



THE CITY OF TUALATIN



**TOURISM PROGRAM**

# TRANSIENT LODGING TAX

## WHAT IS IT?

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.

Tualatin's current rate is 2.5%

## APPROVED USES

70/30 Rule –

- 70% to Tourism
- 30% to General Fund

**1.) Tourism Promotion**

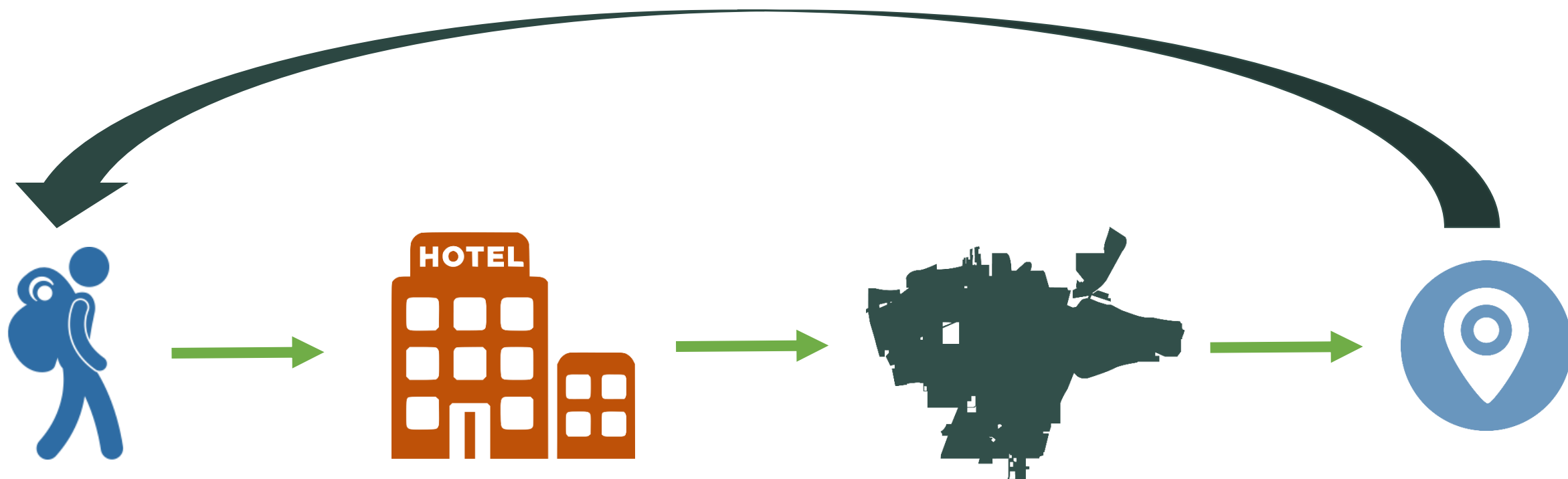
**2.) Tourism-Related Facilities – 10 year life**

3.) City and County Services

4.) Finance or re-finance debt on tourism related facilities.



# THE BENEFIT



# TIMELINE



SEPT  
2017



FEB  
2018



MAY  
2018



DEC  
2018



WE  
ARE  
HERE



JUN  
2019

PROGRAM  
FRAMING

BUDGET/  
PLANNING

POLICY  
DISCUSSION

TLT  
PASSED

TLT  
EFFECTIVE

PROGRAM  
DEVELOPMENT

COUNCIL  
APPROVAL

STAKEHOLDER OUTREACH

STAKEHOLDER OUTREACH



# OVERVIEW

## PURPOSE

The Tualatin Tourism Program will be an official program of the City of Tualatin focused on encouraging and increasing visitor attraction.

## END PRODUCT

The Tualatin Tourism Program will provide annual programing for how the City of Tualatin will utilize the transient lodging dollars to encourage visitor attraction. Programming will be captured in the City's Annual Operating Budget.





A photograph of a rustic wooden cabin with a steep gabled roof, situated in a snowy landscape. The cabin is surrounded by tall evergreen trees. In the foreground, there is a wooden bench and a large wooden wheel leaning against a post. A semi-transparent dark green rectangular box is overlaid on the image, containing white text. The word 'GOAL' is centered in a smaller box at the top of the overlay, and the rest of the text is below it.

## GOAL

**TO ENCOURAGE VISITOR ATTRACTION BY  
INVESTING THE TRANSIENT LODGING TAX  
IN FIVE KEY AREAS.**

# KEY AREAS



CAPITAL  
DEVELOPMENT



EVENTS



PLACEMAKING



VISITOR  
SERVICES



MARKETING



# CAPITAL DEVELOPMENT

## FOCUS

PLAN AND INVEST IN PRIORITY TOURISM INFRASTRUCTURE PROJECTS TO ENABLE AND EXPAND THE POTENTIAL IN VISITOR ATTRACTION.

## *POTENTIAL TARGETS*

1

Investigate the feasibility of building targeted tourism attractions, amenities, and spaces.

2

Reserve tourism revenue to leverage for future tourism capital development.







# EVENTS

## FOCUS

ENSURE A MIX OF DEMAND GENERATING EVENTS THAT ATTRACTS VISITORS.

### *POTENTIAL TARGETS*

- 1 Expand event hours to encourage overnight visitor stay.

- 2 Create new event opportunities that increases visitor attraction.





# PLACEMAKING

## FOCUS

SUPPORT DESIGN STANDARDS AND ACTIVITIES THAT ENCOURAGE AND MAXIMIZE SPACE AND RESOURCE UTILIZATION THAT CONTRIBUTE TO TUALATIN'S SENSE OF PLACE.

## *POTENTIAL TARGETS*

1

Enhance primary visitor spaces with beautification and wayfinding signage.







# VISITOR SERVICES

## FOCUS

DEVELOP AND ENCOURAGE VISITOR SATISFACTION  
AND PROMOTE TUALATIN AMENITIES.

### *POTENTIAL TARGETS*

1

Contract services with the Tualatin Chamber of Commerce.

2

Enhance heritage and cultural tourism services, amenities,  
and attractions. i.e. Tualatin Heritage Center.





# MARKETING

## FOCUS

DEVELOP A UNIQUE IDENTITY AND GENERATE  
CONSUMER AWARENESS

### *POTENTIAL TARGETS*

1

Update image library to utilize in promotion and marketing for the City of Tualatin.

2

Create video marketing to highlight Tualatin assets and amenities to encourage visitor attraction.



# POLICY QUESTIONS

## PROGRAM GOAL

Does the Tualatin City Council approve of the Tourism Program Goal: “To encourage visitor attraction by investing transient lodging funds in the five key areas.”

## PROGRAM KEY AREAS

Does the Tualatin City Council approve of the program key areas as outlined by this program proposal?





# NEXT STEPS

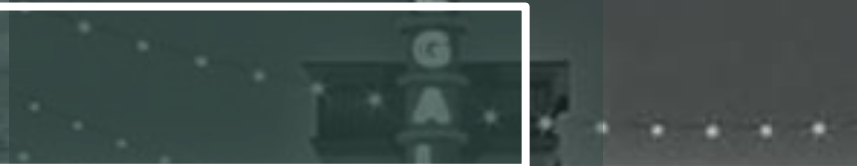
## STAKEHOLDER OUTREACH

If City Council approves of the program format and potential targets, city staff will conduct final program outreach to identified stakeholders to gather additional feedback and budgetary requests that meet program goal and key areas.

## 2019-2020 PROPOSED BUDGET

City Staff will present the FY 2019-2020 Proposed Tourism Budget at the Council Budget Workshop.





# DISCUSSION

