



**March 8, 2023**

**Joint Meeting**

**Tourism Development Council (TDC) & Board of County Commission (BCC)**

**Agenda**

- 1:00 p.m. Welcome
  - BCC Chair Smith
  - TDC Chair Penilton
  - Self Introductions
  
- 1:10 p.m. Overview of Transient Lodging Tax (TLT) ordinance
  - Tourism Director Samara Phelps
  
- 1:15 p.m. TDC funding mechanism – case study from previous requests
  - TDC Chair Penilton
  - Open Discussion BCC / TDC
  
- 1:20 p.m. Discuss current needs and opportunities for funding including heritage, history, culture and arts
  - BCC Chair Smith
  - TDC Chair Penilton
  - Open Discussion BCC / TDC
  
- 1:45 p.m. Upcoming opportunities for joint efforts
  
- Next steps
  
- 2:00 p.m. Adjourn

## MEMORANDUM

TO: Clackamas County Board of County Commissioners (BCC)  
FROM: Tourism Development Council (TDC)  
RE: Materials for joint meeting  
DATE: March 1, 2023

---

**REQUEST:** March 8, 2023 the BCC and TDC will hold a joint meeting from 1-2 p.m. in room 369 of the PSB. This is a discussion and informational meeting. There are no decision or action items. The material below provides context for the agenda items being discussed.

### **BACKGROUND:**

#### **Overview of the Transient Lodging Tax Ordinance**

The Tourism Development Council was created in June of 1991 when voters approved Measure 3-6 (now County Code 8.02), which had been referred to the ballot by a prior Board of Commissioners. The measure was based on recommendations made by a Hotel Tax Task Force that was comprised of residents, industry representatives and other stakeholders.

Measure 3-6 outlined the charge of the TDC, which is to oversee tourism development and promotion within the County, and defined elements of the relationship between the TDC and the BCC. The BCC appoints TDC members and approves the Tourism Master Plan.

The measure also made the County's existing 6% Transient Lodging Tax (TLT) county-wide and specified how TLT revenues are to be distributed.

Guiding implementation of the Master Plan is the responsibility of the TDC. Programmatic work is undertaken by Tourism staff who are County employees. The TDC supports program and staff compliance and consistency with the County's administrative protocols.

#### **TDC Funding Mechanism**

The TDC views every partnership opportunity within the parameters of its authority provided for in county ordinance, its understanding of the allowed use of local transient lodging tax revenues, and established definitions of tourism. Programs, projects and investments have alignment with the master plan, clear links to tourism, and should have defined scopes and measurable outcomes. Based on the TLT ordinance and applicable state statute, operational funding for organizations, other than those named in the ordinance, is not an allowed use. The TDC does partner with various organizations on programs and projects. Support is provided through marketing and development programs, consultation, project management capacity, project funding, letters of support and other forms of collaboration.



### **Upcoming Opportunities**

This spring the TDC will open the first of three approved strategic investment cycles. This will be an opportunity to collaborate with partners by investing in projects that improve existing visitor assets and deliver results toward Tourism's identified strategic outcomes.

Respectfully Submitted,

*Samara Phelps*

Samara Phelps, on behalf of TDC Chair David Penilton  
Tourism Director

Links & Attachments:

[County TLT Ordinance](#) link

[Tourism Master Plan](#) link

Strategic Investment Program attached below



### Tourism’s Strategic Investment Program (Spring 2023 through FY 23/24)

At the February Tourism Development Council (TDC) meeting, the TDC approved the below criteria and process for strategic investments through FY23/24. The first cycle will open this spring with awards in June.

**Criteria:** Support Tourism’s identified Strategic Outcomes, which are:

- Supporting the tourism industry and asset recovery while responding to evolving conditions.
- Enhancing the experience and awareness of Mt. Hood Territory as a desirable, safe and inclusive destination for visitors and residents.
- Directing visitors to identified areas as informed by the unique needs of individual tourism assets in order to optimize positive impacts and mitigate negative impacts.

Scoring matrix -

	(Pts)
<b>Supports Asset Recovery</b>	20
<b>Enhances Existing Assets</b>	10
<b>Improves Existing Experience</b>	10
<b>Improves Person-Focused Accessibility</b>	10
<b>Expands Visitation to new and diverse audiences</b>	10
<b>Promotes Alternate Modes of Travel</b>	10
<b>Project Readiness</b>	20
<b>Leverages Support of other partners</b>	10
	<hr/> 100

**Process Structure:** Based on the level of funding requested:

- **Small Requests** (up to \$25,000) - reviewed/processed at staff level. Information shared with TDC.
- **Medium Requests** (\$25,001 to \$149,999) - reviewed by regional partners and TDC liaisons. Recommendations forwarded to full TDC for consideration/approval.
- **Large Requests** (\$150,000 and greater) - processed similar to medium requests, but recommendations/supporting materials brought to BCC for approval in keeping with protocol.

**Timeline:** **Cycle 1** (Open April/May 2023. Decisions in June), **Cycle 2** (Open Sept./Oct. Decisions in Dec.) & **Cycle 3** (Open April/May 2024. Decisions in June)

“**Time of Essence**” provision for requests over \$25,000 where cycle/timing issues would result in a lost opportunity to support for impactful projects. Brought to TDC for consideration/direction.

**BEFORE THE BOARD OF COUNTY COMMISSIONERS  
OF CLACKAMAS COUNTY, STATE OF OREGON**

In the Matter of Affirming  
Clackamas County's Commitment  
to History and Culture



Resolution No. 2021-55  
Page 1 of 1

WHEREAS, Clackamas County recognizes that history and culture reflect and shape values, beliefs, and aspirations, defining a people's identity; and

WHEREAS, Clackamas County affirms that in an era of globalization, history helps us to remember our cultural diversity as well as the experiences and contributions of previous generations, and its understanding develops mutual respect and renewed dialogue; and

WHEREAS, Clackamas County is named for the Clackamas people who lived here, and is also the homeland of the Chinook, Tualatin, Kalapuya, Molalla and other tribes and bands who lived and visited here from time immemorial and who continue to live here; and

WHEREAS, Clackamas County was formed as one of the original four districts of the Oregon Country in 1843; and

WHEREAS, Clackamas County is home to Oregon City, the original and main terminus of the Oregon Trail, the route of the greatest voluntary mass migration, which was platted by Hudson Bay Company's Chief Factor, Dr. John McLoughlin, in 1842; and

WHEREAS, Oregon City is the first American city west of the Rocky Mountains, incorporated in 1844, and was Oregon's territorial and then first state Capital; and

WHEREAS, Clackamas County is home to Willamette Falls on the Willamette River which is the ancestral homeland as well as a key fishing and trading center for the indigenous peoples and tribes who were displaced by government policies; and

WHEREAS, Willamette Falls is the second largest waterfall in America by water volume and it has been used as a hydropower resource, creating opportunities for lumber mills, grain milling, wool fabric production, brick manufacturing, and electricity generation, including the first long-distance transmission of electricity in the United States, and perhaps the world, from Oregon City to Portland; and

WHEREAS, The Willamette Falls Locks was built by the Peoples Transportation Company and opened in 1873, allowing for significant improvement of river transportation in the Willamette Valley for years; and

**BEFORE THE BOARD OF COUNTY COMMISSIONERS  
OF CLACKAMAS COUNTY, STATE OF OREGON**

In the Matter of Affirming  
Clackamas County's Commitment  
to History and Culture



Resolution No. 2021-55

Page 1 of 2

WHEREAS, Clackamas County is a proud partner in the Willamette Falls Legacy Project, which will revive a cherished cultural site, create public access to the river, restore habitat for fish, lamprey, and numerous other species, promote tourism and economic development within the City of Oregon City; and

WHEREAS, Clackamas County includes 16 cities and numerous unincorporated communities, each with its own unique history that enriches the cultural diversity of Clackamas County, and

WHEREAS, over 60 local entities and organizations support the work of history and culture such as the Clackamas Historical Society, the Museum of the Oregon Territory, Willamette Falls Heritage Area and Landing Coalition, Clackamas County Tourism and Cultural Affairs, and many others;

NOW THEREFORE, IT IS HEREBY RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS that:

1. The Clackamas County Board of Commissioners does hereby affirm that Clackamas County's rich history and culture are an important component of local, state and national tourism; and
2. Clackamas County will preserve, cultivate, and invest in activities and organizations that support this history, -culture and tourism.

DATED this 1 day of July, 2021.

**CLACKAMAS COUNTY BOARD OF COMMISSIONERS**



Chair



Recording Secretary



**OFFICE OF THE COUNTY ADMINISTRATOR**  
**PUBLIC SERVICES BUILDING**  
 2051 KAEN ROAD | OREGON CITY, OR 97045

**July 1, 2021**

Board of County Commissioners  
 Clackamas County

Members of the Board:

Approval of a Resolution affirming  
Clackamas County's Commitment to History and Culture

<b>Purpose/Outcomes</b>	To adopt a resolution that affirms and acknowledges Clackamas County's rich and diverse history and culture.
<b>Dollar Amount and Fiscal Impact</b>	No dollar amount is identified at this time.
<b>Funding Source</b>	None
<b>Duration</b>	Effective upon signature by the Board
<b>Strategic Plan Alignment</b>	This resolution affirms two Performance Clackamas strategic priority areas: Honor, Utilize, Promote and Invest in our Natural Resources and Grow a Vibrant Economy
<b>Previous Board Action</b>	Administrator Issues discussion – Tuesday, May 11 Administrator Issues discussion – Tuesday, June 1 Administrator Issues discussion – Tuesday, June 15
<b>County Counsel Review</b>	This resolution was reviewed and approved by County Counsel on June 21, 2021
<b>Procurement Review</b>	No
<b>Contact Person</b>	Emily Klepper 503-742-5933

**BACKGROUND:**

Clackamas County has a richly diverse history and culture. By affirming this resolution, the Board of County Commissioners acknowledges the many facets of its heritage from tribal impacts and natural features to the development of the Oregon Territory within the United States. Additionally the resolution commits that history is an important component of tourism and its preservation is essential to the future of the county.

This resolution has been reviewed by Tourism Development Council representatives, Leaders of Equity, Diversity and Inclusion Council and staff.

**RECOMMENDATION:**

Staff respectfully recommends adoption of this resolution.

Sincerely,  
Emily Klepper