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AGENDA COVER MEMORANDUM

AGENDA DATE: February 1, 2005
TO: LANE COUNTY BOARD OF COMMISSIONERS

FROM: Regional Tourism Infrastructure Strategy Task Force

PRESENTED BY: Bob Zagorin, Task Force Chair
Kari Westlund, CVALCO executive director
Peter Thurston, Community and Economic Development Coordinator

AGENDA ITEM: ORDER/ IN THE MATTER OF ADOPTING A REGIONAL TOURISM GOAL STATEMENT AND RECOMMENDING MULTI-JURISDICTIONAL COOPERATION TO ACCOMPLISH THE GOAL

I. MOTION

IT IS MOVED THAT THE ORDER BE APPROVED IN THE MATTER OF ADOPTING A REGIONAL TOURISM GOAL STATEMENT AND RECOMMENDING MULTI-JURISDICTIONAL COOPERATION TO ACCOMPLISH THE GOAL, as follows: "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."

II. ISSUE OR PROBLEM

Jurisdictional boundaries have made the development of major public/private tourism related facilities problematic as support is often reserved until site selection is complete and site selection is delayed in an effort not to alienate any jurisdictions. If the Eugene and Springfield metro area, and Lane County overall, are to retain their respective standing as the largest hub of tourism and convention activity outside of Portland metro in Oregon, all jurisdictions must find a way to work together through a regional authority to attract state-of-the-art convention facilities, a headquarter hotel, and other critical tourism infrastructure.

III. DISCUSSION

A. Background

By Order 04-4-14-3 the Lane County Board of Commissioners established and appointed members to the Regional Tourism Infrastructure Strategy Task Force. The task force was established at the request of many participants at the tourism summit, sponsored by CVALCO ,

IV. IMPLEMENTATION/FOLLOW-UP

Upon approval of the Board, CVALCO staff will present the tourism goal for consideration by other jurisdictions in Lane County that have a stake in the development and maintenance of a strong tourism business climate.

ATTACHMENTS ORDER

\\BCC taskforce goals recommendations 1-6-05.doc