



CITY OF TUALATIN

Staff Report

TO: Honorable Mayor and Members of the City Council

THROUGH: Sherilyn Lombos, City Manager

FROM: Jill Coleman, City Manager's Office Intern
Megan George, Deputy City Manager

DATE: November 24, 2025

SUBJECT:
Update on the 2019 Tualatin Tourism Program.

EXECUTIVE SUMMARY:

In February 2018, the City Council established a local transient lodging tax ("TLT") rate of 2.5% and in March 2019, the City Council accepted the Tourism Program Plan (attached). The Plan includes focus areas and targets to encourage visitor attraction by investing the transient lodging tax in specific projects and programs. Tonight, staff will provide an update on the plan's implementation and ask the City Council to consider next steps.

Background

Transient lodging tax is a tax imposed by a unit of local government on the sale, service, or furnishing of transient lodging (hotel stays). Tourists, not businesses, are responsible for paying any rate. The Oregon Legislature implemented restrictions on local TLTs that required 70% of revenue to be allocated to "tourism promotion" or "tourism-related facilities" (ORS 320.300). The remaining 30% may be used for general government purposes.

According to the Tourism Program Plan that was accepted by the City Council in 2019, "The Tualatin Tourism Program will be an official program of the City of Tualatin focused on encouraging and increasing visitor attraction." The stated goal is, "To encourage visitor attraction by investing the transient lodging tax in five key areas." The five key areas are:

- Capital Development,
- Events,
- Placemaking,
- Visitor Services, and
- Marketing.

ATTACHMENTS:

- Presentation
- 2019 Tourism Program Plan