

# **Destination Oregon City Unveiled: Community-Focused Tourism Organization Begins First Chapter**



**Oregon City, Oregon Jan 13, 2026 ([IssueWire.com](https://www.IssueWire.com))** - The City of Oregon City and a newly formed destination marketing and management nonprofit, dba Travel Oregon City, proudly announce the official launch of the organization and the appointment of **Sylecia Johnston** as the contract administrator to lead the initiative during its first two years.

Travel Oregon City was established through a contract with the City of Oregon City; born from the understanding that most tourism management initiatives are led by a separate entity rather than city government. Its purpose is to coordinate, lead, promote, and grow Oregon City's evolving tourism industry, while also stewarding and promoting Oregon City as a vibrant, welcoming, and sustainable destination that highlights the community's history, culture, and natural beauty and drives positive economic and social impact.

Following a competitive selection process, the board of directors chose Johnston for her extensive experience in establishing and supporting tourism organizations. Johnston has a Masters of Tourism Administration specializing in Sustainable Destination Management from George Washington University and brings more than 15 years of experience in destination development, regenerative tourism, and community-based planning. She has led projects across the United States and internationally, most recently working with a former USAID implementing partner.

"Destination Oregon City is an exciting step forward for our community," said Holly Soll, Board Chair. "We're proud to launch an organization that will tell Oregon City's story in an authentic and engaging way, while also ensuring tourism benefits our residents and small businesses. Sylecia's expertise and collaborative approach make her the right leader to guide us in this important work."

In her role, Johnston will focus on building foundational operations for the nonprofit, collaborating and coordinating with community stakeholders, supporting partnerships with Mt. Hood Territory and Travel Portland, implementing Oregon City's first strategic marketing plan, and positioning Oregon City as a key destination in the Portland region and beyond.

"I am honored to serve Oregon City in this role," said Johnston. "This community has such potential with its unique sense of place; its history, landmarks and spirit. My goal is to ensure our efforts not only inspire visitors, but also enhance quality of life for residents and foster long-term stewardship of this remarkable destination."

Destination Oregon City will collaborate closely with the City of Oregon City, community stakeholders, and industry partners to develop campaigns, events, and visitor experiences that highlight the city's assets—from historic Main Street and Willamette Falls to local arts, culture, food, and outdoor recreation.

### **About Destination Oregon City**

Destination Oregon City Inc. (dba Travel Oregon City) is a nonprofit destination management and marketing organization (DMMO) established in 2025 with funding from the City of Oregon City. It was created in response to the community's identified need for cohesive and strategic tourism marketing, combining the city's branding initiative and reflecting the primary economic drivers of the tourism industry through careful board selection. Its mission is to promote Oregon City as a gathering place for

all, by providing a variety of experiences through a collaborative, connected, and enduring tourism industry.

## **Media Contact**

Travel Oregon City / Sylecia Johnston

\*\*\*\*\*@traveloregoncity.com

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