

BEFORE THE BOARD OF COUNTY COMMISSIONERS
FOR MULTNOMAH COUNTY, OREGON

In the Matter of Reaffirming the County's
Commitment to the Regional Strategies Program
as a Member of the Oregon Tourism Alliance

RESOLUTION
91-1

WHEREAS, on February 26, 1987 The Multnomah County Board of Commissioners joined with six other counties, the City of Portland, the Metropolitan Service District, and the Port of Portland to form the Oregon Tourism Alliance to develop the tourism potential of the area; and

WHEREAS, the Oregon Tourism Alliance has been the impetus for the eight Northwest Oregon counties, the City of Portland, the Metropolitan Service District, and the Port of Portland to work as a team, instead of as competitors; and

WHEREAS, since the inception of the Oregon Tourism Alliance, successful tourism attractions have been developed throughout Northwest Oregon adding to its economic diversity; and

WHEREAS, the Oregon Tourism Alliance has bridged the State's tourism efforts and those at the local level through convention delegate marketing and a Northwest Oregon marketing program; and

WHEREAS, the hospitality training and visitor services programs sponsored by the Oregon Tourism Alliance has given the Northwest Oregon visitor industry the competitive edge for attracting new visitors and encouraging repeat visits; and

WHEREAS, the Oregon Tourism Alliance has proven to be an innovative and progressive strategy for addressing the unique needs of the tourism industry; and

WHEREAS, the recently completed Oregon Convention Center, funded in part by regional strategies, is projected to generate \$59 million a year for the local economy and attract 150,000 visitors a year to the state; and

WHEREAS, tourism, Oregon's third largest industry, continues to be a promising economic resource; and

WHEREAS, it is in the economic interests of Northwest Oregon, especially Multnomah County to continue the development of the visitor potential of the convention center and the related Oregon Tourism Alliance programs that support and build the reputation of the region as a first-class travel destination; and

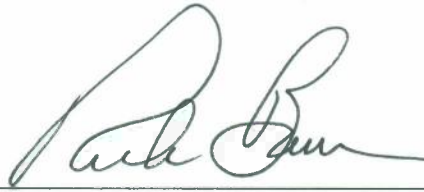
WHEREAS, the success of the Oregon Tourism Alliance is evident in the increased cooperation among the participating governments; and

NOW THEREFORE BE IT RESOLVED THAT the Board of Commissioners of Multnomah County reaffirms their commitment to the Oregon Tourism Alliance and pledges its full support to the Oregon Tourism Alliance's ongoing efforts to increase the tourism potential of the area.

ADOPTED this 10 day of January, 1991.



MULTNOMAH COUNTY, OREGON

By 

Rick Bauman, Vice-Chair

REVIEWED

Laurence Kressel, County Counsel
for Multnomah County, Oregon

By 