

(Underlined sections are new or replacements; [bracketed] sections are deleted.)

BEFORE THE BOARD OF COMMISSIONERS

FOR THE COUNTY OF MULTNOMAH

ORDINANCE NO. 609

An Ordinance establishing an Oregon Tourism Alliance Advisory Committee for Visitors Attractions to Multnomah County Board of County Commissioners, and declaring an emergency.

Multnomah County ordains as follows:

Section 1. Findings

As tourism is Oregon's third largest industry, the Multnomah County Board of County Commissioners joined with seven other counties, the City of Portland, the Metropolitan Service District and the Port of Portland on February 7, 1987 to form the Oregon Tourism Alliance (OTA) to develop tourism potential which is in the economic interest of Multnomah County.

A. The focus of the OTA centers around issues concerning tourist services, marketing and research, tourist attractions and attraction developments as well as transportation issues within each county.

B. Attractions development with a multi-county focus can be demonstrated by the way a project links together county tourism efforts in such areas as:

1. Outdoor adventure
2. Historic
3. Agriculture
4. Water
5. Arts and Culture
6. Wildlife
7. Events

C. The Multnomah County Board of County Commissioners has full responsibility to nominate visitor attraction development

projects within Multnomah County to OTA. Although nomination of projects and developments within Multnomah County is the responsibility of the Board of County Commissioners, the Board desires to fully involve its fellow OTA members whose jurisdictions include portions of Multnomah County.

D. It is necessary to create the vehicle for this involvement speedily in order to advise the Board in a timely manner.

Section 2. Advisory Committee

There is hereby established a Multnomah County OTA Advisory Committee on Visitors Attractions. The Committee shall advise the Board of County Commissioners of Multnomah County on selection and prioritization of tourist attraction projects within Multnomah County.

Section 3. Membership

The Advisory Committee shall consist of four (4) members. One member shall represent each of the following jurisdictions:

Multnomah County

Metropolitan Service District

Port of Portland

City of Portland

B. The members shall be appointed pursuant to the County Home Rule Charter.

Section 4. Term

The Advisory Committee shall function until the Board of County Commissioners nominates projects to the OTA. Upon submission of nominations by the Board, the Committee shall cease to exist.

Section 5. Duties

The Committee shall meet in accordance with the Open Meetings law. The Committee shall review proposed tourist attraction projects and development applications and shall make a written report to the Board of County Commissioners. The report shall identify projects that strengthen the OTA's multi-county tourism development. The report shall describe the feasibility, desirability and respective priority of each application based on the criteria in the OTA's "Project

Selection Criteria," a copy of which is attached to this ordinance. The report shall be submitted to the Board prior to Board consideration of nominations to the OTA.

Section 6. Conflict of Interest

Any member of the Committee who has a potential conflict of interest as defined in ORS Chapter 244 shall notify the chair in writing of the potential conflict prior to voting on the matter involving the conflict. Upon receiving the notice, the chair shall designate an alternate to act on the matter or direct the member to act.

Section 7. Compensation

Members shall receive no compensation for serving on the Committee.

Section 8. Emergency Clause

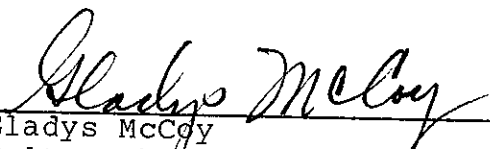
This Ordinance being necessary to protect the health, safety and welfare of the people of Multnomah County, an emergency is declared to exist. This Ordinance shall take effect immediately upon its adoption by the Board of County Commissioners and authentication by the Chair of Multnomah County.

ADOPTED this 9th day of February, 1989, being the date of its first reading before the Board of County Commissioners of Multnomah County.

BOARD OF COUNTY COMMISSIONERS
MULTNOMAH COUNTY, OREGON

(SEAL)

BY


Gladys McCoy
Multnomah County Chair

APPROVED AS TO FORM:


LAURENCE KRESSEL, COUNTY COUNSEL
FOR MULTNOMAH COUNTY, OREGON

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Enhancement of Existing Tourism Efforts: Considerations include:

- o Multi-jurisdictions. Impacts more than one OTA jurisdiction.
- o Unique resource. Uniqueness to region, and capitalization on special qualities, resources and amenities found in the area.
- o Provide destination opportunities.
- o Enhance loop development that can produce one and two day trips.
- o Encourage visitors to extend their stay and return for vacation opportunities.
- o Availability of support services/facilities. Availability of adjacent compatible facilities.
- o Linkage to non-OTA tourism activities such as the State's Tourism program, efforts by other tourism groups.
- o Creates national and international image.
- o Enhances current tourist facility utilization.
- o Capitalizes on the Oregon Convention Center. Enhance extended stay opportunities 5 to 6 days; enhance day use opportunities in the region; and bring conventioners back to Oregon for a second vacation.

SECONDARY CRITERIA

"Readiness to Proceed": Considerations include:

- o Feasibility. Minimum assessments of financial, developmental, and operational feasibility indicate the project is realistic and "do-able."
- o Location availability. Site is readily available.
- o Sources of funding. Matching monies or private/public sector support for the project is committed.

Level of Support: Considerations include:

- o Multiple-funding sources. Other private and public sector monies/in-kind contributions that will assist or match lottery funding for the project.
- o High level of community support and interest.

Performance Measurement: Considerations include:

- o Includes a monitoring program. Impact of project is measurable, measures are identified, and a program for monitoring success is identified.