

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

**ORDER NO.**                                 ) IN THE MATTER OF ADOPTING A REGIONAL TOURISM  
05-2-1-1   ) GOAL STATEMENT FOR LANE COUNTY AND  
   ) RECOMMENDING MULTI-JURISDICTIONAL COOPERATION  
   ) TO ACCOMPLISH THE GOAL

**WHEREAS**, at the 2004 Tourism Summit of Lane County, leaders of public and private tourism agencies recommended Lane County government lead tourism development coordination, and

**WHEREAS**, by Order 04-4-14-3 the Board of County Commissioners established the Regional Tourism Infrastructure Strategy Task Force with the charge of identifying, analyzing, and providing recommendations for developing a strategy to address deficiencies in tourism infrastructure throughout Lane County with the objective of creating Lane County as a destination point, and

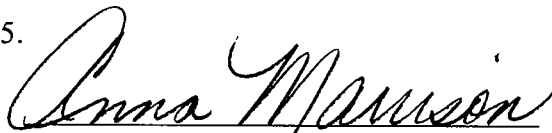
**WHEREAS**, the Task Force has undertaken analysis of Lane County’s tourism inventory as it relates to competing destinations, and

**WHEREAS**, the Task Force has outlined a strategy for tourism infrastructure development in its recommendations to the Lane County Board of Commissioners, and

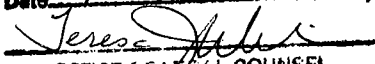
**WHEREAS**, that strategy includes the initial recommendation that Lane County formally adopt a goal statement related to its desire to continue to support tourism development efforts,

**NOW, THEREFORE, IT IS HEREBY ORDERED** that Lane County hereby formally adopts the goal statement “Lane County will work with the City of Eugene and the City of Springfield to retain our collective position as the largest regional hub of tourism and convention activity in Oregon outside the Portland metro area.”

Signed this 1st day of February 2005.



Anna Morrison, Chair  
LANE COUNTY BOARD OF COMMISSIONERS

APPROVED AS TO FORM  
Date 1/25/05 lane county  
  
OFFICE OF LEGAL COUNSEL