

**Wilsonville Tourism
Development Strategy**

**Fieldwork
Research Report**



Total Destination Marketing

December 2013

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Contents

Introduction	2
1. Face to Face Interviews	3
2. Stakeholder Workshops	13
4. Online Community Survey	21
5. Task Force	38
6. Appendices	39
1. Wilsonville Internet Marketing Analysis: Internet Inventory & Task Force Considerations Part 1	
2. The Changing Role of DMOs in the Digital Age	
3. Positioning Portland for Rain, Hail or Shine	
4. Oregon Travel Impacts: 1991 to 2012 - Dean Runyan Associates	
5. Oregon Bicycle Travel Study	
6. Cities Scoring Big with Sports Marketing Initiatives	
7. NASC Report on the Sports Travel Industry	
8. Equestrian/Equine Tourism	
9. Arts and Culture Relationship to Community Character & Sense of Place	
10. Public Submissions	
11. Resources and Publications	
12. Wilsonville Parks Survey 2013	
13. 2013 DMO Organizational & Financial Profile Study	

Introduction

This report provides background material and records from the research and community consultation conducted by Total Destination Marketing during the Wilsonville Tourism Development Strategy Assessment phase during October and November 2013.

The review comprised extensive research and consultation involving stakeholders inside and outside of the city.

The research to date has included:

- Tourism Task Force meetings held October 24 and November 12
- Face to face interviews
- Stakeholder workshops
- An online survey that captured the comments and opinions of residents and interested stakeholders
- Telephone interviews with selected tourism executives outside of Wilsonville
- Destination audit and destination site inspections
- Internet and social media analysis
- Desk research of niche markets
- Review of the strategies of Clackamas County (CCTCA), Washington County (WCVA), Travel Portland and Travel Oregon
- Attendance at tourism forums of relevance to Wilsonville involving bike tourism and French Prairie visitor information.

1. Face-to-Face Interviews

The following is a summary of comments received during interviews conducted with 16 participants from October 14 to November 17, 2013. Participants included:

Name	Title	Affiliation
Patty Brescia	Senior Programs Manager	City of Wilsonville
Jeannine Breshears	Destination Marketing Manager	Clackamas County Tourism & Cultural Affairs
Jeff Brown	General Manager	Holiday Inn South Portland/Wilsonville
Danielle Cowan	Executive Director	Clackamas County Tourism & Cultural Affairs
Steve Gilmore	CEO	Wilsonville Area Chamber of Commerce
John Hanna	Club Manager	Willamette United Soccer Club
Darren Harmon	General Manager	Family Fun Center
Jae Heidenreich	Tourism Development Manager	Clackamas County Tourism & Cultural Affairs
Al Levit	Commissioner	City of Wilsonville Planning Commission
Carolyn McCormick	President / CEO	Washington County Visitors Association
Chris Neamtzu	Planning Director	City of Wilsonville
Stan Sherer	Parks & Recreation Director	City of Wilsonville
Brian Stevenson	Parks Coordinator	City of Wilsonville
Mary Stewart	President	MARStewart Creative Group
Tony Thacker	Executive Director	World of Speed

1. What do you consider to be the TWO greatest tourism STRENGTHS of Wilsonville?

- Advantages of location for accessing a variety of wider experiences like shopping and wineries (but wineries are better accessed from other places like McMinnville and Newberg; Wilsonville is not Wine Country).
- Agri-tourism
- All the work on developing 'Horse Country' has been very valuable.
- Better location for business (lodging, meetings, etc) – much easier to access than the Jantzen Beach area hotels by comparison.
- Close proximity to French Prairie
- Equestrian facilities, events, reputation and focus – fantastic potential – well placed to be the premier destination for equestrian shows and equine tourism in the Northwest if play cards right. The facilities and location (right off the I-5) are a real strength. Year round activity occurring, with clinics and classes and more. High end equine store opened and operating.
- Exceptional way the City Council realizes how important tourism is, but still has to lift it status in terms of actual development and investment priorities – the economy is the number one issue in terms of payoffs here, so create more and stronger reasons why people would want to be and visit here.

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- Fairly strong corporate and business markets underpinning city economy and hospitality industry
 - Family Fun Center: 2 comments
 - Family Fun Center is helpful but not a destination on its own.
 - Fantastic little city surrounded by rural areas and Oregon Horse Country
 - Great central location for people for meetings – for business/committee meetings. For example, Oregon City, Clackamas County, Washington County, Salem. Half way between Portland or point of origin and Salem for many of these. Meetings held at Lake Oswego Grill, Starbucks, McMenamins patio, etc. Water Treatment Plant with its nice gardens also has a conference room that takes 15 to 20 people. Hotels service meetings as well.
 - Horse shows and related activities help set Wilsonville apart, but more should be done to involve community and attract wider audience than ‘horse people’ alone. The potential interest and opportunity exists but marketing and education and commitment needed.
 - Hotels and restaurants that are affordable
 - Ideal terrain for cyclists but dangerous I-5 crossing of the river is a problem. Most people just drive to French Prairie area and then start riding, bypassing Wilsonville and its businesses altogether
 - Location / easy access: 4 comments
 - Location close to Portland and Willamette Valley
 - Location on the Interstate 5 with good exits available. The opportunities this could facilitate.
 - Location on the Willamette River.
 - Natural environment
 - New facilities being developed for sports tournaments, skate park, pump track, swim center
 - Oregon Horse Country – horse shows/ hunter-jumper facilities / best horse trainers / horse sales 6
 - Parks – water features: 3 comments
 - Schools among best in the state
 - Shopping – Woodburn outlets, Fry’s, Camping World, Costco 4
 - Sports tournaments – soccer, baseball: 3 comments
 - Taking a historic perspective, the Boone family and Boones Ferry and also the Old Church and McMenamins efforts here.
 - Technical tours for international visitors e.g. technology, agriculture
 - The way the city sees the importance of commemorating the Korean War through the memorial
 - Visitation to Family Fun Center – a lot of people – good tourism attraction.

2. What do you consider to be the TWO greatest tourism WEAKNESSES of Wilsonville?

- Agri-tourism – wineries – farms
- Challenge faced is partly Wilsonville community members going to Portland for art and culture and not looking for culture locally and participating locally. Very much a bedroom community as a result. If city and community do not invest in themselves in these ways, the city will not thrive in such personal terms. Also, if cultural life boosted, visitor interest and options for things to do is boosted as well. By contrast Canby is getting a community center and this reflects the real pride in their town shown by locals.
- Chamber of Commerce was prevented from pro-actively marketing the city
- Chamber website does not have info for cyclers
- Grants program has been funding things of no tourism significance
- Horse shows are severely limited by land use laws and that can influence our attractiveness for organizers. There are other places they can go!
- Identity shaped by I-5

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- Increased hotel capacity could allow more sports tournaments 2
 - Lack of up-market lodging
 - Land-use regulations limit OHC event potential
 - Level of involvement by fresh faces and wider community in the arts and cultural development of Wilsonville needs expanding, but existing activists in this area need to make room for them and encourage their full participation too.
 - Limited river access: 3 comments
 - Need clearer direction from City as to what they expect from tourism / city could benefit from formalized DMO that has pro-active sales in winning events
 - Need more turf fields for sports tournaments / lack of sports fields 5
 - Nice, bland suburban community
 - No bike shop
 - No brand / no clear identity: 2 comments
 - No coordinated calendar of events
 - No downtown area, no central core to Wilsonville. No central hangout place that is attractive, energetic and people friendly – no place like other cities have that says ‘you are there’.
 - No major swimming center for events
 - No museums or significant cultural attractions
 - No real cultural development of significance – some investment in public art, but not at the level of investment where it needs to be to achieve real and lasting impact.
 - No town center: 5 comments
 - No Wilsonville-events.com
 - Not pedestrian friendly to explore city
 - Not really anything there to help keep people overnight – just a good stop for the basics
 - Only one choice exists for conventions – the Holiday Inn and booked out in summer.
 - Oregon Horse Country – not much there, there – what can a visitor do?: 2 comments
 - Our product isn’t ready yet
 - State of culture and the arts in Wilsonville is fairly dormant for a city of this size. Was being encouraged by a former City Community Services Director who recognized its value to her role, but not pursued much since and never made part of that Director’s formal job description, which it should be.
 - The city has relatively small budget for tourism and its marketing on its own, it needs to partner with bigger cities and organizations over tourism and at the airport.
 - The horrible reviews for some local hotels.
 - The Interstate 5 highway – because it divides the city both literally, physically, visually, and metaphorically. Has become a hard barrier to ignore or leap over.
 - Used to be (back in the ’80s) a big party/banquet/dance held in conjunction with and adjacent to the Horse Shows. A lot of visitors say this is very much missed now.
 - Wayfinding
 - When think of Wilsonville I don’t think of the River – which is a real shame
 - Willamette River Bike-Ped Emergency Bridge / dangerous river crossing for cyclists: 2 comments
 - Wilsonville and Woodburn sometimes get confused as so close. Wilsonville sometimes only seen as that place with the castle off the freeway.

3. What is really distinctive (or unique) about Wilsonville and helps it stand apart from other destinations in the Portland Metros area.

- Although horses events and horse shows are a special feature you would never know that. You don't see that anywhere, at least in terms of visibility from the freeway.
- It all looks so urban when driving along the freeway and observing the exits and more – you would never guess that they do major horse events and activities there.
- Location on I-5 and Hwy 205
- Lower cost to stay
- Midway between Salem and Portland
- Of all the Clackamas County towns, Wilsonville is the most difficult to create a sense of image and identity for. Where the 'there' is in Wilsonville. Something readily identifiable.
- So there is nothing Wilsonville is marketed for that makes it distinctive. There is nothing that helps make it stand apart – except maybe the Old Town history and connections to the history of Willamette Valley.
- Straddles two counties plus Metro and Willamette Valley
- The whole equestrian thing.
- There is no real urban or district cluster of noteworthy character to attract visitors (and even locals) – one offering multiple enjoyable experiences and choices.

4. Would you like to comment on how Wilsonville can improve its visitor and leisure attractions e.g. outdoor recreation, events, agricultural tourism, cultural activities, shopping, lodging for visitors?

- 12 x Concrete pads for public art were installed by City previously but investment in public art stopped and only a couple of sculptures still left in place now. The opportunity exists to have each pad along Wilsonville Road used – would make for an easy and good attraction. This should be built into the City's cultural tourism planning. Using appropriate themes and high impact works.
- Adopt a big picture point of view. City should approach tourism in a holistic and integrated way.
- Better utilizing the parks we have – e.g. acquire land next to Town Center Park and put in one or more really enjoyable additional activities there.
- Both visitors and locals way too unaware of what the horse shows offer, that they are free and open to attend – people's faces lit up at the Visitor Center when told they could go.
- City needs a clear and defined idea of what it wants tourism to be and they have to be able to take the responsibility to provide the necessary resources and people to make it happen. Chamber took this on and did that job previously but now the City itself needs to be more engaged. Previous reports on tourism to the city have not even been responded to suggesting the City never really cared or acknowledged what was and could be happening with tourism. If the city does manage tourism development and marketing then have to show via a city investment as well as thoughtful and focused strategy how serious they are.
- Create a tour app for Wilsonville and its visitors and prospective visitors
- Examine the feasibility of a multipurpose/multi-attraction 'community' center/civic facility with larger scale capacity for indoor events, conferences, performing arts, sports, aquatic facility, exhibiting artworks, etc.
- Expand experiences around Korean War Memorial – MacArthur statue and Museum. Right now is just a memorial. Good not only for tourism, but business development too and Korea is 3rd biggest trading partner for State of Oregon.

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- Extend the Christmas lights seen on Wilsonville’s street trees to year round use and build upon them to project Wilsonville as a ‘City of Lights’ – reinforcing also its Tree City/Tree Town status
 - Get more major corporations (including shopping) into Wilsonville.
 - Given difficulty in finding a city center and the divide the freeway creates, enhance the sense off the I-5 of an entry Gateway with large scaled and appropriately themed public art and more. Horse theme?
 - Intertwine cycling connectivity
 - Introduce better signage and signage marketing key events and attractions – e.g. Country Classic showgrounds signage with directions and advance cross street banner, etc.
 - Need more activities – work towards this goal over time.
 - People are starting to get an inkling that there is some good horse activity but don’t know where to go. Address this with seasonal sign on (or just off) freeway saying “Equestrian Shows Exit” and then also add supporting signage all the way to the venue.
 - River recreation – marina, kayaking, boat rentals: 2 comments
 - Should be an easy way to kayak and canoe/use the river
 - The various hotels off the freeway in Wilsonville will not make visitors stop and experience anything they can’t get elsewhere – what is needed in that regard is lodging with the qualities that high spending and frequent traveling visitors expect - boutique hotels with more distinctive, memorable and enticing lodging experiences and services.
 - Think beyond the city limits and look at how developing attractions outside of Wilsonville in its immediate surrounds (like horse country) can also help bring people into town
 - Tourism is not just tourism – it connects with the economy and education and more – they are all interwoven together. Tourism will grow by steps – more diverse and better restaurants, hotels, etc. American restaurants are everywhere. A high standard Korean Restaurant to complement the Memorial would give more visitors a reason to stop by.
 - Use location so close to Woodburn and Bridgeport shops and more to greater advantage by packaging the city more holistically – families can access stores during day, visit a winery, take kids to fun center at night, and also market the advantages seasonally – Base for Back to School shopping (for Southern Oregon and more), select pumpkins at Halloween, etc.
 - Use SMART services to take people to horse show events, etc.
 - While awaiting a bridge crossing, introduce a weekend boat ferry that can carry bikes, cyclists and pedestrians across the River at Boones Ferry Landing point and connect the Tonquin Trail bikeway all the way to this service.
 - Willamette River Bike-Ped Emergency Bridge
 - Wilsonville needs a broader outlook – that along that I-5 freeway and beyond there is big world out there that maybe it is not reaching. Bring home that it is more than a dormitory community.

5. If you could add anything to strengthen Wilsonville’s tourism MARKETING or how it PRESENTS ITSELF to outsiders, what would it be?

- A stronger sales function by future tourism organization is needed for groups and meetings
- Always gets down to developing a magnet attraction or enhancing an existing one in a way that could help create an identity for the city.
- Be sure to include lots of detailed information on the new website for cyclists
- Better availability of visitor information / better brochures needed: 2 comments
- Better coordinated marketing efforts / consistent messages

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- Better coordination with Washington and Clackamas County tourism organizations for sales and better targeting
 - Better job of branding the city / no brand identity: 2 comments
 - Better logos / no tagline
 - Capitalize on Horse Country
 - Chamber should be responsible for tourism marketing
 - Ensure that grants are directed to programs with tourism impact
 - Feels like a very new city, so if any heritage of genuine visitor interest, highlight it more?
 - Generate, package and access more things to do – Korean Memorial only takes 20 minutes – build experiences to point where they can at least fill a day’s activities.
 - Horse Country is not being marketed well
 - Increased marketing of City fields and facilities for events and tournaments
 - Issue being dealt with is when do you actually ‘arrive’ at Wilsonville, where is it? There is no sense of where to turn or go if looking for something distinctive in Wilsonville (even a town center).
 - Low awareness of what we’ve got here
 - Need to grow visitation September to May and weekends
 - New website that isn’t Chamber-centric
 - No indoor sports arenas
 - Past marketing good, but need more of it
 - Potential to attract tournaments focused on senior e.g. softball
 - Promote family-friendly – Family Fun Center, parks
 - Resources for the river and subsequent marketing of city as an access point for the river.
 - Set up well designed displays on what to do locally and in surrounds for visitors in hotel foyers.
 - The big boxes do their marketing well, but all that generic, commercial clutter leaves a visitor asking where exactly is Wilsonville and what is its identity. By contrast McMenamins does it more distinctly.
 - The Chamber was legally restricted from engaging in pro-active marketing by the terms of its Clackamas County tourism grant
 - The plan to establish information kiosks at French Prairie rest stop is seriously flawed due to safety issues and the fact that Wilsonville visitors will not stop there
 - The Wilsonville tourism grants are funding nothing of tourism significance
 - There is a need for more adequate signage – but does not have to be just totally conventional signs – public art and excellence in design skills can be used creatively to develop distinctive but still highly functional sets of wayfinding materials – many cities have done this very well and attractively.
 - Websites need improving and consolidating information
 - Wilsonville has not marketed itself well for tourism

6. Are there points or moments where the experiences of visitors to Wilsonville could be improved? What are those points? (Could be before, during, after visit)

- Better signage for sure. Too hard to find – complaints over the years about how hard it was to find the Memorial and the Visitor Center.
- Better website that is focused on the interests and needs of tourists
- Cannot effectively promote Wilsonville for cyclists until bridge crossing and Tonquin Trail are finished
- City Hall lobby needs to have visitor information more obvious and upfront/instantly found and accessed. And not have it put just to one side. Needs proper visible signage and staff trained to meet visitor information needs on tourism side of things and instantly ready to help.

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- Coming off I-5 its confusing and not welcoming
 - Encourage ODOT to clean debris off I-5 Willamette Bridge every two weeks
 - Ensure that State police are aware that cyclists can legally cross the I-5 Willamette Bridge
 - Frontline hospitality industry need better knowledge of what to do in Wilsonville
 - Need post event surveys to better assess customer satisfaction
 - Put hotel staff through more regular training to help make them more engaged and knowing – problem exists of definitely having a big turnover occurring. New people always evident,
 - Signage could be improved. Feature even more flowers in summertime.
 - There is not much on the freeway that indicates anything about tourism in Wilsonville, other than the Korean War Memorial. Need to do a better job of self-promotion.
 - Uninteresting view of city from I-5
 - Wayfinding and signage: 8 comments
 - Willamette River crossing for cyclists: 2 comments
 - Would help if it looked a little more walkable. If it was clear there was somewhere to go to find and see interesting things, like outdoor artworks, etc. Where are the cool parks, restaurants etc – rather than just the strip mall part and Fred Meyers which exist everywhere.

7. In TEN YEARS what are the most significant additions that you would like to see in Wilsonville in regard to recreation, leisure and tourism?

- ‘Heroic’ or ‘Architectural’ scale sculptures of distinction – but to be perceived must be part of their context and of a scale able to be readily seen when competing with everything else visually that surrounds or serves as backdrop to them.
- Additional high quality sports facilities, like a YMCA (there are 20,000 members in the Sherwood Y)
- At the very least, clearer and easier access to everything that a visitor can do and experience that is of interest. If Graham Oaks is promoted, ensure people get to know where it is and what can be done (real reasons to visit) – best trails information and maps etc.
- Better river access for recreation
- Complete the Ice Age Tonquin Trail
- Improved lodging including boutique and high end
- More turf multi-sport fields: 2 comments
- Some big time traffic calming in Wilsonville – on Wilsonville Road.
- Want to see Wilsonville ‘on the map’. See its logo added to local attractions like the World of Speed because this has now has the power to add its own supplementary recognition factor.
- Willamette River crossing for cyclists: 2 comments

8. In TEN YEARS when speaking to people outside of Wilsonville, what is it that you would like to say with greatest pride about the city as a place to visit?

- Great recreation for the family with trails, river, swimming center, amusements
- Like to see Wilsonville – outside of the equestrian world itself – become the undisputed and exciting choice for equestrian experiences in Oregon at least.
- Like to see Wilsonville – when a weekend getaway is being planned by a family – be the place to stop and stay. Affordable hotels and things for kids to do.
- Love to see Wilsonville be a place where visitors from the Central and Northern Willamette Valley will travel to stay in lovely and unique boutique hotels. From which horse tours and events can be

arranged and the real Wilsonville observed as possessing a surprising sense of beauty and elegance once you get off the I-5 and experience it.

- Nice place to raise kids and retire
- One of Oregon's best cycling cities
- You can have fun here

9. The following statement represents the current tourism vision for Wilsonville. In what ways do you consider this statement should be changed or updated to make it Wilsonville's 2024 tourism vision?

Vision:

In 2015, Wilsonville with a family-oriented and culturally attractive town center and Boone's Landing Heritage Area, is the premier corporate, group meeting and leisure recreation venue in the Willamette Valley between Portland and Salem.

- Don't need Boone's Landing
- No mention of OHC, sports or cycling
- Okay in general, but City should add one more perspective – that the City is ready to become sort of leader in terms of its culture and the way it approaches tourism in general
- While there is a lot of enthusiasm and pressure from City and Chamber (as part of this vision) to bring in as many corporate events as possible, Wilsonville does not have as much corporate space as is needed, particularly for multi-day conventions and meetings. Too often when booking inquiries made, hotels were full with no space for them. City seen as the right place to stay being right between places going to, but unavailable. Newly renovated Holiday Inn impossible to book in summer.

10. Is there an existing event, attribute or attraction in Wilsonville that you would like to see further developed to attract more visitors to the city?

- Because the city is halfway between Salem and Portland, would be good to see better links to wine country and hazelnut/farm orchards, convey that it is a good launching point for seeing the countryside and for taking the interesting Canby ferry trip across the Willamette.
- Better to spend time thinking about how to develop a 'magnet' attraction. Get away from festival and event outlook and develop some unique feature of the place – but done genuinely, dynamically and consistently – without relying on tired and clichéd ideas. Visitors understand differences between what is authentic and inauthentic. Spend time on identifying exactly what Wilsonville is and what activities/initiatives can be derived from what the place essentially is.
- Create a program that sees sculptures/public art placed along the bike paths and trails
- Enhance the success of the horse events (Country Classic Horse Show 6 week period) by re-creating a signature lead in or welcoming event for the period that this time possibly brings together other Wilsonville elements including water (the river and fountains, water park, etc.), wines and farm fresh foods, public art (horse and water themed, music, art, photography, family fun and participation, etc. 'Eqwine Festival'??)
- Equine events
- Fun in the Park is very, very local but a big success particularly for the kids the event is focused around – but it is not a destination event.

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- Given its convenient location, make the city a convention friendly center. Need more high quality and larger capacity facilities. Only lesser meetings possible with most places at present, not that this market is unimportant either.
 - Have the existing bike trails around Wilsonville individually named for better recall and identification and better signed. Also signage with information included on how long to undertake in distance and time, what you see on the way, directional arrows, etc.
 - In relation to the new World of Speed attraction, the biggest thing to help is the effective promotion by the City of tourism including wine tourism to get people in action to see other attractions like the museum and others in the area. Need families to come and bring their kids – a reputation as a family destination with places for children to go.
 - Intertwine cycling connectivity
 - Loath to recommend investing in any more festivals or events, as that approach does not work anymore unless absolutely exceptional approach used. Instead why not ask what can Wilsonville do that no one else is doing? Hard to find any city on any weekend that does not have some sort of event trying to attract people. They tend to be all alike with very little vocalization of what they are let alone what is really different about them.
 - More accommodation
 - Redesign of Memorial Park to make better use of the space and river access
 - Revive the fast boat trips up the Willamette River to Oregon City and the falls
 - Run a car show in cooperation with World of Speed?
 - The Korean War Memorial – expand this by adding a museum and statue (of General MacArthur). Could then invite people from the East Coast and Korea itself by making it more important. Invite the UN Secretary General (Korean). Large numbers of Korean Americans already in the US and nearby.
 - Willamette River Bike-Ped Emergency Bridge

11. In your opinion, are there attitudes, systems, regulations, laws, or particular challenges that are limiting Wilsonville’s tourism performance?

- Are all hotels accurately reporting and paying their TLT accurately?
- Attitude of City has been focused on economic development and has not appreciated how the place can benefit as a tourism destination and outstanding recreation facilities
- Chamber has been very helpful in the past, but the City of Wilsonville itself should be the main agency to deal with and develop tourism
- City needs to be more open-minded in regard to commercial and event signage
- Hunter Creek Farm (horse show venue) used to have vendors, wine tastings, food, the banquet and dance, interesting merchandise stalls as well as the opportunity to watch the horses jump. Helped make the event even more enticing and popular to non-horse people. Gone now.
- Insufficient knowledge on that to answer.
- Need clearer direction from City as to what they expect from tourism
- Need more hotel and meeting room capacity to satisfy demand and potential for growth here.
- No, none that I’m aware of. Very good in my experience.
- Not sure if city and community are well educated and informed on international travel and the opportunities other countries may provide or open up. To help here, a trip to Asian countries could occur to learn more about tourism and economic development opportunities
- Nothing to say at present, but could know more when propose the Statue of the General for the Korean War Memorial at Town Center Park.

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- River accessibility is holding back development
 - Signage for directional, commercial and events
 - Some active equestrian people would like to get OHC away from the Chamber of Commerce
 - Sometime left dealing with too many authorities (Counties, City, etc) over a new tourism development. (Or when trying to enhance an existing one.) Be better to deal with one responsible agency at the city level -they could do the consulting with the others to assist here.
 - State Planning / Restrictive land-use laws are hindering activities on farmlands, OHC and wineries:
4 comments
 - The City of Wilsonville should be using a higher percentage of TLT for pure tourism
 - The limit places on vendors caused the change for the worst. Signage and lack of it is also terrible and needs to be fixed. Visitors and locals need to know how to get from A to B to attend event and what the experiences are that are being offered to them.
 - The tourism side and reputation to the city has become contentious – should not become known as a difficult to work with city which will always hinder good things happening. But current Mayor does seem supportive and straightforward in outlook. Some dedicated staff too. Will be productive if the city is breaking out of the way things have always been done.

11. Would you like to make some additional comments?

- If the City operates the tourism office in future, too much of the budget will be consumed by benefits like PERS
- Oregon Horse Country is confusing. What is it? It's not really a tourist attraction except for events. They're closed aren't they?
- Are we sure that all hotels are paying their fair share of the lodging tax?

2. Stakeholder Workshops

The following is a summary of comments and input received during workshops conducted on 16 and 23 of October 2013 for the general public and interested parties, and a Task Force Workshop on 24 October 2013, all held at Wilsonville City Hall. The 36 workshop participants included:

Wilsonville Tourism Workshop Participants - 16 October 2013

Name	Affiliation
Danny Abrego	Portland Reign Photography
Keith Amundson	Wilsonville Arts & Culture Alliance
Jeff Brown	Holiday Inn South Portland/Wilsonville
Dave DeHart	Wilsonville Arts & Culture Alliance
Jerry Greenfield	Wilsonville Arts & Culture Council
Darren Harmon	Family Fun Center
John Lim	Korean War Memorial Foundation of Oregon
Susan Myers	Capital Realty Corp.
Kristina Shipley	Holiday Inn South Portland/Wilsonville
Suzy Sivyer	Friends of Library
Simon Springall	Wilsonville - French Prairie Bridge Campaign
Tonie Tollen	Tollen Farm
Steve VanWechel	Old Town Neighborhood/Bicycle Bridge
Doris Wehler	Wilsonville Chamber of Commerce
Vern Wise	Lambs Thriftway

Wilsonville Tourism Workshop Participants - 23 October 2013

Name	Affiliation
Denny Atkin	Resident
Jerri Bohard	Resident
Eric Bohard	Wilsonville Parks & Recreation Advisory Board
Danielle Cowan	Clackamas County Tourism & Cultural Affairs
Brandi Ebner	Wilsonville Chamber/Oregon Horse Country
Jerry Greenfield	Arts & Culture Council/OR Passenger Rail CAG
Greg Leo	The Leo Company
Al Levit	Resident / Wilsonville Planning Commission
Kathleen Mason	Aurora Colony Museum/Visitor Association
Carolyn McCormick	Washington County Visitors Association
Susan Meyer	Capital Realty Corp.
Jin Park	Korean War Memorial Foundation of Oregon
Eric Postma	Wilsonville Chamber of Commerce
Pat Rehberg	Wilsonville Wheelers

Name	Affiliation
Suzy Sivyer	Wilsonville Friends of Library
Dick Spence	Wilsonville Library Foundation
David Stead	Langdon Farms Golf Course
Mary Stewart	Resident / MARStewart Creative Group
Annie von Domitz	Oregon Travel Experience

1a. What do you consider to be the greatest tourism STRENGTHS of Wilsonville from a visitor’s perspective?

- ‘Top Ten’ attraction Family Fun Center and Bullwinkles
- Accessible to Coast, Mountains and River, also Horse Country and Wine Country
- At edge of urban growth boundary, so rural opportunities as well as urban – guaranteed rural access because of this boundary
- Award winning Parks
- City is favorable to Business Traveler – services needed are here
- City small enough to walk – friendly, non-threatening, open environment, lots of parks, clean streets/clean city, attractive
- Cycling/Bike tourism growth potential – at southern end of Ice Age/Tonquin Trail – Cross river bridge opportunity at Boones Ferry Landing to connect to Eugene and PDX via trails. French Prairie proximity. But Canby Ferry exists and one of the few experiences of its kind in OR.
- Diversity of things here
- Equestrian -Horse Shows and wider presence (stables, classes/clinics, breeding, etc)
- Excellent schools
- Favorable shopping location. Accessible to Woodburn Company Stores and Metro area major shopping centers.
- Gateway to Wine Country and Willamette Valley – surrounding agricultural areas
- Good cultural events – Wilsonville Festival of Arts, Fun in the Park, fairs – summer music/concerts in the parks
- Great businesses/Shopping – Family Fun, Camping World, Fry’s
- Historic – Champoeg State Park, Oregon Trail, Boones Ferry, etc.
- Horse shows have enormous impact and their own ‘circuit’ time slots to be staged on – resulting in 6 week visitor stays and 3 months rental – Each horse accompanied by at least 5 to 6 people
- Korean War Memorial
- Location near Portland. Interstate 5 and 205 access.
- Location on a major river (Willamette River) – not tapped much, but big opportunity
- Lodging - less expensive stay for visitors to Portland
- Major corporations located here – attract people
- Midway between Portland and Salem.
- Oregon Institute of Technology – new and growing – student market and parents
- Public sculptures/Public Art
- Quality of city planning – done well – 92% of public favorable
- Restaurants – growing in numbers and quality
- SMART transportation system – within and to other communities - Portland and Salem too

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- Sporting events around region – hosting soccer in the parks, basketball, etc – Memorial Park in summer, School facilities
 - Water features in parks – summertime appeal to families and kids/grandkids – host family reunions – a family town – attract families/family vacationers here?
 - Wilsonville bottleneck – potential advantage for cycling?

1b Which strength has the greatest potential to attract visitors?

- Equestrian
- Access to Willamette River opportunity
- Potential of location and its accessibility
- Lodging and services, businesses
- Gateway to Valley
- Oregon Institute of Technology – a draw from around State
- Diversity of opportunities

1c Are there experiences and activities that may be small today but may be major strengths in 5-10 years?

- Agri-tourism – local fresh grown food, farms, wine/wineries, progress with culinary offers and quality
- Aquatic Center and Community Center – major regional swimming center
- Biking/Cycling and recreation – end of Tonquin Trail – new connections linking PDX to Eugene
- Canby and Aurora visitors – no lodging – Wilsonville closest options
- Experiences for Boomers and their disposable income – activities, kayaking, history interest etc
- Festival/Event opportunities – draw visitors
- French Prairie – 140th Anniversary
- Improved/New horse facilities. Build Equestrian Center
- Mass transportation into Wilsonville and less reliance on car
- More sports facilities
- New Cultural/Performing Arts Center with water access
- Oregon Institute of Technology – looking at 4,000 students
- Recreation experiences on/along the Willamette River – some like skiing, year round
- River and access – capitalize locally on County focus on river tourism over coming years
- Same for St Paul 4th July Rodeo (10,000 attend)
- Shopping hub – Asian tourists (fly in to Woodburn Motor Homes), Canadians (Outlets, Malls), and draw from South too, WA, etc. Woodburn Outlets, Malls, Fry's, etc.
- Sporting events – September to May – regional sports draw for youth (more affordable lodging)
- War Memorial site – a draw, but provide more reasons to go
- Weddings and venues? (Already McMenamins, Golf Course, Historic Barn & Parks, Vineyards too)

2. When you consider Wilsonville's major attractors, which ones have the strongest drawing power and greatest potential economic impact for the city?

- Aurora Airport – corporate business
- Bike riding/bike tourism potential – not necessarily reliant on new Bridge crossing – already at end of Tonquin Trail and a base for Valley rides
- Great base for business travelers (draw of corporate operations here) – meetings and conferences
- Hotels/lodging advantage – proximity to PDX and their competitive rates

-
- Korean War Memorial museum (potential/unrealized as yet) – Korean and Korean American visitors)
 - New ‘World of Speed’ museum
 - Oregon Horse Shows/‘Oregon Horse Country’ – great identity campaign – targeted marketing campaign and tours opportunities
 - Shopping and dining
 - Sporting events

3a What do you consider to be the greatest WEAKNESSES of Wilsonville from a visitor’s perspective?

- ‘Horse Country’? – Shows, barns, clinics and training but no tours and no trail riding opportunities
- Absentee business owners – Fry’s, hotels
- Available transport and transit viewed as insufficient in hotel visitor comments
- Champoeg camping and RV is maxed out. Not sufficient RV facilities in Wilsonville.
- Cyclists – not good cash register/\$ market? Self-sufficient? FIT?
- Diffused, non-focused tourism strategy – shotgun marketing promotion – need more focus
- Fragmented/dispersed identity as a city
- Horse properties for shows – only 3 months of year operation because of weather
- Horse shows – attracting 200 Hunter/Jumper world horses per week but Bend running bigger show events attracting 800 horses/week
- If drive off highway, nothing really here – no wow factor – don’t see much – won’t stay for the restaurants – no shopping centers
- Lack of bike/ped bridge over the Willamette – so river is barrier to cycling – i5 bridge crossing for cyclists potentially dangerous and littered in their side lanes
- Lack of more interesting ‘destination restaurants’
- Lack of outfitters, bike shops, kayak hire, etc – was a bike shop once (not enough custom yet?)
- Lack of ready access to Willamette River. No close accessible boat ramp on river
- Lack of some key services – e.g. no Laundromat for RVs
- Location – a place passed through on the i5 and largely viewed and judged from it.
- Many different cycling market types – need to put together activities and events for cyclists
- Need shuttle services for cycling?
- No boutique hotels or lodging options
- No districts or precincts known for something – e.g. food, arts/entertainment, heritage etc
- No image – lack of definition (but Horses helped here)
- No real ‘sense of place’ yet and no obvious city center – city is divided into 2 or 3 parts by the highway and the river. Multiple town ‘centers’ (connect them?)
- No walking path along river
- Not a lot telling people what Wilsonville is about, what is there
- Not enough to do around here - great place to live but not keep here for long as a visitor
- Not promoting heritage/history of area – natural/trail end etc
- Opportunity to lift quality and attractiveness of nearby Canby County Events Center/Rodeo facility and bring it into play – no lodging locally so Wilsonville nearest
- Packaging needs – pull it all together – Wilsonville and surrounds
- Trees and Lighting (etc) okay but no big impact yet
- Underutilized sports fields (high quality) – but lacking all weather fields – need for better marketing of the camps – volunteer organizations running most of it, not city as occurs elsewhere

-
- Wayfinding/Signage weaknesses
 - Yet to finish the Tonquin Trail with a connection/Link for cyclists

3 (B). Which is the most important to be addressed?

- An understanding of which regional sports programs would be best to spend on to get a return
- Budgets to do it all
- Build and invest in basic infrastructure needs first – the bridge, a covered arena for horses, launch points for the river
- City needs an identity – people don't know about the city
- Marketing strategy need – but also execution of it – who will pull it all together?
- Need a plan with priorities
- Need a strategic vision – and from marketing perspective too
- Need businesses from the list.

4. Do people outside of Wilsonville have an accurate image of the city?

- Haven't really defined ourselves – there is a proactive messaging need
- No
- Not currently cross selling/cross promoting the 'place' between venues and outlets (e.g. Fry's, etc)
- Once people know of us, are amazed
- The Willamette River is not identified with Wilsonville
- There is positive feedback about the city from sporting event visitors and participants
- Think of traffic jams on the i5 (with Wilsonville mentioned as location)
- Think of what you can see from the i5
- Work and leave image

5. What is really distinctive (or unique) about Wilsonville and helps it stand apart from other destinations in the Portland Metro area and Willamette Valley?

- Aurora Airport and aviation industry– business travel – stay at Holiday Inn
- Can enjoy agricultural experiences close to PDX
- Canby cross river car ferry
- City is newer and cleaner – has its utility lines buried - can tell it's more planned
- City is solvent and finances managed well
- Fabulous location – gateway to both Metro area and northern Willamette Valley
- Fry's
- Horse drawn collections – examples from throughout the last 200 years of horse carriages
- Horse/Equestrian events known as 'The Wilsonville Shows'.
- Intangible qualities – move in and settle easily – good place to be
- Korean War Memorial and culture – but needs to extend into dining, dance, etc? Add large statue of General Macarthur
- Links golf course
- Local government receptive to tourism – and tourism the portal to economic development and business locating
- On the edge of urban growth boundary
- One of the largest soccer events in the US held here – will this make me the most money?

-
- Sub-exhibits from the Power Museum
 - The Wilsonville fountains (families)
 - Where Boones Ferry was
 - World of Speed museum when open next Summer

6. If you could add anything to strengthen Wilsonville’s tourism marketing or how it presents itself to outsiders, what would it be?

- Also work with Travel Salem? Salem Travel and Wine Center
- Although some Wilsonville content in two County tourism websites, important to have a dedicated website for Wilsonville itself
- Antique car shows – auto theme events to connect to new World of Speed museum and other auto businesses
- Branding and signing - Establishing identify for Wilsonville and what it is – also digital highway branding
- Building an image and delivery that drives the desirability to visit
- But presence on other websites also needed (links to) and not just your own
- Embrace bordering Marion County attractions as part of Wilsonville marketing?
- Greater variety of things to do that are exciting and fun
- Identifying best things to do within 15 miles (The Daisy Map?)
- Importance of residents to vital cross selling while visitors are here
- Like to see an international fair, given how many ethnicities are here
- More partnering – e.g. with Portland Historical Society and more
- More use of social/digital media people working in both Counties’ websites
- Reaching out and selling – exposing the city. More active cross-promotion and cross-selling
- Strong web presence – robust website and mobile media – electronic presence is missing now – we should have this. Better and more compelling web information and advice – e.g. if biking Willamette, can stay in Wilsonville

7. Are there points or moments where the experiences of visitors to Wilsonville could be improved? What are those points? (Could be before, during, after visit)

- Become a food cart central off the i5?
- Get lost easily – confusing for first time visitor – e.g. finding way to Bulwinkles
- Having a script to give to the ‘frontline’ staff of Wilsonville and its businesses (Explaining what you can do) – common talking points
- If searching on web by other interests – is Wilsonville found?
- International and interstate tourism (e.g. Koreans/Canadians, Seattle, etc) – package for them. For example with Koreans coming for golf – booking – link to visit to War Memorial
- Need more prestige/high reputation/distinctive e restaurants
- Some hotels a bit tired – need updating/refurbishing a little
- Wayfinding. Signage upon arrival not very good – make it more exciting, more helpful

8. In TEN YEARS what are the most significant additions that you would like to see in Wilsonville in regard to recreation, leisure and tourism?

- Have canoe/kayak rentals off Wilsonville’s Memorial Park river front access
- New bridge at Boones Ferry in place with high design qualities and ‘iconic’ status

-
- Put in and take out places – with no car pickup requirement – shuttles?
 - Willamette River trail opportunities capitalized upon with signage, camping sites, exit and stop points along the Wilsonville stretch of the river. Eugene to PDX by kayak. The Wilsonville section to river is very gentle.
 - Wilsonville has become a waterfront tourist destination – with adjacent services (overlooking nature and the river) like cafes/restaurants, with boardwalks, etc

9. In TEN YEARS when speaking to people outside of Wilsonville, what is it that you would like to say with greatest pride about the city as a place to visit?

- A city that has honored the Korean War vets
- Fun place to visit. Because? All of the great answers able to be given.
- Has built an identity
- Place families will visit and enjoy
- The ‘surprise city’ Surprising small city
- Want to more commonly hear people saying “You should go yourself”

10. Tourism Vision:

In 2015, Wilsonville with a family-oriented and culturally attractive town center and Boone’s Landing Heritage Area, is the premier corporate, group meeting and leisure recreation venue in the Willamette Valley between Portland and Salem.

In preparing the revised vision are there important changes, trends or aspirations we should consider?

- Delete “Boone’s landing heritage area”
- Retain “premier corporate group meeting” component – as still relevant and true

Other comments/suggestions:

- ‘Between Wilsonville and Salem’
- Add/include “Horse Country” – meaningful given horse events, breeding farms, horse training, riding lessons, big horse ownership, existing reputation on circuit – known by Wilsonville name
- Add/include “sports” (in terms of revenue generation – ‘recession proof’ in experience of hoteliers). State class facilities development.
- Add/include Bicycle Bridge over the Willamette. Start of four journeys.
- BLHA does not exist
- Culture of local government wanting to have tourism
- Family is correct, but ‘family friendly’ not ‘oriented’ more accurate?
- Ideal hub to do things
- Identity part is missing – find this first
- Narrow the focus to 2 or 3 niches
- Partner city and businesses to move forward – ‘premier corporate’ should remain
- Regarding conference and meeting aspect, no large venue here with capability to meet need here as yet
- Rewrite into something that is obtainable
- Should include the word ‘destination’
- Vision statement feels unfocused – using a shotgun approach.
- We’re a gateway – but hub need to be in there somewhere, to be more than a gateway?

-
- What have we done to market to the business traveler?
 - Where is the “culturally attractive town center”?

11. In your opinion, are there attitudes, systems, regulations, laws or particular challenges that are limiting Wilsonville’s tourism performance?

- Better partnerships – city and businesses
- Challenge? Get businesses to be more creative
- Existing I5 freeway barrier to cycling – scary crossing (but is legal)
- Laws and rules on river too (Greenway rules) – access implications
- Limits on horse/equestrian events – private property in use – vendor limitations. Circumstances limit what can be done and how much more appealing the event can be made
- Lot of business owners and employees don’t actually live here – affects their outlook and sense of ownership – different if actually lived here
- Resistance to change and tourism? Old Town? Boones Ferry Landing area?

12. In your opinion, are there any issues that may stand in the way of successful implementation of a tourism strategy for Wilsonville?

- Changes in political will and in budgets (potential to occur every 4 years)
- If localized market research required pool funds with other partners – Counties, businesses, etc.
- If resistance to change arises, involve people in non-threatening ways
- Need for funding
- Neighborhood acceptance
- Traffic issues – city is not planned for lots of extra cars as population grows

3. Online Community Survey

The following are the verbatim responses that were received from the Wilsonville Community Online Survey. This survey was available to local residents from October 9 to December 4. A total of 35 residents responded to at least one question in the survey. **Note:** These are verbatim responses, hence are exact transcripts of the responses and contain spelling, typographical and grammatical errors. **Highlighted cells** indicate the greatest number of responses to a given question.

WILSONVILLE STRENGTHS

1. Please indicate to what extent you agree or disagree with the following statements.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Unsure / No Comment/
A. Wilsonville always presents itself in an attractive and welcoming manner.	25.8% (7)	64.2% (20)	6.5% (2)	3.2% (1)	3.2% (1)	0% (1)
B. I am confident in recommending Wilsonville as a great place to live.	61.3% (19)	35.5% (11)	3.2% (1)	0%	0%	0%
C. I am confident in recommending Wilsonville as a great place to spend a few hours.	46.9% (15)	37.5% (12)	15.6% (5)	3.1% (1)	0%	0%
D. I am confident in recommending Wilsonville as a great place to visit for a few days.	18.8% (6)	34.4% (11)	21.9% (7)	25.0% (8)	0%	0%
E. I am confident in recommending Wilsonville as a great place to shop.	3.2% (1)	32.3% (10)	48.4% (15)	16.1% (5)	0%	0%
F. I am confident in recommending Wilsonville as a great place for meetings and conventions.	18.8% (6)	46.9% (15)	12.5% (4)	9.4% (3)	9.4% (3)	3.1 (1)
G. I am confident in recommending Wilsonville as a great place to retire.	41.9% (13)	41.9% (13)	16.1% (5)	0.0% (0)	0.0% (0)	0.0% (0)

2. What do you consider to be the TWO greatest tourism STRENGTHS of Wilsonville?

- 1) Fun Center (sad to say) 2) Horse Country
- 1) Location (near a major city but not that city), 2) Development has been nicely controlled over the recent years
- Accessibility, proximity to other areas and attractions
- Art and family events in the park
- beautiful community, but what would a family or couple do if they came to stay for a few days in Wilsonville? Not sure there is a draw for this
- Clean and safe.
- Cleanliness and compact design
- Easy access to I-5 & I-205
- Family Fun Center Horse events
- Horse Country Not sure another strength.
- horses, technology
- Hub for bicycling and Oregon history.
- I don't think there are any strengths - which could be good to start something new.
- location easy access to surrounding areas
- Location Freeway access
- Location and out-of-town opportunities.
- Location for family fun.
- location, convenience
- Location: Easy to get to, the gateway to the Willamette Valley Diversity of fun: Many great things to do in and around Wilsonville
- Nothing truly unique comes to mind. Great alternative off site meeting place for businesses/Govt. agencies - competitive hotel rates, plenty of free parking, good diversity of restaurants, safe, etc.
- Parks with water features during the summer. Undecided between the new museum or horse shows.
- proximity to historic and cultural centers, besides Wilsonville: Aurora, Salem, Champoeg, Portland
- SMART bus system for getting around. Excellent parks.
- Summer events: Kids Fun Run, Rotary Concerts, etc. Great park system.
- Well planned community. Good jumping off place for nearby attractions
- Wilsonville Family Fun Center Equine events
- Wilsonville Festival of Arts project Other summer events

3. What do you consider to be the TWO greatest tourism WEAKNESSES of Wilsonville?

- 1) Lack of investment by the City in arts and culture. Cases in point: the cities of Tualatin, Lake Oswego and Hillsboro have invested hundreds of thousands of \$\$ in arts and culture which, in turn, has leverage matching grants through nonprofit organizations and individual contributions. This has financed arts and culture projects in the communities, enhancing quality of life while creating destinations for tourism. 2) Lack of the City's desire to form public-private partnerships. Cases in point: To my knowledge, there was no business plan when the City spent \$500,000 on renovation of the Boozier Barn. Upon completion, it was padlocked within months because of lack of use. With proper planning, it could have been turned into a tourist destination. Also, the Willamette Water River Trail was another opportunity. A committee was put together by volunteers to strategize for a planning grant. After several meetings, the mayor turned over the project to a staff member. The project failed, but in Salem and Eugene the partnerships

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- of city staffs and volunteers have resulted in millions!
- 1) no location for conventions (except small ones at Holiday Inn, and its almost OUT of Wilsonville), 2) and nothing really promoting tourism/reason for them to come here (outside of shopping at Fred Myers and there are a few other FM's they can go to if they want).
 - 1) Small thinking and not seeing "the big picture" at time of city officials, and 2) nothing really that encourages "tourism" -- convention center, anything that really encourages tourism such as special features/attractions/reason to come to and spend money in Wilsonville
 - Access to the river is lacking.
 - Divided by the I-5; ill-defined town center; no easy access tourism site from fwy.
 - freeway cutting the city in two, too much traffic with long traffic lights
 - inaccessibility across the river by foot and bicycle, lack of indoor events venues
 - Lack of a unique attraction.
 - Lack of destination attractions, such as museum, historic sites, live theatre facility.
 - Lack of lodging and the Boone bridge limiting access the Butteville Rd.
 - Lack of meeting facilities
 - Lack of Tourism Strategy ill defined identity of place
 - Location and no downtown pedestrian feel.
 - No major attraction
 - no one likes to come here because the police are so aggressive
 - No performing arts center No art galleries
 - No Performing Arts Center. No Community Focal point No old town with shops Failure to feature the Willamette River as destination.
 - no performing arts wellness facility
 - No skateboarding park and no city pool/community center
 - No specific/unique tourism niche exists . . . I have a very unique concept idea that will draw International tourism and utilizes the existing infrastructure (hotels/restaurants). No central convention/activities building exists.
 - Not a lot to do. No brand awareness.
 - Not enough activities to keep tourist within Wilsonville for more than an hour or so. Weeds in flower beds this past summer.
 - Not enough meeting space for 25-60 people. Only good meeting space with food is Holiday Inn, and they are often full.
 - Nothing to do on Willamette River No really upscale hotel
 - There are no big events to look forward to each year. There are no big events that draw in people from other places.
 - things to do outside of Family Fun Center and visiting horse facilities...what is the draw?
 - Wilsonville is located in a great place for bicycle tourism, however the missing link over the Willamette river is a big problem. Also, there should be more activities available on the river, which is great for kayaking and canoeing.

4. When friends or family visit you, where do you like to take them?

- 1) to see The Beauty and the Bridge Project and 2) the wood graphic design thing inside the front door of the library
- 1) Wilsonville Public Library to see the art collection. The Intarsia viewed from the entrance and porcelain sculpture outside the children's room are one-of-a-kind and hidden jewels in Wilsonville. 2) Old Town . . .

the historic gateway to the Willamette Valley.

- Abella Kitchen, Dar Es Salaam, Canby ferry,
- Beauty & the Bridge, SMART a time or two a year TOUR OF WILSONVILLE
- Bullwinkles movies bowling even these are not really classified as tourist items
- Champoeg Park, restaurants
- Dar Essalum restaurant located behind Fry's.
- Depending on who it is and where they're from -- the usual places, such as Multnomah Falls.
- Farm & Vineyard ToursTours - Animals to see, fruit and food to eat, wine to drink Great Places to shop-Fry's & Factory Stores
- Fry's Bullwinkles Holiday Inn House of Terriyaki II
- Graham Oaks (*outside* of Wilsonville) Fry's Town Center Park & Murase Park
- Granddaughters to water features in parks.
- I don't live here and wouldn't necessarily bring my friends or family here.
- I would go to other activities outside of Wilsonville, such as Hood River, Multnomah Falls, Saturday market etc...
- Local restaurant
- Meals, park visits and walks, whatever summer events are happening - and Portland for tourist attractions.
- Memorial or Town Center Park if weather is nice.
- Memorial Park, or perhaps wine tasting.
- Other than The Old Church, we go downtown, the coast, or the wine country.
- Out to Wilsonville restaurants, Frys, or Wilsonville Theater.
- Parks, restaurants
- Sculptures, Parks & Restaurants
- The public library
- to the public library McMenamins history presentations
- Tour of sculptures. Korean memorial
- Usually walking on paths and neighborhoods in town. Graham Oaks is especially good.

WILSONVILLE ATTRACTORS

5. Can you please comment on how Wilsonville may be able to improve its visitor and leisure experiences in regard to the following? Note: It is NOT necessary to respond to all questions

5a. Heritage

- A historic center
- A museum.
- Better signage for historical locations but most of the current places are just remembrances of what was there rather than currently visible.
- Capitalize on the location - a few miles down river from where "Oregon began", a few miles up river from the End of the Oregon Trail, area of the great Missoula Flood, the Calipoia Indians, the grandson of Danil Boone of Kentuck's grandson starting Wisonville, "THE" place where the railroad chose to cross the Wilametter River- as well as the State in putting I-5 Boone Bridge there as well, ferry history itself, etc.
- develop heritage park at Boone's Landing

-
- Emphasize old town aspects and the fact that Wilsonville was a major crossing place
 - Focus on Boones Ferry
 - Have volunteer tourism guides available. WV has a wealth of interesting heritage features & stories, and a wonderful Genealogy service at Library. Also need group transportation available.
 - Market Champoeg and Aurora Better as day destinations
 - More 'historical' aspects, such as an exhibit or museum.
 - Open a museum or start a heritage specific event specifically in Wilsonville.
 - Play up the Daniel Boone connection. Is it possible to establish an educational kiosk at or close to the original ferry crossing?
 - Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging, restaurants, dining, shopping, etc.
 - Restore Boone's Ferry. The main reason the city was located where it is. If not an actual ferry, the proposed French Prairie Bridge would be located in the same historic location.
 - There is an abundance of historical strings that could be picked up - the native Indians, End of the Oregon Trail, the Start of Oregon, the start of Wilsonville by Daniel Boone's grandson, the Missoula Floods, history of shipping up the Willamette River, the coming of I-5 and how it got placed where it is, the nationality groups locally, the presentation recently about the graveyards in the area by former mayor Leehan was fascinating, etc. Wilsonville really needs to find a way to capitalize on all this. There's the Heritage Tree Program.
 - Visitors center and library need to display more about heritage info.
 - Wilsonville has a proud heritage. Heritage markers dot the landscape but receive limited promotion.

5b. Lodging / Restaurants/Dining / Shopping?

- 1) Options will need to be greatly expanded if we put an emphasis on conventions, etc. 2) Need to develop a means of promoting all these to folks in local hotel rooms 3) I love the idea of a shuttle service between area hotels and local locations.
- already strong including location as a hub for shopping in nearby communities (for example, Woodburn, Aurora, Bridgeport, Tualatin, Wine Country)
- As for lodging, Wilsonville is ideally located to access tourist sites in all directions. We now have an amazing selection of dining options. The fact that we're located just outside the traffic jams of Portland yet close enough to access metro area sites and events is a plus.
- Develop local mobile app which will 'push' coupons and special event information to your smartphone
- Encourage the development of more of a convention/meeting location - away from the big city, but right next door with all the amenities (maybe this can be in some way connected to the upcoming aquatic center????????? Lets be creative!
- Improve on lodging options - virtually all are old and most are cheap/decrepit
- Mostly fine - perhaps a guide?
- Need a better variety of restaurants.
- Need a destination hotel along the lines of Mcmenamins Edgefield or Grand Hall.
- Need an "in town" convention center for large groups/annual meetings, that would include overnight accommodations. (Move Holiday Inn to Town Center Loop - LOL)
- Need an upscale food market - Trader Joes or Whole Foods Need an updated theater Need restaurant meeting space for 30-100 people (in addition to Holiday Inn)
- Need restaurants with separate room for banquets of 25-70 people. Need high-end motel.
- Need to improve the Old Town neighborhood more as an attractive place to shop & eat.
- No improvement required

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- Open more cutesy shopping places for home and gifts.
 - Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging, restaurants, dining, shopping, etc.
 - Sprucing up lodging establishments would help. Availability of B&Bs would also be classy. Most restaurants are chains or mediocre. Need more upscale/destination places like Dar Esallam. Aside from Fry's, local shopping is pretty much for local need.
 - Try to attract a top quality restaurant such as a Toro Bravo branch. Tapas would be a great addition - the space at the corner of Wilsonville Rd and Town Center Loop would be great
 - We don't have bad restaurants, but shopping is pitiful
 - With limited lodging, restaurants and certainly shopping, perhaps proximity to Bridgeport and Woodburn Co. Stores are amenities that might appeal to travelers and meeting-goers.
 - Would be great to have a Chili's and a Mongolian grill.

5c. Outdoor Recreation e.g. parks, cycling, trails, golf, boating, fishing?

- 1) #1 need is the bicycle pedestrian bridge 2) facility for sports tournaments (could be in conjunction with the high school) 3) NEED MORE ACCESS TO THE RIVER!!!!!! & more events related to the river to get us in touch with our greatest (missing) asset (one time Wilsonville sponsored a high speed boat ride down to Willamette Falls - it was great and we still remember it!!!)
- 1) Pedestrian bridge would be a difference-maker but has become no more than a distant dream. 2) One of the major assets is proximity to the Willamette River although there is limited access. The historic Tachman House overlooks the river and has been vacant for years. It is City-owned and certainly has the potential for adaptive re-use as a site that generates tourism.
- A marina with boat rentals or boat rides with lunch provided - high-light the good golfing in the area, especially Charbonneau with its reasonable rates and lovely ambience - Wilsonville needs a good indoor pool with sliding walls that could be open in summer
- Biking would be improved significantly with a bridge over the river to allow residents to bike to places like Champoeg park, and the surrounding beautiful agriculture land.
- cruises or houseboats on Willamette River more ball fields and basketball courts
- Develop a central 'Community Concierge' who can promote, book and schedule active outdoor fun - people don't realize resource, know how to access
- Develop packages for specific interests. For example, partner with Langdon Farms Public Golf Course, Sandelie Public Golf Course, & Oregon Golf Club to provide stronger "destination" for golfers.
- Have the City go literally full steam ahead on getting the bicycle-pedestrian bridge done, promote Wilsonville as "The Jumping Off Place" (like St. Luis was with the Oregon Trail) to bicycling the Willamette Valley. (funding has a large number of options that need to be explored beyond the normal 'public' financing...especially any further funding by the City!!! With the Bridge in place BY 2021 - the City of Wilsonville should put its name in the pot to literally host the 2024 U.S. National Olympic finals in bicycling to determine who goes to the 2024 Olympic Summer games!!!!!!!!!!)
- How about promoting the Wilsonville area as a catalogue and ad photography setting for Oregon's outdoor-oriented businesses?
- I think most locals know about all the parks, but a guide would help visitors access them better.
- Improve cycling access to French Prairie and beyond.
- its ok
- Lots of parks are good Better signage would help. Cycling can be aided by bridge over Willamette and a bike shop. Lot's of golf in the area including in Charbonneau. Again, more promotion of these and signage would help raise awareness. River activities would be aided by better direct access in town. The

docks across the river are just OK for larger craft but not so good for canoes and kayaks. Also, the port-a-potties there are usually gross.

- Maps and info for group outings.
- need a bike-pedestrian bridge, developed waterfront access on north shore of the river
- No connected trails. Need more emphasis on good places to walk and hike
- Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging, restaurants, dining, shopping, etc.
- River access.
- Sandy beach area for play by the river
- Some sort of activity on the river - houseboat rides?
- Something more on the river. Maybe something like high speed boat rides. Like in southern Oregon in Grants Pass. Hellgate Jetboat.
- The city has many good park options, but the overall connectivity is poor: no decent bike/ped connectivity near Memorial Park/Murase Park and Town Center Park; numerous bike routes that are unsafe and/or have unexpected, abrupt endings!

5d. Cultural e.g. performing and visual arts?

- A performing arts center has been talked about for years. But where, at what cost and who pays?
- A performing arts center is the top of my list-- ideally as an Arts Wellness Center with a swimming pool next to the performing area.
- An Arts Wellness new facility needs to be built to house events and experiences. We don't have a cultural center!
- Better promotion of the few existing opportunities would help.
- City needs to set aside a small percentage of SCDs for public art.
- Combined maybe with more of a convention center, Wilsonville NEEDS a performing arts venue/facility. The middle school has a spring music festival the breaks the fire code for number of people in the middle school gym. Wilsonville has had a high school a cappella group that has made it all the way to national television - and we have no facility that can adequately present the arts. This is one of the major factors that creates a sense of community, and puts beauty in our lives. I also love the sculpture program that has placed various sculptures around town. I'd like to see that expanded, and maybe even placed along the pedestrian/bicycle paths--the city needs find ways to support this program which I understand is currently going under.
- Doing good on this.
- I believe some kind of facility which combines a performing arts facility (music, drama, art, etc.), aquatic facility, large sports complex for tournaments, and/or a Discovery Center (to capitalize on tourists, local history, heritage, etc.) should be done. All are needed, but there is a concern whether Wilsonville is big enough to handle and maintain all four
- Need to develop more - other than 'fun in the park' not much in the way of arts and culture
- need venues
- Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging, restaurants, dining, shopping, etc.
- Provision for a cultural/performing arts center; Provision for a true regional-scale amphitheatre
- Though we have a great Wilsonville Theater Company, we really need a performing arts center with a decent theater for them to use and grow in.
- Use Library more for all cultural activities. Develop packages & advertise them in nationwide (better yet have feature articles in) magazines, e.g. AAA. Packages would be partnering with lodging facilities,

restaurants, & cultural activities to put together a targeted visitor menu to choose from. (e.g., in Ireland they have castle's host a dinner & show by local performers . . . an upscale version of dinner & a movie).

- We need a performing Arts Center. Why not have a center which could also serve as a conference facility?
- Wilsonville could be promoted for its "transportation" features. The former ferry across the river, the horse power at Hunter Creek, and the race car museum in the works.
- Wilsonville Theater Company produces surprisingly excellent performances. Definitely need a better venue and publicity.

5e. Events and festivals?

- 1) The City needs to get behind and help promote the equestrian events to the west of the City during the summer - it's sad that the City has totally neglected the ;potential pot of gold this represents. 2) the City needs to put its name in the pot to host the 2024 U.S.National Bicycle Olympic Finals in conjunction with the new bicycle-pedestrian bridge.
- A local event high-lighting all the local horse facilities, trainers, etc would be interesting with horse rides and events - More info about national horse shows would be good -
- BBQ cookoff competition with Saturday preliminaries and Sunday afternoon finals. Maybe have Traeger Grills sponsor.
- BBQ grill competition Car show in cooperation with World of Speed
- Beer or wine festival. Food festival. Parade.
- Host a mud run!!!!! Renaissance fair?
- Make them more unique. E.G. Festival of Arts is very stale and doesn't draw very many people outside of exhibiting artists! (more crafty than art) family & friends. (FYI a neighboring community selected same wknd as FOA a couple years ago, had more elite/diverse artist representation, beer & wine available, later evening opportunities/times, and drew attendance tenfold greater.
- more of them
- More volunteers needed to present ther Wilsonville Festival of Arts the 1st June weekend
- Need some big ones to bring in people.
- Promote the Parade and Festivals in Town Center Park Employ a promoter to have a series of performing arts events all summer long in Memorial Park. Celebrate Korean Culture at Memorial
- Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging,restaurants,dining,shopping,etc.
- Provision for a true regional-scale amphitheatre
- Sponsor cycling related events similar to the Harvest Century that would bring folks into the city for the week end.
- Summer art festivals need more volunteers
- The Arts Week end we have in June is limited and should be expanded
- The summer is pretty packed right now with excellent events that all are very family friendly! Keep using tourism dollars to support what we have to keep the cost free or cheap for visitors.
- We need a multi-cultural event. Bring the local ethnic groups together for a two-day festival.
- Wilsonville has some great events/festivale already. I've always been concerned that the City doesn't get behind and do more to promote things like the nationally rates horse horse shows in the private farms just west of the City - Wilsonville benefits greatly from them, but doesn't seem to do anything to help promote them (and thus itself). I also have great concern about the Chamber of Commerce being kicked out of the

center of town and now we don't have a place to go to get area and regional brochures. I think the City needs a huge hand in advertising the events it has already.

5f. Agri-tourism e.g. equestrian, wineries, farms ?

- Agri-tourism could go hand in hand with bicycle tourism. There are many routes that could showcase beautiful land by biking. Again, a bridge for crossing the river would open many opportunities here.
- Are there wineries here?
- Development/support for wine-tasting centers
- eliminate zoning restrictions on event-related concessions, package day tours
- Hunter Farms holds national show-jumping events but I've not seem obvious advertising for locals to attend. They welcome everyone to the events.
- I agree that we are in a location that can totally take advantage of this whole topic and options. The title represents three huge population groups that could easily be capitalized on and bring them to the City - which would have to have a tremendous impact on
- In connection with the new bicycle-pedestrian bridge, bicycle tours could be a big thing coming out of Wilsonville. With a convention type center, I think some kind of big event/fair/convention could annually be held in Wilsonville promoting farm equipment, farm products (wines, etc.), equestrian related stuff, etc.
- Promote equine events Wine tours which start at Wilsonville Nursery tours in late spring or summer
- Promote winery and farm passports.
- Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging,restaurants,dining,shopping,etc.
- Put together "affordable" EQWINE (get it?) 2-3 day pre-planned packages . . . so everyday person can sample equestrian experience, organic/natural local produce/foods and homemade wares, and local wines.
- Stay in Wilsonville, take day trips to farms, vineyards and horse events. Develop a guide bus service with trained docent to visit area farms etc when the flowers, fruit and food is at it's peak - tie into culinary school where people are taught to buy at the peak of harvest and cook the delights at home
- These seem to be holding their own very nicely.
- Use the series of shows at Hunter Creek to promote local events and sites. Competitors generally spend all their time on the show grounds; however, the adult competitors & parents of young riders may return to the area to tour the sites if they know what's available. This is a group with upper-middle class/upper class incomes. They may be attracted to the wineries, specialty ag businesses, cultural/historical sites, etc. Include tourism promotion with the show entries, local businesses should sponsor jumps and/or classes. Currently there is nothing at the show grounds to attract non-horse people. Consider working with Hunter Creek to create a picnic area and educational materials to explain more about training and competing horses and exactly what they're seeing in the rings.
- We have some very attractive areas around us. One group that is into destination experiences is runners - there is a wine country half-marathon in Yamhill County. It would be great to develop a similar themed event here to attract folks from outside the area.
- Why not mobilize our bus system to take people to horse events, wineries and the like. This could be done on the basis of a modest fee system.

5g. Sense of place e.g. Downtown aesthetics, streetscapes, city gateways and sense of welcome?

- 1) Wilsonville spent some money on some nice monumnets at the Wilsonville Road off ramps. Unfortunately, the 'feeling' had not been followed through anywhere else. 2) TREE CITY efforts need to

continue 3) A more accessible Visitor Center needs to be established (which could be part of a 'DISCOVERY CENTER) 4) the Christmas/winter lights put on the trees in the middle of Wilsonville Road should be left up year round and begin a theme of The City of Lights. 5) Need to keep a balance of 'aesthetics on BOT" H sides of the freeway. 6 Better signage - and standard signage directing people to various locations around town.

- aesthetics already good, more information needed at the interchanges announcing the city
- An arch with a high-tech representation of a horse and an electronics item could be interesting
- BETTER SIGNAGE including Wayfinding signs
- Better signage. Merchandize 'Tree Tour' of Tree City, where each tree tells a different story of Wilsonville's heritage - Have Charlotte Lehan develop this under a heritage contract
- City doing a marvelous job - keep it that way;-))
- City is divided. Makes a gateway impossible.
- I really enjoy the lights the City puts on the trees down the middle Wilsonville Road in the winter. I'd love to see them up all year - with maybe at time changing them out to be colored lights, then later back to all white for a change now and then. The City could kind fo become a City of Lights. Also would like to see more banners all around town - simlar banners on both sides of the freeway to put up a hard copy visual that we are all one City regardless of which side we are on. In this sense, the City does need to be pulled together a lot more than it is. More maintenance and care needs to be taken in the City monuments at the freeway off ramps (would like to see the five flags put back on them for national holidays - like it was when they were first constructed). I think we need more use of a City emblem. I'm concerned that the one that has been used for the past 20 years is no longer overly representative of what Wilsonville has or is becoming. With unique architecture on the bicycle-pedestrian bridge, I think that the outline of the bridge would make a great background for the City!
- I-5 exit signage to produce a sense of welcome to events
- Lights focused on the mural under the bridge to highlight its beauty. Even with street lights and daylight, it is still pretty dark under the bridge. The lighting, even in the daytime would make it more welcoming and better show off the mural.
- Like the Christmas lights
- Pretty good now.
- Signage at I-5 exits to show the way to events would be very good for sense of welcome
- The downtown looks nice.
- We have no "downtown*. Our existing retail centers are designed for local and regional auto traffic, not for tourism (poor visitor and pedestrian access, poor connectivity, poor aesthetics for pedestriars, etc.)
- We have no real 'downtown'.
- What downtown? We lost that with what has become of the Town Center area and the widening of the intersection. If one is getting off of I5 as a tourist, where does he/she go? One already needs a destination and GPS to find most things.
- Wilsonville needs something iconic to identify with. It doesn't have a large building, or structure that is unique to Wilsonville. One opportunity for this may be in the proposed French Prairie Bridge. A beautiful signature bridge could become a landmark for the city, and the region.

5h. Visitor Information e.g. brochures, websites, signage, wayfinding?

- 1) I love the idea of a "DISCOVERY CENTER" concept due to the amount of local history options. 2) Smart phone stuff is fine, but not all of us are "up to date" in this way and I am still a strong believer in the printed word - need to flood the area/region a lot more with brochures 3) a strong webpage indeed

is critical, too however 4) City needs to find a standardization of signage - to bicycle paths, to historical places, to shopping centers, etc. 5) city needs to promote itself "IN" the local hotel rooms

- All good.
- Better signage.
- Definitely better signage, including wayfinding signs. Need brochures promoting events, housing, food, etc.,
- Definitely needed.
- don't really see any?
- Hate to say it, but -- billboards? Folks zooming up & down I-5 likely don't know why they should stop here.
- I-5 exit signage needed to guide visitors to events
- Improve availability of brochures etc.
- more and better signage, utilize commercial personnel to promote Wilsonville assets and events, identity catch-phrase needed
- more signage would be useful, brochures showing what good dining we have would be helpful
- More wayfinding signage On website have information on what to do in Wilsonville if (1) if you an extra hour (2) if you have an evening, (3) if you have a whole day.
- Not sure where visitors will find information such as brochures now that there no longer will be a Visitor Center and the Chamber is moving to a location that few visitors will be able to find.
- One good map brochure with OR code links to a very robust website - develop a good mobile app to lead people on visit. Have a unified 'look' for tourism signs with OR codes to give more information - keep graphic style clean - make it like a 'geo-tour' using GPS and OR's for deeper information about sites
- Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging,restaurants,dining,shopping,etc.
- The more of all this the better. Wayfinding shows that a community is open to people who are not local and wants to help them find things/their way around. Common signage also helps to unify the City. Brochures of local things help even locals enjoy and/or be aware of local options we may not have thought of. Websites are becoming more important (even though I personally don't use it much!!!)

6. If you could add anything to strengthen Wilsonville's tourism MARKETING or how it PRESENTS ITSELF to outsiders, what would it be?

- 1) Need to keep the small town feel - by design and purpose both. 2) Needs to develop some things for tourists to come to Wilsonville for and to do, and a means to get to them easily (i.e. the shuttle service)
- Can we piggyback on Portland and Metro marketing?
- coordinate county, city, and business web presentations, with more events and recreational facilities to market
- De-emphasize the commercial aspects and spend more time on improving the livability and sustainability of the place
- Develop a UNIQUE niche. I have a concept developed - just ask;-))! It's low cost in that it uses (actually promotes) the existing infrastructure (lodging facilities & restaurants), can eventually run throughout the year (not seasonal), & after a year or two will build an International niche!
- Find a defining unique brand
- Get Wilsonville recognized on other local web sites. Nobody looks for Wilsonville directly now. At some time in the future when Wilsonville has more attractions a kiosk or more with info would be useful.

Perhaps outside the library or City Hall? Using the international "i" symbol to direct visitors to them would help.

- I'm really sold of the idea of branding. Wilsonville doesn't have any kind of central/major thing to attract people to it. I feel extremely strongly that the bicycle-pedestrian bridge could and can more than supply this. Bicycle tourism is growing hugely. Wilsonville lies at the door of a major metropolitan area that is already classified as the #1 bicycle city in the country, and right across the river from Wilsonville are literally hundreds of miles of open roads throughout the central and southern Willamette Valley. It can promote Wilsonville in a huge variety of ways. If planned in a way that in itself attracts tourism, it can add to our heritage, our history, etc. It will be an extremely important link in a total west coast bicycle path - which already can be linked from the State of Washington across the 205 Bridge, the Sweetwater Corridor across the Sellwood Bridge, and the State Willamette River Scenic Bicycle Trail from Champoeg State Park to Eugene (with talk of taking it on to the California border!!!!) I also like the thought of a local panel that would ongoingly advise on this topic
- list all the stables and horse-related places in the area, possibly have a tour once a year and let people experience the barns, riding arenas, paddocks, etc. Wilsonville had the only American to make the finals in equestrian in the Olympics - make use of this type of information
- Need a big event to happen!
- Needs a big brand overhaul and huge marketing campaign. Need more to draw people here.
- Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging, restaurants, dining, shopping, etc.
- Special sections on city's website for: (1) Coming for a visit?, (2) thinking about moving here?, (3) want to locate your business here? and (4) 10 reasons Wilsonville is the best place to live, work and play.
- The ability to provide positive activities for the tweens and teens.
- The Chamber of Commerce has, in the past, marketed and presented itself to outsiders. Hope it will continue.
- Think we should encourage private investment in a Hostess House development on Boones Ferry at the river. This would be a non-denominational chapel, bakery, apparel rental and sale, florist, etc. so we could promote as a place to have weddings.
- Water park like Sunriver!!!!!!
- We need to define place and market a clear identity: Wilsonville: The Gateway City - Let your Adventure begin here!
- Wilsonville is more than "Horse Country." There's heritage and water recreation that also can be promoted. The pedestrian bridge would be magic, but I don't think it will ever happen.

7. If you could add anything to strengthen the EXPERIENCES that Wilsonville extends to visitors, what would it be?

- Attract a big event.
- Close proximity of hotels/motels and visitor attractions, i.e. wine-tasting, retail shopping, Fun Center, parks; without competing with automobiles, traffic and 5 lane roadways.
- Expand Sculpture program. Get a downtown art gallery started where artists could display their work.
- I'd like to see a brochure, or some kind of small "thing" representing Wilsonville be placed in every hotel room for every visitor that come to Wilsonville. Show the quality that is Wilsonville. As stated above--a coordinated signage system around town helping folks be able to find their way around town both helps them and shows a city-unity.

-
- In addition to visual, performing and literary arts, many experiences could be offered to visitors in a new center
 - It seems that the primary source of visitors is folks coming to visit family. Making maps, guides and similar resources available to local families so they can enhance the experience of their visitors.
 - Many different experiences could be offered in a new Arts Wellness Center
 - more events in more venues, packaging
 - more high quality dining of a greater variety
 - More interpretive information using QR codes and 'push' apps which tell people about specials, events and great visitor tips. Hash Tag promotions - use social media to create a sense of excitement
 - More river type stuff.
 - Promote local heritage, including the proximity to the "birthplace" of Oregon, Champoeg. 2) Much of the art at the library is unknown even to residents!
 - Provide easy access visitor center with LIVE concierge to help direct visitors to historic sites with maps, and local businesses such as lodging, restaurants, dining, shopping, etc.
 - Some kind of Welcoming Kit in every hotel room - could have brochures, local coupons, lists of local events (maybe they'll come back for something!!) - don't know how to pay for it, but maybe a real flower in cheap vase in each room rather than just the same general purpose room they walk into anywhere else, or some other local 'item' that would represent Wilsonville and make the experience different than any other place.
 - Without Chamber manning a Visitor's Center anymore, will there be a city employee devoted to tourism?

WILSONVILLE FUTURE

8. In TEN YEARS what are the most significant additions that you would like to see in Wilsonville in regard to recreation, leisure and tourism?

- 1) Pedestrian bridge 2) Adaptive re-use of the Tauchman House and surrounding property.
- 1) bicycle-pedestrian bridge over the Willamette; 2) an aquatic center with unique enough features to make it a draw; 3) a convention center emphasis (come spend money)
- A horse venue near town to host major west coast horse events - locate on southern Langdon Farms, market as the major Equestrian Competition facility on the west coast. Turn Memorial Park into great baseball and soccer fields for hosting competitions, athletic camps and other sports attractions.
- A new bicycle/pedestrian/emergency vehicle crossing of the Willamette river is essential. This could connect the city with the surrounding communities like nothing else could. I would also like to see the area on the south side of the river near the marina developed more to include kayak rentals, and perhaps a restaurant.
- A performing arts center and theater.
- Again, a big event for the city to hang its hat on.
- An actual and for real emphasis on tourism, and its encouragement. I've lived here many years and have never been aware of ANY efforts in this direction until this current effort.
- An Arts Wellness Center to be built housing a theater auditorium, Gallery space, and swimming pool.
- An equestrian center that accommodates hunter/jumpers, dressage, eventing, western cutting & reining, etc.
- bike-ped bridge, aquatic center, conference-event center, riverside park development
- Bridge over Willamette. A community center with pool and entertainment venues for the arts and possibly for small conventions would be a real asset.
- Central arts and culture center.
- City pool and skateboard park

-
- Develop a quiet and attractive connection with the River at Boone's Ferry (and across the river!), with accompanying shops, restaurants, and connections to the French Prairie area
 - More ball fields and basketball courts for tournaments Activities on the river
 - More diverse shopping. Sports complex for competitive teams as a regional draw. Public pool or water park.
 - Multi Purpose Building housing an Arts Center and Conference Center. Old Town Enlargement.
 - Some river activity.
 - To get an identity.
 - Utilize the river.

9. In TEN YEARS when speaking to people outside of Wilsonville, what is it that you would like to say with greatest pride about the city as a place to visit?

- A beautiful river town full of surprises, Great shopping good restaurants . River access
- Great place to stay, shop, eat and play: The gateway to greater bike, river, agri, wine and Heritage - Make Wilsonville your base camp for your Next Adventure!
- Historic Wilsonville, since the days of The Oregon Trail, has been the gateway to the Willamette Valley.
- "Have you seen the new bridge? It's beautiful, and allows people to bike all the way up the Willamette Valley! Also I love the way they've redone the Old Town Neighborhood with several cute shops, and great new restaurants."
- It learned how to change from a suburb to a destination.
- It's a great place to live!
- It's the perfect gateway to beer, wine, heritage , and cycling.
- Low crime, friendly people, very clean and welcoming.
- Safe walking routes and free bus service to access the great restaurants from the hotels/motels. Central location for urban events in Portland and recreational activities in the valley.
- That we are a city right next to large metro area with all its advantages, but the small town feel and atmosphere. That as visitors they would feel valued and welcomed in our town as different from just having had a 'standard' hotel room, no info on what to do, no services developed on their behalf, etc.
- There is a lot to do in Wilsonville.
- We have continued to have a quality city here!
- What makes Wilsonville a great place to stay as a visitor is what makes it a great place to live--safe, friendly, convenient, with lots to do and enjoy within easy reach.
- Wilsonville has great cultural facilities and parks ,and schools to raise children and enjoy the cultural amenities
- Wilsonville is a great place to live, work and recreate.

10. The following statement represents the current tourism vision for Wilsonville. In what ways do you consider this statement should be changed or updated to make it Wilsonville's 2024 tourism vision?

Vision:

In 2015, Wilsonville with a family-oriented and culturally attractive town center and Boone's Landing Heritage Area, is the premier corporate, group meeting and leisure recreation venue in the Willamette Valley between Portland and Salem.

- Add or exchange "French Prairie" for Boone's Landing Heritage area.

-
- Boring - hire a creative advertising person or ask for local volunteers - Hi tech and Horses need to be part of the vision
 - Does not sing. This is better: Wilsonville is the perfect basecamp for your Willamette Valley Adventure: Stay, eat, shop here, so you can ride, wine, see, hike, paddle and play in our the natural beauty of the wonderful Willamette Valley."
 - First of all, I've never read or even heard of this before. If there is anything 'current' in this as a current goal, this is one area the City has not communicated very well. I hae no idea how to intrepet what the "attractive town center" or the "Boone's Landing Heritage Area" even is/are! I live what's known as Old Town, and have been active in Old Town, but I have not heard word one about a "Bonoes's Landing Heritage Area." Other comments - Why do we have to stop at Salem. I think Wilsonville has potential of outoding Salem because of its location close to Portland, the international airport, etc. In short, I love the concept that this statement makes, I question the dedication that the City will put into making it a reality (before or after 2015), but I think it is the number one best way of hugely increasing the econmic potentials of the city!
 - I would drop the references to corporate and group meetings. Without significant growth in hotels and meeting venues, it isn't very realistic. (And I'm personally not convinced it is a desireable demographic to pursue.)
 - It is perfect.
 - It's probably OK as is if some of the things that should have been done get done.
 - Love it.
 - Nice, aggressive vision to have in 2015, but certainly not today.
 - Premier? I wouldn't consider Wilsonville any of that - needs a lot of work to make that happen.
 - Sounds Great!
 - This is not so much an accurate description of the city in 2015 as a vision for what it could be in 2025. But substitute community for town center an Boone's Landing Heritage Area. There is no single town center, but there is a sense of community that stands to be strengthened by more infrastructure and activities that are also inviting to tourism.
 - This statement needs to be updated to reflect new realities. Families are different Wilsonville is too homogeneos . Not enough diversity Why is corporate meetings so important?
 - We are not premier corporate, group meeting or leisure at this time. We need another nice hotel, restaurant group meeting facilities and develop river activity and wine tours along with bus to Spirit Mountain for gambling
 - We don't really have a town center - thus that term needs to be dropped or one developed! 2) In all the years living in Wilsonville, I have no idea what the "Boones Landing Heritage Area" is or refers to - and I live in Old Town near Boones Landing. So the same thing, that needs to be dropped or something developed to be what the term suggests! 3) Considering "the premier corporate, group meeting and leisure recreation venue in the Willamette Valley ..." - Premier? What is the competition for the title? There isn't any. So I don't even really know what this really means. Since right now we don't have ANY corporate or group meeting facilities (outside of what the Holiday Inn can do or what can be done in our larger open parks) this whole concept is totally unrealistic. Unless a huge amount of private resources are going to be attracted to put such facilities in before 2024, I think that the whole thing needs to be totally revamped and worked -- I mean, ".. the premier corporate,group meeting ... venue ..." over what? Woodburn? They don't have any that I'm aware of so the title of "premier" is totally empty and utterly meaningless. Thus my input is that the whole "Vision" needs to be redone. Unfortunately, I don't have time or space here to make a suggestion. I'd be glad to help a group out to work on it.

THANK YOU

11. Would you like to make some additional comments?

- Due to our location, we need to focus on business travelers. For that reason, we need another major hotel.
- I am sincerely impressed that the City is taking this step. I have truly high hopes. With plans like the bicycle-pedestrian bridge, an aquatic center, etc. already in the works, I realize that these things need to be planned from a very big picture point of view -- which government too often doesn't do.
- I think that this is an extremely valuable effort that the City is putting in here. I am concerned however, the obligations of the company AFTER they make their findings/presentation to the City next year. Do they continue to work as equally intently on helping this new VISION become a reality - or do they get paid their check and then just fly off to the next city to work on?????? Indeed, how much devotion is the City going to have with what will come out of this process considering that it will ultimately end up causing the expenditure of a bunch of City dollars!!!!
- I would like to hear and understand the actual objective(s) in the City's tourism development strategy. Why is there a bias towards "tourism" and against other "attractants"?
- In making our town a tourist destination we don't want to sacrifice any of the qualities that make Wilsonville a wonderful place to live and work. There need be no incompatibility in the two goals. In fact they should be pursued as complementary.
- Is there a way to attract/go after some big name events during the summer? It would be great to have a sports event or two to look forward to in our town.
- Really, really really can't stress enough skate park & city pool/community center.
- The City should conduct this program with a series of contractors - no permanent hires, just contractors, organized and administered by The Leo Company.
- The French Prairie Bridge is key to the region's future. It needs to be a priority and may not be as difficult to pay for as most people think. There are many funding sources out there for projects like this, it's just a matter of utilizing them.
- Time to rebrand and get rid of city's "hand and tree" symbol. It worked well for a fledgling town that developed, but it is now dated. We need to rezone Ralph Elligsen's property to bring in needed commercial - a tourist attraction such as Cabelas, an upscale hotel, or perhaps a major department store.
- You've developed one heck of a SWOT instrument - really need to receive broader participation ;-(I have several ideas on how - just ask. [I used to be part of Bonneville Power Administration's Market Intelligence Group so I am very familiar with Strengths-Weaknesses-Opportunities-Threats (SWOT) analyses.]

12. It is NOT necessary to identify yourself. However if you would like to, please add your name and organization here.

- Danny Abrego Portland Reign Photography
- Doris Wehler
- Gary Wappes gwappes@gmail.com
- Greg & Rachel Leo The Leo Company Greg@theleocompany.com (503) 804-6391 A proud supporter of Wilsonville Tourism Development !

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- I am submitting these ideas for Vern Wise since he cannot attend the open house on Oct. 16. Doris Wehler
 - Kathleen Mason Aurora Colony Historical Society
 - Keith Amundson Arts 7 Culture Allianc of Wilsonville
 - Mick Scott
 - Neil Cernitz CERNITZbike
 - Randy Wortman randal.wortman@gmail.com
 - Steve Van Wechel
 - Steven L. Van Wechel - past President Old Town Historical Neighborhood Associaion 25+ year resident of Old Town
 - Suzy Sivyer - 31414 SW Isle Way Lane; West Linn, OR 97068; 503-655-0212 President & Partnering Coordinator of Wilsonville Friends of The Library.

Tourism Development Strategy Task Force

A Tourism Task Force was appointed by the City of Wilsonville and is comprised of the following members. Task Force meetings were held on 24 October and 12 November 2013.

Name	Title	Affiliation
Denny Atkin	Resident	Advertising Director, The Oregonian (retired)
Eric Bohard	Chair	City of Wilsonville Parks & Recreation Advisory Board
Jeff Brown	General Manager	Holiday Inn - South Portland/Wilsonville
Emily Corley	General Manager	McMenamins Wilsonville Old Church and Pub
Bryan Cosgrove	City Manager	City of Wilsonville
Danielle Cowan	Executive Director	Clackamas County Tourism & Cultural Affairs (CCTCA)
Julie Fitzgerald, Chair	City Councilor	City of Wilsonville City Council
John Hanna	Club Manager	Willamette United Soccer Club
Darren Harmon	General Manager	Wilsonville Family Fun Center
Carolyn McCormick	President/CEO	Washington County Visitors Association
Susan Myers	General Manager	Capital Realty Corp.
Chris & Liz Perry	Market Managers	Wilsonville Farmers' Market
Cheryl Snow	Executive Director	Clackamas County Arts Alliance
David Stead	General Manager	Langdon Farms Golf Club
Mary Stewart	President	MARStewart Creative Group
Tonie Tollen	Owner	Tollen Farm
Daphne Wuest	Board Chair	Clackamas County Tourism Development Council

The following staff members assist the taskforce in organizational matters:

Name	Title	Affiliation
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Appendices

Appendix 1: Wilsonville Internet Analysis Report

Appendix 2: The Changing Role of DMOs in the Digital Age

Appendix 3: Positioning Research for Portland: Rain, Hail or Shine

Appendix 4: Oregon Tourism Impacts 1991 – 2012

Appendix 5: Oregon Bicycle Tourism Study

Appendix 6: Municipalities Score Big With Sports Marketing Initiatives

Appendix 7: Sports Travel Industry by National Association of Sports Commissions

Appendix 8: Equine Tourism

Appendix 9: Art and Culture Relationship to Community Character and Sense of Place

Appendix 10: Public Submissions

Appendix 11: Resources and Publications

Appendix 12: Wilsonville Parks Survey 2013

Appendix 13: DMO Organizational and Financial Profile Study 2013