



Tourism Action Plan

Goal: Implement effective strategies for maximizing the use of tourism dollars in order to grow, build, and promote tourism assets in Lake Oswego that encourage out of town visitors to stay.

Tourism Programs and Promotional Opportunities		
Goal	Actions	Key Partners
Create a volunteer tourism advisory committee to take lead role in implementing the Tourism Action Plan and advising City on the use of Tourism funds	Short Term: <ul style="list-style-type: none"> Create an ongoing tourism advisory committee 	City Council
Create visitor/tourist information resources that highlight Lake Oswego tourism assets	Short Term: <ul style="list-style-type: none"> Inventory existing tourism assets and events Create a tourism brochure/visitors guide (maps and apps) Develop a website for Lake Oswego visitors and tourists Partner with community groups in the development of a tourism website for Lake Oswego 	City, Tourism Advisory Committee
Explore opportunities to create new events and expand on existing events that draw out of town visitors to Lake Oswego	Short Term: <ul style="list-style-type: none"> Create an inventory of existing events with their attributes including estimated attendance Increase marketing reach for existing events through advertising and social media 	City, event organizers and sponsors, Lake Oswego Review
Strengthen partnerships between the City, Chamber of Commerce, Lake Grove Business Association, Arts Council, Lakewood Center, Clackamas County Tourism, Heritage Council, Preservation Society, hotels, and other key community partners	Short Term: <ul style="list-style-type: none"> Create an ongoing tourism advisory committee which include representatives from key tourism stakeholders in Lake Oswego Explore opportunities for inclusive forums and events that bring community partners together 	Tourism Advisory Committee, Chamber of Commerce, Arts Council, Lakewood Center, Clackamas County, Preservation Society, businesses

Tourism Facilities and Place-Making		
Goal	Actions	Key Partners
Complete and/or enhance bike and pedestrian connections between key tourism assets and destinations.	<p>Long Term:</p> <ul style="list-style-type: none"> Support the completion of the Willamette Shoreline riverfront trail between Portland and downtown Lake Oswego Prioritize and construct trails and bike improvements identified in the City's Transportation System Plan and Metro's Regional Transportation Plan that promote or enhance tourist experiences in Lake Oswego 	City Council, Willamette Shoreline Consortium, Tourism Advisory Committee, Transportation Advisory Committee
Install wayfinding signage to link tourism venues, attractions, and assets	<p>Short Term:</p> <ul style="list-style-type: none"> Work with community stakeholders to scope design, location, and content of wayfinding signs Solicit proposals for design services Install signage at key tourism areas and transportation corridors <p>Long Term:</p> <ul style="list-style-type: none"> Refresh/update signs as needed 	Tourism Advisory Committee, Arts Council, Business Associations, City
Capitalize on Lake Oswego's natural and built scenic environment by developing or expanding destination venues for weddings and events (Foothills Park, Luscher Farm, George Rogers Park, etc.)	<p>Short Term:</p> <ul style="list-style-type: none"> Increase marketing of the availability of public and private venues for special events. Identify opportunities for physical improvements to developed city parks 	City Parks & Recreation, Tourism Advisory Committee
Construct or enhance city gateways at key entry points into the community	<p>Short Term:</p> <ul style="list-style-type: none"> Determine scope of the gateway installations at each of the proposed locations and conduct a feasibility analysis Work with the Arts Council for recommendations on the style and design of city gateways <p>Long Term:</p> <ul style="list-style-type: none"> Construct gateways at city entries on Highway 43, Kruse Way, and the Stafford roundabout 	Tourism Advisory Committee, Arts Council, Oregon Department of Transportation, City

Construct small-scale mountain bike trails in appropriate city parks	<p>Short Term:</p> <ul style="list-style-type: none"> • Work with the Parks, Recreation, and Natural Resources Advisory Board to prioritize optimal locations for bike trails in city owned parks and natural areas. • Design and construct of trails <p>Long Term:</p> <ul style="list-style-type: none"> • Design and construct trails 	Parks, Recreation, and Natural Resources Advisory Board, parks friends groups, Parks & Recreation, Tourism Advisory Committee
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