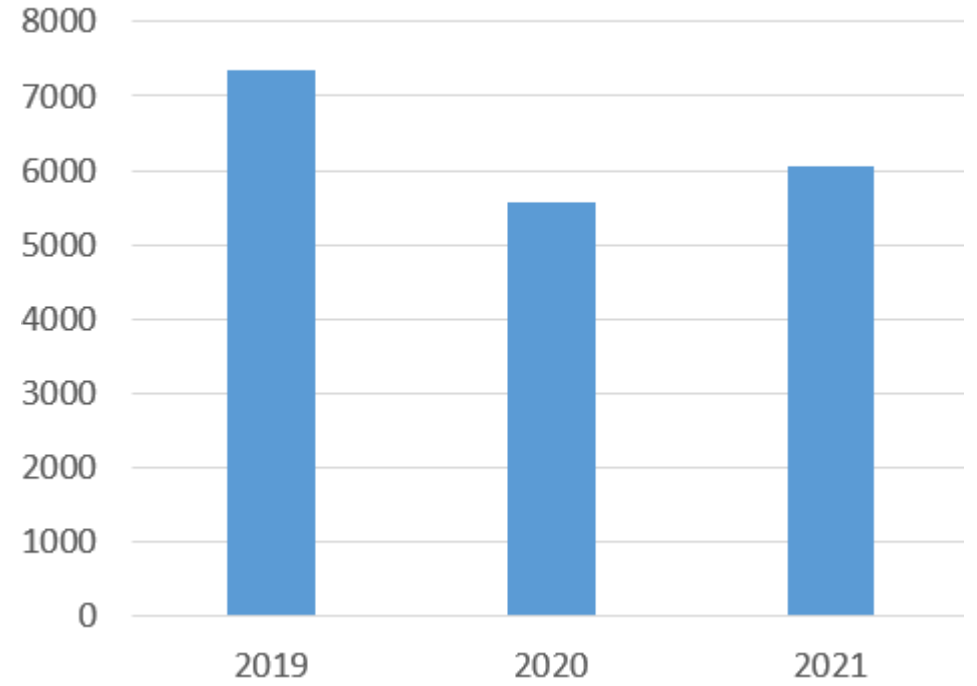
2021 Visitor Spend by Commodity (millions)



Earnings (millions)



Employment





**Mission:** enhance the quality of life for residents by optimizing the economic impacts of the tourism industry.



**Strategies:** develop and market the destination.

**Marketing** sells the  to potential visitors.

(through advertising, website, PR & Social Media)

**Development** works on making **bigger**

... on making **different**

and on **packaging** different pieces of  
pie together for visitors who want variety once they get here.







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PLACES TO STAY

THINGS TO DO

EVENTS

PLAN YOUR TRIP



BOOK A ROOM

CHECK-IN



CHECK-OUT



ALL LODGING



FOUR SEASONS OF FUN





**V**

Visitor

**R**

Resident

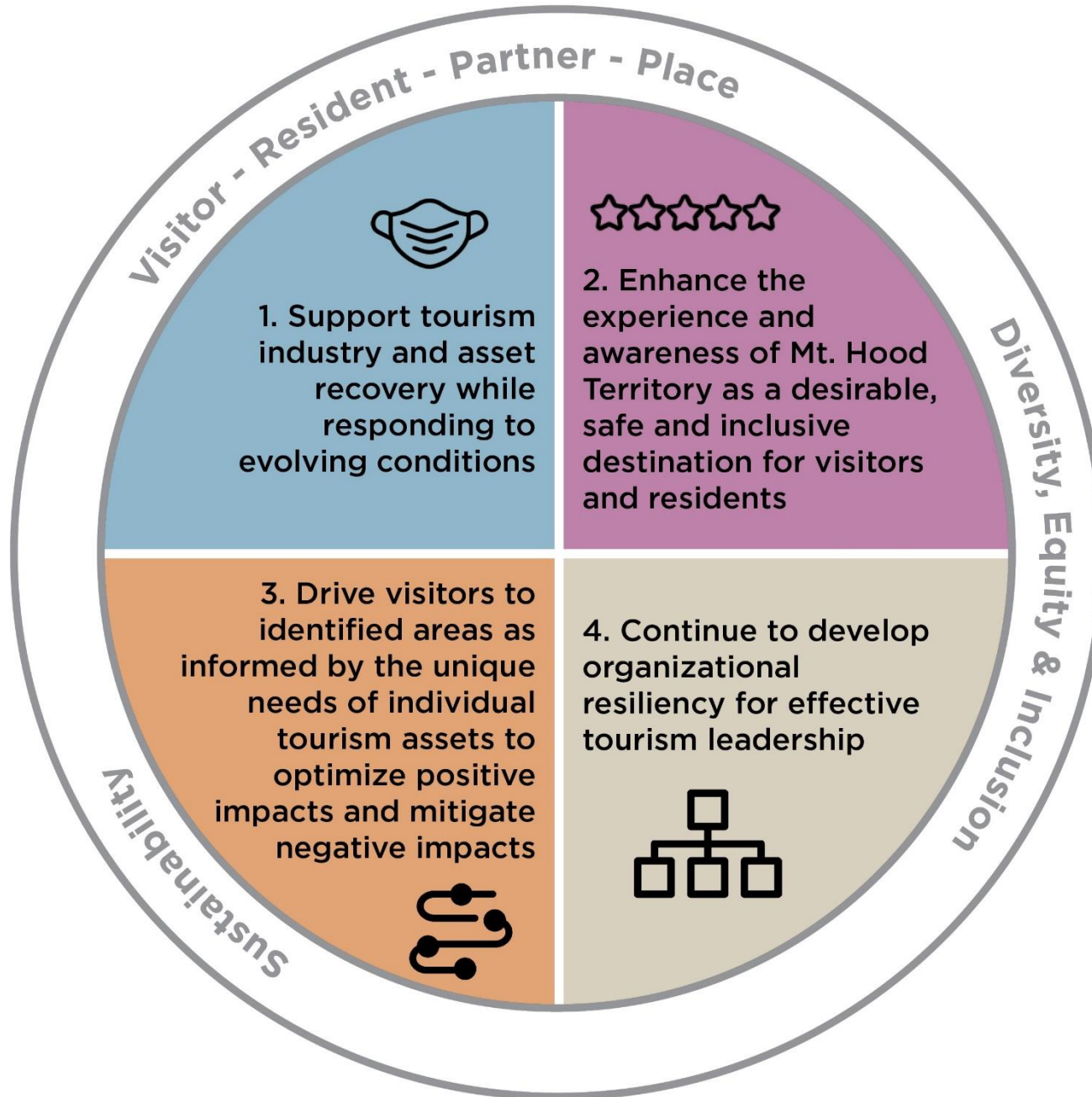
**P**

Partner

**P**

Place





## 2022 Priority Tactics

- ✓ Support existing operators
- ✓ Marketing is needed
- ✓ Leverage partnership



on KOIN News AM Extra - Week 2 with Northwest Whitewater Adventures



HOOD TERRITORY. GOOD MORNING

LIVE

TO

NOW ON AM EXTRA

SUMMER PADDLE ADVENTURE!

NORTHWEST WHITEWATER ADVENTURES

0:46 / 5:18



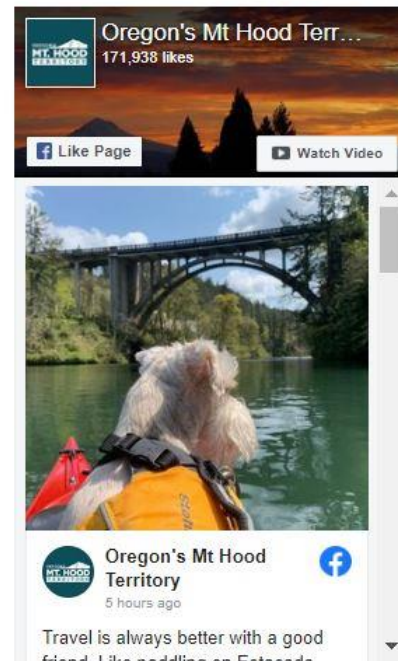
## SPONSOR CONTENT

# Bites & Brews begins Oct. 1

For Oregon's Mt. Hood Territory  
on October 01, 2021 at 05:07 PM



Ready to get out of the house and explore? Six cities and 35 businesses in Clackamas County welcome explorers to join a passport challenge that begins Oct. 1 and finishes Nov. 30 with a grand prize drawing.









## Current County Work

- Short Term Rentals

## What's on operators' minds?

- Workforce – increased wages but still short staffed
- What is the new norm of business travel & conferences
- Outfitters – overstocked after supply chain issues
- Recession



A full-page background image showing a dramatic sky with orange, red, and purple clouds. Below the sky, a mountain range is visible, with a prominent peak on the left. The valley between the mountains is filled with a thick layer of white fog. In the foreground, there are silhouettes of evergreen trees and a farm with several buildings, including a large barn and a smaller structure. A fence line runs across the bottom of the image.

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# **Clackamas County**

## **Economic Development Commission**



**2022 Annual Report**

# Message from the Chair

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**Hold for the Chair**



## Overview of the EDC

The Economic Development Commission (EDC) is a volunteer board that advises the Board of County Commissioners (BCC) on policy pertaining to economic development across Clackamas County. The Department of Transportation and Development, Office of Economic Development staff the EDC. Areas of focus for the EDC annual work plan are determined each year by the BCC.

The voting membership of the EDC consists of a maximum of 25 voting members, appointed by the BCC.

The Annual Report recaps EDC activities and discussions for the year. This may include policy recommendations or suggested strategies to enhance the economic prosperity of Clackamas County.

## Membership Roster

### Board Members

John LaMotte, Chair | Shannon Ilas, Vice Chair | Kimo Rosa, At-Large Member  
Vance Tong, Immediate Past Chair | Aeric Estep | Laura Edmonds Jodi Bailey  
Stacia Hernandez | William Gifford

### Liaisons

Lynn Wallis | Bridget Dazey

### Clackamas County Staff

Sarah Eckman | Cindy Moore | Corina Copeland | Eileen Stein

## January

A meeting was not held in January

## February

### Oregon Public Meeting Laws/Ethics

Presenter: Stephan Madkour, County Counsel, Clackamas County

#### Outcome:

- Annual review of Public Meeting Law.

### Incentive Programs

Presenter: Cindy Moore, Interim Senior Business & Economic Development Coordinator, Clackamas County

#### Outcome:

- Facilitated discussion with EDC Members and County Staff on the following incentive programs:
  - Strategic Investment Zones
  - Enterprise Zone
  - Rural Renewable Energy Zone

## March

### Business Recovery Center and Small Business Legal Clinic Update

Presenters: John Southgate, Southgate Consulting

Outcome:

- EDC Members were provided an update regarding the Business Recovery Centers and the Small Business Legal Clinic:
  - Funding sources
  - Future vision and overview of services
  - Services currently being provided

## April

### Managing for Results – Food Production Implementation Team Update

Presenter: Cindy Moore, Interim Senior Business & Economic Development Coordinator, Clackamas County

Outcome:

- Members were informed about the Board of County Commissioners strategic priority *“By 2026, 10% increase in food production and food production acres from agricultural land in Clackamas County”*.

### Small Business Development Center (SBDC) Farmer, Rancher, Grower programs

Presenters: Rob Campbell, Small Business Development Center  
Diana Tourney, MA Small Business Development Center (SBDC) Technology, Applied Sciences & Public Services Division, Clackamas Community College

Outcome:

- Members were informed about the SBDC’s farmer, rancher, and grower programs.

## May

### No presenters this month

- Staff provided an overview of the American Rescue Plan Act (ARPA) and State of Oregon funding and what framework exists to make decisions about how it will be used. Staff asked EDC Members for their recommendations of how the funds could be used to best benefit the business community.

## June

### OSU North Willamette Resource and Extension Center (NWREC) Presentation

Presenter: Mike Bondi, Research Center Director, OSU College of Agriculture & North Willamette Research & Extension Center.

#### Outcome:

- The EDC learned about agriculture resources in the County so they can provide feedback for the County's Strategic Priority to "Honor, Utilize, Promote and Invest in our Natural Resources ". The goal to meet this priority is "By 2026, 10% increase in food production and food production acres from agricultural land in Clackamas County".



## July

### Construction Career Pathways Project (C2P2)

Facilitated By: Tracy Moreland, Policy Advisor, Clackamas County.

Outcome:

- Tracy provided members an update to the C2P2 project. This presentation aligns with the Boards Strategic Priority to “Grow a Vibrant Economy”.

## August

### Oregon City Arch Bridge Celebration

Presenter: Victoria Meinig, Oregon City Chamber of Commerce, Chief Economic Development Officer, Business Recovery Center

Outcome:

- EDC members listened to an informational discussion about the upcoming 100 year celebration of the Oregon City Arch Bridge.

## September

### Future Ready Oregon

Presenter(s): Bridget Dazey, Director,  
Clackamas Workforce Partnership

Armetta Burney, MBA  
Dean, Technology, Applied Science &  
Public Services, Clackamas Community  
College

Outcome:

- Members received an update about the Future Ready Oregon program, this a comprehensive \$200 million investment package that supports the education and training Oregonians need for family-wage careers.

### Childcare for All in Clackamas County

Presenter(s): Bridget Dazey, Director,  
Clackamas Workforce Partnership

Outcome:

- Members will received and update regarding the Childcare for All in Clackamas County program. This task force is working on multiple solutions that make sure all families of children six weeks to 12 years have access to childcare.

## October

### Tourism Update

Presenter(s): Samara Phelps, Executive  
Director, Clackamas County Tourism

Jim Austin, Development & Community  
Relations, Clackamas County Tourism

Outcome:

- Members received an industry and department update from Clackamas County Tourism staff.

