



**EXECUTIVE ORDER NO. 06-14**

**TRANSPORTATION AND TOURISM TASK FORCE**

Pursuant to my authority as Governor of the State of Oregon, I find that

Oregon's abundant natural beauty, its rich cultural heritage, its historical significance as well as its engaging and hospitable people, make our state a wonderful vacation and travel destination.

Travel and tourism are a significant economic benefit to the State of Oregon, with over \$7.4 billion spent on travel and tourism-related activities last year.

Travel industry employment generates 130,000 direct and indirect jobs, with employee earnings of \$3.0 billion.

Visitors spent more than \$1.5 billion on food and beverage in Oregon in 2005 and direct travel spending generated \$90 million in local taxes and \$194 million in state taxes.

Oregon invests \$9.0 million annually through the Oregon Tourism Investment Program to keep our tourism sector strong and competitive.

In 2005, at the request of the Oregon Transportation Commission, tourism industry and government leaders began joint discussions regarding transportation and tourism-related projects that can be pursued together as part of an ongoing and dynamic public-private partnership.

**NOW THEREFORE, IT IS HEREBY DIRECTED AND ORDERED:**

- 1 The Transportation and Tourism Task Force (the "Task Force") is hereby established. The Task Force shall continue the important work of synchronizing tourism and transportation enhancement efforts throughout Oregon.
2. The following agencies and organizations may appoint a member to the Task Force:

Oregon Travel Information Council  
Travel Oregon/Oregon Tourism Commission  
Oregon Transportation Commission and Department of Transportation  
Oregon Aviation Board and Department of Aviation  
Oregon Economic and Community Development Department



**EXECUTIVE ORDER NO. 06-14**  
**PAGE TWO**

Oregon Parks and Recreation Department  
Federal Highway Administration  
Oregon Congressional Delegation Offices  
Oregon Association of Visitors and Convention Bureaus and its  
members  
Oregon Lodging Association  
Oregon Restaurant Association  
American Automobile Association of Oregon/Idaho  
Oregon Trucking Association

3. Additional members of the Task Force may be appointed by the Governor and additional agencies and organizations may be invited by the Governor to appoint representatives. The Chair of the Task Force shall be appointed by the Governor.
4. The mission of the Task Force is to facilitate a continued public-private partnership between government and the transportation and tourism industries that promotes and encourages the continued development of Oregon's tourism industry. In particular, the Task Force shall:
  - a. Formulate a system of communication for increased coordination of transportation and tourism development in Oregon.
  - b. Identify and remove barriers to efficient travel information dissemination. Priority opportunities include:
    - Creation of a permanent Siskiyou Rest Area and Welcome Center, which is currently operated in a temporary location, as a worthy gateway for visitors entering Oregon on I-5 from the south;
    - Creation of the Lane County Travel Plaza adjacent to I-5 as a visitor center with enhanced services and a focus on the Federal Oasis program;
    - Improved signage for Oregon Scenic Byways; and
    - Coordination of map production and technology
  - c. Develop a plan for upgrades and enhancements to visitor and traveler information and rest areas at key portals that meet the

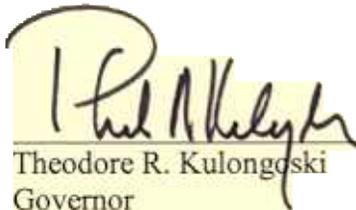


**EXECUTIVE ORDER NO. 06-14**  
**PAGE THREE**

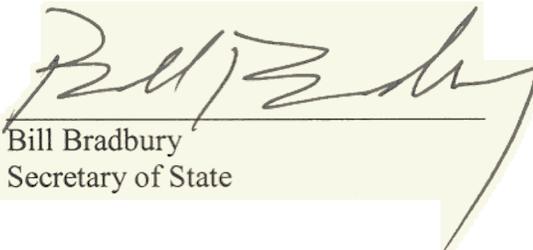
needs of roadway users through consistent criteria and promotion, increase visitor spending, and provide general traveler information about the state of Oregon in addition to the promotion of regional amenities.

- d. Identify local, state, federal and private sector resources that can be pooled or leveraged to accomplish the objectives of the Task Force.
5. The Oregon Travel Information Council shall organize and coordinate Task Force meeting. State agencies identified in the Executive Order shall provide staff support to the Task Force as necessary.
6. Neither the Task Force nor the Governor's Office will pay per diems or reimburse expenses. Per diem and travel expenses of Task Force members may be paid by the appointing agencies.
7. This Executive Order expires on December 31, 2008.

Done at Salem, Oregon this 9 day of October, 2006

  
Theodore R. Kulongski  
Governor

ATTEST:

  
Bill Bradbury  
Secretary of State

