

W. T. B.

AGENDA COVER MEMORANDUM

AGENDA DATE: April 14, 2004

TO: LANE COUNTY BOARD OF COMMISSIONERS

PRESENTED BY: Peter Thurston, Community and Economic Development Coordinator
Randy Derrick, Community and Economic Development Intern

AGENDA ITEM TITLE: ORDER/ IN THE MATTER OF ESTABLISHING A REGIONAL TOURISM INFRASTRUCTURE STRATEGY TASK FORCE TO IDENTIFY, ANALYZE, AND RECOMMEND A STRATEGY TO DEVELOP COUNTYWIDE TOURISM INFRASTRUCTURE DEVELOPMENT OPPORTUNITIES AND APPOINTING MEMBERS TO THE TASK FORCE

I. MOTION IT IS MOVED THAT THE ORDER BE ADOPTED ESTABLISHING THE REGIONAL TOURISM INFRASTRUCTURE STRATEGY TASK FORCE TO IDENTIFY, ANALYZE, AND RECOMMEND A STRATEGY TO DEVELOP COUNTYWIDE TOURISM INFRASTRUCTURE DEVELOPMENT OPPORTUNITIES AND APPOINTING MEMBERS TO THE TASK FORCE.

II. ISSUE OR PROBLEM: Shall Lane County establish a task force to identify, analyze and prepare recommendations for a strategy to develop countywide tourism infrastructure with the objective of creating Lane County as a destination point? Shall members be appointed to the task force?

III. DISCUSSION

A. Background

Tourism activities, and businesses related to tourism, support the local economy and provide revenue for the operation of state and local communities. In 2003 alone, the overall spending from tourism was estimated at \$461.1 million, generated \$18.3 million in taxes, and employed 7,990 people with \$114 million in earnings. To support tourism, communities need to develop the physical infrastructure that will facilitate and develop tourism resources and allow easier access for tourists. Currently, Lane County

lacks the physical infrastructure necessary for the expansion and development of the Lane County tourism industry and to make Lane County a destination point tourist attraction.

Infrastructure is defined here as physical infrastructure. The types of infrastructure that would be reviewed by the task force include:

- Transportation infrastructure- roads, bridges, airports, etc.
- Public Safety infrastructure- police, fire, medical services, etc.
- Water infrastructure- wastewater, storm water, etc.
- Hospitality infrastructure- lodging, restaurants, etc.
- Telecommunications infrastructure- fiber optics
- Convention Facilities- Convention facilities, supporting facilities, technology, etc.
- Parks and recreation infrastructure- parks and outdoor recreation facilities

In early January 2004, the Convention & Visitors Association of Lane County held the 2004 Tourism Summit of Lane County. The purpose of this meeting was to bring together interested parties from government, the tourism industry, and related businesses to discuss the economic impact of tourism in Lane County and ways to improve the tourism industry in Lane County. Recognizing the importance of tourism infrastructure for the development of the tourism industry in Lane County, the Summit recognized tourism infrastructure as an area that could benefit from better coordination and improvement.

Recognizing and building upon gains made at the 2004 Summit, an informal working group was formed to examine ways to develop the Lane County Fairgrounds and surrounding areas to address new competitive threats from larger more technologically advanced convention centers being developed throughout the state and the Pacific Northwest. After several meetings, the emphasis of the working group changed to include a more regional approach to tourism and how to develop tourism infrastructure within Lane County. The working group consisted of: Commissioners Bill Dwyer and Bobby Green, Mike Gleason, Peter Thurston, Kari Westlund, and Bob Zagorin. The working group proposed creation of an eleven person Regional Tourism Infrastructure Strategy Task Force charged with identifying, analyzing, and making recommendations about a strategy to develop tourism infrastructure opportunities throughout Lane County.

Creation of the proposed task force and recommendations for the appointment of the members is what is presented here for board consideration.

B. Analysis.

TASK FORCE BENEFIT and PRODUCT: Creation of a Regional Tourism Infrastructure Strategy Task Force will identify, analyze, and recommend tourism infrastructure development opportunities throughout Lane County.

Identifying these infrastructure opportunities and making recommendations for a strategy to facilitate their development will help make Lane County a destination point for tourism. Becoming a destination point is important because it will result in extended stays increasing the amount of money spent in the local economy, increase the number of room nights at local hotels, and increase county revenue from the transient room transient tax. Identifying countywide infrastructure needs and proposing a strategy to develop those opportunities will also increase resource allocation efficiency and the effectiveness of any spent resources through coordination of project prioritization and development. The specific charge to the task force is to: Identify, analyze, and make recommendations about a strategy to develop physical tourism infrastructure opportunities throughout Lane County with the objective of creating Lane County as a destination point.

STAFFING: The Lane County Community & Economic Development (LCCED) program, on behalf of the working group, submitted an application for special project funds to hire a consultant to work with the task force. The consultant would be charged with gathering information about tourism and tourism infrastructure needs and projects in Lane County, working with the taskforce to develop that information into clear recommendations, and assisting in development of the Regional Tourism Infrastructure Strategy.

The role of the LCCED will be limited to managing the grant, no general task force staffing will be provided by LCCED. To manage the grant LCCED estimates will require 20 hours. LCCED estimates the cost of the work to total \$500, much of which will be assisted with program interns. LCCED determines the program will undertake the following activities:

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| ▪ Writing the grant proposal- | <u>3 hrs.</u> |
| ▪ Coordinating and overseeing the consultant selection process- | <u>6 hrs.</u> |
| ▪ Writing/approval of consultants contract- | <u>4 hrs.</u> |
| ▪ Payment of grant monies- | <u>4 hrs.</u> |
| ▪ Grant paperwork- | <u>3 hrs.</u> |

Task force staffing will be augmented by in-kind assistance from tourism agencies throughout Lane County.

TIMELINE: An approximate timeline has been prepared for the task force:

- April- Board of County Commissioners appoints the task force, first task force meeting; LCCED works with committee to recruit a consultant
- April- a consultant is selected
- May- Information is collected

- June-August- the task force reviews the available information and determines the format for the Regional Tourism Infrastructure Strategy, task force subcommittees and consultant work on the options for the strategy and circulate for consideration by tourism industry members;
- September- the task force takes input on the draft report
- October- the draft strategy is circulated to agencies and private sector partners for consideration and adoption
- November- The task force makes its recommendations to the Board; Board considers the Regional Tourism Infrastructure Strategy for adoption

MEMBERSHIP: In order to ensure a wide range of viewpoints and expertise on the task force, the working group recommended that a list be presented for the Board's consideration. Usual practice is for a task force to be appointed and then have a slate of appointees submitted to fill the positions. In order to expedite the process the working group collected names for consideration at this time. The following are recommended for membership on the task force:

Convention and Visitors Association of Lane County Board Representative
 Bob Zagorin, Lane County Fair Board Representative;
 City of Florence Representative
 Eugene Mayor James Torrey, or appointed designee
 Springfield Mayor Sid Leiken, or appointed designee
 David Hauser, Eugene Area Chamber of Commerce
 Dan Egan, Springfield Area Chamber of Commerce
 Lane County Lodging Association Representative
 Dan Williams, University of Oregon Vice-President for Administration
 Lane County Parks Representative
 Bill Dwyer, Lane County Commissioner
 Bobby Green, Lane County Commissioner.

C. Alternatives/Options

- I. Adopt the Order to establish a Regional Tourism Infrastructure Strategy Task Force.
- II. Establish the task force and appoint members to the task force.
- III. Determine not to establish a Regional Tourism Infrastructure Strategy task Force and direct staff how to proceed.

D. Recommendation

Option II. is recommended, to expedite the process by establishing the task force and appointing members. In this case, the names of the appointees will be added to the Order establishing the task force. Option I. May be implemented, if the board wants to have other names considered before appointing the task force membership.

IV. IMPLEMENTATION/FOLLOW-UP

Upon approval of the taskforce and appointment of members from the community to serve on the task force the first meeting of the task force will be held in April 2004 at which time the task force will elect a chairperson, review the charge of the of the task force, and create a timeframe for meeting that charge. If the board chooses to appoint members later, then a list will be returned in about a month for consideration.

Upon approval of the Board, the task force will meet, develop recommendations, and report back to the Board with their findings no later than ten months after the creation of the task force. Attachment A (LM 3.507) describes the specific steps that will be followed by the Task Force in completing their assignment.

ATTACHMENTS

ORDER

Attachment A – Lane Manual 3.507

IN THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON

ORDER NO.) IN THE MATTER OF ESTABLISHING THE REGIONAL
) TOURISM INFRASTRUCTURE STRATEGY TASK FORCE
) TO IDENTIFY, ANALYZE AND MAKE RECOMMEND A
) STRATEGY TO DEVELOP COUNTYWIDE TOURISM
) INFRASTRUCTURE DEVELOPMENT OPPORTUNITIES
) AND APPOINTING MEMBERS TO THE TASK FORCE

WHEREAS, Tourism and visitors industries support the local economy and provide revenue for governmental services, and

WHEREAS, Tourism infrastructure in Lane County does not meet the current and anticipated needs of tourism activities in Lane County, and

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, It has been recommended to the Board that an Advisory Task Force be established 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, a working group recommends that a Lane County Task Force, under provision of LM 3.507(1)(b) be appointed to guide the collection, coordination, and integration of tourism infrastructure plans, and

WHEREAS, The Board of County Commissioners will determine membership of the committee, and

WHEREAS, the Board has reviewed the recommendation and finds that it is in the public interest to facilitate tourism infrastructure development,

NOW, THEREFORE, IT IS HEREBY ORDERED that the Regional Tourism Infrastructure Strategic Task Force is hereby established with the charge of identifying, analyzing, and making recommendations for a strategy to develop countywide tourism infrastructure opportunities throughout Lane County with the objective of creating Lane County as a destination point.

FURTHER ORDERED that the Board of County Commissioners designates the membership of the Task Force to include: _____

FURTHER ORDERED, the Regional Tourism Infrastructure Strategic Task Force will report findings to the Board no later than 10 months from the date of this order, or request an extension.

Signed this 14th day of April 2004.

APPROVED AS TO FORM
date 4/6/04 lane county
Heidlaw
OFFICE OF LEGAL COUNSEL

Bobby Green Sr., Chair
LANE COUNTY BOARD OF COMMISSIONERS

- (b) Staff may participate in committee deliberations, but shall not vote on deliberations.
- (c) Staff may serve as chair for a new committee until it is sufficiently organized to elect officers. *(Revised by Order No. 00-8-16-1; Effective 8.17.00)*

TASK FORCES

3.507 Task Forces.

- (l) Creation of task forces:
 - (a) Task Forces will be created by Board action, or by the County Administrator in cases where Board policy is being implemented. Task forces which are created by the County Administrator will follow the guidelines in 3.507(c).
 - (b) When the Board creates a task force, the following procedures will be followed:
 - (i) The Board will give the task force a specific charge, and that charge will be transmitted to the task force through a Notice of Board Action. The charge will include a date on which the task force will complete their deliberations and report to the Board or request an extension.
 - (ii) In creating a specific task force, the Board will designate membership.
 - (iii) Meetings and Reports.
 - (iv) If the County Administrator is a member of the task force, he or she will call the first meeting. If the County Administrator is not a member of the task force(s), he or she will designate one of the members to call the first meeting.
 - (v) At the first meeting of the task force, a chairperson will be elected, the charge of the task force will be reviewed and a time frame will be established for meeting that charge.
 - (vi) The chairperson will be responsible for developing a memorandum to be sent to the County Administrator, listing the chairperson and the schedule for meeting the charge of the task force.
 - (vii) No later than every two months, the chairperson will submit a memorandum to the County Administrator, detailing the progress of the task force and outlining the status of deliberation.
 - (viii) Disbandment. When the task force has accomplished its original charge and has prepared a report to the Board of County Commissioners, the chairperson will contact the County Administrator to put the report on the Board agenda. The chairperson will then present the report to the Board. If the Board does not set any additional specific tasks or charges to the task force, the task force will cease to exist. If additional charges are given to the task force, then they will operate according to the above-established guidelines.
 - (c) In cases where the County Administrator creates the task force, he or she will designate membership as well as the chairperson. A charge and date of completion for task force activities will be determined by the County Administrator who will have discretion as to when the task force is disbanded or extended. Progress reports will be presented to the County Administrator as needed and prior to the scheduled date of completion. *(Revised by Order No. 93-3-31-7; Effective 3.31.93)*

WATERSHED COUNCILS

3.508 Watershed Council.

- (1) Creation.