

The [Downtown Market Study](#) was produced by the Oregon Consulting Group (OCG), a student-run consulting firm housed in the Lundquist College of Business at the University of Oregon, in partnership with the Sustainably City Year Program. Drawing on best practices from nine peer communities, OCG outlined an **activation strategy** for downtown Tualatin. They organized their recommendations into three categories: marketing, events/identity, and business vitality. A video of OCG's final presentation is available at youtu.be/ALpOROX8prI. We will evaluate these recommendations, summarized below, at the CAC meeting on March 4, 2026.

Notes from Quin:

- Rather than a distinct recommendations section, as in the Civilis Identity Study, OCG integrated their findings and recommendations throughout their report. To structure our review, I have reordered OCG's recommendations in this summary while including page number(s) to reference in the original report.
- OCG developed a *target business scoring tool* (pp40-43) to assess alignment between prospective downtown businesses and community values. This may be a useful tenanting resource, but it is not a recommended action, thus it is omitted from this list.

Recommendation 2.1 – Create and distribute a Tualatin one-pager.

Reference pages 18-19; 48.

Telling the story of Tualatin through a visually appealing and widely circulated flyer helps to cultivate a shared identity among existing community members, and attract prospective residents, business owners, and entrepreneurs. OCG prepared an example (Appendix A, pp48). The City already maintains a [City Profile](#), which serves a similar purpose but is not widely distributed.

Recommendation 2.2 – Create a digital roadmap highlighting Tualatin's key attractions.

Reference pages 18-19; 49.

Premade itineraries make it easy for prospective visitors to plan a trip to Tualatin. By highlighting nature-related attractions, community areas, and shopping destinations these materials could prompt regional visitors to turn an errand run into a day trip. They could also be distributed beyond the metro to get people thinking about Tualatin as a destination. OCG prepared an example roadmap (Appendix A, pp49).

Recommendation 2.3 – Revamp the City's website.

Reference page 30.

Providing an easy-to-navigate hub for community information is foundational. The City has nearly completed its website revamp and will be launching a new design in the coming months. This will elevate the new brand, offer a modern and intuitive layout, and provide an opportunity to ensure all information is up-to-date and reliably maintained.

Recommendation 2.4 – Conduct targeted marketing campaigns, aimed at attracting visitors.

Reference pages 30-31.

Targeted marketing involves identifying a specific audience and producing tailored messaging with them in mind. OCG prepared an example *persona*, the Smith family, which they invoked throughout the report to show how specific actions would appeal to their imagined audience. This is something we could do by reliably producing content showcasing Tualatin's attractions, particularly local businesses, and partnering with larger, interest-based accounts to share it more widely. [@tualatinvalley](#) does this well.

Recommendation 2.5 – Host an annual Winter Fest.

Reference pages 20-22.

To get people downtown in the dark months, OCG imagines an annual event on the Commons in December. This could include a tree lighting, raffle, food trucks, cocoa/cider tent, and live music performances. This would be a natural tie-in with the light parade.

Recommendation 2.6 – Host biweekly Movie Nights at the Commons.

Reference pages 23-25.

Regular summer movie nights provide a predictable and low-cost opportunity to gather. OCG identifies theme-nights as a strategy to attract different audiences, partnerships with local businesses to encourage patronage, and the addition of food carts / vendors to enhance the experience.

Recommendation 2.7 – Organize monthly Lake Nights throughout the summer.

Reference pages 32-35.

A monthly festival aimed at bringing residents and visitors together on the Commons. Programming proposed by OCG includes concerts, pop-up food carts, a maker village, and a ‘water glow parade’ which encourages attendees to float lanterns and paper art on the Lake.

Recommendation 2.8 – Establish a weekly Farmers’ Market.

Reference pages 36-39.

Increasing the frequency of Tualatin’s farmers’ market is essential to generating a regular user base. OCG proposers some potential locations, best practices, and startup strategies to support the creation of a weekly farmers’ market.

Recommendation 2.9 – Establish a downtown business association.

Reference page 26.

A familiar recommendation, OCG outlines potential functions of a downtown business association. These could include improving business to city communication (voicing concerns, communicating events), promoting downtown as a business/tourist destination (running cohesive ads), improving access to grants for businesses (promoting opportunities, hosting workshops, and providing application assistance), and improving business retention (through a professional/peer support system).