



Tourism Program Update

November 24, 2025

Background on TLT



- Transient lodging tax (“TLT”) 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.
- Washington County has collected TLT since 1974.
 - Tualatin receives 2.5% of Washington County’s TLT, which is unrestricted.
- Tualatin has collected TLT since 2018.
 - The 2.5% local City Tax is comprised of 30% unrestricted funds and 70% restricted funds for “tourism promotion” or “tourism-related facilities”.
 - Tualatin ended Fiscal Year 2024-2025 with \$882,145 in restricted TLT.



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Definitions



“Tourism promotion” is defined as:

- Advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists
- Conducting strategic planning and research necessary to stimulate future tourism development
- Operating tourism promotion agencies
- Marketing special events and festivals designed to attract tourists

“Tourism-related facilities” are defined as:

- A conference center, convention center, or visitor information center
- Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities



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Tourism Plan Implementation



- The City Council accepted the Tourism Program Plan in March 2019.
- The stated goal of the Tualatin Tourism Program is, “to encourage visitor attraction by investing the transient lodging tax in five key areas.”
- Key areas:
 - Capital Development
 - Events
 - Placemaking
 - Visitor Services
 - Marketing



Tualatin's Use of TLT



Actual expenditures FY 23/24

- \$10,000 - ¡Viva Tualatin!
- \$20,000 - Pumpkin Regatta
- \$2,500 - Share the Love
- \$10,326 - Chamber of Commerce

Actual expenditures FY 24/25

- \$10,000 - ¡Viva Tualatin!
- \$20,000 - Pumpkin Regatta
- \$5,000 - Share the Love
- \$2,605 - Rec Summer Event
- \$9,081 - Chamber of Commerce

Budgeted items for FY 25/26

- \$14,000 - ¡Viva Tualatin!
- \$20,000 - Pumpkin Regatta
- \$5,000 - Share the Love
- \$25,000 - Increased staff hours (Event Coordinator)
- \$10,000 - Chamber of Commerce



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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.



Example: The establishment of the Core Opportunity and Reinvestment Area urban renewal area in 2022.



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Events



Focus: Ensure a mix of demand-generating events throughout the year that attract visitors.

Potential Targets:

1. Expand event hours to encourage overnight visitor stay.



2. Create new event opportunities that increase visitor attraction.



Example: The extension of the Pumpkin Regatta from a one-day event to a multiple-day event.



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Placemaking

Focus: Support design standards and activities that encourage and maximize space and resource utilization that contribute to Tualatin as a place to visit.

Potential Targets:

1. Enhance primary visitor spaces with beautification and wayfinding signage.



Example: The wayfinding signage inventory conducted in Summer 2025.



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)



Example: The Chamber of Commerce receives 5% per quarter of the 70% of TLT revenue dedicated to tourism due to their designation as the City of Tualatin's Visitor 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.



Example: The City of Tualatin is redeveloping the website using new branding and updated images.



Summary and Next Steps



- Tourism Program Plan is 5+ years old.
- Many focus areas and targets are near-complete, or complete.
- Possible next step is to work with a consultant to develop a Tourism Strategic Plan that includes specific timelines, measurable targets, and both short-term and long-term priorities.



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