

Wilsonville Tourism Promotion Committee

MEETING AGENDA

April 5, 2016 • 3:30 pm – 4:30 pm

Arrowhead Creek Room, Second Floor
Wilsonville City Hall

VOTING MEMBERS

Jeff Brown, Chair
General Manager,
Holiday Inn
Wilsonville

Darren Harmon
General Manager,
Family Fun Center

Al Levit, Vice Chair
Bike Club
Coordinator;
Wilsonville Planning
Commissioner

Kathleen Mason
Community Relations
Manager, Aurora
Colony Historical
Society

David Stead
General Manager,
Langdon Farms Golf
Club

Elaine Swyt
Principal,
Mediaphysics;
Wilsonville Parks &
Recreation Advisory
Board Chair

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor
Charlotte Lehan,
Council Liaison
Stan Sherer, Parks &
Recreation Director
Brian Stevenson,
Parks & Recreation
Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Danielle Cowan,
Director
Jim Austin,
Community
Relations Lead
(designee)

**Washington County
Visitors Association
(WCVA)**
Carolyn McCormick,
President/CEO

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

STAFF

City of Wilsonville
Mark Ottenad,
Public/Government
Affairs Director

- 1. Call to Order; Welcome & Introductions** **3:30**
 - Jeff Brown, Chair
- 2. Organizational Matters** **3:35**
 - Re-cap of last meeting — Meeting notes of March 1 *
 - Committee appointments: Scheduled for June 6
- 3. Tourism Plan at City Council** **3:40**
 - Staff Report and Draft Plan for April 4 presentation at City Council Work Session *
 - Review of April 4 work session presentation with City Council about recommendations of Draft Tourism Plan
 - Modify plan as needed; approve any modifications as Committee recommendation to City Council
 - City Council Adoption of final revised Plan: Mon, April 18, 8 pm (approximate timeframe)
- 4. Tourism Grant Programs Updates** **4:15**
 - Results of City “Community Tourism Grant Program” grant awards by Parks & Recreation Advisory Board on March 10*

* indicates relevant material in meeting packet

Wilsonville Tourism Promotion Committee

MEETING NOTES

Tue., March 1, 2016 • 10 am – 12 pm

Willamette River Room
Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Al Levit, Vice Chair; Darren Harmon; David Stead; and Elaine Swyt. **Excused:** Kathleen Mason.

Ex-officio and guests: City Councilor Charlotte Lehan; Jerry Greenfield, Planning Commissioner; Lynette Hansen; Kevin O'Malley; Mark Ottenad; Suzy Sivyer; and Brian Stevenson.

2. Organizational Matters

Re-cap of Last Meeting: Committee members reviewed the meeting notes of Feb. 16, 2016.

Meeting agendas: Councilor Lehan requested that meeting agendas list the names of committee members and support staff.

Committee recruitment/positions: Mark Ottenad noted that committee member Margaret Usher of World of Speed Museum was no longer with the organization, which created a vacancy in Position #7 with a term ending 6/30/18. Chair Brown noted that two hospitality and tourism managers he had thought of as candidates were either not interested or no longer employed at the business in Wilsonville.

Guest Lynette Hansen indicated that she was interested in participating as a member of the committee to fill the vacant position. Lynette Hansen serves as the HR Manager for the 'parent affiliated' company of World of Speed Museum, Midway LLC, and previously had been a corporate travel planner

Mark Ottenad also noted that Positions #1 and #2 have term ending 6/30/16; he stated that at the outset of the formation of the committee, that the positions' terms were staggered so that members terms would expire at various times rather than all at once. Regular terms of the committee are for three years.

Elaine Swyt indicated that she intended to re-apply for the position on the committee. Subsequent to the meeting, Kathleen Mason indicated an interest in re-applying for the position also.

3. Draft Tourism Plan Recommendation to City Council

Committee members began the process to review and discuss elements of Draft 2 of Five-Year Action Plan and Annual One-Year Implementation Plan, including reviewing a list of items for discussion. Mark Ottenad noted that he had updated Draft 1 with comments and feedback received to produce the new Draft 2.

Al Levit suggested removing from the Plan Strategy 4.9, “SPORTS Support the development of all weather, multi-purpose playing fields for sports tournaments,” since it was not assigned to a subcommittee for further review, and therefore was not applicable in the Plan. Committee members discussed and agreed, noting that the strategy is contained in the Plan as a committee recommendation to Council.

Committee members reviewed the timeline of Section E, “Five-Year Action Plan for Tourism Development: FY 2016 – 2021,” and sought to advance the timeline on several actions pertaining to Strategy 1.1, “Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville.”

Item in Year 2, “Parks & Recreation staff/contractor begins work on part-time basis on tourism program as outlined in One-Year Implementation Plan,” should be moved up to Year 1.

Item in Year 3, “Parks & Recreation staff/contractor advances to full-time position,” should be moved up to Year 2.

In Year 3, item “Parks & Recreation staff/contractor continues in full-time position,” should be added.

Item in Year 4, “Committee recommends to Council to advance formation of nonprofit DMO,” be advanced to Year 3.

Item in Year 5, “Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO; creates bylaws,” should be moved up one year to Year 4.

Year 5 action item would be to fulfill Strategy 1.1 and actually form the 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville.

Committee members discussed that Section F, “Annual One-Year Implementation Plan: July 2016 – June 2017,” needed to have a brief summary or bullet points of what will happen in Year 1. Right now, Year 1 has a couple of pages of details and would benefit from a summary.

As the committee discussed elements of Section F1, “Organizational Framework / Staffing Resource,” Councilor Lehan wondered if a using an existing part-time staff member with “extra duties as assigned” would move along the work plan at a sufficient rate for the committee. Committee members suggested strengthening the content pertaining to staffing that could include utilizing a contractor who is an expert in tourism.

Committee members discussed Section F2, “Online / Marketing,” and agreed with a number of content edits to Draft 1 suggested by Elaine Swyt from the Marketing Subcommittee’s work. The committee also discussed that a component of Online Marketing should also include development of a content strategy in terms of a schedule for expanding and modifying content, ways that content may be leveraged for increased marketing effectiveness, and related matters.

In discussing Section F3, “Study Efforts for City to Advance Tourism,” committee members reviewed the various recommendations. David Stead suggested that the Visitor Profile study was of greatest priority and should be undertaken first. Committee members agreed.

Committee members suggested to modify Section F3 study recommendation regarding all-weather playing fields to include “other recreational and entertainment activities” in addition to sports tournaments.

Committee members discussed a new potential recommendation for Section F3 to advance Strategy 2.1, “Develop a destination branding strategy for Wilsonville,” noting that the committee was unclear how or if the City’s larger branding/logo strategy was relevant to tourism promotion. Elaine Swyt suggested the committee consider recommending to Council that the City should undertake a destination branding strategy that is separate from but complements the City’s larger, umbrella branding strategy. Committee members agreed to add the recommendation to the Plan in Section F3.

Mark Ottenad indicated that he had kept notes on the committee’s discussion of revisions to the Draft Plan, and that he would make the edits and also seek to produce a summary of major edits.

Chair Jeff Brown moved approval of the revised Draft Plan as discussed by the committee; Elaine Swyt seconded the motion. Committee members discussed that assuming the edits were made that yes they supported advancing the Plan to the City Council as the committee’s recommendation to Council. Chair Brown called for the vote: unanimous (vote of 5:0:1).

4. Presenting Plan to City Council – Prospective Dates

Mark Ottenad indicated that the City Manager sought to have the Plan presented to City Council in work session for an initial review and discussion. Mark Ottenad indicated that he had spoken with Chair Brown and Vice Chair Levit, who would both attend the Monday, April 4, 5 pm, City Council Work Session presentation and discussion.

Councilor Lehan said that she thought that the Council would be supportive of the Committee’s recommendations as contained in the Plan. She indicated that Council members might ask questions or seek clarification on certain components.

Mark Ottenad said that he had scheduled the Plan to be presented formally to the City Council for adoption at the following meeting on Monday, April 18, 7 pm. Chair Brown is away on that date; Vice Chair Levit plans to attend; and all committee members are invited to attend to jointly present to the City Council.

5. Tourism Grant Programs Updates

Brian Stevenson presented the results of the Clackamas County Tourism City-administered “Community Partnership Program” grant awards of Feb. 25. Chair Brown said that he and Darren Harmon (along with Elaine Swyt as Parks & Recreation Advisory Board Chair) attended the meeting and found it very interesting. Brian Stevenson also provided a preview of the City “Community Tourism Grant Program” grant awards to be held on Thur, March 10, 4:30 pm, at City Hall. Chair Brown encouraged members to consider attending that grant award session also.



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: April 4, 2016	Subject: Draft Tourism Action–Implementation Plan Staff Member: Mark Ottenad, Public/Government Affairs Director; Stan Sherer, Parks & Recreation Director Department: Administration; Parks & Recreation	
Action Required	Advisory Board/Commission Recommendation	
<input type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input type="checkbox"/> Resolution Information or Direction <input checked="" type="checkbox"/> Information Only <input checked="" type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda	<input type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input checked="" type="checkbox"/> Not Applicable Comments: The Tourism Promotion Committee seeks City Council feedback at April 4 work session on the Draft Five-Year Action Plan and Annual One-Year Implementation Plan, Revised Draft March 1, 2016.	
Staff Recommendations: NA		
Recommended Language for Motion: NA		
PROJECT / ISSUE RELATES TO:		
<input checked="" type="checkbox"/> Council Goals/Priorities	<input checked="" type="checkbox"/> Adopted Master Plan(s)	<input type="checkbox"/> Not Applicable

ISSUE BEFORE COUNCIL

The Tourism Promotion Committee seeks to review and discuss with City Council the first-ever Draft Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy.

BACKGROUND

The City Council adopted Resolution No. 2541 in June 2015, to create the new 12-member Tourism Promotion Committee composed of seven (7) voting members drawn from the area hospitality and tourism industry and five (5) ex-officio members who provide expertise, advice and assistance to the committee.

One of the tasks that the City Council requested of the committee through Resolution No. 2541 was the creation of a Five-Year Action Plan and Annual One-Year Implementation Plan (“Plan”) that is to be updated annually. The Plan is to describe the actions needed over the next one to five

years to implement the “Visit Wilsonville” Tourism Development Strategy adopted by Council in May 2014.

Tourism Promotion Committee Chair Jeff Brown, General Manager of Holiday Inn Wilsonville, and Vice Chair Al Levit, a Bike Club Coordinator and Wilsonville Planning Commissioner, plan to appear on behalf of the committee at work session to review the Plan with City Council.

SUMMARY OF PLAN

The Plan reviews the work results to date and specifically makes a set of recommendations to be executed in Year One that seek to implement a longer-range five-year components of the larger Tourism Development Strategy.

The one-year implementation plan seeks to advance the top priorities of the larger five-year action plan. The first-year work plan is segmented into three main sections:

- 1. Organizational Framework / Staffing Resource:** The committee seeks to have a dedicated human resource as staff or contractor for tourism development and promotion in order to advance the Strategy and the implementation/action plan.

The committee also intends to assume responsibility for overseeing the tourism grant programs in Fall 2016.

- 2. Online / Marketing:** The Committee seeks to have the staff or contractor focus on online/Internet website products and processes as a primary task that the Strategy identified as a top priority and the committee strongly supports.

Creating an authoritative website for Wilsonville tourism was one of the top recommendations of the Tourism Strategy. Such an online product can also complement City efforts to advance business recruitment and to welcome new residents.

- 3. Study Efforts for City to Advance Tourism Development:** The committee makes four specific recommendations to the City Council for study efforts to advance tourism:

- Visitor profile study.
- Feasibility study for an all-weather/indoor, multi-purpose playing fields facility for sports tournaments and other recreational/entertainment purposes.
- Destination marketing strategy plan.
- Hotel/conference center study as part of Town Center Master Plan redevelopment project.

The longer-range five-year plan shows an increasing workload and level of activity, progressing towards the launch of the recommended nonprofit Destination Marketing Organization (DMO) to be named “Visit Wilsonville.” In the meanwhile, the City’s Park & Recreation Department will be doing business as “Visit Wilsonville,” a label that is reserved as both an assumed business name and dot-com website.

EXPECTED RESULTS

City Council provides feedback to the Committee on the Draft Plan and any suggested modifications at the work session in preparation for formal adoption of the Plan at the April 18 City Council meeting.

Once City Council adopts the Plan, staff will look in detail at the specific recommendations to develop plans and cost estimates for further review by the committee and City Council as may be needed. For example, some of the studies recommended need further clarification and research in order to have an accurate sense of a scope of work and potential budget.

CURRENT YEAR BUDGET IMPACTS

A total of \$125,000 was budgeted for tourism promotion in FY2015-16, in addition to \$25,000 for the Community Tourism Grant Program. The City has supported the work of the Committee to-date through existing general fund staff in the City Manager's Office and Parks & Recreation Department.

FINANCIAL REVIEW / COMMENTS:

Reviewed by: S. Cole Date: 3/22/2016

LEGAL REVIEW / COMMENT:

Reviewed by: B Jacobson Date: 3/22/2016

COMMUNITY INVOLVEMENT PROCESS

Meetings and materials of the Tourism Promotion Committee have been posted timely online at the City's website, which uses "e-notifier" function to notify interested members of the public who are subscribed to the Tourism Promotion Committee distribution list.

CITY MANAGER COMMENT

A proposal for a new website creates new issues that engage Information Services division. Currently, the City has five separate websites that are not integrated. Adding yet another website may pose number of issues for resolution.

EXHIBIT

- A.** Wilsonville Tourism Promotion Committee: Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, Revised Draft March 1, 2016; including attachments:
- Tourism Promotion Committee, Tourism Subcommittee: Marketing & Web Priorities — Scoping Definition of "Visit Wilsonville" Website, January 2016.
 - Resolution No. 2541, "A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee," June 2015.
 - Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

Wilsonville Tourism Promotion Committee

**Five-Year Action Plan and
Annual One-Year Implementation Plan for the
Wilsonville Tourism Development Strategy**

Revised Draft — March 1, 2016

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 - 3.4 Hotel/conference center study as part of Town Center Redevelopment Plan project

G. Attachments

1. Tourism Promotion Committee, Tourism Subcommittee: Marketing & Web Priorities — Scoping Definition of “Visit Wilsonville” Website, January 2016.
2. Resolution No. 2541, “A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee,” June 2015.
3. Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

A. Introduction

The Wilsonville Tourism Promotion Committee presents to the City Council the first Five-Year Action Plan and Annual One-Year Implementation Plan (“Plan”) for prospective adoption. Members of the committee have worked diligently to advance the objectives of the City Council as outlined in Resolution No. 2541 (2015), which furthers goals and objectives of the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Committee Members

The Wilsonville City Council appointed the seven voting members of the Tourism Promotion Committee in October 2015. Pursuant to Resolution No. 2541, the Committee elected a chair and vice chair in November.

1. **Jeff Brown, Chair:** General Manager of Holiday Inn Wilsonville and member of the Tourism Development Strategy Task Force; Position No. 3, term ends 6/30/17.
2. **Darren Harmon:** General Manager of Family Fun Center and member of Tourism Development Strategy Task Force; Position No. 5, term ends 6/30/18.
3. **Al Levit, Vice Chair:** A retired resident who is a Bike Club Coordinator and serves as a Commissioner on the Wilsonville Planning Commission; Position No. 4, term ends 6/30/17.
4. **Kathleen Mason:** Community Relations Manager for the Aurora Colony Historical Society; Position No. 1, term ends 6/30/16.
5. **David Stead:** General Manager of Langdon Farms Golf Club and member of the Tourism Development Strategy Task Force; Position No. 6, term ends 6/30/18.
6. **Elaine Swyt:** Principal of MediaPhysics and Chair of the Wilsonville Parks & Recreation Advisory Board; Position No. 2, term ends 6/30/16.
7. **Margaret Usher:** Group Sales and Tourism Manager for the World of Speed Museum; Position No. 7, term ends 6/30/18. [Note: this position became vacant in January 2016]

Housed in the City’s Parks and Recreation Department with support from the City Manager’s Office, the Tourism Promotion Committee also includes five non-voting, ex-officio advisory members composed of representatives of:

8. **Clackamas County Tourism and Cultural Affairs**, aka Oregon’s Mt Hood Territory: Danielle Cowan, Executive Director, or Jim Austin, Community Relations Lead.
9. **Washington County Visitors Association (WCVA):** Carolyn McCormick, President/CEO.
10. **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.
11. **City of Wilsonville Parks and Recreation Dept.** Director or designee: Stan Sherer, Director, or Brian Stevenson, Recreation Coordinator.
12. **City of Wilsonville City Council:** Councilor Charlotte Lehan, who also serves as the City Council liaison for the committee.

C. Committee Meetings

The committee met on six occasions in the last quarter of 2015 and first quarter of 2016 to review and discuss the Tourism Development Strategy, prioritize the 50 potential ‘actions for success,’ and devise this plan. Meeting dates were Oct. 29, Nov. 10 and Dec. 17 in 2015; and Jan. 1, Feb 16 and March 1 of 2016; an additional meeting on April 5 has been schedule to review City Council feedback from the April 4 Council work session and approve any modifications needed to the Plan. The Committee had met the minimum requirement of Resolution No. 2541 to meet at least four times in a one-year period.

D. Advancing Tourism Development Priorities

Committee members reviewed and discussed the 50 potential ‘actions for success’ outlined in the Tourism Development Strategy adopted by Council in May 2014. The committee then prioritized strategy components, and focused on the “Year 1 Top Priorities” that were organized into theme issues for further work by two subcommittees, Organizational Structure Subcommittee (A) and Marketing & Web Priorities Subcommittee (B).

Year 1 Top Priorities and “Themed Issues” for Subcommittee Work

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

E. Five-Year Action Plan for Tourism Development: FY 2016 – 2021

The longer-range five-year plan recommended by the committee focuses on developing the organizational infrastructure and marketing/promotion program for the proposed “Visit Wilsonville” Destination Marketing Organization (DMO). The first, annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Year 1 Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections,’ the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

- Year 1, 2015/16**
- Form Tourism Promotion Committee: recruit and appoint members; elect chair/vice-chair.
 - Committee reviews and prioritizes Tourism Development Strategy actions for success.
 - Committee develops and recommends to City Council for adoption the Five-Year Action Plan and Annual One-Year Implementation Plan.
 - Parks & Recreation staff/contractor begins work on part-time basis on tourism program as outlined in One-Year Implementation Plan.

- Year 2, 2016/17**
- Parks & Recreation staff/contractor advances to full-time position.
 - Committee assumes responsibility for tourism grant programs; refines grant criteria; advertises and awards tourism grants.
 - Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection; website construction commences and soft-launch.
 - Website content that includes classified business and events listings, images and thematic experiences is developed; implemented into online website product.

- Year 3, 2017/18**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is refined and major marketing promotion commences that includes advertisements in targeted publications, blogs and other websites.
 - Online transactional services are added to website.
 - New tourism promotional programs are implemented with key partners.
 - Committee recommends to Council to advance formation of nonprofit DMO.

- Year 4, 2018/19**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is further refined and major marketing promotion continues.
 - Online transactional services are expanded on website.
 - New tourism promotional programs are implemented with key partners.
 - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO; creates bylaws.

- Year 5, 2019/18**
- Parks & Recreation staff/contractor continues in full-time position.
 - Committee reviews tourism grant program results, refines criteria as need be, and advertises and awards tourism grants.
 - Website is further refined and major marketing promotion continues.
 - Online transactional services are expanded on website.
 - New tourism promotional programs are implemented with key partners.
 - City with committee forms 501(c)(6) nonprofit DMO called “Visit Wilsonville.”

F. Annual One-Year Implementation Plan: July 2016 – June 2017

The one-year implementation plan seeks to advance the Year 1 top priorities of the larger five-year action plan. The first-year work plan is segmented into three main sections:

1. **Organizational Framework / Staffing Resource:** The committee seeks to have a dedicated human resource as staff or contractor for tourism development and promotion in order to advance the Strategy and the implementation/action plan. The committee also intends to assume responsibility for overseeing the tourism grant programs in Fall 2016.
2. **Online / Marketing:** The Committee seeks to have the staff or contractor focus on online/Internet website products and processes as a primary task that the Strategy identified as a top priority and the committee strongly supports.
3. **Study Efforts for City to Advance Tourism Development:** The committee makes four specific recommendations to the City Council for study efforts to advance tourism:
 - Visitor profile study.
 - Feasibility study for an all-weather/indoor, multi-purpose playing fields facility for sports tournaments and other recreational/entertainment purposes.
 - Destination marketing strategy plan.
 - Hotel/conference center study as part of Town Center Master Plan Redevelopment project.

Following are details on the key components of the proposed one-year implementation plan.

1. Organizational Framework / Staffing Resource

1.1 Staffing: In order to advance components of the “Visit Wilsonville” tourism development strategy and the action-implementation plans, the committee recommends to the City Council to provide human resources in the form of City staff or vendor contract for the fledgling tourism program. While not a slight to current staff who are assigned to tourism as ‘additional duties,’ the top priority for the committee is to obtain a dedicated human resource to do the work on a consistent, methodical basis.

The committee further recommends that the City consider retaining as employee or contract vendor a professional in the tourism-development field who is well-versed in the subject matter and would be able to advance programs with minimal committee oversight. The committee believes that this position could be funded with a portion of the City lodging-tax revenues. In effect, the tourism strategy’s proposed Destination Marketing Organization (DMO) for Wilsonville is the City’s Parks & Recreation Dept. doing business as “Visit Wilsonville.”

Members of the committee have discussed the issue of human-resource assistance with the Parks & Recreation Director, who has indicated a willingness to utilize existing staff resources to be dedicated to advancing the tourism program. The committee understands that the Director is willing to consider a budget request for dedicated staffing or vendor contract when the workload is greater than what can be handled by existing staff. The committee strongly supports having a dedicated staffing resource to advance the tourism promotion program.

The committee has reviewed a number of position descriptions and local-government RFPs for tourism development that could be utilized by City in staffing or contractor recruitment.

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. [Create the organizational framework]

1.2 Budget Allocation: The committee recognizes and appreciates the City’s support of allocating resources for tourism through the transient lodging tax. A total of 44% of the transient lodging-tax revenues has been used for tourism and related visitor services over the past 10 years, FY 2005/06 – 2014/15, and 50% of projected revenues over the next five years, 2016/17 – 2020/21, is dedicated to tourism.

The committee suggests that the City Council may wish to consider dedicating a larger portion of transient lodging-tax revenues over time as specific staffing resources, projects and programs are proposed.

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 Program: The committee seeks to fine-tune the tourism-related grants program that is currently under the aegis of the Parks & Recreation Advisory Board. The committee is well positioned to assume the duties of grant-program review and disbursement with the support of Parks & Recreation staff and the Chair of the Parks & Recreation Advisory Board who also sits on the committee.

The committee proposes with Park & Recreation staff assistance to focus on tourism grant program criteria and cultivate increased tourism awareness among both members of the community and grant recipients. A key element of modifying the tourism grant program will be to encourage visitors from over 50 miles away (state definition of ‘tourist’) that will stay in Wilsonville lodging facilities. Increasing overnight stays is one of the primary goals for the Tourism Promotion Program and Committee, according to Resolution No. 2541.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.5:* Review Wilsonville Tourism Grants Program; *Item 5.14:* Increase public awareness of the benefits of tourism.

2. Online / Marketing

2.1 Tourism Website: The Tourism Development Strategy document called out a primary weakness for Wilsonville tourism promotional efforts: the lack of an “authoritative website” on Wilsonville tourism recognized by Google and other Internet search engines. The committee believes the development of a tourism website and associated marketing efforts is a priority in this upcoming fiscal year.

Increasingly, travelers are using online websites, including social media sites, that work on desktop and mobile devices to obtain information on areas to be visited, as well as to book lodging and other services. Hence, the committee’s focus in the larger marketing realm is on online, Internet media as both an economical way to publish up-to-date content and reach the widest audience feasible.

One of the primary duties for tourism staff is to research and present for committee review is what online website product(s) and features would offer Wilsonville the best value for the money and staff time. A key component of a low-maintenance website is an “administrative backend” that houses a database of content composed of text data-fields and images that allows easy manipulation by non-technical personnel. Current products to be reviewed include the state tourism agency Travel Oregon’s “Orb” online product, as well as the websites of Clackamas County “Oregon’s Mt. Hood Territory” and Washington County Visitors Association (WCVA) “Tualatin Valley dot org.” Other private-sector vendors also offer tourism-focused websites that should be considered.

To advance the critical website marketing tool, members of the committee plan to proceed with a prototype development site that can serve as a discussion tool to flesh-out the approaches City will want to take when contracting for a website product. The Marketing Subcommittee has identified a number of key factors for a website, including target audiences, tourism products being offered, key marketing attributes and assets, additional ways to attract visitors and web traffic and content focused on local attractions with overlap or shared content with other DMOs.

A growing component of Internet-based products features the ability for users to check lodging, vehicle rental and other services’ date-availability and book reservations directly online. Tourism staff would research options for online transactional marketing products and other features as noted below in relation to the tourism website. The results of the tourism website research would then be translated into a Request for Qualifications (RFQ) or Request for Proposals (RFP) that is relayed to various vendors.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.1:* Establish a stand-alone Wilsonville tourism website.

2.2 Content Collection / Organization / Sharing: An important feature for marketing efforts is the ability to use copyright-free content—including text, images and videos—that may be utilized and shared freely or as desired without additional overhead royalty and license expenses. Considerable effort is required to acquire and catalog area attractions, features, etc., that then may be used in website, social media and other platforms.

A content strategy for online products and Internet marketing should be developed that provides guidance for development and expansion of website content, schedules and procedures for updating content, and ways that content may be leveraged in other channels or media for greater exposure and reach.

Staff should research and source options for the integration of online video and use of linking strategies to drive traffic and search-engine optimization. Integral to developing an image and video content collection is obtaining services of a contracted photographer/videographer.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.13:* Develop an active content management and co-op marketing program; *Item 5.11:* Develop and maintain a library of high-quality images and videos; *Item 5.5:* Optimize the online use of video; *Item 5.6:* Optimize linking strategies.

2.3 Email Marketing: A primary tool of Internet-based marketing is the use of database email “notifiers” to alert interested parties to events, special deals and other attractors to the

Wilsonville area. Tourism staff should research email marketing tools, especially ones that are integrated into the website and social media products that encourage ‘opt-in’ sign-ups to receive emails.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.4: Develop database and email marketing programs.

2.4 Social Media: Social media is a component of the larger online marketing promotional effort. Tourism staff should research social media platforms and programs that are targeted to specific niche markets, and ones that preferably offer integration with the website product.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.3: Develop social media programs relevant to key markets.

2.5 Website Analytics: One of the most powerful features of the Internet is to be able to use website traffic data to determine user interests and preferences, problems with the website content or functionality, where users are located, etc. Tourism staff should research the compatibility and integration of website analytic tools for the website product.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.12: Optimize the use of website and social media analytics.

2.6 Internet Marketing Campaigns: Tourism staff should research what kinds of services are available for Internet marketing promotions that are targeted to specific, niche markets and that utilize database marketing.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 5.12: Introduce an ongoing internet marketing campaign.

3. Study Efforts for City to Advance Tourism Development

The committee encourages City Council consideration to fund four studies or research/planning efforts to advance tourism development in the greater Wilsonville market:

3.1 Visitor profile study: The committee believes that more detailed information about the characteristics and profiles of visitors to Wilsonville would provide strategic insight on niche markets, marketing promotion efforts and related information. Related to the profile of visitors, is the need to conduct additional research related to what attracts visitors to Wilsonville and how well their expectations are met when visiting here.

3.2 Feasibility study for all-weather or indoor, multi-purpose playing fields facility for sports tournaments and recreational and entertainment activities: The *Tourism Development Strategy* identified that the City may be well positioned to take advantage of non-summer, shoulder-season activities such as youth and league sporting activities when local lodging occupancy is lower. The study should include financial feasibility and financing strategies.

3.3 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.

3.4 Hotel/conference center study as part of Town Center Redevelopment Plan

project: The committee requests that the pending Town Center Redevelopment Plan project being undertaken by the Planning Division of the Community Development Dept. specifically include the feasibility of a private-sector or public/private partnership development and operation of a conference center and adjoining hotel. Funding for these studies could come from transient lodging-tax revenues. The Committee assumes that staff would research vendors and cost estimates and advance accordingly.

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; *Item 5.16:* Conduct ongoing visitor-satisfaction research.

Attachments

1. Tourism Promotion Committee, Tourism Subcommittee: Marketing & Web Priorities — Scoping Definition of “Visit Wilsonville” Website, January 2016.
2. Resolution No. 2541, “A Resolution of the Wilsonville City Council Creating the City of Wilsonville Tourism Promotion Committee,” June 2015.
3. Executive Summary, Wilsonville Tourism Development Strategy, May 2014.

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES

Scoping Definition of "Visit Wilsonville" Website

Sub Committee members: Al Levit, Kevin O'Malley, Elaine Swyt

The first work session of the Tourism Sub Committee - Marketing and the Web - explored how best to focus our priorities going forward. We developed the following working outline to guide us:

I. TARGET AUDIENCE

We felt the following were the primary audience for a standalone tourism website and related marketing materials:

1. Visitors already here.
2. Prospective visitors for business reasons or family celebrations
3. Visitors planning to attend nearby sports activities
4. Traveling families with children (parks, FFC, Library, World of Speed)
5. Residents & relatives of residents
6. I-5 Travelers
7. Content Providers – Will need to inventory these

II. PRODUCTS: WHAT ARE WE OFFERING?

We agreed on the following. "Visit Wilsonville" will:

1. Provide an easy to navigate resource to those already visiting and who are thinking of visiting our geographic area to visit – play --- stay
2. Inform prospective visitors about our city and what makes us a great place to visit and live
3. Provide a way for content providers to get the word out about their products (restaurants, hotels, events and local activities)
4. Provide a community resource for residents and those working in our city to inform and to help spread the word
5. Give a good reason to local content providers to post their information on our website
6. Give an alternative resource for outside area content providers to post their information. (Need to discuss with our counterparts on how to co-op market and use technology to augment their efforts with ours)
7. Provide resources to other tourism sites to help their clients (AAA, Woodburn Outlet, Chamber of Commerce, etc)

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES

Scoping Definition of "Visit Wilsonville" Website

8. Provide some unique reasons that will draw Internet searchers to our website.
See Point III.

III. KEY MARKETING ATTRIBUTES & ASSETS

We brainstormed the following as the primary reasons people would want to stay and play in our city, attributes that make our city a “unique” experience for our visitors. We consulted the work done already by the Tourism Taskforce when creating this list.

- Small Town, Easy to Get Around
- Rapid transit access to Portland and SMART available throughout the city
- Memorial and Murase Parks – Water features, space for outdoor recreation and sports fields
- Family Fun Center
- World of Speed
- Aurora Colony
- Golf Courses, Tennis Courts
- Many Events Year Round – create a list: Wilsonville Arts Festival, Fun Run, etc.
- Event Venues (Weddings and Celebrations)
- “Gateway” to the North Willamette Valley
- Central location for visits to wine country
- Pickle ball
- Public art
- Walking and biking tours
- River and boating activities
- Many historical cemeteries for genealogical research very close by
- Festivals – Dahlia (Canby), Tulip (Woodburn)
- Historical sites – Canby Ferry
- Convenience to shopping – Costco, Fred Meyer, Fry’s, Target and within a few exits to Woodburn Outlets and Bridgeport

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES

Scoping Definition of "Visit Wilsonville" Website

IV. ADDITIONAL WAYS TO ATTRACT VISITORS & WEB TRAFFIC:

We also thought the following online and offline features would help draw traffic:

- Virtual Visitor Center
 - ✓ What to do on your "First Night" in Town –locating leads, coupons at local establishments, etc to check out "night before" or only if in town for one night activities i.e. trivia nights, bingo, scheduled local events, entertainment venues, specials at local restaurants, etc.
 - ✓ Ask the Curator i.e. "Where to entertain a family of 4?" (Categorical Search Engine –Pert Chart FAQs)
- Design an online and for print "Fantasy Map" of the City
- Improvement Ideas –
 - ✓ Onsite and online maps
 - ✓ Clear signage
 - ✓ Work with SMART, P&R, Chamber to make convenient these materials
- Attractive Video& Photo Content
- Ability to Rate Restaurants, Events, etc.
- One-Stop Resource Finder for Northern Willamette Valley (Includes geographic area from Aurora, Canby, St. Paul, McMinnville, Dundee, Newberg, Wilsonville, Tualatin, Sherwood, Tigard, Lake Oswego, West Linn, Oregon City and maybe Beaverton and Milwaukie.)
- Maybe a mobile app
- Geo-caching?
- Create seasonal events that might attract local and traveling traffic: i.e. New Year's Eve, Fourth of July (waterfront), etc.

TOURISM SUBCOMMITTEE: MARKETING & WEB PRIORITIES

Scoping Definition of "Visit Wilsonville" Website

V. WHAT CONTENT? FOCUS ON LOCAL & SELECTED OVERLAP

We agreed that content should focus on what is available locally with some selected overlap with the agreement and the on-going partnership with counterparts. No need to reinvent the wheel or overtly compete.

1. Focus on local points of interest - Pull from "Asset List" document.
 - Restaurants
 - Events
 - Accommodations
 - Clubs and Organizations
 - Area Recreation Businesses - FFC, Golf Courses

2. Open Question - How to Share Content Overlap?

This is where it will be necessary to "co-op" with our counterparts (i.e. WCVA, TCA, TualatinValley.org, MtHoodTerritory.com, TravelOregon.com, etc.):

- How to share/post content/resources without competing
- How to market for each other
- How to build alliances with mutual content providers

RESOLUTION NO. 2541

**A RESOLUTION OF THE CITY COUNCIL CREATING THE WILSONVILLE
TOURISM PROMOTION COMMITTEE**

WHEREAS, the City Council sought, after adoption in August 2012 of the *Economic Development Strategy*, to leverage existing assets and planned developments to create a strategic plan that would identify opportunities and provide recommendations to increase the City's market-share of tourism-related expenditures that benefit primarily small businesses in the retail, services and hospitality sectors; and

WHEREAS, the City Council in March 2013 requested that the City Manager recruit a volunteer task force to assist with creation of a Tourism Development Strategy and appointed City Councilor Julie Fitzgerald in an ex-officio position to chair the task force; and

WHEREAS, the City Manager issued in August 2013 a request for qualifications and through a competitive selection process selected Total Destination Marketing, an international tourism consulting firm based in Tualatin, Oregon, to act as professional consultants to advise on the creation of a Tourism Development Strategy; and

WHEREAS, the City Manager recruited and empaneled in September 2013 a 17-member task force composed of a wide range of stakeholders, including representatives of local lodging, dining and entertainment establishments; operators of agri-tourism, golf and sporting-tournaments venues; chamber of commerce principals; officials with regional tourism agencies; and residents; and

WHEREAS, Total Destination Marketing met with members of the task force over a five-month period of October 2013 through March 2014, holding five public meetings and hosting two community workshops and public-comment sessions; and

WHEREAS, the task force presented a final recommended assessment and plan of action that was adopted by the City Council on May 5, 2014, as the *Wilsonville Tourism Development Strategy, May 2014*, which set forth a blueprint for how to implement a tourism strategy for the greater Wilsonville community, including forming a "Visit Wilsonville" Destination Marketing Organization (DMO) or committee; and

WHEREAS, staff researched community tourism organizational models for approximately 50 primary “tourism” cities or regions in Oregon and found five where the local government acts as the community’s primary tourism organizer and one where the municipal government successfully started a tourism committee and spun-off the committee to become a viable nonprofit tourism and convention bureau working in close conjunction with the regional DMO; and

WHEREAS, on May 18, 2015, the City Council reviewed a proposal outline to create a City of Wilsonville Tourism Promotion Committee and directed staff to proceed as outlined.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

Section 1. Tourism Promotion Committee:

1.1 The Tourism Promotion Committee (“Committee”) is hereby created as a deliberative and recommending body of the Parks and Recreation Department that reports to the City Council.

Section 2. Vision and Mission:

2.1 The Committee’s Vision and Mission are adopted from the *Wilsonville Tourism Development Strategy, May 2014*:

2.2 Vision: “In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon’s premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences.”

2.3 Mission: “To facilitate the thoughtful development of Wilsonville’s visitor economy for the benefit of visitors and partners, and to enhance the quality of life for those who live and work in the community.”

Section 3. Purpose and Duties:

3.1 The Committee shall have three primary areas of responsibility:

3.2 A. To oversee implementation of the “Visit Wilsonville” Tourism Development Strategy and charged specifically to develop a larger Five-Year Action Plan and

annual One-Year Implementation Plans for fulfilling the Tourism Development Strategy that are to be recommended to City Council for approval.

3.3 B. To make recommendations to the City Council for tourism- and visitor-related marketing, promotions, expenditures and related programs and services that result in increased tourism activity, as measured by overnight room stays at local lodging properties.

3.4 C. To supervise the application process for and the selection and disbursement of the annual Tourism Grant Programs operated by the City, including the City of Wilsonville Community Tourism Matching Grant Program (currently \$25,000 per year) and the Clackamas County Tourism Community Partnership Grant Program (currently \$20,000 per year).

Section 4. Appointment:

4.1 The Mayor appoints and the City Council confirms Committee members, who serve at the pleasure of the Council.

Section 5. Membership:

5.1 The Committee shall consist of twelve (12) members, including seven (7) voting members and five (5) non-voting ex-officio members:

5.2 The seven (7) voting members are to be drawn from the hospitality and tourism industry in the greater Wilsonville area, including representatives of the following stakeholders: Agri-Tourism, Arts & Culture, Community Events, Equestrian Tourism, Event Facility, General Retail, Lodging, Organized Sporting Events, Restaurants, and Outdoor Recreation and Tourism Attractions.

5.3 The five (5) ex-officio positions are a City Councilor who also acts as Council liaison for the committee; the City's Parks and Recreation Director, or his/her designee; a Wilsonville Chamber of Commerce representative; and two professional staff persons, one each from Clackamas County Tourism and Cultural Affairs Department and Washington County Visitors Association.

Section 6. Term of Voting-Member Appointments:

- 6.1 Staggered three-year terms based on the fiscal year, scheduled so that two (2) or three (3) members are appointed or reappointed each year. A vacancy in a position may be appointed as outlined in Section 4 to fulfill the remainder of the term.
- 6.2 The appointment of a member shall automatically terminate upon the member's unexcused absence of three (3) consecutive meetings during a 12-month period. A member may serve a maximum of three (3) consecutive three-year terms; terms of appointment for less than three years shall not count towards the maximum time of service.
- 6.3 At the outset of the Committee, voting positions will be staggered as follows: Two (2) positions are one-year or slightly less in duration and two (2) positions are a two-year duration, and three (3) positions are full three-year appointments; assuming appointment by October 31, 2015:
 - Position #1 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19
 - Position #2 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19
 - Position #3 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
 - Position #4 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20
 - Position #5 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
 - Position #6 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21
 - Position #7 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Section 7. Organization and Conduct of Meetings:

- 7.1 At the first meeting of each fiscal year, the Committee will elect a chair and vice-chair from the voting members.
- 7.2 The Chair (Vice Chair in the absence of the Chair) will preside over all meetings.
- 7.3 Unless otherwise specified, Robert's Rules of Order shall govern the meetings.
- 7.4 Committee members shall serve without pay but may be reimbursed for any expenses incurred in the discharge of their duties in line with approved city policies and with prior approval of the Parks and Recreation Director.
- 7.5 The City Manager shall appoint a staff person or outside contractor to serve as secretary to keep notes of each public meeting and assist with administrative tasks.

- 7.6 The Committee will meet on an agreed-upon schedule at least four (4) times per year. The Chair may also call a special meeting with one week's advance notice. Such meeting notice may be given by email or regular mail.
- 7.7 A meeting may be held without a quorum; however, a quorum of at least four (4) voting members is required in order for the Committee to vote on any matter.
- 7.8 Committee members may participate in a meeting telephonically.
- 7.9 All meetings will be announced and open to the public.

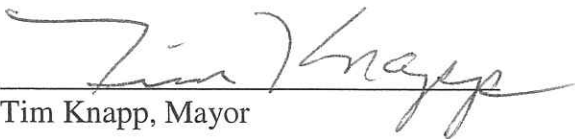
Section 8. Voting:

- 8.1 All members are entitled to vote in person at a meeting, regular or special. Proxies are not allowed.
- 8.2 A majority vote of the members voting on the question will be required to carry any matters submitted. A member who abstains from a vote shall be counted as present for purposes of the quorum but not counted as having voted on the question.


Section 9. Effective Date:

- 9.1 This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting on June 15, 2015, and filed with the Wilsonville City Recorder this date.


Tim Knapp, Mayor

ATTEST:


Sandra C. King, City Recorder, MMC

SUMMARY OF VOTES:

Mayor Knapp – Yes
Council President Starr – Yes
Councilor Fitzgerald – Yes
Councilor Stevens – Yes
Councilor Lehan – Yes



Wilsonville Tourism Development Strategy



Executive Summary
Excerpted pages 1-8



May 2014



Wilsonville Tourism Development Strategy May 2014

City Council

Tim Knapp, Mayor

Richard Goddard, Councilor

Scott Starr, Council President

Julie Fitzgerald, Councilor

Susie Stevens, Councilor

Tourism Development Strategy Task Force

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, Task Force 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 (WCVA)

Susan Myers, General Manager, Capital Realty Corp

Chris and 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, Principal, MARStewart Creative Group

Tonie Tollen, Owner, Tollen Farm

Daphne Wuest, Board Chair, Clackamas County Tourism Development Council

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Prepared by:



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Introduction

A New Era for Tourism in Wilsonville

Tourism in Wilsonville is entering a new era that will be characterized by the introduction of new attractors, events, infrastructure and innovative digital marketing. This will require the City of Wilsonville to establish new goals, responsibilities and strategies for the organization that will be responsible for the City's future tourism development and marketing contract.

The Wilsonville Tourism Development Strategy is a masterplan that provides strategic directions for the city to take optimal advantage of the opportunities that are likely to arise over the next decade. It is not a marketing plan or operational plan, but is designed to act as a guidance system in the development of more specific and tactical annual programs and budget allocations. This is a living document that will be updated as new opportunities and challenges arise.

Actions for Success

Tourism is a growing and important sector of the Oregon economy. The Portland metro region's visitor economy is worth over \$4.1 billion (2012). A key objective of this strategy is to secure a higher share of this for Wilsonville. It is designed to provide guidance for the future development of tourism in Wilsonville. It provides directions to increase market share, identifies development opportunities for new attractors and events, makes tourism a catalyst for businesses, and improves the experiences of visitors to Wilsonville visitor experiences.

Win-Win for Residents & Business

An important principle underpinning the strategy is that what can be attractive to visitors can also be appealing to residents and investors. As the cultural, natural, sporting and recreational attractors are improved, they will also improve the quality of life and business opportunities for residents.

Executive Summary

A Holistic Approach

This strategy adopts a holistic approach which addresses all of the elements necessary to communicate and deliver outstanding visitor experiences. Tourism is a complex economic activity where success requires cross-agency cooperation involving public, private, and nonprofit organizations. It also involves consideration of the interests of all customer groups including visitors, government, partners, local businesses and residents.

The Vision

In 2023, Wilsonville is a welcoming, family-friendly community that is one of Oregon's premier destination cities, investing in tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences.

Our Mission

To facilitate the thoughtful development of Wilsonville's visitor economy for the benefit of visitors and partners, and to enhance the quality of life for those who live and work in the community.

Opportunities and Challenges

This strategy has been guided by consideration of the opportunities relating to the development of new attractors, growth of key markets, the rising popularity of the Portland metropolitan area, and the interest of local stakeholders. The strategy also recognizes the challenges posed by limited resources, increased competition, and the need for a holistic approach to sustainable tourism development.

Strategic Directions

The strategy has been designed to build Wilsonville's tourism capacity, increase market share, revenue, employment and new business opportunities. The following are key elements for the strategy:

Priority Markets:

- Horse show participants and organizers
- Meetings and conventions participants and organizers
- Northwest getaways
- Sports tournaments participants
- I-5 motorists in transit

Priority Experience Themes

- Horse shows and equestrian events
- Meetings and conventions
- Sports tournaments
- Northwest getaways

The Tourism Action Plan

1. Leadership and Organization

Provide clear direction, partnerships and sustainable funding for Wilsonville tourism through leadership and management that is recognized for its innovation, collaboration and effectiveness.

- 1.1 Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville.
- 1.2 Establish Board of Management for Visit Wilsonville.

- 1.3 Increase the Allocation of the Hotel/Motel Transient Lodging Tax.
- 1.4 Request a project budget to launch Visit Wilsonville DMO.
- 1.5 Review Wilsonville Tourism Grants Program.
- 1.6 Actively seek grants for Visit Wilsonville.
- 1.7 Initiate ongoing partnership and relationship-building programs.
- 1.8 Enhance local-area destination knowledge of frontline staff.

2. Branding and Positioning

Adopt distinctive and meaningful positioning for Wilsonville as a destination.

- 2.1 Develop a destination branding strategy for Wilsonville.

3. Visitor Experiences

Enhance Wilsonville's tourism attractors, events and experiences to meet and exceed the expectations of visitors and event organizers.

- 3.1 Encourage active participation by local product-suppliers and farm operators to participate in agri-tourism experiences, including the new Wilsonville-West Linn-Milwaukie Farm Loop.
- 3.2 Establish Wilsonville as a bike-friendly city and one of Oregon's premier leisure cycling cities.
- 3.3 Initiate and attract cycling events.
- 3.4 Initiate programs to ensure that Wilsonville consistently presents outstanding experiences for horse show organizers, participants and attendees.
- 3.5 Investigate the feasibility of establishing a signature event in Wilsonville to celebrate the start of horse show season.

4. Infrastructure and Placemaking

Ensure that tourism opportunities are optimized in government planning, development approvals, policy, infrastructure and placemaking.

- 4.1 Support a feasibility study for the development of the area surrounding Regal Cinemas or another area as an entertainment, sports, and leisure precinct.
- 4.2 Support a hotel feasibility study to assess the medium term lodging and meeting space needs of the city.
- 4.3 Investigate the feasibility of developing additional facilities within the City specifically designed for weddings, reunions and community events.
- 4.4 Support the expansion and integration of Wilsonville's trails system and brand the main trails with distinctive themes and names.
- 4.5 Support the construction of the proposed Bike-Ped-Emergency Bridge across the Willamette River.
- 4.6 Support the completion of the Ice Age Tonquin Trail.
- 4.7 Support the introduction of creative bike racks in areas popular with cyclists.
- 4.8 Support a feasibility study to develop a covered venue for equestrian events.
- 4.9 Support the development of all-weather, multi-purpose playing fields for sports tournaments.
- 4.10 Support the development of the proposed push trail and new skate park.
- 4.11 Support the improvement of river foreshore and water access for active and passive recreation, including boat launch.

- 4.12 Support study of the enhancement of Boones Ferry Landing in Old Town as a recreation and tourism precinct.
- 4.13 Support enhancements to the character and attractiveness of Wilsonville's key precincts
- 4.14 Consider establishing a public art program.
- 4.15 Support improvements to the attractiveness and sense of welcome at city gateways.
- 4.16 Support the development and implementation of a comprehensive wayfinding signage system.
- 4.17 Support the development of a comprehensive directional and event signage strategy.
- 4.18 Support the establishment of a museum/interpretive center and commemorative sculptures for the Oregon Korean War Memorial.

5. Marketing Communications

Enhance awareness of Wilsonville as an appealing visitor destination through the innovative use of traditional, digital and environmental media.

- 5.1 Establish a stand-alone Wilsonville tourism website.
- 5.2 Introduce an 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.
- 5.7 Produce a Wilsonville Visitors Guide annually.
- 5.8 Ensure visitors have ready access to Wilsonville visitor information.
- 5.9 Assess the effectiveness of digital kiosks to provide visitor information.
- 5.10 Develop a public-relations program.
- 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.
- 5.15 Encourage local residents to discover Wilsonville and surrounding area.
- 5.16 Conduct ongoing visitor-satisfaction research.
- 5.17 Conduct visitor research for each major event in Wilsonville.

Methodology

The development of this Tourism Strategy by Total Destination Marketing involved a variety of actions which included:

- A diverse 17-member Task Force composed of a wide range of stakeholders, including representatives of local lodging, dining, entertainment establishments; operators of agri-tourism, golf and sporting-tournament venues; Chamber of Commerce principals; officials with regional tourism agencies; and residents.
- A community survey which was accessible online and publicized by the City of Wilsonville and local media (35 responses).
- A total of 27 in-person interviews with local business and community leaders.
- Three community workshops with residents, businesses and community leaders (17 participants).
- Interviews with City of Wilsonville executives.
- Informal discussions with local businesspeople in contact with visitors.
- Interviews with individuals outside of Wilsonville who have partnership relations with the city in regard to tourism or are experts in fields of interest to Wilsonville tourism.
- On-site assessments of Wilsonville and its adjacent areas to experience the city and surrounding area through the objective and unbiased eyes of a first time visitor.
- A review of relevant past reports and plans relating to Wilsonville from a tourism, economic development, recreation and leisure perspective.
- A review of web sites and brochures relating to Wilsonville businesses and key competitors and partners to Wilsonville.
- A formal public-comment period in March 2014 to receive feedback and suggestions on the *Draft Wilsonville Tourism Development Strategy, March 2014*.
- Report before Wilsonville City Council in April 2014

MEDIA RELEASE

For Immediate Release

March 11, 2016

CONTACT: Brian Stevenson, Recreation Coordinator
503-570-1523; stevenson@ci.wilsonville.or.us



City Awards Tourism Grants to Support Local Events

WILSONVILLE, OR — On March 10, the City of Wilsonville’s Parks and Recreation Advisory Board awarded \$25,000 in grants to support local tourism events and programs with funding from the City’s Tourism Grant Program.

Four local nonprofit organizations were awarded grants to produce major community events during the 2016 tourism season:

- Wilsonville Celebration Days for the Fun in the Park festival: \$9,250
- Wilsonville Arts & Culture Council for the Wilsonville Festival of Arts: \$5,250
- Wilsonville Kiwanis Club for the Kids Fun Run: \$5,250
- Wilsonville Rotary Club for the Summer Concert Series: \$5,250

The Tourism Grant Program is funded by City hotel/motel tax revenues to support events and programs that promote tourism and community activities that draw both overnight and daytime visitors, which helps to support local businesses.

For information about these grant awards and future funding opportunities, contact Brian Stevenson, Recreation Coordinator, at 503-570-1523; stevenson@ci.wilsonville.or.us.

- # # # -