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County Tourism department to hold public listening session

Oregon City, Ore. – The Clackamas County Tourism Development Council, which oversees tourism marketing for the county under the branded name of Oregon’s Mt. Hood Territory, will hold a public listening session in Wilsonville on Wednesday, Jan. 11 from 4 – 5:30 pm in preparation of their new 5-year Strategic Plan. The meeting will be held at World of Speed located at 27490 SW 95th Ave.

The meeting was moved from its original date of Dec. 14, the same day a substantial snow and ice storm snarled traffic and business operations throughout much of the region.

Tourism’s work is guided by a 5-year Strategic Plan based off of the department’s overall Master Plan. The current plan runs through Fiscal Year 2016/17, so the Tourism Development Council are in the early stages of drafting the next iteration.

“We want our partners’ input on tourism opportunities and challenges in their community,” said executive director Danielle Cowan.

“We’re holding these sessions in communities throughout Clackamas County to hear from residents, business owners and other stakeholders on how our efforts can most benefit them,” she said.

Discussion points covered include what residents see as opportunities in the next five years, what threats or barriers to tourism need to be addressed and what new or expanded partnership opportunities people see.

This is the final session being held by the TDC. Meetings had been held in Molalla, Oregon City and Welches last year. A full list of discussion points and more information can be found at omht.us/listening_session

About Oregon’s Mt. Hood Territory: Please visit us at: www.mthoodterritory.com. Clackamas County Tourism & Cultural Affairs (branded “Oregon’s Mt. Hood Territory”), is dedicated to economic development through visitor spending, and is funded by transient room taxes from area lodging facilities and campgrounds. Clackamas County is a contributing partner in enhancing Oregon’s quality of life by strengthening the economic impacts of the state’s \$10.8 billion tourism industry.