

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Wednesday, February 10, 2021

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/82931774966>



### VOTING MEMBERS

**Brian Everest**  
Tasting Room Manager,  
Vitis Ridge Winery

**Darren Harmon**  
General Manager,  
Family Fun Center

**Al Levit**  
Former Commissioner,  
City of Wilsonville  
Planning Commission

**Beth Price, Chair**  
Director of Sales &  
Marketing, Holiday Inn  
Portland South

**Brandon Roben**  
CEO, Oaks Park

**Rohit Sharma, Vice Chair**  
Owner, RR Hotels  
Portland LLC

### ADVISORY / EX-OFFICIO MEMBERS

**City of Wilsonville**  
City Councilor Charlotte  
Lehan, Council Liaison  
Michael McCarty, Parks &  
Recreation Director  
Brian Stevenson,  
Community Services  
Manager (designee)  
Erica Behler, Parks &  
Recreation Coordinator  
(designee)

**Clackamas County  
Tourism & Cultural  
Affairs (TCA)**  
Samara Phelps, Director

**Washington County  
Visitors Association  
(WCVA)**  
Carolyn McCormick,  
President/CEO  
Syke Neal-Finnegan,  
VP/Marketing &  
Communications  
(designee)

**Wilsonville Area  
Chamber of Commerce**  
Kevin Ferrasci O'Malley,  
CEO

### STAFF

Zoe Monahan,  
Assistant to the City  
Manager  
Mark Ottenad,  
Public/Government Affairs  
Director

### TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC  
Bridget Baeth, Principal  
Ryan Millard, Associate  
Advisor  
Genny Boots, Advisor

- |   |             |
|---|-------------|
| <b>1. Welcome</b>   | <b>1:00</b> |
| a. Committee members and guests introductions   |             |
| <b>2. Committee Business and Updates</b>  | <b>1:10</b> |
| a. Approve TPC Meeting Minutes of October 13, 2020 *  |             |
| b. Review / approve FY2021-22 1/5-Year Action/Implementation Plan *                           |             |
| • Budget notations  |             |
| c. Committee Vacancy for Recruitment:   |             |
| • Position #3, three year term Formerly held by Jeff Brown                                    |             |
| d. Regional Tourism updates (Washington County Visitors Association and Mt. Hood Territories) |             |
| • Clackamas County – OMHT   |             |
| • Washington County – WCVA  |             |
| <b>3. Jay Ray Tourism Promotion Updates</b>   | <b>1:55</b> |
| <b>4. Tourism Promotion Program &amp; City updates</b>  | <b>2:30</b> |
| e. Arts, Culture and Heritage Strategy implementation   |             |
| • Arts and Culture Commission formation   |             |
| f. 2021 Legislative Update  |             |
| g. December 2020 City Restaurant COVID-19 Business Assistance Grant Program                   |             |
| h. Member Updates   |             |
| <b>5. Next Meeting</b>  | <b>2:55</b> |
| i. Doodle poll for a April meeting date   |             |
| <b>6. Adjourn</b>   | <b>3:00</b> |

\* *Materials in packet*

Due to physical distancing requirements, the meeting is being held online via Zoom.

To submit public comments, please email [monahan@ci.wilsonville.or.us](mailto:monahan@ci.wilsonville.or.us) by February 8, 2020 at 12:00pm.

Time frames for agenda items are not time certain (items may be considered earlier or later than indicated.)

# Wilsonville Tourism Promotion Committee

## DRAFT MEETING MINUTES

Tuesday, October 13, 2020 • 1 – 3 pm

Zoom Virtual Meeting

### 1. Welcome

**a. Voting members attending:** Chair Darren Harmon, Al Levit, Vice Chair Beth Price, Brandon Roben, Rohit Sharma and Brian Everest.

**Ex-officio members, staff, consultants and guests attending:** City Councilor Charlotte Lehan, Zoe Monahan, Mark Ottenad, Kevin O'Malley, Sylke Neal-Finnegan, Brian Stevenson, Samara Phelps, Ryan Millard, and Bridget Baeth.

### 2. Committee Business and Updates

**b. Approve Prior Meeting Minutes of May 19, 2020.** Committee members reviewed the meeting minutes and approved the minutes as presented unanimously.

**c. Open Positions for Appointment:** Chair Harmon reviewed open position for appointment, including Position #3, formerly held by Jeff Brown.

Chair Harmon also welcomed new committee member Brian Everett. He will fill position 6. Mr. Everest shared his background with the committee and expressed his joy to be joining the committee.

Staff intends to continue recruitment for position #3 as appropriate due to the continued impacts on businesses due to the COVID-19 pandemic.

#### d. Chair and Vice Chair appointments

At the first meeting each Fiscal Year, the committee selects a Chair and Vice Chari. Chair Harmon was not interested in continuing to serve as Chair since he needs to focus all of his attention on running Bullwinkle's.

Beth Price was nominated to serve as chair and the committee unanimously appointed her.

Rohit Sharma was nominated to serve as the vice chair and was unanimously appointed by the committee.

### 3. JayRay Updates

#### d. Quarterly Update

Bridget Baeth and Ryan Millard walked the committee through the Quarterly Report. They pointed out key elements including an increase in social media followers. This is significant since they have not been boosting the posts or paying to increase the reach of the posts. JayRay post 2-3 times a week which is less than originally planned. The current focus is on local travelers. This allows them to share with family and friends who could visit and stay in a local hotel in the future.

The consultant team has done a considerable amount of work to update the website, prepare for the photoshoot and try to identify packages. They outlined how they have been making updates to the website and identify places for the photoshoot to increase the promotional photos Explore Wilsonville owns the rights too. The photos and pictures will allow us to be better positioned when we can actively promote travel again. The website updates, shared at the last meeting, will also make the site easier to use and allow visitors to find promotions, pocket trips, and other earned media when they start to plan their future travel to Wilsonville.

#### e. Photoshoot

Bridget Baeth informed the committee that Genny Boots of JayRay was traveling to Wilsonville for the local photoshoot which will take place Oct 14-16. Each day is filled with pocket trip locations and area restaurants. There are a number of local models who will participate. The pictures will be used for current and future advertising. Explore Wilsonville will own the rights to all of the new photos.

#### **4. Regional Updates**

##### **g. Reports from Clackamas County and WCVA**

Sylke Neal-Finnegan started off with an update from Washington County Visitors Association (WCVA). There was an increase in hotel stays in August due to the wildfires but overall there is still a decrease in comparison to last year. Samara Phelps, Mt. Hood Territories, informed the committee that their experience has been similar.

#### **5. Tourism Promotion Update**

##### **f. Hilton Garden Inn**

Vice Chair Rohit Sharma provided an overview of the new hotel. The presentation provided a sneak peak at the hotel amenities.

##### **g. Holiday Inn South Portland - Wilsonville**

Chair Beth Price provided an update to the committee on the new renovations that have been underway at the Holiday Inn South Portland.

#### **6. Adjourn**

The meeting adjourned at 2:45 pm. Next meeting will be scheduled in the winter.

Respectfully submitted by Zoe Monahan on December 23, 2020.



# FY 20/2021 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



**DRAFT - February 5, 2021**

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### Attachment:

1. JayRay 2020 Annual Report **(Date XX, 2021)**

## A. Introduction

The Wilsonville Tourism Promotion Committee on **April XX, 2021**, recommended for adoption to the City Council the fifth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2021/22. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus time period.

Members of the committee have worked diligently to advance the objectives of the City Council as outlined in the past year’s FY 2020/21 Five-Year Action Plan and Annual One-Year Implementation Plan as provided for under the authority of Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program; and the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

## B. Tourism Promotion Committee Members

Supported by the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of 12 members total, with seven voting positions and five ex-officio advisory positions, as established by Resolution No. 2541, sorted descending alphabetically by last name.

### The seven voting members of the committee include:

- **Brian Everest:** Manager at Vitis Ridge Winery in Silverton. Appointed in October 2020 to Position No. 6 with a term ending 6/30/21.
- **Darren Harmon:** General Manager of Family Fun Center; reappointed to Position No. 5 in August 2018 to full three-year term ending 6/30/21.
- **Al Levit:** Retired resident, former bike club coordinator and former City of Wilsonville Planning Commissioner; reappointed to Position No. 4 in on July 1, 2020 to full three-year term ending 6/30/23
- **Beth Price, Chair:** Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville; appointed mid-term in March 2019 to Position No. 7 with term ending 6/30/2021.
- **Brandon Roben:** CEO of Oaks Amusement Park, Portland; reappointed mid-term in July 2019 to Position No. 2 with term ending 6/30/22.
- **Rohit Sharma, Vice Chair:** Owner, RR Hotels Portland, LLC; appointed mid-term in March 2020 to Position No.1 with term ending 6/30/22.
- **Vacant:** Position No. 6 previously held by Jeff Brown, General Manager, Hotel Eastlund

### The committee includes five non-voting, ex-officio advisory members composed of:

- **Clackamas County Tourism and Cultural Affairs**, dba Oregon’s Mt Hood Territory: Samara Phelps, Executive Director.
- **Washington County Visitors Association (WCVA):** Carolyn McCormick, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.
- **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO

- **City of Wilsonville Parks and Recreation Department:** Mike McCarty, Director, or designee Brian Stevenson, Recreation Manager; or Erica Behler, Recreation Coordinator.
- **City of Wilsonville City Council:** Councilor Charlotte Lehan, who also serves as the City Council liaison to the committee.

### C. Committee Meetings

The committee will meet on four occasions in FY 2019/20, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on Oct. 13, and Dec. 17, 2020 and Feb. 10 and April XX, 2021.

### D. Advancing Tourism Development Priorities

The committee continued to work on the Top-16 priorities, as determined by the committee during the first year of work during FY15/16, of 50 total potential ‘actions for success’ outlined in the *Tourism Development Strategy* adopted by Council in May 2014.

#### **Tourism Development Strategy: Top Priorities and “Themed Issues” for Additional Work**

Strategy No.	Strategy Title / Description
1.1	Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now Explore Wilsonville. <i>[Create the organizational framework]</i>
1.3	Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).
1.5	Review Wilsonville Tourism Grants Program.
1.7	Initiate ongoing partnership and relationship-building programs.
2.1	Develop a destination branding strategy for Wilsonville.
5.1	Establish a stand-alone Wilsonville tourism website.
5.2	Introduce an ongoing internet marketing campaign.
5.3	Develop social media programs relevant to key markets.
5.4	Develop database and email marketing programs.
5.5	Optimize the online use of video.
5.6	Optimize linking strategies.
5.11	Develop and maintain a library of high-quality images and videos.
5.12	Optimize the use of website and social media analytics.
5.13	Develop an active content management and co-op marketing program.
5.14	Increase public awareness of the benefits of tourism.
5.16	Conduct ongoing visitor-satisfaction research.

### E. Past Year’s Accomplishments, FY 2020/21

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2020/21 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2825 on June 15, 2021.

Following is an accounting of accomplishments achieved towards meeting FY 20/21 objectives.

- **Recruit to fill all voting positions for the Tourism Promotion Committee.**

In October 2020, Mayor Tim Knapp appointed with Council consent Brian Everett to Position No. 3.

- **Elect chair/vice-chair leadership positions.**

Beth Price, previous vice-chair, was elected as Chair and Rohit Sharma as Vice Chair during the first meeting of the new fiscal year in October 2020.

- **Committee continues to oversee tourism grant programs.**

The committee continues to oversee the tourism grant program although the committee did not meet to review tourism grants in 2021 due to the ongoing Covid – 19 pandemic. Staff has recommended that Tourism Grant funding be budgeted for FY 2021-2022.

- **Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion Marketing Plan.**

JayRay provided social media posts three times weekly to encourage people to “recreate responsibly”. The posts have promoted outdoor activities, Parks and Recreation programming and local businesses that have remained open. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville now and explore Wilsonville when they feel comfortable doing so.

The overall marketing effort was reevaluated on a constant basis as the COVID-19 pandemic evolves, with three levels of promotional engagement by fiscal quarter: low-activity, ramp-up and back-to-normal. However, longer-term projects are planned to continue as may be feasible, including website re-design and content modifications, building the library of copyright-free authentic images and videos, and monitoring marketing conditions and providing updates to the committee. JayRay has implemented matrix for work product that is provided in their reports to the committee.

- **The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.**

Staff worked with the Tourism Promotion and Destination Marketing Consultants to increase the operation of ExpoloreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified and updated photos were added.

- **Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.**

The pocket trips continue to be promoted on the ExploreWilsonville.com website. JayRay has proposed updating the pocket trips itineraries. They will focus on ten types of travelers such as outdoors, wineries or family fun. JayRay has focused on increasing the social media posts and growing the number of social media followers.

The tourism website, ExploreWilsonville.com, has continued to be revised and updated. The Tourism Promotion and Destination Marketing Consultant contractor has made significant updates to the homepage by adding a colorful geographic map to showcase our location and the many day trip options around us. The consultant continues to make updates to the website to make it more user friendly and appealing to visitors.

The Tourism Promotion and Destination Marketing Consultant contractor also organized a three-day photoshoot in and around Wilsonville to create an updated inventory of photographs. The photographs feature local parks, restaurants, and hotels. Additionally, nearby attractions in Aurora and Butteville were procured. The pictures will allow us to highlight local attractions and activities during Covid-19 and in the future.

**Committee develops evaluation criteria for Consultant work performance and Benchmark tourism metrics to establish baseline for future quarterly reports.**

The Tourism Promotion and Destination Marketing Consultant contractor subscribes to Smith Travel Research (STR), which provides monthly overnight lodging industry metrics on occupancy and revenue based on aggregated data of participating hotels and motels. The decided to continue obtaining STR data for Wilsonville lodging properties but decided not to continue to obtain the Troutdale data. The consultant did not find it useful to compare data especially during a time that there is a limited budget, due to the Covid-19 pandemic.

The Tourism Promotion and Destination Marketing Consultant contractor uses a set of metrics to be tracked over time.

• **Continue tourism promotional programs are implemented with key partners.**

The Tourism Promotion and Destination Marketing Consultant contractor is working with regional/state tourism partners for marketing promotion efforts, including Travel Oregon, Travel Portland, Travel Oregon, Willamette Valley Visitors Association, Clackamas County Tourism and Cultural Affairs (dba Oregon’s Mt. Hood Territory) and Washington County Visitors Association. These joint efforts include purchase of print and online advertising and sharing of travel research.

The Tourism Promotion and Destination Marketing Consultant updated the attraction information on the advertisement at the Interstate 5 French Prairie northbound rest area.

The Tourism Promotion and Destination Marketing Consultant contractor worked with Parks and Recreation Administration staff to develop fulfillment procedures for lead requests that involved mailing Pocket Trips brochures and responding verbally and in writing to visitor-information requests.

• **Committee develops and recommends to City Council for adoption the update to the FY 21/22 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee developed and recommended on **April XX, 2021**, to City Council adoption of the FY21/22 update to the tourism business plan formally named the FY21/22 Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”).



## F. Five-Year Action Plan for Tourism Development: FY2021/22 – FY2025/26

The longer-range five-year plan recommended by the committee focuses on developing the organizational infrastructure, advancing the marketing/promotion program for Explore Wilsonville tourism-development efforts, and researching larger study-efforts to advance tourism.

This sixth, rolling annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections’—especially given the COVID-19 pandemic—the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

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Year 1  
FY 2021/22

### 1. Conduct Tourism Promotion Committee Business

- **Leadership, Meetings:** Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.
  - **Tourism Grant Programs:** Committee continues to oversee City and County tourism grant programs.
  - **Business and Marketing Plans:** Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan that the committee monitors implementation. The Committee develops and recommends to City Council for adoption the update this business plan as the new FY21/22 Five-Year Action Plan and Annual One-Year Implementation Plan.
  - **Request for Proposal (RFP):** An RFP may be needed to continue contract services with a Tourism Promotion and Destination Marketing Consultant.
  - **Staffing Resource:** Committee to consider in conjunction with City Council and management potential addition of dedicated staffing for tourism and cultural affairs, as per recommendation of *Tourism Development Strategy* and pending *Arts, Culture and Heritage Strategy*. Related to staffing or organizational development, committee to discuss potential evolution to independent, nonprofit Destination Marketing Organization (DMO) as called for in the *Tourism Development Strategy*.
- ### 2. Implement the FY22/23 Tourism Promotion Program:
- Committee finalizes evaluation criteria for Consultant work performance and Benchmark tourism metrics to establish baseline for future quarterly reports. The visitor profile study (item G 3.1) summer and winter survey report results are analyzed with consideration given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey.
- ### 3. Advance Study Effort for City to Enhance Tourism Development:
- If the COVID-19 pandemic comes to pass timely, consider rekindling the potential RFP for proposed year-round event facility with potential lodging addition.
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However, the committee may wish to consider other study efforts, including a potential update to the *Tourism Development Strategy*.

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**Year 2  
FY 2022/23**

- Potential new staff position works with Tourism Promotion and Destination Marketing Consultant contractor to advance Tourism Promotion Program.
- New tourism promotional programs are implemented with key partners.
- Two recommended studies are now integrated into one: Feasibility study for a year-round, multi-purpose facility (item G 3.2) and a hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project (item G 3.4).

**Year 3  
FY 2023/24**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.
- Commence the destination marketing strategy plan (item G.3.3)

**Year 4  
2024/25**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Website is further refined and major marketing promotion continues.
- New tourism promotional programs are implemented with key partners.
- Committee recommends to Council to advance formation of nonprofit DMO.

**Year 5  
2025/26**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
  - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO called “Explore Wilsonville”; creates bylaws.
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## **G. Annual One-Year Implementation Plan: FY21/22, July 2021 – June 2022**

The sixth, rolling one-year implementation plan seeks to advance the top priorities of the larger five-year action plan. Next fiscal year's work plan is segmented into three main sections:

- 1. Conduct Tourism Promotion Committee Business:** The committee executes all Council-mandated activities, including:
  - **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
  - **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
  - **Tourism Grant Programs:** Oversee the application process and grant awards of the tourism grant programs, including the City Community Tourism Grant Program and Clackamas County Tourism Community Partnership Program. This assumes that the COVID-19 pandemic has come to pass and regular public programming occurs.
  - **Business and Marketing Plans:** Work with staff and consultant to draft for City Council adoption an updated version of the Five-Year Action Plan and Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY21/22. The full, complete FY21/22 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant, at a later date due to the uncertainty and timing of the COVID-19 pandemic, likely requiring a review of the new tourism landscape. The overall marketing effort is to be reevaluated on a constant basis as the Emergency evolves, with three levels of promotional engagement by fiscal quarter: low-activity, ramp-up and back-to-normal. Current expectations are for additional quarters of low-activity, followed by implementation of ramp-up phase as businesses re-open to host visitors and then the back-to-normal level of activity.
  - **Staffing Resource:** An *Arts, Culture and Heritage Strategy* is commencing as part of the 2019-21 City Council Goals adopted on May 20, 2019, that reflects a City Council interest in creating a staff position tentatively called Tourism and Cultural Affairs Coordinator in the Parks and Recreation Department. This new position would assume extra duties carried by current staff and provide additional horsepower for Wilsonville tourism and related cultural affairs. Specifically, duties for the new position could include staffing the Tourism Promotion Committee and a potential Arts and Culture Commission; managing the tourism grants process; working more intensely with the Tourism Promotion and Destination Marketing Consultant contractor to extend work-product impact; and interacting with local businesses and regional/state/international cultural-exchange and Sister City organizations and tourism partners to further relationships and create new promotional campaigns that generate economic activity in the Wilsonville area. The committee works with staff and City Council Liaison to refine a position description and job duties for a potential Tourism and Cultural Affairs Coordinator position for consideration by management to be added in the FY22/23 budget cycle.
- 2. Implement the FY21/22 Tourism Promotion Program:** The committee works with staff of the City Manager's Office and Parks & Recreation Dept. and Tourism Promotion and Destination Marketing Consultant contractor to advance both the larger FY21/22 Five-Year

Action Plan and Annual One-Year Implementation Plan and the more specific FY21/22 Tourism Promotion and Destination Marketing Plan.

Specific components of the FY21/22 Tourism Promotion Program include:

- **Target Marketing Refinement:** Refining as needed the marketing promotional elements and online/Internet website products and processes. Send regular e-newsletters, create a new marketing content strategy and encourage signups on social media. Package offerings and promotions will be explored to increase social followers and hotel bookings.
- **Focused Day Trips:** Focusing sets of themed “Pocket Trips,” with clear information about their proximity to Wilsonville and map routes. “Pocket Trips” are to achieve stronger brand positioning and a focus on being in “the middle of it all.”
- **Performance Metrics:** Refining the specific metrics/evaluation criteria to gauge effectiveness of tourism marketing efforts.
- **Public Awareness:** Cultivating increased local residents’ knowledge and interest in learning more about local attractions and the value of tourism to the economy and community-development efforts. Identify Wilsonville’s brand position and the “why Wilsonville” that resonates with locals and builds brand ambassadors.

The proposed Tourism Promotion budget for FY21/22 is consistent with the FY 20/21 budget due to Covid-19:

Tourism Promotion and Destination Marketing Contract	\$ 100,000
Community Tourism Grants Program	25,000
TOTAL Tourism Promotion Budget FY20/21	<u>\$ 125,000</u>

The committee recognizes, however, that the COVID-19 pandemic that has resulted in stay-at-home orders that depress travel and transient lodging tax collections and the shuttering of most tourism-related and hospitality businesses. Due to both restrictions on travel and declines in transient lodging tax revenues that fund the tourism promotion program, the Tourism Promotion and Destination Marketing Consultant contract will continue to be reduced to \$100,000 for FY21/22.

Additionally, the City Council has directed staff add \$15,000 to the FY 21-22 administration budget to fund the City’s membership dues of \$15,000 to participate in the Willamette Falls and Landing Heritage Area Coalition. This coalition is supporting the congressional designation of a national heritage area. The coalition includes the Cities of Lake Oswego, West Linn and Oregon City among other organizations. This will be an excellent addition to the City’s tourism efforts.

At this time the Community Tourism Grant Program funds, which were not disbursed via the grant program in FY20/21 and redirected, are scheduled to be continued in FY21/22. Similar to other tourism budget items, these funds are subject to COVID-19 pandemic redirection.

## **H. Components of FY20/21 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to the 2014 Tourism Development Strategy**

Following are more details on the top priorities summarized above for FY20/21 Tourism Promotion Program in relation to the *2014 Tourism Development Strategy's* Top Priorities and “Themed Issues” for Additional Work listed on page 3.

### **1. Tourism Promotion Committee Business**

**1.1 Staffing/Contractor Resource:** In order to advance components of the Explore Wilsonville tourism development strategy and the Plan, the committee continues advancing work with staff of the City Manager’s Office and Parks & Recreation Dept. to examine a potential new Tourism and Cultural Affairs Coordinator position and to collaborate with the Tourism Promotion and Destination Marketing Consultant contractor to advance the tourism promotion program. The committee may seek to discuss how a City-staffed program could evolve into an independent Destination Marketing Organization.

*Authority for recommendation:* *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1:* Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now known as Explore Wilsonville. [Create the organizational framework]

**1.2 Budget Allocation:** The City reduced the funding for tourism promotion considerably due to the Covid- 19 pandemic. The budget was \$125,000 for FY 20/21 for the Tourism Promotion Marketing Plan and the Community Tourism Grant Program.

*Authority for recommendation:* *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.3:* Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).

**1.3 Tourism Grants Programs:** The committee has successfully assumed responsibility from the Parks & Recreation Advisory Board over the past four years to oversee the City’s Community Tourism Matching Grants Award Program and Clackamas County’s Community Partnership Tourism Grants Program, with assistance from Parks & Recreation staff.

During FY 19/20, the grant cycle was put on hold due to the pandemic. It did not appear to be appropriate to offer grants for programs and projects, which could not meet the Governor’s Covid-19 gathering restrictions. The grant process will be on hold, again in FY 20/21 since it is still unclear when the Governor’s orders will be lifted. Staff has included funding in the FY 21/22 budget request to continue the program.

*Authority for recommendation:* *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.5:* Review Wilsonville Tourism Grants Program.

### **2. Implement the FY 20/21 Tourism Promotion Program**

**2.1 Tourism Branding Strategy:** The Tourism Promotion and Destination Marketing Consultant contractor has developed an Explore Wilsonville tourism branding strategy. New research information may lead to modifications to the larger, over-arching tourism branding strategy that control key messages, marketing content and design and the look and feel of other promotional advertising products for print or online media.

***Authority for recommendation:** Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1: Develop a destination branding strategy for Wilsonville.*

**3.2 Destination marketing strategy plan:** The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City's larger branding strategy in order to maximize branding integration and marketing expenditures. The committee recommends advancing this study during FY21/22 if funds become available.

***Authority for recommendation:** Wilsonville Tourism Development Strategy, May 2014, Action Item 4.9: Support the development of all-weather, multi-purpose playing fields for sports tournaments.*