



RESOLUTION No. 2016-3307

A RESOLUTION ADOPTING THE NEWBERG STRATEGIC TOURISM PLAN DATED JUNE 13, 2016

RECITALS:

1. The City of Newberg recently increased the Transient Lodging Tax and as a part of that process agreed to engage members of the tourism and business community on the best uses of the funds so generated.
2. An informal Advisory Body was brought together from the community that included members of the Chehalem Valley Chamber of Commerce, local tourism related businesses, residents, the Mayor and City staff.
3. The tourism consulting firm Lookout was selected to develop a Strategic Tourism Plan and they conducted research and interviewed members of the community about tourism related issues. Lookout developed a Tourism Strategy and worked with staff and the Advisory Body to refine the strategy so that it was tailored to the needs of the community and would serve as a blueprint for the use of Transient Lodging Tax receipts.

THE CITY OF NEWBERG RESOLVES AS FOLLOWS:

1. The City Council hereby adopts the attached Newberg Tourism Strategy dated June 13, 2016.


➤ **EFFECTIVE DATE** of this resolution is the day after the adoption date, which is: June 21, 2016.

ADOPTED by the City Council of the City of Newberg, Oregon, this 20th day of June, 2016.



Sue Ryan, City Recorder

ATTEST by the Mayor this 23rd day of June, 2016.



Bob Andrews, Mayor