

**AGENDA**

**WILSONVILLE CITY COUNCIL MEETING  
JULY 15, 2019  
7:00 P.M.**

**CITY HALL  
29799 SW TOWN CENTER LOOP EAST  
WILSONVILLE, OREGON**

Mayor Tim Knapp

Council President Kristin Akervall  
Councilor Ben West

Councilor Charlotte Lehan  
Councilor Vacant

**CITY COUNCIL MISSION STATEMENT**

To protect and enhance Wilsonville's livability by providing quality service to ensure a safe, attractive, economically vital community while preserving our natural environment and heritage.

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**Executive Session is held in the Willamette River Room, City Hall, 2<sup>nd</sup> Floor**

- |                  |   |           |
|------------------|---|-----------|
| <b>5:00 P.M.</b> | <b>EXECUTIVE SESSION</b>  | [10 min.] |
|                  | A. Pursuant to: ORS 192.660(2)(f) Exempt Public Records                                       |           |
| <b>5:10 P.M.</b> | <b>REVIEW OF AGENDA AND ITEMS ON CONSENT</b>  | [5 min.]  |
| <b>5:15 P.M.</b> | <b>COUNCILORS' CONCERNS</b>   | [5 min.]  |
| <b>5:20 P.M.</b> | <b>PRE-COUNCIL WORK SESSION</b>   |           |
|                  | A. Tourism Promotion Business and Marketing Plans (Ottendad/McCarty)                          | [15 min.] |
|                  | B. Tyler Contract Award (Stone)   | [20 min.] |
|                  | C. ERP Project Management Contract (Stone)  | [15 min.] |
|                  | D. Update to Water Rate Review (Rodocker)   | [30 min.] |
|                  | E. Portland General Electric Green Future Impact –<br>Green Tariff Program (Monahan/Cosgrove) | [15 min.] |
| <b>6:55 P.M.</b> | <b>ADJOURN</b>  |           |
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**CITY COUNCIL MEETING**

The following is a summary of the legislative and other matters to come before the Wilsonville City Council a regular session to be held, Monday, July 15, 2019 at City Hall. Legislative matters must have been filed in the office of the City Recorder by 10 a.m. on July 2, 2019. Remonstrances and other documents pertaining to any matters listed in said summary filed at or prior to the time of the meeting may be considered there with except where a time limit for filing has been fixed.

**7:00 P.M. CALL TO ORDER**

- A. Roll Call
- B. Pledge of Allegiance
- C. Motion to approve the following order of the agenda and to remove items from the consent agenda.

**7:10 P.M. CITIZEN INPUT & COMMUNITY ANNOUNCEMENTS**

This is an opportunity for visitors to address the City Council on items *not* on the agenda. It is also the time to address items that are on the agenda but not scheduled for a public hearing. Staff and the City Council will make every effort to respond to questions raised during citizens input before tonight's meeting ends or as quickly as possible thereafter. Please limit your comments to three minutes.

**7:15 P.M. MAYOR'S BUSINESS**

- A. Placeholder Reappointment
- B. Upcoming Meetings

**7:25 P.M. COUNCILOR COMMENTS**

- A. Council President Akervall
- B. Councilor Lehan
- C. Councilor West

**7:35 P.M. CONSENT AGENDA**

- A. **Resolution No. 2761**  
A Resolution Of The City Of Wilsonville Acting In Its Capacity As The Local Contract Review Board Authorizing The City Manager To Execute A Contract With Tyler Technologies, Inc. For ERP Replacement Project. (Stone)
- B. **Resolution No. 2762**  
A Resolution Of The City Of Wilsonville Acting In Its Capacity As The Local Contract Review Board Authorizing The City Manager To Execute A Contract With L. Yeo Consulting LLC For ERP Project Management Services. (Stone)
- C. **Resolution No. 2765**  
A Resolution Of The City Of Wilsonville Acting In Its Capacity As The Local Contract Review Board Authorizing The City Manager To Execute A Construction Contract With Knife River Corporation - Northwest For Construction Of Wilsonville Road And Boones Ferry Road Street Maintenance Project. (Huffman)

**7:40 P.M. PUBLIC HEARING**

- A. **Resolution No. 2766** (*Legislative Hearing*)  
A Resolution Authorizing A Supplemental Budget Adjustment For Fiscal Year 2019-20. (Rodocker)
- B. **Ordinance No. 837** (*Legislative Hearing*)  
An Ordinance Of The City Of Wilsonville Amending Wilsonville Code Sections 8.010 And 4.179. (Guile-Hinman/Ottenad)

**8:00 P.M. NEW BUSINESS**

**A. Resolution No. 2758**

A Resolution of the City of Wilsonville Adopting the FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy and Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan. (Ottenad/McCarty)

**B. Resolution No. 2767**

A Resolution Of The City Of Wilsonville Authorizing The City Manager To Execute An Agreement With Portland General Electric For Electricity Service Under Portland General Electric's Electric Retail Tariff For Green Energy. (Monahan/Cosgrove)

**8:20 P.M. CITY MANAGER'S BUSINESS**

**8:55 P.M. LEGAL BUSINESS**

**9:00 P.M. ADJOURN**

Time frames for agenda items are not time certain (i.e. Agenda items may be considered earlier than indicated.) Assistive Listening Devices (ALD) are available for persons with impaired hearing and can be scheduled for this meeting if required at least 48 hours prior to the meeting. The city will also endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting: Qualified sign language interpreters for persons with speech or hearing impairments. Qualified bilingual interpreters. To obtain services, please contact the City Recorder, (503) 570-1506 or [cityrecorder@ci.wilsonville.or.us](mailto:cityrecorder@ci.wilsonville.or.us).



## CITY COUNCIL MEETING STAFF REPORT

|   |  |   |
|---|--|---|
| <b>Meeting Date:</b> July 15, 2019  | <b>Subject: Resolution No. 2758</b><br>A Resolution of the City of Wilsonville Adopting the FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy and Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan.<br><br><b>Staff Member:</b> Mark Ottenad, Public/Government Affairs Director; Mike McCarty, Parks & Recreation Director<br><br><b>Departments:</b> Administration; Park and Recreation |   |
| <b>Action Required</b>  | <b>Advisory Board/Commission Recommendation</b>  |   |
| <input checked="" type="checkbox"/> Motion<br><input type="checkbox"/> Public Hearing Date:<br><input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date:<br><input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date:<br><input checked="" type="checkbox"/> Resolution<br>Information or Direction<br><input type="checkbox"/> Information Only<br><input type="checkbox"/> Council Direction<br><input type="checkbox"/> Consent Agenda | <input checked="" type="checkbox"/> Approval<br><input type="checkbox"/> Denial<br><input type="checkbox"/> None Forwarded<br><input type="checkbox"/> Not Applicable<br><br><b>Comments:</b> N/A  |   |
| <b>Staff Recommendation:</b> Staff recommends that Council adopt Resolution No. 2758.   |  |   |
| <b>Recommended Language for Motion:</b> I move to approve Resolution No. 2758.  |  |   |
| <b>Project / Issue Relates To:</b>  |  |   |
| <input checked="" type="checkbox"/> Council Goals/Priorities  | <input checked="" type="checkbox"/> Adopted Master Plan(s)   | <input type="checkbox"/> Not Applicable |

### ISSUE BEFORE COUNCIL:

Adoption of resolution approving proposed FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy and the Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan.

## **EXECUTIVE SUMMARY:**

The Tourism Promotion Committee unanimously recommended, on May 21, 2019, adoption by Council of FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy and the implementing FY 2019/20 Tourism Promotion & Destination Marketing Services Plan.

As City staff was preparing to bring to Council for adoption Resolution No. 2758 on June 17, 2019, the City was informed that the contracted tourism-promotion consultant firm that devised the FY 2019/20 Tourism Promotion & Destination Marketing Services Plan, Vertigo Marketing LLC, was dissolving. In order to honor the work of the Tourism Promotion Committee and maintain momentum of the “Explore Wilsonville” tourism-promotion marketing effort, City staff recommended, and Tourism Promotion Committee chairs agreed, that a half-year marketing plan covering July 1 through December 31, 2019, was better than no plan or “pulling the plug.”

The City invited the two principals of Vertigo Marketing who had composed the FY 2019/20 Tourism Promotion & Destination Marketing Services Plan approved by the Committee to submit proposals to implement half of the originally planned marketing program for the first six-month period rather than a full year. Thus, City staff are bringing forward a “Half-Year” FY 2019/20 Tourism Promotion & Destination Marketing Services Plan that covers the first half of the 2019/20 fiscal year. The City intends at this time to go out this summer with an RFP for tourism-promotion marketing services, conduct review with the Tourism Promotion Committee during the fall and sign a new contract for the remainder of FY 2019/20, January 1 through June 30, 2020, with options for additional renewals.

After careful consideration, Tourism Promotion Committee chairs, City Councilor and staff developed a consensus recommendation to select the proposal by Velocity Tourism LLC as in the best interest of the City’s ability to timely advance the tourism promotion program in a high-quality format. Committee Chair Darren Harmon cited specifically the strong team that Velocity Tourism had assembled as a key factor.

The FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy is known by the shorthand “1/5-Year Action/Implementation Plan” or also just the “Tourism promotion business plan.” This plan summarizes the past year’s tourism promotion program, provides a longer-range five-year plan, and details specific components and activities for the upcoming 2019/20 fiscal year.

Of note this year is the Plan’s endorsement of proposed Parks & Recreation feasibility assessment and accompanying pro-forma for a hybrid, indoor, multi-use facility aimed at drawing sports tournaments, conferences and other events to Wilsonville, particularly during the slower, lower-demand ‘shoulder season’ months of October through April. The envisioned facility would be capable of handling court sport tournaments (basketball, volleyball, etc.), conferences, trade shows, performing arts and live entertainment, and could include an overnight lodging option if shown to be relevant to success of a multi-use facility. This project was suggested in the original 2014 Tourism Development Strategy and is one of four long-term, special study projects named in each of the past three “1/5-Year Action/Implementation Plans.”

The “1/5-Year Action/Implementation Plan” or “Tourism promotion business plan” is then implemented by a corresponding tourism promotion marketing plan, now formally titled the Tourism Promotion & Destination Marketing Services Plan. This plan includes a Scope of Work that provides extensive details and information on specific marketing promotion programs are utilized by the Explore Wilsonville tourism promotion program.

**Additional Consideration**

The Tourism Promotion Committee also seeks to communicate to City Council appreciation for the Council’s support of fledgling tourism promotion program and to support Council’s consideration of adding a City staff position, a “Tourism Affairs & Cultural Affairs Coordinator,” who would provide additional resources to the tourism promotion program. A memo from the Committee to the Council is appended to this staff report.

**Background Information**

The year 2019 marks the fourth, rolling version of the Tourism promotion business plan, which is updated annually as required by Resolution No. 2541 that created the City’s tourism promotion program and formed the Tourism Promotion Committee. Essentially, this update to the Tourism promotion business plan continues to advance the longer-term five-year strategy of the action plan. That is, the short-term one-year implementation plan seeks to advance the top priorities of the larger five-year action plan.

The FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy lists Tourism Promotion Committee Members and Committee Meetings, summarizes the past year’s accomplishments and lays out a longer-range five-year action plan and a short-term annual one-year implementation plan for FY 2019/20.

**EXPECTED RESULTS:**

The City’s Explore Wilsonville tourism-promotion program continues to operate during the first six months of FY 2019/20.

**TIMELINE:**

The City’s Explore Wilsonville tourism promotion program continues operation through December 31, 2019.

**CURRENT YEAR BUDGET IMPACTS:**

The proposed Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan is within budget. The City’s FY 2019/20 total Park & Recreation Tourism budget includes \$200,000 for tourism promotion, \$25,000 for the City’s tourism matching grant program, and \$100,000 for the feasibility assessment of a hybrid, indoor, multi-use facility. Adoption of Resolution No. 2758 authorizes expenditure of half (\$100,000) of the total \$200,000 budgeted for tourism promotion.

**FINANCIAL REVIEW / COMMENT:**

Reviewed by: CAR      Date: 6/28/2019

**LEGAL REVIEW / COMMENT:**

Reviewed by: ARGH      Date: 7/2/2019

**COMMUNITY INVOLVEMENT PROCESS:**

Development of the underlying Tourism Development Strategy had considerable public engagement during the 2013/14 timeframe that included participation by a large citizen task force and interviews/surveys with residents and tourism stakeholders. Subsequently, the Tourism Promotion Committee has overseen development of three annual business plans, adopted by Council, and supervision of the City's community tourism matching grant program.

**CITY MANAGER COMMENT:**

City Council adoption of Resolution No. 2758 for the FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy and the implementing a Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan appears to be in alignment with and advance both the Tourism Development Strategy adopted by Council in May 2014 and new City Council Goals adopted in May 2019.

**ATTACHMENTS:**

- A. Resolution No. 2758
  - 1. FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, May 21, 2019
  - 2. Professional Services Agreement to implement the Scope of Work outlined in the Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan (for FY 2019 Q3 & Q4).
- B. Continuation of Services Proposal for FY 2019 Q3 & Q4 City of Wilsonville Tourism Promotion & Destination Marketing Services Plan by Velocity Tourism, LLC
- C. Memo from Tourism Promotion Committee to City Council, RE: Dedicated Staffing Resource for Tourism Promotion Program
- D. Sample Tourism Development and Operations Consultant Contractor quarterly report to the Tourism Promotion Committee, Q1 2019 Wilsonville Tourism Advertising and Marketing Services Report by Vertigo Marketing LLC.

**RESOLUTION NO. 2758****A RESOLUTION OF THE CITY OF WILSONVILLE ADOPTING THE FY 2019/20 FIVE-YEAR ACTION PLAN AND ANNUAL ONE-YEAR IMPLEMENTATION PLAN FOR THE WILSONVILLE TOURISM DEVELOPMENT STRATEGY AND HALF-YEAR FY 2019/20 TOURISM PROMOTION & DESTINATION MARKETING SERVICES PLAN.**

WHEREAS, the City Council adopted on May 5, 2014, Resolution No. 2468 approving the *Wilsonville Tourism Development Strategy* (“Strategy”), which set forth a blueprint for implementing a tourism strategy for the greater Wilsonville community, including forming a Destination Marketing Organization (DMO) or committee to develop and promote tourism; and

WHEREAS, the City Council adopted on June 15, 2015, Resolution No. 2541 to establish the Tourism Promotion Committee that, among other duties, is to oversee the implementation of the Strategy and develop an annual business plan; and

WHEREAS, the City Council adopted on April 4, 2016, the first annual *FY 2016/17 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted on June 19, 2017, the second annual rolling *FY 2017/18 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, as part of the implementation of the Plan, the City undertook a competitive formal procurement process in 2017 to contract with a tourism development and operations consultant with an option for two (2) one-year contract extensions, and upon completion of the formal procurement process, the City awarded the contract to Vertigo Marketing, LLC; and

WHEREAS, the City Council adopted on Feb. 22, 2018, Resolution No. 2669, which approved the *FY 2017/18 & 18/19 Tourism Promotion Marketing Plan* composed of the “FY 2017/18 & 18/19 Marketing Playbook” Plan, dated February 2018, and supporting “Scope of Work 2018/2019 Advertising & Marketing Services,” dated January 19, 2018, to implement the *Wilsonville Tourism Development Strategy*; and;



WHEREAS, the City Council adopted on March 19, 2018, Resolution No. 2681 that approved a Tourism Advertising and Marketing Services Professional Services Agreement that exercised a first one-year contract extension with a tourism operations and marketing development consultant that supports implementation Resolution No. 2669; and

WHEREAS, the City Council adopted on July 16, 2018, Resolution No. 2699 the third annual rolling *FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the Tourism Promotion Committee fulfilled, during FY 2018/19, all of the requirements set forth in the founding charter of the Tourism Promotion Committee as described in Resolution No. 2468; and

WHEREAS, the Tourism Promotion Committee worked to produce and voted unanimously on May 21, 2019, to recommend to the City Council adoption of the updated, fourth annual rolling *FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program; and

WHEREAS, the Tourism Promotion Committee worked with the tourism operations and marketing development consultant to develop and refine a tourism promotion marketing plan and voted unanimously on May 21, 2019, to recommend to the City Council adoption of a professional services agreement to implement the updated FY 2019/20 Tourism Promotion & Destination Marketing Services Plan; and

WHEREAS, the tourism-promotion marketing contractor, Vertigo Marketing, LLC, announced to City in early June 2019 that the firm was dissolving and would be unable to provide desired tourism-promotion marketing services for FY19/20; and

WHEREAS, the City and Tourism Promotion Committee timely seek to continue the momentum of the “Explore Wilsonville” tourism-promotion program and invited and received proposals from the principals of Vertigo Marketing, LLC, who composed the FY 2019/20 Tourism Promotion & Destination Marketing Services Plan approved the Committee, to implement an abbreviated, six-month FY 2019/20 Tourism Promotion & Destination Marketing Services Plan for the period of July 1 through December 31, 2019; and

WHEREAS, the City and chairs of the Tourism Promotion Committee believe that the proposal by Velocity Tourism, LLC, provides the needed tourism-promotion marketing services by City and is in the best interest of the City to continue the tourism-promotion program;

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

1. The City Council adopts *FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, attached hereto as Exhibit 1.
2. The City Council approves and authorizes the City Manager to execute on behalf of the City of Wilsonville a Professional Services Agreement with Velocity Tourism, LLC, to implement the Scope of Work outlined in the Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan within the tourism operations and marketing development consultant scope, in substantially similar form to the Professional Services Agreement attached hereto as Exhibit 2 with the term of the agreement ending on December 31, 2019, with a contract payment is not to exceed \$100,000.00.
3. This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 15<sup>th</sup> day of July, 2019, and filed with the Wilsonville City Recorder this date.

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Tim Knapp, Mayor

ATTEST:

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Kimberly Veliz, City Recorder

SUMMARY OF VOTES:

Mayor Knapp

Council President Akervall

Councilor Stevens

Councilor Lehan  
Councilor West

Exhibits:

1. FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, May 21, 2019
2. Professional Services Agreement to implement the Scope of Work outlined in the Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan



# FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



May 21, 2019

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## A. Introduction

The Wilsonville Tourism Promotion Committee on May 21, 2019, recommended for adoption to the City Council the fourth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2019/20. 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 Council as outlined in the past year’s FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan; 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

Housed in the Parks and Recreation Department with support from the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of the 11 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:

- **Jeff Brown:** General Manager of Hotel Eastlund, Portland; reappointed to Position No. 3 in August 2017 to full three-year term ending 6/30/20.
- **Darren Harmon, Chair:** 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 August 2017 to full three-year term ending 6/30/20.
- **David Stead:** General Manager of Langdon Farms Golf Club; reappointed to Position No. 6 in August 2018 to full three-year term ending 6/30/21; resigned April 2019; position recruitment under way.
- **Brandon Roben:** CEO of Oaks Amusement Park, Portland; appointed mid-term in December 2017 to Position No. 2 with term ending 6/30/19; has applied for reappointment to term ending 6/30/22.
- **Dave Pearson, Vice-Chair:** Executive Director, World of Speed Motorsports Museum; appointed mid-term in January 2018 to Position No. 1 with term ending 6/30/19; has applied for reappointment to term ending 6/30/22.
- **Beth Price:** 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.

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

- **Clackamas County Tourism and Cultural Affairs**, dba Oregon’s Mt Hood Territory: Danielle Cowan, Executive Director, or designee, including Samara Phelps, Tourism Development Lead; or Jim Austin, Community Relations Lead.

- **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 Dept.** 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 met on six occasions in FY 2018-19, surpassing the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on Sept. 21, Nov. 20, and Dec. 20, 2018; and Feb. 21, March 21 and May 21, 2019. A meeting held on April 11, 2019, did not constitute a quorum for committee action.

### 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 2018/19

The Tourism Promotion Committee had a successful year, advancing key objectives as set-out in the prior fiscal year's plan, the FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2699 on July 16, 2018. Following is an accounting of accomplishments achieved towards meeting FY18/19 objectives.

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

In March 2019, the committee membership reached full voting membership participation with appointment of Beth Price to Position No. 7, which had been vacant during the fiscal year.

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

Darren Harmon was elected as Chair and Dave Pearson as Vice Chair during the first meeting of the new fiscal year in September 2018.

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

The Committee oversaw the tourism grant review and award process for both the City of Wilsonville Community Tourism Matching Grant program and the Clackamas County Tourism Community Partnership Program.

In March 2019, the committee reviewed grant applications, interviewed applicants and awarded a total of \$45,000 in grants to assist seven local organizations in hosting events and attractions that attract visitors.

### *City of Wilsonville Community Tourism Grant Awards — \$25,000*

- *Fun in the Park*: \$9,000 to produce the 18th annual Fun in the Park festival on Aug. 3.
- *Brews for Community*: \$5,000 to produce the Wilsonville Brewfest summer event showcasing Oregon breweries on Aug. 10.
- *Wilsonville Arts & Culture Council*: \$5,000 for hosting the Wilsonville Festival of the Arts on June 1-2.
- *Wilsonville Rotary Foundation*: \$4,000 to support Wilsonville Rotary's production of a four-show Summer Concert Series, July 18-Aug. 8.
- *Wilsonville Bicycle Events*: \$2,000 to produce the Salmon Cycling Classic, a bike ride/dinner event on June 29 to support construction of a bike/pedestrian bridge over I-5.

### *Clackamas County Tourism Community Partnership Program Grant Awards — \$20,000*

- *Wilsonville Bicycle Events*: \$12,500 to provide event advertising and marketing support for the June 29 Salmon Cycling Classic event, which begins and ends at Memorial Park and includes 50K, 60K and 80K courses.
- *MeSheWe Run*: \$5,000 to provide marketing support for an untimed women's running event in Wilsonville on June 1 that offers participants a half-marathon, 10k or team relay run.
- *Wilsonville Lacrosse*: \$2,500 for marketing and additional support for Wilsonville Lacrosse to support the "Battle at the Bridge" youth lacrosse tournament at Wilsonville High School on June 8.

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

The Tourism Development and Operations Consultant contractor worked closely with the committee over the course of several months to develop an integrated Tourism Promotion Marketing Plan, which is composed of:

1. The overarching FY17/18 & 18/19 “Marketing Playbook” dated February 2018; and
2. The implementing Scope of Work for specific Advertising & Marketing Services dated January 19, 2018.

The “Marketing Playbook” Plan, was approved by the Committee on January 30, 2018, to guide tourism promotion efforts through FY 2018/19. This marketing plan includes background information on tourism’s economic impact of visitor expenditures, a plan for tourism promotion for Wilsonville using print and online advertising, a set of goals and objectives, a Strength-Weaknesses-Opportunities-Threat (SWOT) analysis, metrics of success, a logo and style branding guide and ad campaigns and media buys.

The Tourism Development and Operations Consultant contractor also developed a scope of work for specific Advertising & Marketing Services that implements the overarching “Marketing Playbook” Plan. The Advertising and Marketing Services Scope of Work was approved by the Tourism Promotion Committee on December 12, 2017, and subsequently amended in part on January 19, 2018, for the remainder of FY 17/18 and all of FY 18/19.

The Tourism Promotion Marketing Plan was adopted by the City Council under Resolution No. 2669 on Feb. 22, 2018, and the implementing Advertising & Marketing Services professional services agreement under Resolution No. 2681 on March 19, 2018.

- **The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.**
- **Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.**

The committee has been instrumental in both monitoring the implementation of the larger marketing plan, and also specifically the [www.ExploreWilsonville.com](http://www.ExploreWilsonville.com) website. Committee members have made along the way key observations and recommendations for improvement of the marketing plan and website.

The Tourism Development and Operations Consultant contractor developed and launched a new marketing campaign during 2018 that includes a new brand and tagline, “A Pocket (of Fun),” an extensive website, [www.ExploreWilsonville.com](http://www.ExploreWilsonville.com), and a “Pocket Trip” set of visitor guides promoting a variety of themed day trips within a 25-mile radius that feature Wilsonville as the base from which to explore regional attractions.

Committee members suggested potential destinations, and the Tourism Development and Operations Consultant contractor conducted additional research to devise a variety of pre-planned itineraries that revolve around a particular interest or activity.

A total of 12 themed “Pocket Trip” categories include detailed stories with suggested itineraries featuring things to do in and around the Wilsonville area, ranging from “Plan a Family Fun Day in Wilsonville” to “Frolicking Through French Prairie” to “A Day on the Willamette River.”



The 12 current “Pocket Trip” themes are:

- |                       |                                |
|-----------------------|--------------------------------|
| 1. Eat & Drink        | 7. Outside Fun                 |
| 2. Family Time        | 8. Art & Music                 |
| 3. Shopper’s Delight  | 9. A Lil’ Bit of Country       |
| 4. Farmlandia Fun     | 10. Finer Things               |
| 5. History & Heritage | 11. Unique Meeting Spots       |
| 6. Inside Fun         | 12. Build-Your-Own Pocket Trip |

The tourism website, ExploreWilsonville.com, has continued to be revised and updated. The Tourism Development and Operations Consultant contractor completed a re-design of the website in September 2018. Major revisions to the website include creating and populating custom directories of events, hospitality businesses and tourism attractions (rather than using outside commercial sites like Yelp.com) that provide greater functionality and also a consistent style and look based on the adopted Marketing Playbook.

As part of the process to develop marketing collateral, the Tourism Development and Operations Consultant contractor retained professional models and photographers for several picture-taking sessions at Wilsonville-area attractions and events. This process provided Explore Wilsonville with high-quality, original photos that are free of license fees and other royalty payments and have not been used by others.

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

The committee is currently in the process of working with the Tourism Development and Operations Consultant contractor to develop a standardized quarterly report with specific performance metrics. The committee is looking at various metrics to measure Explore Wilsonville’s success at effectively promoting the brand and Wilsonville as a visitor’s destination, increasing website and social media traffic, generating leads for follow-up, growing overall lodging occupancy and revenue, and ultimately increasing the generation of transient lodging tax to the City.

The Tourism Development and Operations Consultant contractor commenced a subscription for the City 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. In addition to obtaining STR data for Wilsonville lodging properties, the committee worked with the Tourism Development and Operations Consultant contractor to identify a ‘comparable’ market, Troutdale, by which to compare Wilsonville’s metrics.

The Tourism Development and Operations Consultant contractor is also working with the Finance Department to obtain regular, quarterly reports of transient lodging tax revenue. The City’s lodging tax collection data is generally available on quarterly basis one month after the close of the quarter.

- **New tourism promotional programs are implemented with key partners.**

The Tourism Development and Operations Consultant contractor is working with regional/state tourism partners for marketing promotion efforts, including Travel Oregon, Travel Portland, Clackamas County Tourism and Cultural Affairs (dba Oregon’s Mt. Hood Territory) and

Washington County Visitors Assn. These joint efforts include purchase of print and online advertising and sharing of travel research.

Additionally, the Tourism Development and Operations Consultant contractor is working with private vendors such as AAA and Sunset Magazine to place advertisements in print and online products that also generate lead-requests for information about visiting Wilsonville.

The Tourism Development and Operations 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 18/19 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee developed and recommended to City Council adoption of the FY18/19 update to the tourism business plan known as the FY18/19 Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”). The Council adopted this plan through Resolution No. 2699 on July 16, 2018.

- **The visitor profile study (item G 3.1) is to completed and results analyzed by the end of June 2019; consideration is given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey**

The City budgeted an additional \$60,000 to undertake the Visitor Profile Study project in FY18-19. The City contracted with the Tourism Development and Operations Consultant contractor to work with subcontractor RRC Associates, which City Parks and Recreation Department has use previously for other parks studies that fed into parks master plans. The Tourism Development and Operations Consultant contractor and RRC Associates worked together to strategize with committee members for questions and locations for on-site intercept questionnaires of visitors to Wilsonville-area attractions and events.

The Visitor Profile Survey is composed of two components:

1. Summer months survey that occurred April through September 2018
2. Winter months survey that is occurring November 2018 through April 2019.

The final, cross-tabulated results and report of the summer survey was released in December 2018; the winter survey is anticipated to be released initially as raw data in May 2019 and a final summer and winter surveys report in June 2019.

The summer survey has provided significant insight and confirmation of key components of the May 2014 *Tourism Development Strategy* and the subsequent marketing-promotion plans developed by the committee and the Tourism Development and Operations Consultant contractor Vertigo Marketing. Some of the key take-aways include: Higher-than-average visitor income for visitors to Wilsonville compared to the state average; Families with children compose a significant percentage of visitors (54%), confirming a focus to promote family-oriented activities; and the 35- to 44-year-old demographic comprises the largest share of overnight visitors.

- **The committee advances a feasibility study for all-weather or indoor, multi-purpose athletic facility (item G 3.2) this year or next.**

EXHIBIT 1

Wilsonville Tourism Promotion Committee  
FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan

Page 8  
May 21, 2019

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The committee, staff and consultants' plates were full, and this next study was tabled until the following fiscal year, FY19-20.

- **Committee monitors and participates in Town Center Plan redevelopment effort.**

The committee monitored and participated in providing feedback to the Planning Division on the Town Center Plan redevelopment effort. Members of the committee were invited to Town Center Plan meetings, including a major conference held with businesses and developers at the Town Center movie theatre on October 11, 2018.

## F. Five-Year Action Plan for Tourism Development: FY2019/20 – FY2023/24

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 such as the visitor profile survey.

This third, 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,' the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

### Year 1 FY 2019/20

#### 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 Development and Operations Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan that the committee monitors implementation of. Committee develops and recommends to City Council for adoption the update this business plan as the new FY20/21 Five-Year Action Plan and Annual One-Year Implementation Plan.
  - **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 *Community Investment Strategy for Arts, Heritage and Culture*. 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 FY19/20 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. The committee works with staff to undertake RFQ process to vet and select tourism promotion-marketing communications vendor proposals.
  3. **Advance Study Effort for City to Enhance Tourism Development:** The committee advances through Parks and Recreation a feasibility study for a year-round, multi-purpose facility (item G 3.2) this year. The envisioned facility would be capable of handling court sport tournaments (basketball, volleyball, etc), conferences, trade shows and live entertainment.

**Year 2  
FY 2020/21**

- Potential new staff position works with Tourism Development and Operations Consultant contractor to advance Tourism Promotion Program.
- New tourism promotional programs are implemented with key partners.
- One of two recommended studies are commenced, either destination marketing strategy plan (item G.3.3) or hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project (item G 3.4)

**Year 3  
FY 2021/22**

- Tourism Development and Operations 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.
- One of two recommended studies are commenced, either destination marketing strategy plan (item G.3.3) or hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project (item G 3.4)

**Year 4  
2022/23**

- Tourism Development and Operations 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  
2023/24**

- Tourism Development and Operations 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.

## G. Annual One-Year Implementation Plan: FY19/20, July 2019 – June 2020

The fourth, 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.
- **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 FY20/21.

**Staffing Resource:** A draft plan, *Community Investment Strategy for Arts, Culture and Heritage*, undertaken as part of the City's 2017-19 Community Enhancement Program and 2019-20 City Council Goals adopted on May 20, 2019, reflect a City Council priority for 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 committee; managing the tourism grants process; working more intensely with the Tourism Development and Operations 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 FY19/20 or FY20/21 budget cycle.

The committee seeks additional resources to advance the tourism promotion program. In relation to the larger Tourism Development Strategy No. 1.1, "Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now Explore Wilsonville. [Create the organizational framework]," the committee also seeks to discuss how a City-staffed program could evolve into an independent Destination Marketing Organization (DMO).

**2. Implement the FY19/20 Tourism Promotion Program:** The committee works with staff of the City Manager's Office and Parks & Recreation Dept. and Tourism Development and Operations Consultant contractor to advance both the larger FY19/20 Five-Year Action Plan and Annual One-Year Implementation Plan and the more specific FY19/20 Tourism Promotion and Destination Marketing Plan.

Since FY 19/20 is the second, last year of optional professional services agreement renewal for tourism promotion and marketing communications services, the committee plans to work with staff to undertake an RFQ process to vet and select tourism promotion-marketing communications vendor proposals and make a recommendation.

Specific components of the FY19/20 Tourism Promotion Program include:

- **Target Marketing Refinement:** Refining as needed the marketing promotional elements and online/Internet website products and processes.
- **More Featured Day Trips:** Creating additional sets of themed “Pocket Trips,” possibly with community input.
- **Marketing and Promotion:** Producing print and online marketing deliverables and developing promotional products.
- **Performance Metrics:** Finalizing 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.

**3. Advance Study Effort for City to Enhance Tourism Development:** The committee works with staff of the City Manager’s Office and Parks & Recreation Dept. to work with Tourism Development and Operations Consultant contractor on one of four specific recommendations to the City Council for study efforts to advance tourism:

- **Multi-use Facility with Potential Hotel Addition Study:** Complete in FY19/20 a feasibility assessment and accompanying pro-forma for a hybrid, indoor, multi-use facility aimed at drawing sports tournaments, conferences and other events to Wilsonville, particularly during the slower, lower-demand ‘shoulder season’ months of October through April. The envisioned facility would be capable of handling court sport tournaments (basketball, volleyball, etc), conferences, trade shows, performing arts and live entertainment, and could include an overnight lodging option if shown to be relevant to success of a multi-use facility.

Notes on other special tourism-related studies:

- Visitor Profile Study advanced in the FY18/19 1/5-Year Action Implementation Plan is to be completed on schedule towards end of FY18/19, June 2019.
- Subsequent study efforts to follow in subsequent fiscal years include:
  - Destination marketing strategy plan that could be undertaken in FY20/21.
  - Hotel/conference center feasibility study as follow-up to Town Center Plan redevelopment project may be potentially combined or addressed in FY19/20 Multi-use Facility with Potential Hotel Addition Study; otherwise, a more detailed overnight hotel lodging/conference facility study could be undertaken in FY 21/22.

## H. Components of FY19/20 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 FY19/20 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 Development and Operations 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 committee recognizes the City intends to dedicate 50% of transient lodging tax revenues for tourism promotion and has budgeted \$225,000 for FY 19/20 for the Tourism Promotion Marketing Plan and the Community Tourism Grant Program. The committee recommends that the City Council continue to dedicate a portion of unspent, prior years' transient lodging-tax revenues budget for feasibility study for an all-weather or indoor, multi-purpose athletic recreation facility for sports tournaments and other recreational, entertainment purposes and/or the destination marketing strategy plan, depending on staff/consultant capacity.

**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 two 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.

The committee seeks to fine-tune the tourism-related grants program to focus on attracting visitors from over 50 miles away who require overnight lodging accommodations, as well as encouraging visitors to linger longer and patronize local businesses when visiting Wilsonville. The committee seeks to cultivate increased tourism awareness among both members of the community and grant recipients. Increasing overnight stays and transient lodging tax revenues 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.



## 2. Implement the FY 19/20 Tourism Promotion Program

**2.1 Tourism Branding Strategy:** The Tourism Development and Operations 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.

**2.2 Tourism Website:** The Tourism Development and Operations Consultant worked to re-launch the ExploreWilsonville.com tourism website with a redesign to match the new branding motifs and to offer improved content with a focus on day trips and directories of attractions and area events. Improvement of the tourism website responds to a primary weakness previously identified for Wilsonville tourism promotional efforts — namely, a lack of an “authoritative website” on Wilsonville tourism recognized by Google and other Internet search engines. The committee believes improvement of a tourism website and associated marketing efforts as outlined in the Plan are continuing priorities 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.

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 Development and Operations Consultant contractor implemented custom, improved online directories of local area tourism businesses and attractions (rather than relying on commercial services like Yelp) that may eventually offer potential online transactional marketing products and other features as noted below.

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

**2.3 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. The Tourism Development and Operations Consultant employed professional models and photographers in 2018 to create a suite of copyright/royalty-free images for marketing use.

Tourism Development and Operations Consultant contractor is looking at 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 contracted models and photographer/videographer(s).

*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.

**2.4 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 Development and Operations Consultant contractor is utilizing 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.

**2.5 Social Media:** Social media is a component of the larger online marketing promotional effort. Tourism Development and Operations Consultant contractor is utilizing social media platforms and programs that are targeted to specific niche markets.

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

**2.6 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 Development and Operations Consultant contractor has integrated 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.

**2.7 Internet Marketing Campaigns:** Tourism Development and Operations Consultant contractor is using various kinds of services that 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.

**2.8 Wilsonville Visitors Guide and Related Publications:** Tourism Development and Operations Consultant contractor is planning production of one or more print and online versions of a Wilsonville Visitors Guide, as well as other potential publications helpful to visitors and marketers.

*Authority for recommendation:* *Wilsonville Tourism Development Strategy, May 2014, Action Item 5.7*: Produce a Wilsonville Visitors Guide annually.

**2.9 Public Awareness:** City staff are to work with the committee and Tourism Development and Operations Consultant contractor to produce information that increases local residents’ knowledge and interest in learning more about local attractions and the value of tourism to the economy and community-development efforts.

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

### 3. Advance Study Efforts for City to Enhance Tourism Development

The committee recommends to the City Council funding of three studies or research/planning efforts to advance tourism development in the greater Wilsonville market. The funds for these studies would be sourced from prior, unspent budgeted tourism funds from prior fiscal years, FY15/16 and FY16/17, while the City's tourism program was being developed by the committee and be approved by City Council with a separate budget adjustment.

**3.1 Visitor profile study:** This study is now underway and is scheduled to conclude in FY 18/19.

**3.2 Feasibility study for all-weather or indoor, multi-purpose athletic 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 for an indoor or all-weather-use facility that includes courts and fields for year-round use should include a detailed market analysis, financial feasibility and potential financing strategies. This study is a priority for the committee that is recommended for implementation during FY19/20 with a separate budget adjustment.

**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. The committee recommends advancing this study during FY20/21.

**3.4 Hotel/conference center feasibility study as part of Town Center Master Plan redevelopment project:** The committee requests that the pending Town Center Master Plan redevelopment project being undertaken by the Planning Division of the Community Development Dept. specifically advance the feasibility study of a private-sector or public/private partnership development and operation of a conference center and adjoining hotel. The study should include a detailed market analysis, financial feasibility and potential financing strategies. 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 in FY20/21.

**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.

**CITY OF WILSONVILLE  
PROFESSIONAL SERVICES AGREEMENT  
Tourism Promotion & Destination Marketing Services**

This Professional Services Agreement for a Tourism Development and Operations Consultant (“Agreement”) is made and entered into on this \_\_\_\_ day of July 2019 (“Effective Date”) by and between the **City of Wilsonville**, a municipal corporation of the State of Oregon (hereinafter referred to as the “City”), and **Velocity Tourism LLC**, an Oregon limited liability company (hereinafter referred to as “Consultant”).

**RECITALS**

WHEREAS, the City requires services which Consultant is capable of providing, under terms and conditions hereinafter described; and

WHEREAS, Consultant represents that Consultant is qualified to perform the services described herein on the basis of specialized experience and technical expertise; and

WHEREAS, Consultant is prepared to provide such services as the City does hereinafter require.

NOW, THEREFORE, in consideration of these mutual promises and the terms and conditions set forth herein, the parties agree as follows:

**AGREEMENT**

**Section 1. Scope of Work**

Contractor will perform the advertising and marketing services (“Services”), as more particularly described in the Scope of Work attached hereto as **Exhibit A** and incorporated by reference herein, for the Tourism Advertising and Marketing Project (“Project”).

**Section 2. Term**

The term of this Agreement shall be from the Effective Date until all Services are completed and accepted, or no later than December 31, 2019, whichever occurs first, unless earlier terminated in accordance herewith or an extension of time is agreed to, in writing, by the City.

**Section 3. Consultant’s Services**

3.1. Consultant shall diligently perform the tourism advertising and marketing Services according to the requirements identified in the Scope of Work, attached hereto as **Exhibit A** and incorporated by reference herein.

3.2. All written documents prepared by Consultant in conjunction with the Services shall bear the signature, stamp, or initials of Consultant’s authorized Project Manager.

3.3. Consultant shall maintain the confidentiality of any confidential information that is exempt from disclosure under state or federal law to which Consultant may have access by reason of this Agreement. Consultant warrants that Consultant's employees assigned to the Services provided for in this Agreement shall be clearly instructed to maintain this confidentiality. All agreements with respect to confidentiality shall survive the termination or expiration of this Agreement.

#### **Section 4. Compensation**

4.1. Except as otherwise set forth in this **Section 4**, the City agrees to pay Consultant on a time and materials basis, guaranteed not to exceed ONE HUNDRED THOUSAND DOLLARS (\$100,000), for performance of the Services for the term of the Agreement ("Compensation Amount"). Any compensation in excess of the Compensation Amount will require an express written Addendum between the City and Consultant, executed in compliance with the provisions of **Section 14**.

4.2. Consultant's Compensation Amount is all inclusive and include, but are not limited to, all work-related costs, expenses, salaries or wages, plus fringe benefits and contributions, including payroll taxes, workers compensation insurance, liability insurance, profit, pension benefits and similar contributions and benefits, technology and/or software charges, office expenses, and all other indirect and overhead charges.

4.3. During the course of Consultant's performance, if the City, through its Project Manager, specifically requests Consultant to provide additional services that are beyond the Scope of Services described on **Exhibit A**, a written Addendum to this Agreement must be executed in compliance with the provisions of **Section 14**.

4.4. Except for amounts withheld by the City pursuant to this Agreement, Consultant will be paid for Services for which an itemized invoice is received by the City within thirty (30) days of receipt, unless the City disputes such invoice. In that instance, the undisputed portion of the invoice will be paid by the City within the above timeframe. The City will set forth its reasons for the disputed claim amount and make good faith efforts to resolve the invoice dispute with Consultant as promptly as is reasonably possible.

#### **Section 5. City's Responsibilities**

The City will designate a Project Manager to facilitate day-to-day communication between Consultant and the City, including timely receipt and processing of invoices, requests for information, and general coordination of City staff to support the Project.

#### **Section 6. City's Project Manager**

The City's Project Manager is Mark Ottenad, Public/Government Affairs Director. The City shall give Consultant prompt written notice of any re-designation of its Project Manager.

## **Section 7. Consultant's Project Manager**

Consultant's Project Manager is Trevor Naranche. In the event that Consultant's designated Project Manager is changed, Consultant shall give the City prompt written notification of such re-designation. Recognizing the need for consistency and knowledge in the administration of the Project, Consultant's Project Manager will not be changed without the written consent of the City, which consent shall not be unreasonably withheld. In the event the City receives any communication from Consultant that is not from Consultant's designated Project Manager, the City may request verification by Consultant's Project Manager, which verification must be promptly furnished.

## **Section 8. Subcontractors and Assignments**

8.1. Unless expressly authorized in **Exhibit A** or **Section 9** of this Agreement, Consultant shall not subcontract with others for any of the Services prescribed herein. Consultant shall not assign any of Consultant's rights acquired hereunder without obtaining prior written approval from the City, which approval may be granted or denied in the City's sole discretion. Some Services may be performed by persons other than Consultant, provided Consultant advises the City of the names of such subcontractors and the work which they intend to perform, and the City specifically agrees in writing to such subcontracting. Consultant acknowledges such work will be provided to the City pursuant to a subcontract(s) between Consultant and subcontractor(s) and no privity of contract exists between the City and the subcontractor(s). Unless otherwise specifically provided by this Agreement, the City incurs no liability to third persons for payment of any compensation provided herein to Consultant. Any attempted assignment of this Agreement without the written consent of the City shall be void. Except as otherwise specifically agreed, all costs for work performed by others on behalf of Consultant shall not be subject to additional reimbursement by the City. References to "subcontractor" mean a subcontractor at any tier.

8.2. The City shall have the right to enter into other agreements for the Project, to be coordinated with this Agreement. Consultant shall cooperate with the City and other firms or subcontractors on the Project so that all portions of the Project may be completed in the least possible time and within normal working hours.

## **Section 9. Consultant Is Independent Contractor**

Consultant is an independent contractor for all purposes and shall be entitled to no compensation other than the Compensation Amount provided for under **Section 4** of this Agreement. Consultant will be solely responsible for determining the manner and means of accomplishing the end result of Consultant's Services. The City does not have the right to control or interfere with the manner or method of accomplishing said Services. The City, however, will have the right to specify and control the results of Consultant's Services so such Services meet the requirements of the Project.

9.1. Consultant has requested that some consulting Services be performed on the Project by persons or firms other than Consultant, through a subcontract with Consultant. Consultant acknowledges that if such Services are provided to the City pursuant to a subcontract(s) between Consultant and those who provide such services, Consultant may not utilize any subcontractor(s), or in any way assign its responsibility under this Agreement, without first obtaining the express written consent of the City, which consent may be given or denied in the City's sole discretion. In

all cases, processing and payment of billings from subcontractors is solely the responsibility of Consultant.

9.2. Consultant shall be responsible for, and defend, indemnify, and hold the City harmless against, any liability, cost, or damage arising out of Consultant's use of such subcontractor(s) and subcontractor's negligent acts, errors, or omissions. Unless otherwise agreed to, in writing, by the City, Consultant shall require that all of Consultant's subcontractors also comply with, and be subject to, the provisions of this **Section 9** and meet the same insurance requirements of Consultant under this Agreement.

## **Section 10. Consultant Responsibilities**

10.1. Consultant shall make prompt payment for any claims for labor, materials, or services furnished to Consultant by any person in connection with this Agreement, as such claims become due. Consultant shall not permit any liens or claims to be filed or prosecuted against the City on account of any labor or material furnished to or on behalf of Consultant. If Consultant fails, neglects, or refuses to make prompt payment of any such claim, the City may, but shall not be obligated to, pay such claim to the subcontractor furnishing the labor, materials, or services and offset the amount of the payment against funds due or to become due to Consultant under this Agreement. The City may also recover any such amounts directly from Consultant.

10.2. Consultant must comply with all applicable Oregon and federal wage and hour laws, including Bureau of Labor and Industries (BOLI) wage requirements, if applicable. Consultant shall make all required workers compensation and medical care payments on time. Consultant shall be fully responsible for payment of all employee withholdings required by law, including but not limited to taxes, including payroll, income, Social Security (FICA), and Medicaid. Consultant shall also be fully responsible for payment of salaries, benefits, taxes, Industrial Accident Fund contributions, and all other charges on account of any employees. Consultant shall pay to the Department of Revenue all sums withheld from employees pursuant to ORS 316.167. All costs incident to the hiring of assistants or employees shall be Consultant's responsibility. Consultant shall defend, indemnify, and hold the City harmless from claims for payment of all such expenses. Unless otherwise expressly set forth on **Exhibit A** as a reimbursable expense item not included in the Compensation Amount, specific costs associated with items set forth in this subsection shall be deemed as fully and conclusively included in the rate upon which Consultant's Compensation Amount is based.

10.3. No person shall be discriminated against by Consultant or any subcontractor in the performance of this Agreement on the basis of sex, gender, race, color, creed, religion, marital status, age, disability, sexual orientation, gender identity, or national origin. Any violation of this provision shall be grounds for cancellation, termination, or suspension of the Agreement, in whole or in part, by the City.

## **Section 11. Indemnity and Insurance**

11.1. Indemnification. Consultant acknowledges responsibility for liability arising out of the performance of this Agreement, and shall defend, indemnify, and hold the City harmless from any and all liability, settlements, loss, costs, and expenses in connection with any action, suit, or claim resulting or allegedly resulting from Consultant's negligent acts, omissions, errors, or willful

or reckless misconduct pursuant to this Agreement, or from Consultant's failure to perform its responsibilities as set forth in this Agreement. The review, approval, or acceptance by the City, its Project Manager, or any City employee of documents or other work performed, prepared, or submitted by Consultant shall not be considered a negligent act, error, omission, or willful misconduct on the part of the City, and none of the foregoing shall relieve Consultant of its responsibility to perform in full conformity with the City's requirements, as set forth in this Agreement, and to indemnify the City as provided above and to reimburse the City for any and all costs and damages suffered by the City as a result of Consultant's negligent performance of this Agreement, failure of performance hereunder, violation of state or federal laws, or failure to adhere to the standards of performance and care described in **Subsection 11.2**. Consultant shall defend the City (using legal counsel reasonably acceptable to the City) against any claim that alleges negligent acts, omissions, errors, or willful or reckless misconduct by Consultant.

11.2. Standard of Care. In the performance of professional services, Consultant agrees to use at least that degree of care and skill exercised under similar circumstances by reputable members of Consultant's profession practicing in the Portland metropolitan area. Consultant will re-perform any Services not meeting this standard without additional compensation. Consultant's re-performance of any Services, even if done at the City's request, shall not be considered as a limitation or waiver by the City of any other remedies or claims it may have arising out of Consultant's failure to perform in accordance with the applicable standard of care of this Agreement and within the prescribed timeframe.

11.3. Insurance Requirements. Consultant shall maintain insurance coverage acceptable to the City in full force and effect throughout the term of this Agreement. Such insurance shall cover all risks arising directly or indirectly out of Consultant's activities or work hereunder. Any and all agents, contractors, or subcontractors with which Consultant contracts to work on the Services must have insurance that conforms to the insurance requirements in this Agreement. The amount of insurance carried is in no way a limitation on Consultant's liability hereunder. The policy or policies of insurance maintained by Consultant shall provide at least the following minimum limits and coverages at all times during performance under this Agreement:

11.3.1. Commercial General Liability Insurance. Consultant and all subcontractors shall obtain, at each of their own expense, and keep in effect during the term of this Agreement, comprehensive Commercial General Liability Insurance covering Bodily Injury and Property Damage, written on an "occurrence" form policy. This coverage shall include broad form Contractual Liability insurance for the indemnities provided under this Agreement and shall be for the following minimum insurance coverage amounts: The coverage shall be in the amount of **\$2,000,000** for each occurrence and **\$3,000,000** general aggregate and shall include Products-Completed Operations Aggregate in the minimum amount of **\$2,000,000** per occurrence, Fire Damage (any one fire) in the minimum amount of **\$50,000**, and Medical Expense (any one person) in the minimum amount of **\$10,000**. All of the foregoing coverages must be carried and maintained at all times during this Agreement.

11.3.2. Professional Errors and Omissions Coverage. Consultant agrees to carry Professional Errors and Omissions Liability insurance on a policy form appropriate to the professionals providing the Services hereunder with a limit of no less than **\$2,000,000** per claim. Consultant shall maintain this insurance for damages alleged to be as a result of



errors, omissions, or negligent acts of Consultant. Such policy shall have a retroactive date effective before the commencement of any work by Consultant on the Services covered by this Agreement, and coverage will remain in force for a period of at least three (3) years thereafter.

11.3.3. Business Automobile Liability Insurance. If Consultant or any subcontractors will be using a motor vehicle in the performance of the Services herein, Consultant shall provide the City a certificate indicating that Consultant and its subcontractors have business automobile liability coverage for all owned, hired, and non-owned vehicles. The Combined Single Limit per occurrence shall not be less than **\$2,000,000**.

11.3.4. Workers Compensation Insurance. Consultant, its subcontractors, and all employers providing work, labor, or materials under this Agreement that are subject employers under the Oregon Workers Compensation Law shall comply with ORS 656.017, which requires them to provide workers compensation coverage that satisfies Oregon law for all their subject workers under ORS 656.126. Out-of-state employers must provide Oregon workers compensation coverage for their workers who work at a single location within Oregon for more than thirty (30) days in a calendar year. Consultants who perform work without the assistance or labor of any employee need not obtain such coverage. This shall include Employer's Liability Insurance with coverage limits of not less than **\$500,000** each accident.

11.3.5. Insurance Carrier Rating. Coverages provided by Consultant and its subcontractors must be underwritten by an insurance company deemed acceptable by the City, with an AM Best Rating of A or better. The City reserves the right to reject all or any insurance carrier(s) with a financial rating that is unacceptable to the City.

11.3.6. Additional Insured and Termination Endorsements. Additional Insured coverage under Consultant's Commercial General Liability, Automobile Liability, and Excess Liability Policies, as applicable, will be provided by endorsement. Additional insured coverage shall be for both ongoing operations via ISO Form CG 2010 or its equivalent, and products and completed operations via ISO Form CG 2037 or its equivalent. Coverage shall be Primary and Non-Contributory. Waiver of Subrogation endorsement via ISO Form CG 2404 or its equivalent shall be provided. The following is included as additional insured: "The City of Wilsonville, its elected and appointed officials, officers, agents, employees, and volunteers." An endorsement shall also be provided requiring the insurance carrier to give the City at least thirty (30) days' written notification of any termination or major modification of the insurance policies required hereunder. Consultant must be an additional insured on the insurance policies obtained by its subcontractors performing work on the Services contemplated under this Agreement.

11.3.7. Certificates of Insurance. As evidence of the insurance coverage required by this Agreement, Consultant shall furnish a Certificate of Insurance to the City. This Agreement shall not be effective until the required certificates and the Additional Insured Endorsements have been received and approved by the City. Consultant agrees that it will not terminate or change its coverage during the term of this Agreement without giving the City at least thirty (30) days' prior advance notice and Consultant will obtain an endorsement

from its insurance carrier, in favor of the City, requiring the carrier to notify the City of any termination or change in insurance coverage, as provided above.

11.4. Primary Coverage. The coverage provided by these policies shall be primary, and any other insurance carried by the City is excess. Consultant shall be responsible for any deductible amounts payable under all policies of insurance. If insurance policies are “Claims Made” policies, Consultant will be required to maintain such policies in full force and effect throughout any warranty period.

## **Section 12. Early Termination; Default**

12.1. This Agreement may be terminated prior to the expiration of the agreed upon terms:

12.1.1. By mutual written consent of the parties;

12.1.2. By the City, for any reason, and within its sole discretion, effective upon delivery of written notice to Consultant by mail or in person; or

12.1.3. By Consultant, effective upon seven (7) days’ prior written notice in the event of substantial failure by the City to perform in accordance with the terms through no fault of Consultant, where such default is not cured within the seven (7) day period by the City. Withholding of disputed payment is not a default by the City.

12.2. If the City terminates this Agreement, in whole or in part, due to default or failure of Consultant to perform Services in accordance with the Agreement, the City may procure, upon reasonable terms and in a reasonable manner, services similar to those so terminated. In addition to any other remedies the City may have, both at law and in equity, for breach of contract, Consultant shall be liable for all costs and damages incurred by the City as a result of the default by Consultant, including, but not limited to all costs incurred by the City in procuring services from others as needed to complete this Agreement. This Agreement shall be in full force to the extent not terminated by written notice from the City to Consultant. In the event of a default, the City will provide Consultant with written notice of the default and a period of ten (10) days to cure the default. If Consultant notifies the City that it wishes to cure the default but cannot, in good faith, do so within the ten (10) day cure period provided, then the City may elect, in its sole discretion, to extend the cure period to an agreed upon time period, or the City may elect to terminate this Agreement and seek remedies for the default, as provided above.

12.3. If the City terminates this Agreement for its own convenience not due to any default by Consultant, payment of Consultant shall be prorated to, and include, the day of termination and shall be in full satisfaction of all claims by Consultant against the City under this Agreement.

12.4. Termination under any provision of this section shall not affect any right, obligation, or liability of Consultant or the City that accrued prior to such termination. Consultant shall surrender to the City items of work or portions thereof, referred to in **Section 16**, for which Consultant has received payment or the City has made payment.

### **Section 13. Suspension of Services**

The City may suspend, delay, or interrupt all or any part of the Services for such time as the City deems appropriate for its own convenience by giving written notice thereof to Consultant. An adjustment in the time of performance or method of compensation shall be allowed as a result of such delay or suspension unless the reason for the delay is within Consultant's control. The City shall not be responsible for Services performed by any subcontractors after notice of suspension is given by the City to Consultant. Should the City suspend, delay, or interrupt the Services and the suspension is not within Consultant's control, then the City shall extend the time of completion by the length of the delay.

### **Section 14. Modification/Addendum**

Any modification of the provisions of this Agreement shall not be enforceable unless reduced to writing and signed by both the City and Consultant. A modification is a written document, contemporaneously executed by the City and Consultant, which increases or decreases the cost to the City over the agreed Compensation Amount in **Section 4** of this Agreement, or changes or modifies the Scope of Work or the time for performance. No modification shall be binding or effective until executed, in writing, by both Consultant and the City. If Consultant incurs additional costs or devotes additional time on Project tasks, the City shall be responsible for payment of only those additional costs for which it has agreed to pay under a signed Addendum to this Agreement.

### **Section 15. Access to Records**

The City shall have access, upon request, to such books, documents, receipts, papers, and records of Consultant as are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts, and transcripts for a period of four (4) years, unless within that time the City specifically requests an extension. This clause shall survive the expiration, completion, or termination of this Agreement.

### **Section 16. Property of the City**

All documents, reports, and research gathered or prepared by Consultant under this Agreement, including but not limited to spreadsheets, charts, graphs, drawings, modeling, maps, data generation, papers, diaries, and inspection reports, shall be the exclusive property of the City and shall be delivered to the City prior to final payment. Any statutory or common law rights to such property held by Consultant as creator of such work shall be conveyed to the City upon request without additional compensation. Upon the City's approval, and provided the City is identified in connection therewith, Consultant may include Consultant's work in its promotional materials.

### **Section 17. Notices**

Any notice required or permitted under this Agreement shall be in writing and shall be given when actually delivered in person or forty-eight (48) hours after having been deposited in the United States mail as certified or registered mail, addressed to the addresses set forth below, or to such other address as one party may indicate by written notice to the other party.

To City: City of Wilsonville  
 Attn: Mark Ottenad, Public/Government Affairs Director  
 29799 SW Town Center Loop East  
 Wilsonville, OR 97070

To Consultant: Velocity Tourism LLC  
 Attn: Trevor Naranche  
 63372 Freedom Place  
 Bend, OR 97701

## Section 18. Miscellaneous Provisions

18.1. Integration. This Agreement, including all exhibits attached hereto, contains the entire and integrated agreement between the parties and supersedes all prior written or oral discussions, representations, or agreements. In case of conflict among these documents, the provisions of this Agreement shall control.

18.2. Legal Effect and Assignment. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, personal representatives, successors, and assigns. This Agreement may be enforced by an action at law or in equity.

18.3. No Assignment. Consultant may not assign this Agreement, nor delegate the performance of any obligations hereunder, unless agreed to in advance and in writing by the City.

18.4. Adherence to Law. In the performance of this Agreement, Consultant shall adhere to all applicable federal, state, and local laws (including the Wilsonville Code and Public Works Standards), including but not limited to laws, rules, regulations, and policies concerning employer and employee relationships, workers compensation, and minimum and prevailing wage requirements. Any certificates, licenses, or permits that Consultant is required by law to obtain or maintain in order to perform the Services described on **Exhibit A**, shall be obtained and maintained throughout the term of this Agreement.

18.5. Governing Law. This Agreement shall be construed in accordance with and governed by the laws of the State of Oregon, regardless of any conflicts of laws. All contractual provisions required by ORS Chapters 279A, 279B, 279C, and related Oregon Administrative Rules to be included in public agreements are hereby incorporated by reference and shall become a part of this Agreement as if fully set forth herein.

18.6. Jurisdiction. Venue for any dispute will be in Clackamas County Circuit Court.

18.7. Legal Action/Attorney Fees. If a suit, action, or other proceeding of any nature whatsoever (including any proceeding under the U.S. Bankruptcy Code) is instituted in connection with any controversy arising out of this Agreement or to interpret or enforce any rights or obligations hereunder, the prevailing party shall be entitled to recover attorney, paralegal, accountant, and other expert fees and all other fees, costs, and expenses actually incurred and reasonably necessary in connection therewith, as determined by the court or body at trial or on any appeal or review, in addition to all other amounts provided by law. If the City is required to seek legal assistance to enforce any term of this Agreement, such fees shall include all of the above fees, whether or not a

proceeding is initiated. Payment of all such fees shall also apply to any administrative proceeding, trial, and/or any appeal or petition for review.

18.8. Nonwaiver. Failure by either party at any time to require performance by the other party of any of the provisions of this Agreement shall in no way affect the party's rights hereunder to enforce the same, nor shall any waiver by the party of the breach hereof be held to be a waiver of any succeeding breach or a waiver of this nonwaiver clause.

18.9. Severability. If any provision of this Agreement is found to be void or unenforceable to any extent, it is the intent of the parties that the rest of the Agreement shall remain in full force and effect, to the greatest extent allowed by law.

18.10. Modification. This Agreement may not be modified except by written instrument executed by Consultant and the City.

18.11. Time of the Essence. Time is expressly made of the essence in the performance of this Agreement.

18.12. Calculation of Time. Except where the reference is to business days, all periods of time referred to herein shall include Saturdays, Sundays, and legal holidays in the State of Oregon, except that if the last day of any period falls on any Saturday, Sunday, or legal holiday observed by the City, the period shall be extended to include the next day which is not a Saturday, Sunday, or legal holiday. Where the reference is to business days, periods of time referred to herein shall exclude Saturdays, Sundays, and legal holidays observed by the City. Whenever a time period is set forth in days in this Agreement, the first day from which the designated period of time begins to run shall not be included.

18.13. Headings. Any titles of the sections of this Agreement are inserted for convenience of reference only and shall be disregarded in construing or interpreting any of its provisions.

18.14. Number, Gender and Captions. In construing this Agreement, it is understood that, if the context so requires, the singular pronoun shall be taken to mean and include the plural, the masculine, the feminine and the neuter, and that, generally, all grammatical changes shall be made, assumed, and implied to individuals and/or corporations and partnerships. All captions and paragraph headings used herein are intended solely for convenience of reference and shall in no way limit any of the provisions of this Agreement.

18.15. Good Faith and Reasonableness. The Parties intend that the obligations of good faith and fair dealing apply to this Agreement generally and that no negative inferences be drawn by the absence of an explicit obligation to be reasonable in any portion of this Agreement. The obligation to be reasonable shall only be negated if arbitrariness is clearly and explicitly permitted as to the specific item in question, such as in the case of where this Agreement gives the City "sole discretion" or the City is allowed to make a decision in its "sole judgment."

18.16. Other Necessary Acts. Each party shall execute and deliver to the other all such further instruments and documents as may be reasonably necessary to carry out this Agreement in order to provide and secure to the other parties the full and complete enjoyment of rights and privileges hereunder.

18.17. Interpretation. As a further condition of this Agreement, the City and Consultant acknowledge that this Agreement shall be deemed and construed to have been prepared mutually by each party and it shall be expressly agreed that any uncertainty or ambiguity existing therein shall not be construed against any party. In the event that any party shall take an action, whether judicial or otherwise, to enforce or interpret any of the terms of the Agreement, the prevailing party shall be entitled to recover from the other party all expenses which it may reasonably incur in taking such action, including attorney fees and costs, whether incurred in a court of law or otherwise.

18.18. Entire Agreement. This Agreement and all documents attached to this Agreement represent the entire agreement between the parties.

18.19. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall constitute an original Agreement but all of which together shall constitute one and the same instrument.

18.20. Authority. Each party signing on behalf of Consultant and the City hereby warrants actual authority to bind their respective party.

The Consultant and the City hereby agree to all provisions of this Agreement.

**CONSULTANT:**

**CITY:**

VELOCITY TOURISM LLC

CITY OF WILSONVILLE

By: \_\_\_\_\_

By: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

As Its: \_\_\_\_\_

As Its: \_\_\_\_\_

Employer I.D. No. 84-1981392

APPROVED AS TO FORM:

\_\_\_\_\_  
Amanda Guile-Hinman, Asst. City Attorney  
City of Wilsonville, Oregon

# EXHIBIT A

## Exhibit 2 FY19 Q3 & Q4 Scope of Work & budget detail

*Final costs are based on approved client budget and treated as “do not exceed”. Per contract, line items for the following goods and services can be reallocated to cover unanticipated needs upon mutual agreement between Velocity Tourism and the City of Wilsonville. Line items may be reallocated if requested by Velocity Tourism and approved by the Public/Government Affairs Director. Additional performance outside the Scope of Work will be invoiced separately at the rate of \$150 per hour. 2019 Clackamas County Lodging per diem rate is \$116 per night, Meals & Incidentals \$56 per day, and mileage POV is \$.545 per mile.*

This FY2019 Q3 & Q4 budget accomplishes the Goals & Objectives that had been previously identified in the FY2019/2020 Scope of Work by adjusting it for a six month term. Services & Deliverables identified as Section A through I fall within 3 main categories:

|   |                  |
|---|------------------|
| <b>Category 1: Maintenance (A-F)</b> .....      | <b>\$62,504</b>  |
| <b>Category 2: Advertisements (G)</b> .....     | <b>\$13,732</b>  |
| <b>Category 3: Additional items (H-I)</b> ..... | <b>\$23,764</b>  |
| <b>2019 Q3 &amp; Q4 Total</b> .....             | <b>\$100,000</b> |

## Category 1: Maintenance

### A. Marketing Services: \$13,050

#### A. To include the following services and deliverables:

- **Media Buying:** Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, upload ads
- **Art & Creative Direction:** Develop creative that aligns and enhances current marketing efforts
- **Production:** Non-creative production services
- **Ad Design:** Creative services for print advertising campaigns
- **Digital Ad Design:** Creative services for digital advertising campaigns
- **Copywriting:** Develop copy for marketing collateral, print and digital advertising, Sunset advertorial
- **Quarterly Reports:** Provide (2) quarterly KPI data in report form
- **Email Marketing Campaign:** Email campaign development and list management
- **Committee Meeting Administration:** Travel costs, meeting time, and preparation (2)

**Completion date:** Q3 & Q4 2019

**NOTED IMPROVEMENTS:** Update current POCKET TRIPS logo treatments by replacing the drab, washed out green color palette with rich, vibrant colors. Review/replace font selections with more visually appealing options.

### B. Website services: \$12,950

#### A. To include the following services and deliverables:

- Hosting & Maintenance
- Domain Name Renewals: www.ExploreWilsonville.com
- SSL Certificate Renewals: www.ExploreWilsonville.com
- Security/Hackalert Scanning
- Paid Plug-in Renewals
- Ongoing Updates for Listings
- Event Calendar Listings & Management
- Content Development
- Ongoing SEO (Search Engine Optimization) work

## FY19 Q3 & Q4 Scope of Work & budget detail

- Site Development
- Adding Graphics/Photos
- Reporting: KPI reports

**Completion date:** Q3 & Q4 2019

**NOTED IMPROVEMENTS:** Improve the emotional “wow factor” of the website by updating the color palette and utilizing warm, vibrant photography with better font selections.

### C. Social Media: \$16,500

#### A. To include the following services and deliverables:

- **Strategy:** Promote off-season tourism by promoting attractions and events. Develop master editorial calendar for 2019, develop SEO-cial, strategies to assist with SEO efforts for the website, identify trending hashtags, review and analyze past posts to improve the campaign
- **Management & Implementation:** Strategy, design & management of all paid social media. Manage all channels and post 3-5x per week. Create events (or add existing events) to FB page, manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination and communication with event producers for events and happenings
- **Monitoring**
- **Reporting**

**Completion date:** Q3 & Q4 2019

### D. Management/meetings: \$13,754

#### A. To include the following services and deliverables:

- **Accounting**
- **Memberships:** Travel Portland, ODMO
- **Software Subscriptions:** ISSUU (Digital Visitor Guide), STR, if wanted, to be deducted from Reserve
- **Management**
- **Insurance**
- **Reporting**
- **Meetings:** (2 meetings) additional meetings, if wanted, to be deducted from Reserve

**Completion date:** Q3 & Q4 2019

### E. PR: \$1,750

#### A. To include the following services and deliverables:

- **Press Release Writing:** (1)
- **Pitching Story Ideas**
- **Responding to Writers with Content & Photos**
- **Press Release Online Distribution to AP Wire**
- **Software Subscription:** Direct to AP Wire

**Completion date:** Q3 & Q4 2019

### F. Photo & video: \$4,500

#### A. To include the following services and deliverables:

- **New Photography and Videography**
- **Event Photography**
- **Usage & Rights Renewals** \*if applicable

**Completion date:** Q3 & Q4 2019



## FY19 Q3 & Q4 Scope of Work & budget detail

### Category 2: Advertisements

#### G. Media buys: \$13,732

|  |                        |         |
|--|------------------------|---------|
| A. Sunset - September 2019: PNW Travel Planner         | 991,200 impressions    | \$3,070 |
| B. Sunset - October 2019: Travel Chronicles FP         | 991,200 impressions    | PAID    |
| C. AAA - Sept/Oct 2019: River Cruising With the Family | 2,983,500 impressions  | \$3,162 |
| D. Paid Digital Media                                  | 1 Million+ impressions | \$7,500 |

### Category 3: Additional items

#### H. Collateral, printing & shipping/distribution: \$19,332

##### A. To include the following services and deliverables:

- **Tri-fold Rack Brochure:** 12" x 9" (flat) brochure printed on 100# gloss book. Printed in four (process) colors plus flood gloss AQ on both sides of sheet (4+fAQ/4+fAQ), full bleed. Trimmed, roll folded to finish size of 4" x 9". Boxed. Quantity: 40,000
- **Certified Folder:** 6 mos. brochure distribution at all (8) State Welcome Centers (includes Portland International Airport) + (6) Rest Stops: Multnomah Falls, French Prairie South Bound, French Prairie North Bound, Santiam, Oak Grove, Mt. Hood + (227) Portland Super Cities + poster-sized display at I-5 French Prairie North Bound per Oregon Travel Information Council (OTIC)
- **Wilsonville Chamber of Commerce:** 6 mos. brochure distribution throughout local kiosk locations to include: Holiday Inn, Motel 6, LaQuinta, Quality Inn, SnoozInn, GuestHouse, City Hall, Library, Police, Clackamas Community College, Family Fun Center, Oregon Tech, Pioneer Pacific College, Fir Point Farms, Pheasant Ridge RV, Butteville Store, Aurora Airport
- **Postage:** \$500 of stamps for Visitor Center fulfillment
- **Freight, Shipping & Distribution**

**Completion date:** Summer 2019

#### I. Reserve/Contingency: \$4,432

*Funds to cover an item that might go over budget or to allow the tourism promotion program to take advantage of an unforeseen or unplanned opportunity.*



**EXPLORE  
WILSONVILLE** CO.

A POCKET (OF FUN)



**Continuation of Services Proposal for  
FY2019/20 Q1 & Q2 City of Wilsonville Tourism  
Promotion & Destination Marketing Services Plan**

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**EXPLORE**  
**WILSONVILLE**.COM

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## Business update

### About Team Velocity

#### **Trev Naranche, Principal/CEO**

Trev has over 20 years of design and marketing experience for cities and destinations such as Wilsonville Oregon, Bend Oregon, Port Angeles Washington, Crescent City California and Rockaway Beach Oregon. His marketing portfolio includes internationally recognized clientele from Jack Nicklaus to McDonald's and many hotels, resorts and casinos in between. His approach is refreshingly simple—lead by example and deliver what you promise.

#### **Megan Geiss, Vice President/Search Marketing**

Megan has been in the marketing world for over 25 years, with a focus on digital marketing the past 10. The majority of that time was spent working for the largest ad agency in the world, with a focus on overall digital strategy for Fortune 100 clients. Her client list is extensive, with brands like Hilton, Travelzoo, Walmart and Sears, just to name a few. She regularly attends industry conferences and has been a regular speaker at Search Marketing Expo (SMX). Megan holds a Bachelor's Degree in Communications from SJSU with a double minor in both Journalism and Advertising.

#### **Garrett Aihara, Paid Search**

One of the smartest people we know, Garrett has been a digital media consultant for Fortune 500 clients, a experienced web analyst (Google analytics) and integrated media-marketing analyst. He manages PPC campaigns across Google, Bing & Yahoo platforms. Education: University of California, Los Angeles with a BA, Sociology

#### **Max Prin, Web Development**

Max has developed websites (corporate, e-commerce, blog) for small and medium enterprises. A native of France, Max often speaks at conferences and writes blog posts about technical SEO and digital marketing. Education: IAE Nice with a MBA, Global Marketing

#### **Rebecca Dorman, Social Media**

With over 5 years experience, Rebecca is a seasoned expert in social media, online advertising, editing and marketing strategy. Education: University of Southern California with a BA, English

**43% Oregon visitors**  
are AAA Members

**21% plan to take more trips**  
Leisure intent to travel domestically in the next 12 months

**92% Oregon travelers**  
stated “exploration” as primary motivation for travel

**42% searched for cheaper itineraries**  
value & price is growing

**79% Oregon travelers**  
stated experiencing “new cuisines” as primary motivation for travel

**100+ billion**  
Google searches per month

**41% Oregon travelers**  
seek off-the-beaten track places when visiting new destinations

**42% of travelers**  
consider search engine results when booking travel

**32% plan to take more trips**  
business intent to travel domestically in the next 12 months

**74% Oregon visitors**  
use social media for travel purposes

**For 54% of millennial women**  
experiences will drive biggest purchases

## The Mission

### MISSION

Explore Wilsonville's mission is to enhance the economic vitality of the community by promoting Wilsonville as a year-round visitor and event destination by maximizing collaborative partnerships, efficiently activating lodging tax revenue into effective marketing programs, and cultivating an exceptional visitor experience.

### VISION

The vision is to provide the best delivery of tourism promotion services and information to Wilsonville visitors, to be the tourism marketing resource of choice for businesses in Wilsonville, and to establish sound financial management practices for public tourism tax dollars.

### PURPOSE

Explore Wilsonville is a non-membership economic development extension of the City funded by lodging tax collections from overnight visitors. Our purpose is to enhance the economy of the City of Wilsonville through tourism marketing that increases business revenues, meeting and event revenues, lodging tax revenues and creates jobs. Visit Wilsonville promotes the entire City and works in partnership with all sectors of Washington and Clackamas Counties and Travel Oregon.

### VALUES

- Stewardship of public funds
- Optimum trust and relationship with the citizens of Wilsonville, the City Staff, the Tourism Promotion Committee and Wilsonville City Council
  - Innovation, creativity and excellence in all that we do
    - Collaboration with key partners
    - Highest level of ethical standards
- Reflect the family-friendly, inclusive, and welcoming nature of the community

## Goals & Objectives accomplished in FY18/19

- Established lodging tax measurement reporting and comp cities to track hotel occupancy, demand, revenue and REVPAR
- Positioned the City as a compelling tourist destination between Portland, Salem and Northern Willamette Valley wine country where you pay less for lodging and there is plenty to do. We market the area within a 25-mile radius of Wilsonville.
- Launched Explore Wilsonville's tourism advertising campaign. Developed original content and articles for Explore Wilsonville Pocket Trip itineraries.
- Developed a comprehensive budget, print and digital media schedule to advertise the City and its events to potential visitors.
- Created the Explore Wilsonville 'Pocket Guide' Visitor Guide and fulfillment plan with regional distribution points.
- Redesigned website to enhance the visitor experience, promote local businesses and events, and align with destination branding.
- Launched branded social media channels (Facebook, Instagram, Twitter & Pinterest).
- Launched paid and organic social media campaigns and social media promotions to drive awareness and email collection.
- Developed a high-quality database of owned photography to be used in marketing efforts, PR, and City publications.
- Increased lodging tax collections.
- Worked with community partners, organizations, and event producers to increase visitor traffic during key events throughout the year.
- Launched public relations plan and distributed three press releases on the wire, which resulted in feature articles, social media shares, press pick-ups, and a radio interview.
- Managed a comprehensive City of Wilsonville Visitor Profile Study for summer 2018 and winter 2019 where we collected valuable visitor information and data.
- Worked with City staff and the City's Tourism Promotion Committee to maximize exposure to visitors at a reasonable cost.
- Improved communication and collaboration with Clackamas County Tourism & Cultural Affairs, Washington County Visitors Association, Travel Oregon and Oregon Destination Marketing Organizations (ODMO).
- Launched email marketing campaigns to opt-in list. Compiled email addresses from various media buys, visitor profile study, and online forms to market to potential visitors.
- Increased visitor count during the shoulder and winter seasons.
- Developed a comprehensive quarterly marketing report to prove marketing successes to committee, stakeholders and the City.
- Partnered with Mt. Hood Territory on a social media campaign rebate program and received \$250 in grant funds.

## Key marketing initiatives FY19 Q3 & Q4

Velocity Tourism is firmly focused on achieving the goals and objectives for FY2019/2020. The following **KEY INITIATIVES** provide a summary of Velocity's primary efforts that will be activated to achieve our objectives.

### # 1: Destination brand marketing

Continue with expanding the compelling tourism strategy and brand for Explore Wilsonville. Promoting the Wilsonville tourism experience through mass media represents Velocity's largest expenditure & a primary driver of traffic to ExploreWilsonville.com.

### # 2: Citywide events, conventions and conferences

Promoting citywide events will continue to be a priority. We will continue to promote meeting venues in Wilsonville to improve off-season tourism & introduce new visitors to the destination. Increasing the length of stay with the business traveler is a priority.

### # 3: Direct marketing

Design a less expensive visitor brochure for Wilsonville to increase distribution points throughout the region. Continue with marketing messaging to grow our opt-in email database (lead generation), which will cultivate long-term customer relationships, awareness, and positive word-of-mouth. Consistent email marketing communications will continue throughout FY19. Work in partnership with the City to turn our local residents into our most compelling brand evangelists by communicating events, things to do, new restaurants and lodging.

### # 4: Public relations

Working with our regional DMO partners to host journalists is an effective way to market Wilsonville. Explore Wilsonville will also continue its own PR efforts which include strategy, research, pitching, press release writing (1), and wire distribution.

### # 5: Website and digital marketing

The ExploreWilsonville.com website is the most important part of Velocity's marketing mix. Ensuring Wilsonville tourism is supported by a robust and informative tourism website is Velocity's most important job. Wilsonville's social media strategy, campaign, engagement, and search engine optimization (SEO), and search engine marketing (SEM) efforts extend and reinforce the Wilsonville campaign and brand.

### # 6: Visitor research data

Continue to use various sources of quality research data to guide our marketing decisions and strategies. We utilize data from a variety of sources to make innovative and informed marketing decisions for Explore Wilsonville. Primary data comes from the City of Wilsonville's Visitor Profile Study 2018/2019, Travel Oregon, *2018/19 MMGY Global Portrait of American Travelers*, Google analytics from ExploreWilsonville.com, and additional sources.



## Key marketing initiatives FY19 Q3 & Q4



### # 7: Community collaborations, partnership & promotion

Establish relationships with community partners, event producers and tourism stakeholders that will extend Wilsonville's marketing reach and validate the destination. Continue to look for ways to improve efficiencies and cost in marketing expenses by collaborating when we can across City departments.

### # 8: Tourism leadership

Allocating time & resources to make the City an active participant in the community, region, and state enables Wilsonville to be of broader value to the community, and ensures Wilsonville's tourism industry is represented in important regional tourism conversations and planning. We will continue to work with area organizations and regional initiatives (Wilsonville Arts initiatives, Willamette Paddle Trail, bike bridge, etc.)

### # 9: Financial management

Velocity is focused on achieving excellence in transparent financial management & stewardship of public funds. This is an ongoing and unwavering priority for the City of Wilsonville and Velocity Tourism. An up-to-date marketing budget is available online at all times. City lodging tax marketing dollars are spent in a fiscally responsible way by getting the "best bang for our buck".

## FY19 Q3 & Q4 Goals & Objectives

- Work with the City to collect TLT data in a timely manner for performance metrics and quarterly reporting.
- Develop a comprehensive budget, print and digital media schedule to advertise the City and its events to potential visitors.
- Analyze and extract valuable marketing data from the final Visitor Profile Survey report and use insights to guide marketing decisions.
- Work with the City on the new Signage and Wayfinding Plan for Visitor/Info Kiosks. Assist with guidance and expertise.
- Continue to use search engine optimization (SEO) and SEO-related strategies to improve rankings and increase visitation to ExploreWilsonville.com.
- Leverage highly searched vacation locales (like Portland and Willamette Valley) to gain exposure for Wilsonville online with our pocket trip articles.
- Continue with crafting highly targeted digital campaigns to our identified "target personas" and geotargeted locations. Use remarketing pixel data to tap into summer visitors for off-season visits.
- Increase visitor count during the shoulder and winter seasons.
- Continue working with community partners, organizations, and event producers to increase visitor traffic during key events throughout the year.
- Create a less-expensive tri-fold Explore Wilsonville brochure to extend brochure distribution.
- Look for more collaborations and grant opportunities to stretch the Explore Wilsonville marketing budget (co-ops with regional DMOs, providing materials and assistance to the City on their relocation campaign, etc.).
- Grow website traffic by using SEO and content marketing strategies.
- Grow social media engagement via paid and organic social media campaigns.
- Continue crafting engaging "Pocket Trip" itineraries featuring area attractions.
- Continue public relations efforts, FAM trip planning, and distribute one press release on the wire.
- Continue adding new photos to our owned photography database for marketing, PR and City use.
- Continue growing the opt-in email list for email marketing purposes.
- Continue collaboration with state and regional stakeholders and tourism organizations.

## Evaluation performance criteria

We use metrics to evaluate the effectiveness of Explore Wilsonville's marketing efforts. Listed below are the primary **EVALUATION PERFORMANCE CRITERIA** Velocity Tourism uses with a brief description of each. Quarterly marketing reports include these performance metrics:

### Transient Lodging Tax (TLT)

TLT collections serve as the primary metric Wilsonville uses to measure the ebb and flow of the tourism industry. Due to the demand driven nature of lodging pricing (the higher the demand, the higher the lodging rates), TLT collections provide a **BLENDED METRIC** of rate and occupancy that effectively approximates the overall demand for a destination's lodging inventory.

### Citywide lodging occupancy

Citywide lodging occupancy is the percentage of available lodging units occupied for a defined period of time. Smith Travel Research (STR) occupancy data is the industry standard used by most lodging companies, including Velocity Tourism. Along with TLT data, citywide occupancy data helps Velocity measure the health of the City's tourism industry.

### Website traffic to [EXPLOREWILSONVILLE.COM](http://EXPLOREWILSONVILLE.COM)

Velocity's marketing model is designed to drive potential visitors and leads to ExploreWilsonville.com where they are converted to customers for local businesses and attractions. As a result, the volume of visitors to the Explore Wilsonville website is a key metric used to evaluate interest in the destination and the effectiveness of our marketing.

### Social media engagement & impressions

Velocity rebranded and launched new social media channels for Explore Wilsonville in order to build awareness of the tourism assets found within and outside of the City. Multiple social media channels allow us to monitor what is being said about Wilsonville—good or bad—and engage with not only potential visitors, but writers, bloggers and media for public relations opportunities.

### Overall campaign impressions

Impression is a term that refers to the point in which an ad is viewed once by a visitor. It is sometimes called a view, an ad view, or an "opportunity to see". Impression data comes from media kits provided by each publication or provider. All digital marketing and PR campaigns are tracked and measured for optimal effectiveness. Velocity Tourism tracks impressions and engagement from all paid media buys.

### Referral traffic from tourism website to stakeholder websites

ExploreWilsonville.com is designed to convert Velocity's marketing efforts to revenue for local businesses. Therefore, the volume of website referrals sent from ExploreWilsonville.com to tourism stakeholders' websites is a primary metric used to evaluate the effectiveness of Velocity's marketing.

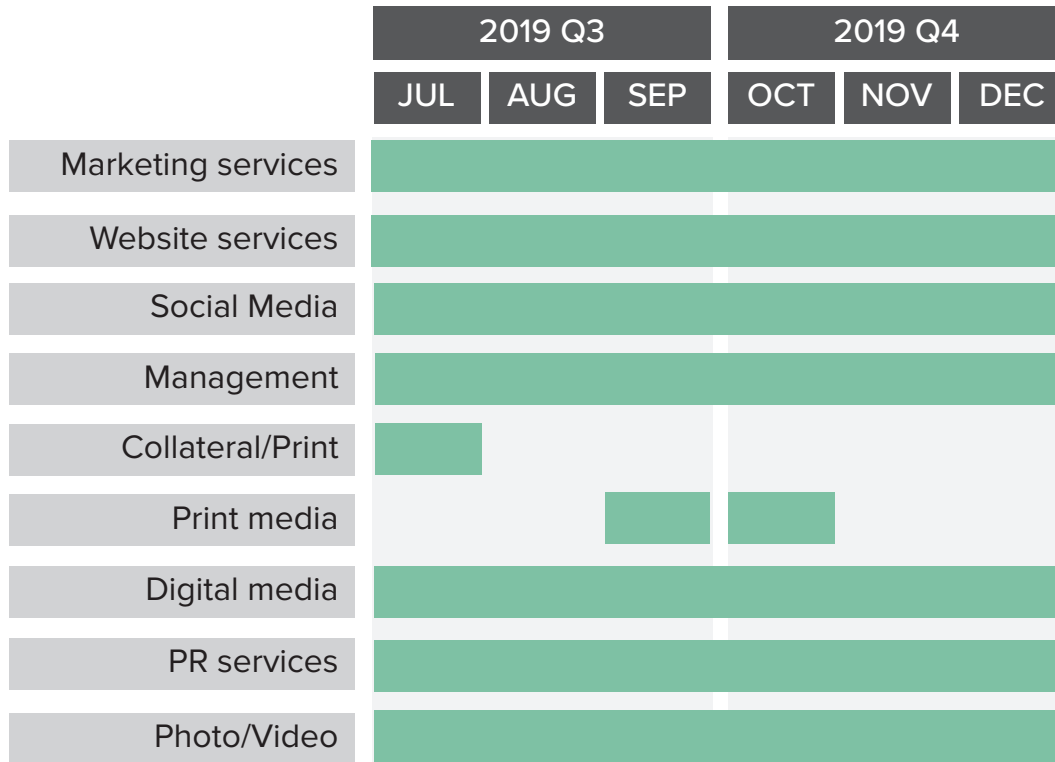
### Lead generation & list growth

Direct marketing is key to driving awareness and visits to a destination. Collecting "opt-in" email addresses, mobile phone numbers and mailing addresses for future marketing is built into our marketing strategy .

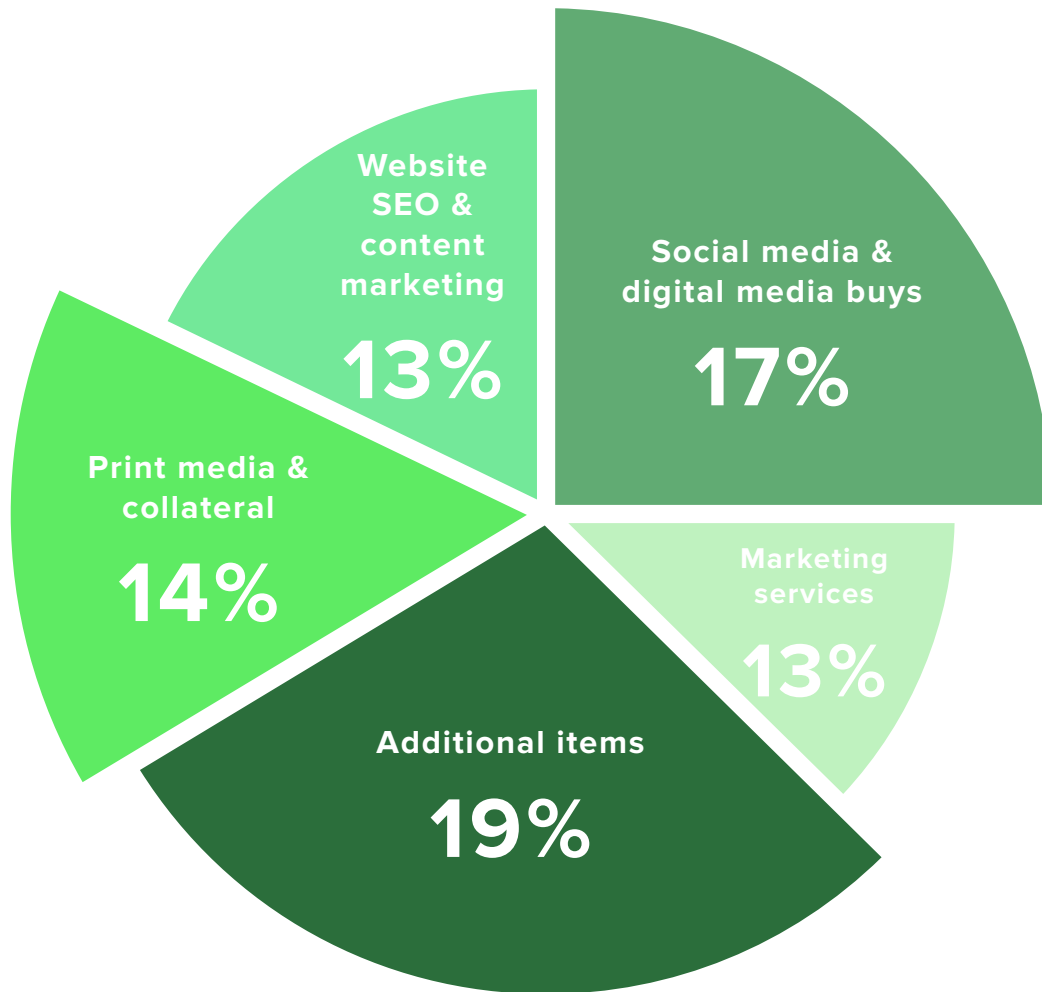
FY19 Q3 & Q4 tasks

# Gantt Chart - FY19

Tourism advertising and marketing services



## FY19 Q3 & Q4 budget allocation & target markets



### Media & executional considerations

Website, Print Ads, Paid and Organic Social Media, Digital Marketing, Search Engine Optimization (SEO)/Search engine marketing (SEM), Google Ads, Email Marketing, and Visitor Guide/Brochure

### Target marketin audience & location

Active "explorer" type of travelers with children and singles or empty nesters with spouse/partner ages 35-64

Oregon I-5 Corridor & Bend  
Washington (Seattle/Tacoma Metro)  
California (LA, SF)  
British Columbia, Canada

### Other budget items

Management 14%  
PR, photo/video 6%  
Reserve 5%

## FY19 Q3 & Q4 Scope of Work & budget detail

*Final costs are based on approved client budget and treated as “do not exceed”. Per contract, line items for the following goods and services can be reallocated to cover unanticipated needs upon mutual agreement between Velocity Tourism and the City of Wilsonville. Line items may be reallocated if requested by Velocity Tourism and approved by the Public/Government Affairs Director. Additional performance outside the Scope of Work will be invoiced separately at the rate of \$150 per hour. 2019 Clackamas County Lodging per diem rate is \$116 per night, Meals & Incidentals \$56 per day, and mileage POV is \$.545 per mile.*

This FY2019 Q3 & Q4 budget accomplishes the Goals & Objectives that had been previously identified in the FY2019/2020 Scope of Work by adjusting it for a six month term. Services & Deliverables identified as Section A through I fall within 3 main categories:

|   |                      |
|---|----------------------|
| <b>Category 1: Maintenance (A-F)</b> .....      | <b>\$62,504</b>      |
| <b>Category 2: Advertisements (G))</b> .....    | <b>\$13,732</b>      |
| <b>Category 3: Additional items (H-I)</b> ..... | <b>\$23,764</b>      |
| <br><b>2019 Q3 &amp; Q4 Total</b> .....         | <br><b>\$100,000</b> |

### Category 1: Maintenance

#### A. Marketing Services: \$13,050

##### A. To include the following services and deliverables:

- **Media Buying:** Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, upload ads
- **Art & Creative Direction:** Develop creative that aligns and enhances current marketing efforts
- **Production:** Non-creative production services
- **Ad Design:** Creative services for print advertising campaigns
- **Digital Ad Design:** Creative services for digital advertising campaigns
- **Copywriting:** Develop copy for marketing collateral, print and digital advertising, Sunset advertorial
- **Quarterly Reports:** Provide (2) quarterly KPI data in report form
- **Email Marketing Campaign:** Email campaign development and list management
- **Committee Meeting Administration:** Travel costs, meeting time, and preparation (2)

**Completion date:** Q3 & Q4 2019

**NOTED IMPROVEMENTS:** Update current POCKET TRIPS logo treatments by replacing the drab, washed out green color palette with rich, vibrant colors. Review/replace font selections with more visually appealing options.

#### B. Website services: \$12,950

##### A. To include the following services and deliverables:

- **Hosting & Maintenance**
- **Domain Name Renewals:** www.ExploreWilsonville.com
- **SSL Certificate Renewals:** www.ExploreWilsonville.com
- **Security/Hackalert Scanning**
- **Paid Plug-in Renewals**
- **Ongoing Updates for Listings**
- **Event Calendar Listings & Management**
- **Content Development**
- **Ongoing SEO (Search Engine Optimization) work**

## FY19 Q3 & Q4 Scope of Work & budget detail

- Site Development
- Adding Graphics/Photos
- Reporting: KPI reports

**Completion date:** Q3 & Q4 2019

**NOTED IMPROVEMENTS:** Improve the emotional “wow factor” of the website by updating the color palette and utilizing warm, vibrant photography with better font selections.

### C. Social Media: \$16,500

#### A. To include the following services and deliverables:

- **Strategy:** Promote off-season tourism by promoting attractions and events. Develop master editorial calendar for 2019, develop SEO-cial, strategies to assist with SEO efforts for the website, identify trending hashtags, review and analyze past posts to improve the campaign
- **Management & Implementation:** Strategy, design & management of all paid social media. Manage all channels and post 3-5x per week. Create events (or add existing events) to FB page, manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination and communication with event producers for events and happenings
- **Monitoring**
- **Reporting**

**Completion date:** Q3 & Q4 2019

### D. Management/meetings: \$13,754

#### A. To include the following services and deliverables:

- Accounting
- **Memberships:** Travel Portland, ODMO
- **Software Subscriptions:** ISSUU (Digital Visitor Guide), STR, if wanted, to be deducted from Reserve
- Management
- Insurance
- Reporting
- **Meetings:** (2 meetings) additional meetings, if wanted, to be deducted from Reserve

**Completion date:** Q3 & Q4 2019

### E. PR: \$1,750

#### A. To include the following services and deliverables:

- Press Release Writing: (1)
- Pitching Story Ideas
- Responding to Writers with Content & Photos
- Press Release Online Distribution to AP Wire
- **Software Subscription:** Direct to AP Wire

**Completion date:** Q3 & Q4 2019

### F. Photo & video: \$4,500

#### A. To include the following services and deliverables:

- New Photography and Videography
- Event Photography
- Usage & Rights Renewals \*if applicable

**Completion date:** Q3 & Q4 2019

## FY19 Q3 & Q4 Scope of Work & budget detail

### Category 2: Advertisements

#### G. Media buys: \$13,732

|  |                        |         |
|--|------------------------|---------|
| A. Sunset - September 2019: PNW Travel Planner         | 991,200 impressions    | \$3,070 |
| B. Sunset - October 2019: Travel Chronicles FP         | 991,200 impressions    | PAID    |
| C. AAA - Sept/Oct 2019: River Cruising With the Family | 2,983,500 impressions  | \$3,162 |
| D. Paid Digital Media                                  | 1 Million+ impressions | \$7,500 |

### Category 3: Additional items

#### H. Collateral, printing & shipping/distribution: \$19,332

##### A. To include the following services and deliverables:

- **Tri-fold Rack Brochure:** 12" x 9" (flat) brochure printed on 100# gloss book. Printed in four (process) colors plus flood gloss AQ on both sides of sheet (4+fAQ/4+fAQ), full bleed. Trimmed, roll folded to finish size of 4" x 9". Boxed. Quantity: 40,000
- **Certified Folder:** 6 mos. brochure distribution at all (8) State Welcome Centers (includes Portland International Airport) + (6) Rest Stops: Multnomah Falls, French Prairie South Bound, French Prairie North Bound, Santiam, Oak Grove, Mt. Hood + (227) Portland Super Cities + poster-sized display at I-5 French Prairie North Bound per Oregon Travel Information Council (OTIC)
- **Wilsonville Chamber of Commerce:** 6 mos. brochure distribution throughout local kiosk locations to include: Holiday Inn, Motel 6, LaQuinta, Quality Inn, SnoozInn, GuestHouse, City Hall, Library, Police, Clackamas Community College, Family Fun Center, Oregon Tech, Pioneer Pacific College, Fir Point Farms, Pheasant Ridge RV, Butteville Store, Aurora Airport
- **Postage:** \$500 of stamps for Visitor Center fulfillment
- **Freight, Shipping & Distribution**

**Completion date:** Summer 2019

#### I. Reserve/Contingency: \$4,432

*Funds to cover an item that might go over budget or to allow the tourism promotion program to take advantage of an unforeseen or unplanned opportunity.*





**VELOCITY TOURISM**  
63372 FREEDOM PLACE BEND, OR 97701  
541.979.0094 | [VELOCITYTOURISM.COM](http://VELOCITYTOURISM.COM)

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## Wilsonville Tourism Promotion Committee

May 21, 2019

**To:** Mayor Tim Knapp and City Councilors, Wilsonville City Council**From:** Voting members of the Tourism Promotion Committee:  
Jeff Brown, Chair Darren Harmon, Al Levit, Vice Chair Dave Pearson,  
Beth Price and Brandon Roben**cc:** Bryan Cosgrove, City Manager; Mike McCarty, Parks & Recreation Director**RE:** Dedicated Staffing Resource for Tourism Promotion Program

We write to express our appreciation to Mayor Knapp and City Council members for your support of the City's *Tourism Development Strategy* and the Tourism Promotion Program and Committee that grew from Council adoption of the Strategy in May 2014. We have come a long way since that time!

On May 21, members of the committee voted unanimously to write to encourage your consideration of a component of the "FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy" that you are to consider for adoption. For the next year, FY 2019/20, the committee seeks to advance consideration of a dedicated staffing resource to the City's tourism promotion program, and a potential new arts, culture and heritage strategy.

The Committee understands that a draft plan, *Community Investment Strategy for Arts, Culture and Heritage*, undertaken as part of the City's FY 2017-19 Community Enhancement Program, reflects a potential City Council priority to create a full-time 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 who have tourism programs as "extra duties as assigned" and would provide additional horsepower for Wilsonville tourism and related cultural affairs.

Specifically, duties for the new position could include staffing the committee; managing the tourism grants process; working more intensely with the Tourism Development and Operations Consultant contractor to extend work-product impact; and interacting with local businesses and regional/state/international cultural organizations and tourism partners to create new promotional campaigns that generate economic activity in the Wilsonville area.

The committee seeks to work with staff and the Committee's City Council Liaison to refine a position description and job duties for a potential Tourism and Cultural Affairs Coordinator position for consideration by City Council to be added in the FY19/20 or FY20/21 budget cycle.

Thank you for your time and consideration.



**EXPLORE  
WILSONVILLE**  
A POCKET (OF FUN)

**VOTING MEMBERS**

**Jeff Brown**, General  
Manager, Hotel Eastlund

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

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

**Dave Pearson**,  
Vice Chair  
Executive Director,  
World of Speed  
Motorsports Museum

**Brandon Roben**  
CEO, Oaks Park

**David Stead**  
General Manager,  
Langdon Farms Golf  
Club

**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)**  
Danielle Cowan, Director  
Samara Phelps,  
Development Lead  
(designee)

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

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

**STAFF**

Mark Ottenad,  
Public/Government  
Affairs Director

**OPERATIONS AND  
DEVELOPMENT  
COORDINATOR**

Vertigo Marketing, LLC  
Lynette Brailard  
and Trev Naranche,  
Principals



Q1 2019  
Wilsonville  
Tourism  
Advertising  
and  
Marketing  
Services  
Report



# HIGHLIGHTS FOR Q1 2019

## Explore Wilsonville Campaign Highlights

Q1 2019

- January Lodging Occupancy: +9.6%  
March Lodging Supply: -11.3%  
March Lodging REVPAR: +5.4%
- Website sessions are up +102% and pageviews are up +37% compared to the previous quarter
- Organic website traffic is up 604% YOY
- Launched Facebook Co-op Campaign Promotion with Mt. Hood Territory (receiving \$250 grant)
- Facebook engagement is up over 300% and Instagram engagement is up over 1,200%
- Promoting Explore Wilsonville with animated banner ads on TravelOregon.com
- Placed a print ad in Travel Oregon's 2019 Visitor Guide featuring "Family Fun Days" Pocket Trip to Wilsonville
- Distributed press release on February 14 for the new campaign and website. Received over 82 news articles published, two stories in the Wilsonville Spokesman and an interview on Portland radio station KXL



# TRAVEL BAROMETER - MARCH DEMAND

Travelstats.com - Profile

Favorite

## OREGON MONTHLY BAROMETER | March 2019

### LODGING TRENDS

Category: Demand

#### Mt Hood/Gorge Demand

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

\$43.5K | 4.8%▲ | 4.2%▲

Click on bar chart below to select a different region.

Period: Year-To-Date

#### Demand (YOY % Chg): March 2019 (Year-To-Date)

|                   |      |
|-------------------|------|
| Willamette Valley | 5.1% |
| Central Oregon    | 4.4% |
| Mt Hood/Gorge     | 4.2% |
| Greater Portland  | 2.7% |
| Eastern Oregon    | 2.2% |
| Oregon Coast      | 0.7% |
| Southern Oregon   | 0.7% |
| Oregon            | 2.8% |
| Pacific Region*   | 1.2% |
| US Total          | 2.4% |

YOY Percent Change

\*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

The Travel Oregon has the agreement with STR to share only most current lodging data. If you have any questions regarding the usage right of STR data, please direct your inquiries to the Travel Oregon.

**Dean Runyan Associates** | Tanya Mamchik, (503)226-2973 | tanya.mamchik@deanrunyan.com

### TRANSPORTATION

#### West Coast (except CA) Gas Prices (\$ per gallon)

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

\$2.73 | -3.4%▼ | -2.1%▼

SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION Regular All Formulations Retail Gasoline Prices

#### Total Deplanned Passengers at PDX

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

785,170 | 0.8%▲ | 2.5%▲

SOURCE: PORT OF PORTLAND

#### International Deplanned Passengers at PDX

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

30,420 | -4.0%▼ | -7.5%▼

SOURCE: PORT OF PORTLAND

### CONSUMER PRICE INDEX

#### West Urban CPI Food Away From Home

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

282.618 | 3.4%▲ | 3.4%▲

SOURCE: U.S. BUREAU OF LABOR STATISTICS

### EMPLOYMENT

#### Leisure & Hospitality Employment

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

214,500 | 2.0%▲ | 1.8%▲

SOURCE: OREGON EMPLOYMENT DEPARTMENT

#### Accommodation & Food Services Employment

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

187,400 | 2.5%▲ | 2.2%▲

SOURCE: OREGON EMPLOYMENT DEPARTMENT

### NATIONAL AND STATE INDICATORS (March 2007=100)

#### Traveler Sentiment Index (TSI)-Base: Likely Oregon Visitors

Monthly: 2 years | 2018 Q3 | 2018 Q3 (points)

126 | -3▼

SOURCE: MMGY GLOBAL. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service.

### OR Index of Leading Economic Indicators (OILI)

Monthly: 2 years | Mar 2019 | Mar (%) | 6Mo(%)\*\*

103.1 | -0.1%▼ | 3.8%▲

SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS. \*\*6 Month Annualized Change

This dashboard does not imply Travel Oregon's participation in any increase or decrease in the various metrics offered.

+ a b | e a u

Navigation icons: back, forward, search, refresh, print, share

# TRAVEL BAROMETER - MARCH OCCUPANCY

Travelstats.com - Profile

Favorite

## OREGON MONTHLY BAROMETER | March 2019

### LODGING TRENDS

Category: Occupancy

#### Mt Hood/Gorge Occupancy

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

63.5% | 4.6%▲ | 4.0%▲

Click on bar chart below to select a different region.

Period: Year-To-Date

#### Occupancy (YOY % Chg): March 2019 (Year-To-Date)

|                   |       |
|-------------------|-------|
| Mt Hood/Gorge     | 4.0%  |
| Willamette Valley | 3.5%  |
| Eastern Oregon    | 2.1%  |
| Oregon Coast      | 0.5%  |
| Central Oregon    | 0.4%  |
| Southern Oregon   | -2.5% |
| Greater Portland  | -2.9% |
| Oregon            | -0.3% |
| Pacific Region*   | -0.2% |
| US Total          | 0.4%  |

YOY Percent Change

\*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

The Travel Oregon has the agreement with STR to share only most current lodging data. If you have any questions regarding the usage right of STR data, please direct your inquiries to the Travel Oregon.

**DeanRunyan Associates** | Tanya Mamchik, (503)226-2973 | tanya.mamchik@deanrunyan.com

### TRANSPORTATION

#### West Coast (except CA) Gas Prices (\$ per gallon)

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

\$2.73 | -3.4%▼ | -2.1%▼

SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION Regular All Formulations Retail Gasoline Prices

#### Total Deplanned Passengers at PDX

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

785,170 | 0.8%▲ | 2.5%▲

SOURCE: PORT OF PORTLAND

#### International Deplanned Passengers at PDX

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

30,420 | -4.0%▼ | -7.5%▼

SOURCE: PORT OF PORTLAND

### CONSUMER PRICE INDEX

#### West Urban CPI Food Away From Home

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

282.618 | 3.4%▲ | 3.4%▲

SOURCE: U.S. BUREAU OF LABOR STATISTICS

**TRAVEL OREGON** | Ladan Ghahramani, (971)717-6205 | Ladan@TravelOregon.com

### EMPLOYMENT

#### Leisure & Hospitality Employment

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

214,500 | 2.0%▲ | 1.8%▲

SOURCE: OREGON EMPLOYMENT DEPARTMENT

#### Accommodation & Food Services Employment

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

187,400 | 2.5%▲ | 2.2%▲

SOURCE: OREGON EMPLOYMENT DEPARTMENT

### NATIONAL AND STATE INDICATORS (March 2007=100)

#### Traveler Sentiment Index (TSI)-Base: Likely Oregon Visitors

Monthly: 2 years | 2018 Q3 | 2018 Q3 (points)

126 | -3▼

SOURCE: MMGY GLOBAL. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service.

#### OR Index of Leading Economic Indicators (OILI)

Monthly: 2 years | Mar 2019 | Mar (%) | 6Mo(%)\*\*

103.1 | -0.1%▼ | 3.8%▲

SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS. \*\*6 Month Annualized Change

This dashboard does not imply Travel Oregon's participation in any increase or decrease in the various metrics offered.

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Navigation icons: back, forward, search, refresh, print, share

# TRAVEL BAROMETER - MARCH REVENUE

Travelstats.com - Profile

Favorite

## OREGON MONTHLY BAROMETER | March 2019

### LODGING TRENDS

Category: Revenue

#### Mt Hood/Gorge Revenue

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

\$4.2M | 6.4%▲ | 4.0%▲

Click on bar chart below to select a different region.

Period: Year-To-Date

#### Revenue (YOY % Chg): March 2019 (Year-To-Date)

|                   |      |
|-------------------|------|
| Willamette Valley | 6.0% |
| Central Oregon    | 5.5% |
| Mt Hood/Gorge     | 4.0% |
| Eastern Oregon    | 2.8% |
| Greater Portland  | 2.4% |
| Southern Oregon   | 2.1% |
| Oregon Coast      | 0.3% |
| Oregon            | 3.0% |
| Pacific Region*   | 3.8% |
| US Total          | 3.5% |

YOY Percent Change

\*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

The Travel Oregon has the agreement with STR to share only most current lodging data. If you have any questions regarding the usage right of STR data, please direct your inquiries to the Travel Oregon.

**Dean Runyan Associates** | Tanya Mamchik, (503)226-2973 | tanya.mamchik@deanrunyan.com

### TRANSPORTATION

#### West Coast (except CA) Gas Prices (\$ per gallon)

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

\$2.73 | -3.4%▼ | -2.1%▼

SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION Regular All Formulations Retail Gasoline Prices

#### Total Deplanned Passengers at PDX

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

785,170 | 0.8%▲ | 2.5%▲

SOURCE: PORT OF PORTLAND

#### International Deplanned Passengers at PDX

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

30,420 | -4.0%▼ | -7.5%▼

SOURCE: PORT OF PORTLAND

### CONSUMER PRICE INDEX

#### West Urban CPI Food Away From Home

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

282.618 | 3.4%▲ | 3.4%▲

SOURCE: U.S. BUREAU OF LABOR STATISTICS

### EMPLOYMENT

#### Leisure & Hospitality Employment

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

214,500 | 2.0%▲ | 1.8%▲

SOURCE: OREGON EMPLOYMENT DEPARTMENT

#### Accommodation & Food Services Employment

Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%)

187,400 | 2.5%▲ | 2.2%▲

SOURCE: OREGON EMPLOYMENT DEPARTMENT

### NATIONAL AND STATE INDICATORS (March 2007=100)

#### Traveler Sentiment Index (TSI)-Base: Likely Oregon Visitors

Monthly: 2 years | 2018 Q3 | 2018 Q3 (points)

126 | -3▼

SOURCE: MMGY GLOBAL. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service.

#### OR Index of Leading Economic Indicators (OILI)

Monthly: 2 years | Mar 2019 | Mar (%) | 6Mo(%)\*\*

103.1 | -0.1%▼ | 3.8%▲

SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS. \*\*6 Month Annualized Change

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Navigation icons: back, forward, search, refresh, print, share

# TRAVEL BAROMETER - MARCH ROOM RATE

Travelstats.com - Profile

Favorite

## OREGON MONTHLY BAROMETER | March 2019

### LODGING TRENDS

Category: Room Rate

#### Mt Hood/Gorge Room Rate

Monthly: 2 years

| Mar 2019 | Mar (%) | YTD (%) |
|----------|---------|---------|
| \$96.5   | 1.5%▲   | -0.2%▼  |

Click on bar chart below to select a different region.

Period: Year-To-Date

#### Room Rate (YOY % Chg): March 2019 (Year-To-Date)

|                   |       |
|-------------------|-------|
| Southern Oregon   | 1.3%  |
| Central Oregon    | 1.1%  |
| Willamette Valley | 0.9%  |
| Eastern Oregon    | 0.6%  |
| Greater Portland  | -0.2% |
| Mt Hood/Gorge     | -0.2% |
| Oregon Coast      | -0.4% |
| Oregon            | 0.2%  |
| Pacific Region*   | 2.5%  |
| US Total          | 1.1%  |

YOY Percent Change

\*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.

SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)

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**Dean Runyan Associates** Tanya Mamchik, (503)226-2973  
tanya.mamchik@deanrunyan.com

### TRANSPORTATION

#### West Coast (except CA) Gas Prices (\$ per gallon)

Monthly: 2 years

| Mar 2019 | Mar (%) | YTD (%) |
|----------|---------|---------|
| \$2.73   | -3.4%▼  | -2.1%▼  |

SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION Regular All Formulations Retail Gasoline Prices

#### Total Deplanned Passengers at PDX

Monthly: 2 years

| Mar 2019 | Mar (%) | YTD (%) |
|----------|---------|---------|
| 785,170  | 0.8%▲   | 2.5%▲   |

SOURCE: PORT OF PORTLAND

#### International Deplanned Passengers at PDX

Monthly: 2 years

| Mar 2019 | Mar (%) | YTD (%) |
|----------|---------|---------|
| 30,420   | -4.0%▼  | -7.5%▼  |

SOURCE: PORT OF PORTLAND

### CONSUMER PRICE INDEX

#### West Urban CPI Food Away From Home

Monthly: 2 years

| Mar 2019 | Mar (%) | YTD (%) |
|----------|---------|---------|
| 282.618  | 3.4%▲   | 3.4%▲   |

SOURCE: U.S. BUREAU OF LABOR STATISTICS

**TRAVEL OREGON** Ladan Ghahramani, (971)717-6205  
Ladan@TravelOregon.com

### EMPLOYMENT

#### Leisure & Hospitality Employment

Monthly: 2 years

| Mar 2019 | Mar (%) | YTD (%) |
|----------|---------|---------|
| 214,500  | 2.0%▲   | 1.8%▲   |

SOURCE: OREGON EMPLOYMENT DEPARTMENT

#### Accommodation & Food Services Employment

Monthly: 2 years

| Mar 2019 | Mar (%) | YTD (%) |
|----------|---------|---------|
| 187,400  | 2.5%▲   | 2.2%▲   |

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Monthly: 2 years

| 2018 Q3 | 2018 Q3 (points) |
|---------|------------------|
| 126     | -3▼              |

SOURCE: MMGY GLOBAL. TSI is a quarterly metric of consumer attitudes toward leisure travel based on available time and finances, interest, affordability, safety of travel and quality of service.

#### OR Index of Leading Economic Indicators (OILI)

Monthly: 2 years

| Mar 2019 | Mar (%) | 6Mo(%)** |
|----------|---------|----------|
| 103.1    | -0.1%▼  | 3.8%▲    |

SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS.  
\*\*6 Month Annualized Change

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Navigation icons: back, forward, search, print, refresh



# TRAVEL BAROMETER - MARCH SUPPLY

Travelstats.com - Profile

Favorite

## OREGON MONTHLY BAROMETER | March 2019

### LODGING TRENDS

Category: Supply

#### Mt Hood/Gorge Supply

| Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%) |
|------------------|----------|---------|---------|
|                  | 68.5K    | 0.2%▲   | 0.2%▲   |

Click on bar chart below to select a different region.

Period: Year-To-Date

#### Supply (YOY % Chg): March 2019 (Year-To-Date)

|                   |      |
|-------------------|------|
| Greater Portland  | 5.8% |
| Central Oregon    | 4.0% |
| Southern Oregon   | 3.3% |
| Willamette Valley | 1.5% |
| Oregon Coast      | 0.2% |
| Mt Hood/Gorge     | 0.2% |
| Eastern Oregon    | 0.1% |
| Oregon            | 3.1% |
| Pacific Region*   | 1.4% |
| US Total          | 2.0% |

YOY Percent Change

\*The Pacific Region includes the states of Alaska, California, Hawaii, Oregon and Washington.  
 SOURCE: SMITH TRAVEL RESEARCH (STR, Inc)  
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### TRANSPORTATION

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|------------------|----------|---------|---------|
|                  | \$2.73   | -3.4%▼  | -2.1%▼  |

SOURCE: U.S. ENERGY INFORMATION ADMINISTRATION  
 Regular All Formulations Retail Gasoline Prices

#### Total Deplaned Passengers at PDX

| Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%) |
|------------------|----------|---------|---------|
|                  | 785,170  | 0.8%▲   | 2.5%▲   |

SOURCE: PORT OF PORTLAND

#### International Deplaned Passengers at PDX

| Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%) |
|------------------|----------|---------|---------|
|                  | 30,420   | -4.0%▼  | -7.5%▼  |

SOURCE: PORT OF PORTLAND

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#### West Urban CPI Food Away From Home

| Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%) |
|------------------|----------|---------|---------|
|                  | 282.618  | 3.4%▲   | 3.4%▲   |

SOURCE: U.S. BUREAU OF LABOR STATISTICS

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 Ladan@TravelOregon.com

### EMPLOYMENT

#### Leisure & Hospitality Employment

| Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%) |
|------------------|----------|---------|---------|
|                  | 214,500  | 2.0%▲   | 1.8%▲   |

SOURCE: OREGON EMPLOYMENT DEPARTMENT

#### Accommodation & Food Services Employment

| Monthly: 2 years | Mar 2019 | Mar (%) | YTD (%) |
|------------------|----------|---------|---------|
|                  | 187,400  | 2.5%▲   | 2.2%▲   |

SOURCE: OREGON EMPLOYMENT DEPARTMENT

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#### OR Index of Leading Economic Indicators (OILI)

| Monthly: 2 years | Mar 2019 | Mar (%) | 6Mo(%)** |
|------------------|----------|---------|----------|
|                  | 103.1    | -0.1%▼  | 3.8%▲    |

SOURCE: OREGON OFFICE OF ECONOMIC ANALYSIS.  
 \*\*6 Month Annualized Change

This dashboard does not imply Travel Oregon's participation in any increase or decrease in the various metrics offered.

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Navigation icons: back, forward, search, print, refresh

## OUR REACH IN Q1



### Website

- Website sessions were up +800% (6,218 visits). Pageviews are up +97% (11,316)
- Pocket trips is the #1 most visited page on the site for first quarter
- Organic website traffic (a.k.a. free traffic) is up +604%



### Digital & Social

- Paid social media co-op campaign with Mt. Hood Territory launched on Facebook and Instagram driving over 1,133 landing page views
- 103,225 total digital ad impressions from social media and paid Google Ad campaign
- Google Ad campaign resulted in above average click-thru rate performance (again!)



### Print Media

- Our ad placement in Travel Oregon will get over one million impressions in 2019



59,527 Impressions  
276 Engagements



5,242 Impressions  
617 Engagements



10,286 Impressions  
51 Engagements



735 Impressions

# WEBSITE REPORT - Q1 2019

Explore Wilsonville Website Report  
1st Quarter 2019 vs. 1st Quarter 2018

Jan 1, 2019 - Mar 31, 2019

Website Report

Data From Google Analytics

Sessions  
**6,218**  
↑ 788.3%

Users  
**5,531**  
↑ 861.9%

New Users  
**5,497**  
↑ 886.9%

Pageviews  
**11,316**  
↑ 96.8%

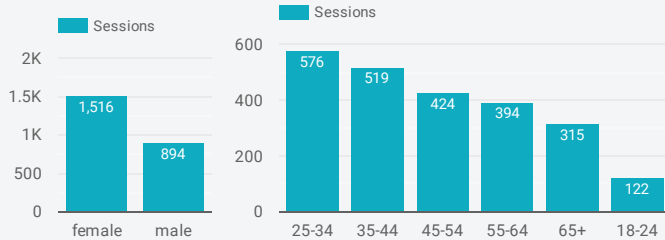
Avg. Session Duration  
**00:00:59**  
↓ -48.7%

Avg. Page Load Time (sec)  
**4.97**  
↓ -47.9%

Avg. Time on Page  
**00:01:12**  
↑ 357.0%

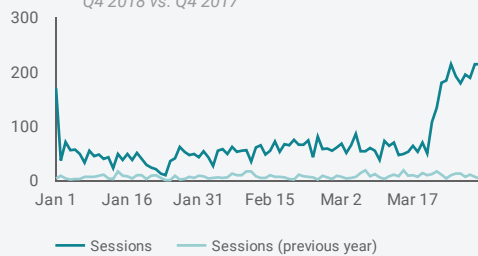
Bounce Rate  
**72.0%**  
↑ 1,160.6%

## Gender & Age



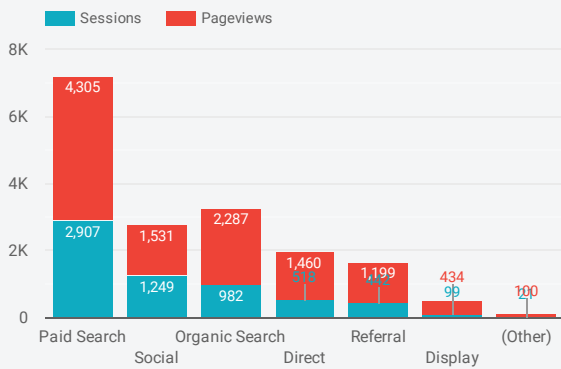
## How are site sessions trending?

Q4 2018 vs. Q4 2017



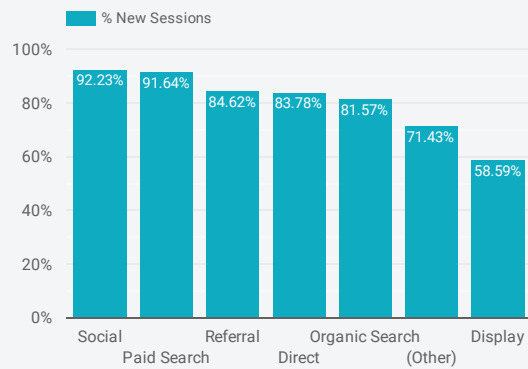
## Which channels are driving engagement?

Goal: Engaged Users



## New Users

First Time Users to Site & Where They are Coming From



## Google Adwords Campaign Performance

Paid Search Report at a Glance

|                   |               |              |               |               |                |
|-------------------|---------------|--------------|---------------|---------------|----------------|
| Cost              | Impressions   | Clicks       | CTR           | CPC           | CPM            |
| <b>\$1,601.84</b> | <b>28,170</b> | <b>3,164</b> | <b>11.23%</b> | <b>\$0.51</b> | <b>\$56.86</b> |
|                   |               | ↑ 327.0%     | ↑ 160.4%      | ↓ -13.6%      | ↑ 125.0%       |

# WEBSITE REPORT - Q1 2019

## Top Landing Pages

The first page a visitor lands on

| Landing Page   | Pageviews |
|--|-----------|
| 1. /pocket-trips/  | 4,467     |
| 2. /   | 3,226     |
| 3. /campaign/tulip-and-flower-festivals/                                       | 555       |
| 4. /campaign/farmlandia-farm-loop/   | 395       |
| 5. /events/  | 376       |
| 6. /campaign/world-of-speed/   | 361       |
| 7. /stay/  | 118       |
| 8. /pocket-trips/shopping-in-wilsonville/                                      | 103       |
| 9. /event/live-music-at-the-historic-butteville-store-2018-12-08/2018-12-15/   | 81        |
| 10. /restaurants-wilsonville-oregon/   | 68        |
| 11. /eat-drink/winery/quench-taproom/  | 66        |
| 12. /visitor-guide-request/  | 63        |
| 13. /meet/   | 52        |
| 14. /event/live-music-at-the-historic-butteville-store-2018-11-03/             | 46        |
| 15. /event/st-paul-rodeo/  | 43        |
| 16. /event/live-music-at-butteville-store/2019-03-16/                          | 40        |
| 17. /event/wilsonville-farmers-market/2019-05-30/                              | 37        |
| 18. /event/wilsonville-festival-of-arts/                                       | 36        |
| 19. /pocket-trips/frolicking-through-french-prairie-oregon/                    | 36        |
| 20. /get-here/   | 36        |
| 21. /event/live-music-at-butteville-store/2019-03-02/                          | 35        |
| 22. /eat-drink/all-restaurants/page/4/   | 33        |
| 23. /submit-business-listing/  | 33        |
| 24. /hotels-motels/  | 32        |
| 25. /pocket-trips/indoor-fun/  | 29        |
| 26. /eat-drink/all-restaurants/new-hunan-kitchen/                              | 29        |
| 27. /event/wilsonville-brewfest/   | 29        |
| 28. /pocket-trips/experience-art-in-wilsonville/                               | 28        |
| 29. /event/muddy-paws-fun-run-walk/  | 28        |
| 30. /campgrounds-rv-resorts/   | 27        |
| 31. /pocket-trips/farmlandia-fun-oregon/savoring-the-farm-life-in-wilsonville/ | 24        |
| 32. /pocket-trips/eating-drinking/   | 23        |
| 33. /event/the-ice-age-oregon-trail/   | 22        |
| 34. /venue/historic-butteville-store/  | 19        |
| 35. /event/woodburn-fiesta-mexicana/   | 16        |
| 36. /eat-drink/lunch/family-fun-center-bullwinkles-restaurant/                 | 16        |

# WEBSITE REPORT - Q1 2019

## Top Pages

*Most popular pages visited*

|     | Page   | Pageviews ▾ |
|-----|--|-------------|
| 1.  | /pocket-trips/   | 3,764       |
| 2.  | /  | 1,887       |
| 3.  | /campaign/tulip-and-flower-festivals/                                      | 534         |
| 4.  | /events/   | 464         |
| 5.  | /campaign/farmlandia-farm-loop/  | 380         |
| 6.  | /pocket-trips/family-time/   | 380         |
| 7.  | /campaign/world-of-speed/  | 328         |
| 8.  | /stay/   | 216         |
| 9.  | /restaurants-wilsonville-oregon/   | 214         |
| 10. | /visitor-guide-request/  | 146         |
| 11. | /pocket-trips/outdoor-fun/   | 128         |
| 12. | /pocket-trips/shopping-in-wilsonville/                                     | 125         |
| 13. | /hotels-motels/  | 110         |
| 14. | /pocket-trips/indoor-fun/  | 107         |
| 15. | /pocket-trips/shopping/  | 107         |
| 16. | /pocket-trips/family-time/family-fun-day-in-wilsonville-oregon/            | 101         |
| 17. | /pocket-trips/eating-drinking/   | 97          |
| 18. | /pocket-trips/history-heritage/  | 65          |
| 19. | /pocket-trips/farmlandia-fun/  | 64          |
| 20. | /get-here/   | 62          |
| 21. | /meet/   | 57          |
| 22. | /pocket-trips/frolicking-through-french-prairie-oregon/                    | 51          |
| 23. | /pocket-trips/riding-the-trails-in-wilsonville/                            | 49          |
| 24. | /pocket-trips/the-luxe-life-in-wilsonville/                                | 45          |
| 25. | /pocket-trips/farmlandia-fun-oregon/savoring-the-farm-life-in-wilsonville/ | 42          |
| 26. | /pocket-trips/art-music/   | 38          |
| 27. | /event/live-music-at-butteville-store/2019-03-16/                          | 38          |
| 28. | /event/wilsonville-festival-of-arts/                                       | 35          |
| 29. | /event/st-paul-rodeo/  | 34          |
| 30. | /events/community/add/   | 34          |
| 31. | /pocket-trips/wineries-willamette-valley-oregon/                           | 34          |
| 32. | /event/live-music-at-the-historic-butteville-store-2018-11-03/             | 34          |
| 33. | /wineries/   | 33          |
| 34. | /event/tulip-festival-at-wooden-shoe-tulip-farm/                           | 33          |
| 35. | /pocket-trips/finer-things/  | 33          |
| 36. | /campgrounds-rv-resorts/   | 32          |

# WEBSITE REPORT - Q1 2019

## Top Referral Sources

Traffic from Referring Websites to ExploreWilsonville.com

|     | Source / Medium                                   | Pageviews ▾ |
|-----|---|-------------|
| 1.  | google / cpc                                      | 4,305       |
| 2.  | google / organic                                  | 2,058       |
| 3.  | (direct) / (none)                                 | 1,460       |
| 4.  | m.facebook.com / referral                         | 1,351       |
| 5.  | ci.wilsonville.or.us / referral                   | 684         |
| 6.  | TravelOregon / banner                             | 433         |
| 7.  | google.com / referral                             | 125         |
| 8.  | bing / organic                                    | 115         |
| 9.  | wilsonvilleparksandrec.com / referral             | 110         |
| 10. | facebook.com / referral                           | 110         |
| 11. | PR-NewCampaign / wire                             | 100         |
| 12. | yahoo / organic                                   | 93          |
| 13. | googleads.g.doubleclick.net / referral            | 72          |
| 14. | search.google.com / referral                      | 37          |
| 15. | tualatinvalley.org / referral                     | 33          |
| 16. | wilsonvillelibrary.org / referral                 | 26          |
| 17. | lm.facebook.com / referral                        | 24          |
| 18. | duckduckgo / organic                              | 21          |
| 19. | traveloregon.com / referral                       | 19          |
| 20. | instagram.com / referral                          | 14          |
| 21. | l.facebook.com / referral                         | 14          |
| 22. | charbonneaulive.com / referral                    | 12          |
| 23. | l.instagram.com / referral                        | 11          |
| 24. | openurls.com.cn / referral                        | 9           |
| 25. | en.m.wikipedia.org / referral                     | 9           |
| 26. | en.wikipedia.org / referral                       | 8           |
| 27. | pinterest.com / referral                          | 6           |
| 28. | email12.secureserver.net / referral               | 6           |
| 29. | start.att.net / referral                          | 6           |
| 30. | journalgraphicsdigitalpublications.com / referral | 5           |
| 31. | oregondmo.com / referral                          | 5           |
| 32. | boxofamazing.com / referral                       | 5           |
| 33. | search.lilo.org / referral                        | 4           |
| 34. | search.xfinity.com / referral                     | 4           |
| 35. | visitcorvallis.com / referral                     | 3           |
| 36. | greatblog.top / referral                          | 2           |
| 37. | merryblog.top / referral                          | 2           |

# SOCIAL MEDIA REPORT - GROUP



## Group Report



January 1, 2019 – March 31, 2019



# SOCIAL MEDIA REPORT - GROUP



Group Report | 1 of 6

## Included in this Report

 Explore Wilsonville  
 Explore Wilsonville

 Explore Wilsonville  
 Explore Wilsonville Oregon



# SOCIAL MEDIA REPORT - GROUP



Group Report | 2 of 6

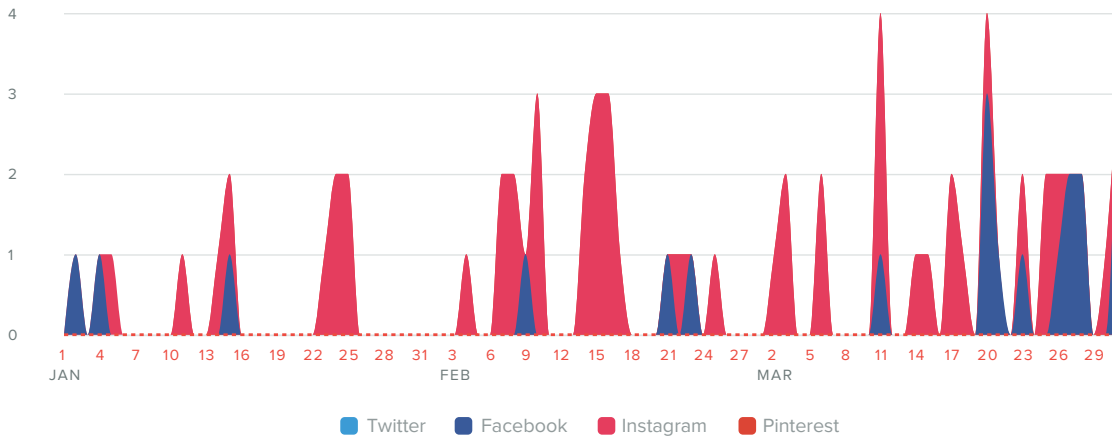
## Group Activity Overview

|                             |                           |                             |
|-----------------------------|---------------------------|-----------------------------|
| Impressions<br><b>75.1k</b> | Engagements<br><b>944</b> | Link Clicks<br><b>1,558</b> |
|-----------------------------|---------------------------|-----------------------------|

## Group Audience Growth

AUDIENCE GROWTH, BY DAY

We are unable to retrieve all of your data at this time.



| Audience Growth Metrics       | Totals     | Total Followers % Change |
|-------------------------------|------------|--------------------------|
| <b>Total Followers</b>        | <b>197</b> | <b>↗ 28.8%</b>           |
| New Twitter Followers         | 0          | → 0%                     |
| New Facebook Fans             | 19         | ↗ 47.5%                  |
| New Instagram Followers       | 25         | ↗ 22.1%                  |
| New Pinterest Followers       | 0          | —                        |
| <b>Total Followers Gained</b> | <b>44</b>  | <b>↗ 28.8%</b>           |

Total followers increased by

**▲ 28.8%**

since previous date range

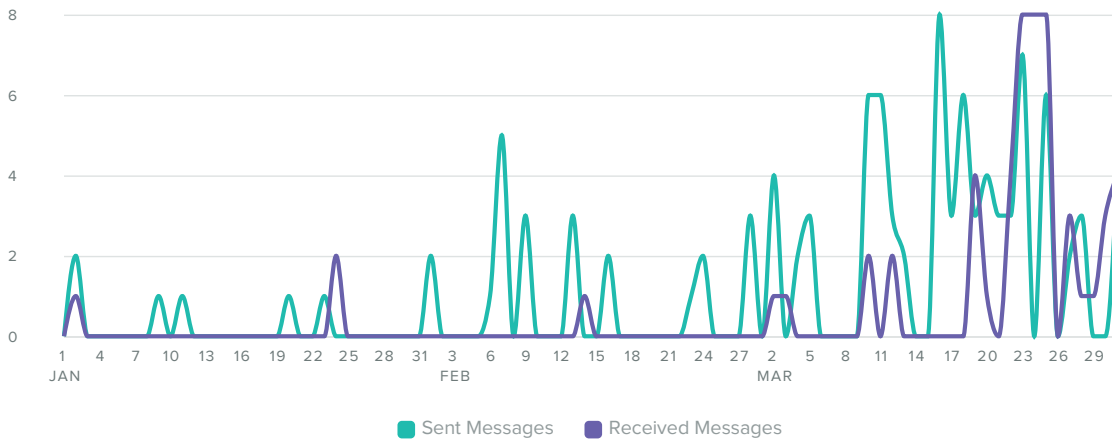
# SOCIAL MEDIA REPORT - GROUP



Group Report | 3 of 6

## Group Message Volumes

MESSAGES PER DAY



| Sent Messages Metrics       | Totals     | % Change        |
|-----------------------------|------------|-----------------|
| Twitter Tweets and DMs Sent | 34         | ↗ 1,600%        |
| Facebook Posts Sent         | 35         | ↗ 337.5%        |
| Instagram Messages Sent     | 37         | ↗ 311.1%        |
| Pinterest Pins Sent         | 0          | ↘ 100%          |
| <b>Total Messages Sent</b>  | <b>106</b> | <b>↗ 404.8%</b> |

Message volume increased by

**▲ 404.8%**

since previous date range

| Received Messages Metrics      | Totals    | % Change        |
|--------------------------------|-----------|-----------------|
| Twitter Messages Received      | 0         | → 0%            |
| Facebook Messages Received     | 37        | ↗ 184.6%        |
| Instagram Comments Received    | 18        | ↗ 500%          |
| <b>Total Messages Received</b> | <b>55</b> | <b>↗ 243.8%</b> |

Message volume increased by

**▲ 243.8%**

since previous date range

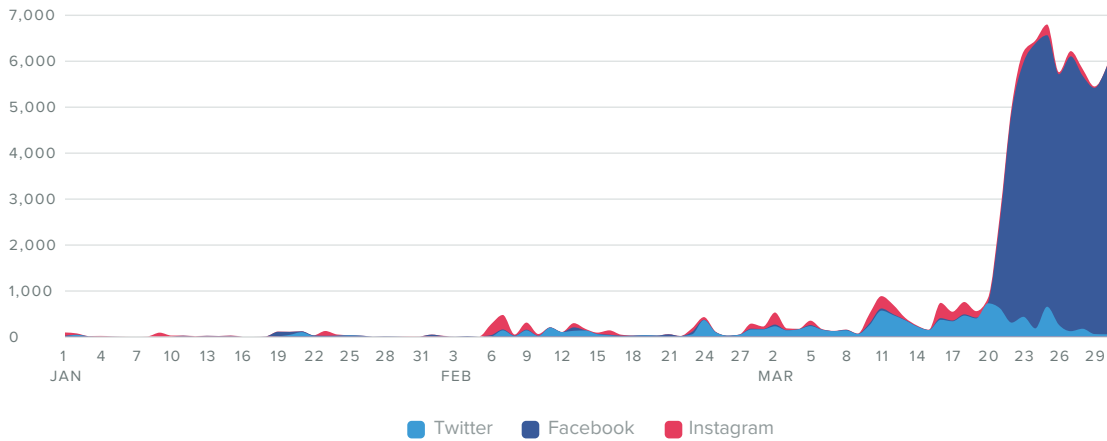
# SOCIAL MEDIA REPORT - GROUP REPORT



Group Report | 4 of 6

## Group Impressions

IMPRESSIONS PER DAY



| Impressions Metrics      | Totals        | % Change       |
|--------------------------|---------------|----------------|
| Twitter Impressions      | 10,286        | ↗ 937.9%       |
| Facebook Impressions     | 59,527        | ↘ 1.5%         |
| Instagram Impressions    | 5,242         | ↗ 432.2%       |
| <b>Total Impressions</b> | <b>75,055</b> | <b>↗ 20.3%</b> |

Total Impressions increased by

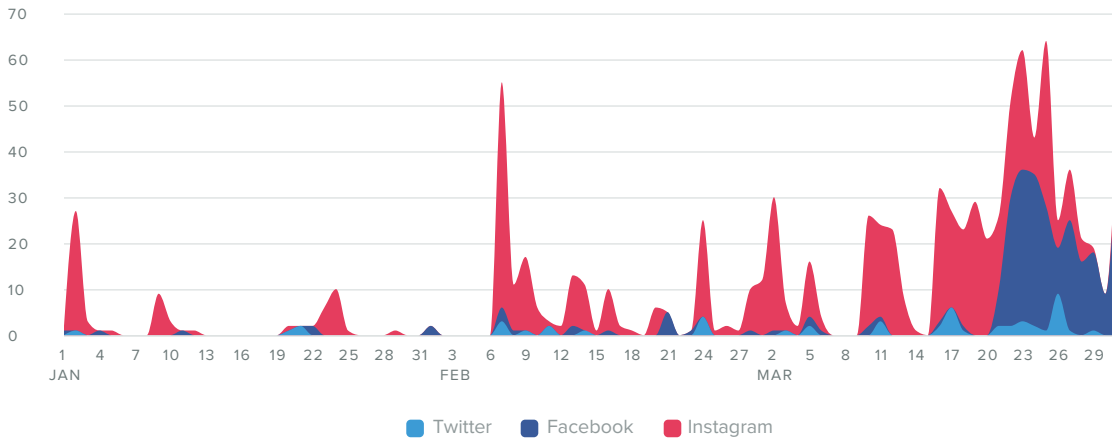
**▲ 20.3%**

since previous date range

# SOCIAL MEDIA REPORT - GROUP

## Group Engagement

ENGAGEMENTS PER DAY



| Engagement Metrics       | Totals     | % Change        |
|--------------------------|------------|-----------------|
| Twitter Engagements      | 51         | ↗ 100%          |
| Facebook Engagements     | 276        | ↗ 288.7%        |
| Instagram Engagements    | 617        | ↗ 1,241%        |
| <b>Total Engagements</b> | <b>944</b> | <b>↗ 706.8%</b> |

The number of engagements increased by  
**706.8%**  
 since previous date range

## Group Stats by Profile/Page

| Profile/Page   | Total Fans / Followers | Fan / Follower Increase | Messages Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|--|------------------------|-------------------------|---------------|-------------|----------------------|-------------|----------------------|-------------|
| Explore Wilsonville<br>@SeeWilsonville                   | 0                      | 0%                      | 34            | 10,286      | 302.5                | 51          | 1.5                  | 9           |
| Explore Wilsonville<br>Business Page                     | 59                     | 47.5%                   | 35            | 59,527      | 1,700.8              | 276         | 7.9                  | 1,549       |
| Explore Wilsonville<br>(Business)<br>@explorewilsonville | 138                    | 22.12%                  | 37            | 5,242       | 141.7                | 617         | 16.7                 | –           |

# SOCIAL MEDIA REPORT - FACEBOOK



## Facebook Pages for **Explore Wilsonville**

January 1, 2019 – March 31, 2019

# SOCIAL MEDIA REPORT - FACEBOOK



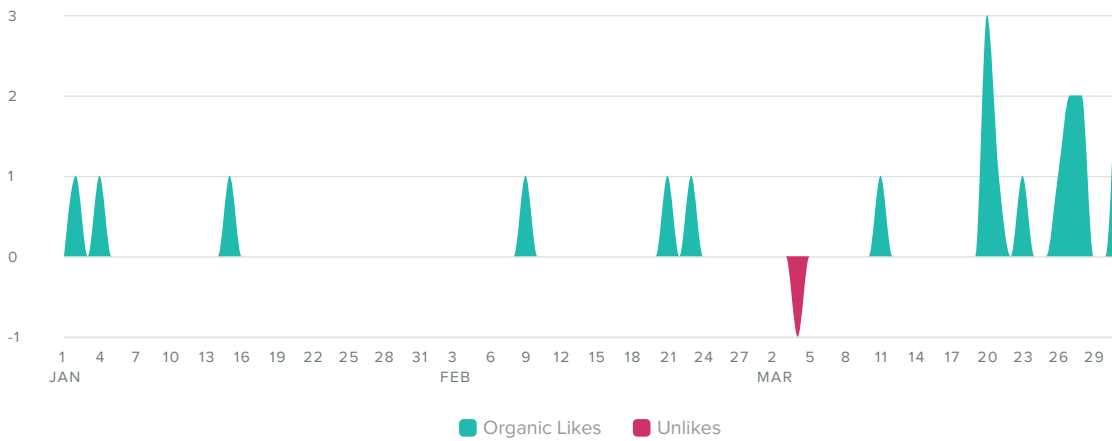
Facebook Pages | 1 of 12

## Facebook Activity Overview

|   |                                       |                                    |
|---|---------------------------------------|------------------------------------|
| <p>Impressions</p> <p> <b>59.5k</b></p> | <p>Engagements</p> <p> <b>276</b></p> | <p>Clicks</p> <p> <b>1,549</b></p> |
|---|---------------------------------------|------------------------------------|

## Facebook Audience Growth

LIKES BREAKDOWN, BY DAY



| Audience Growth Metrics | Totals    |
|-------------------------|-----------|
| <b>Total Fans</b>       | <b>59</b> |
| Organic Likes           | 20        |
| Unlikes                 | 1         |
| Net Likes               | 19        |

Total fans increased by

**▲47.5%**

since previous date range

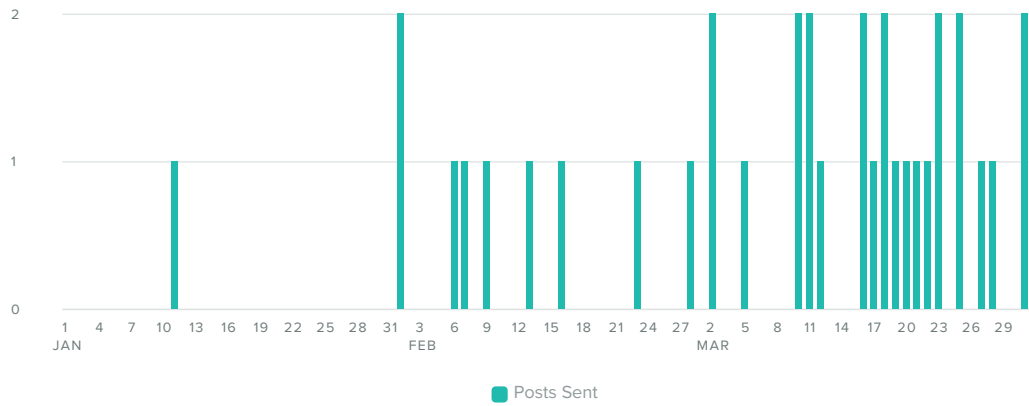
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 2 of 12

## Facebook Publishing Behavior

POSTS, BY DAY



| Publishing Metrics | Totals    |
|--------------------|-----------|
| Photos             | 32        |
| Videos             | 0         |
| Posts              | 3         |
| Notes              | 0         |
| <b>Total Posts</b> | <b>35</b> |

The number of posts you sent increased by

# 337.5%




since previous date range

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 3 of 12

## Facebook Top Posts, by Reactions

| Post  | Reactions | Comments | % Users Engaged | Reach |
|---|-----------|----------|-----------------|-------|
| <p><b>Explore Wilsonville</b><br/>                     📌 Wooden Shoe Tulip Farm A Pocket Trip: Tulip Festival– A month long celebration starts today and runs through April 29, 2019 with an explosion of spring color. 🌷 Wooden Shoe Tulip Farm has dozens of exciting activities, from daily or weekend to special events. Take a tram or hay wagon ride or jump on the cow or field train through the tulip fields, grab food or bring your own, and then enjoy a glass of one of their estate grown wines or a glass of local beer and cider. Image by Leslie Mountfort. 🚗 Drive time: 17 miles from Wilsonville, OR #explorewilsonville . . . #WilsonvilleOregon #tulipfest2019 #woodenshoetulipfarm #traveloregon #PortlandOregon Wooden Shoe Tulip Festival</p>  <p>(Post) March 23, 2019 7:01 am</p> | 11        | 2        | 14.4%           | 139   |
| <p><b>Explore Wilsonville</b><br/>                     📌 Silver Falls State Park A Pocket Trip: Trail of Ten Falls 10 waterfalls in 7 miles! A favorite spot to hike any time of the year. 🚗 Drive time: 37 miles from Wilsonville #explorewilsonville</p>  <p>(Post) February 7, 2019 6:03 pm</p>   | 5         | 0        | 15.6%           | 32    |
| <p><b>Explore Wilsonville</b><br/>                     📌 World of Speed Motorsports Museum A Pocket Trip: See the unveiling today of the new exhibit, Mario Andretti: Racing Royalty, honoring the most successful American race car driver of all time. 🎉 Celebrating the 50th anniversary of his Pike's Peak and Indy 500 race wins, as well as his success in 11 styles of racing covered in those 5 decades. 🏁 Come for the exhibit, then stay for the film with Mario and other legends of the racing scene. #explorewilsonville . . . #WilsonvilleOregon #worldofspeedUSA #marioandretti #racing #indy500official #traveloregon #PortlandOregon World of Speed USA</p>  <p>(Post) March 23, 2019 8:01 am</p>   | 3         | 0        | 3.9%            | 129   |





# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 4 of 12

## Facebook Top Posts, by Reactions

| Post  | Reactions ▼ | Comments | % Users Engaged | Reach |
|---|-------------|----------|-----------------|-------|
| <p><b>Explore Wilsonville</b><br/>           Look for the new MARIO ANDRETTI: RACING ROYALTY exhibit opening on March 23, 2019 at <b>World of Speed USA</b> <a href="#">#ExploreWilsonville</a></p>  <p>(Post) January 11, 2019 9:28 am</p>  | 3           | 0        | 12%             | 25    |
| <p><b>Explore Wilsonville</b><br/>           📍 The Block House Cafe A Pocket Trip: Benedicts, Bloody Mary's &amp; An Oregon Wine Tasting Weekend 🍷 Top off a weekend of <a href="#">#willamettevalley</a> wine tasting with brunch at The Block House Cafe where you can chow down at an old church in the historic town of Dayton, Oregon. 🚗 Drive time: 25 miles from Wilsonville <a href="#">#explorewilsonville</a> . . . <a href="#">#portlandoregon</a> <a href="#">#wilsonvilleoregon</a> <a href="#">#pdxbrunch</a> <a href="#">#oregonwinecountry</a> <a href="#">#daytonoregon</a></p>  <p>(Post) March 27, 2019 2:00 pm</p> | 2           | 2        | 7.1%            | 56    |

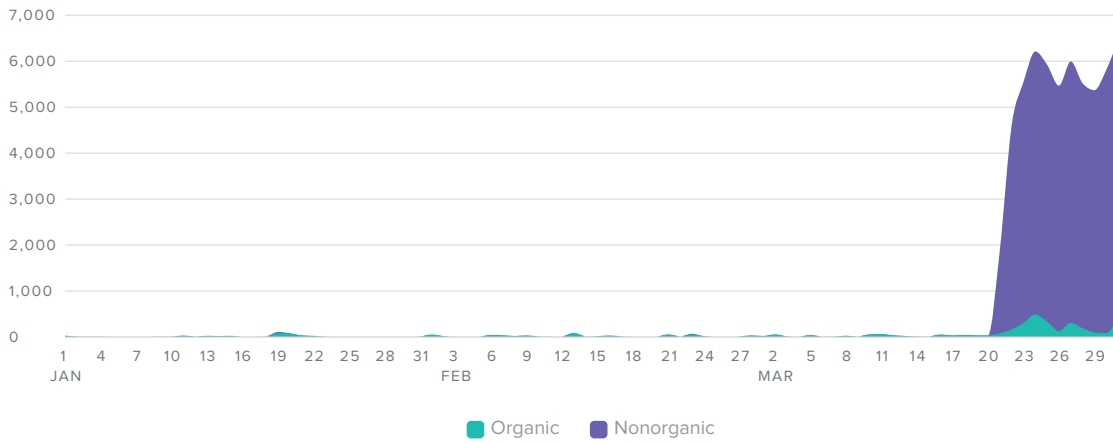
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 5 of 12

## Facebook Impressions

PAGE IMPRESSIONS, BY DAY



| Impressions Metrics                | Totals        |
|------------------------------------|---------------|
| Organic Impressions                | 3,257         |
| Nonorganic Impressions             | 56,270        |
| <b>Total Impressions</b>           | <b>59,527</b> |
| <b>Average Daily Users Reached</b> | <b>642.6</b>  |

Total Impressions decreased by

**-1.5%**

since previous date range

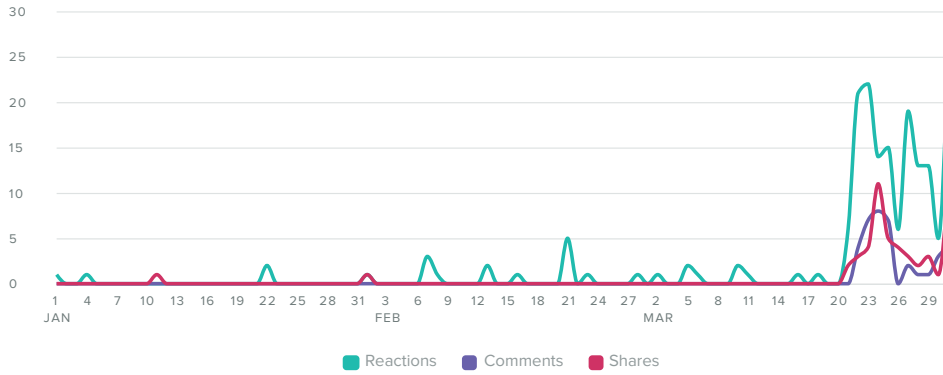
# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 7 of 12

## Facebook Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Action Metrics           | Totals     |
|--------------------------|------------|
| Reactions                | 188        |
| Comments                 | 37         |
| Shares                   | 51         |
| <b>Total Engagements</b> | <b>276</b> |

Total Engagements increased by **288.7%** since previous date range

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 8 of 12

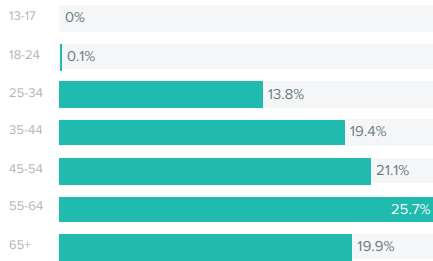
## Facebook Audience Demographics

Page Fans

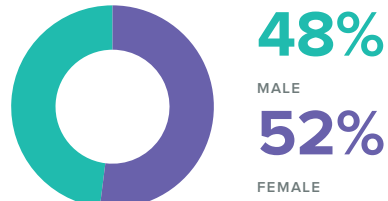
People Reached

People Engaged

### BY AGE



### BY GENDER



**Women** between the ages of **55-64** have a higher potential to see your content and visit your Page.

### Top Countries Daily Average

|                      |               |
|----------------------|---------------|
| <b>United States</b> | <b>470.88</b> |
| Canada               | 145.27        |
| Thailand             | 0.3           |
| Guatemala            | 0.21          |
| Vietnam              | 0.19          |
| Mexico               | 0.13          |
| Philippines          | 0.12          |
| Egypt                | 0.08          |
| Australia            | 0.07          |
| Cambodia             | 0.07          |
| Switzerland          | 0.06          |
| United Kingdom       | 0.06          |

### Top Cities Daily Average

|                        |              |
|------------------------|--------------|
| <b>Los Angeles, CA</b> | <b>43.07</b> |
| Vancouver, BC, Canada  | 36.21        |
| San Jose, CA           | 17.78        |
| Houston, TX            | 17.36        |
| Surrey, BC, Canada     | 16.42        |
| Nanaimo, BC, Canada    | 12.11        |
| Portland, OR           | 11.33        |
| Abbotsford, BC, Canada | 10.84        |
| Phoenix, AZ            | 10.07        |
| San Antonio, TX        | 9.19         |
| Dallas, TX             | 8.09         |
| Langley, BC, Canada    | 7.32         |

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 9 of 12

## Facebook Audience Demographics

| Page Fans  | People Reached | People Engaged |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
|--|----------------|----------------|-------|------|-----------|------|---------|------|-------|------|-----------|------|---------|------|--------------------|------|-------|------|--------|------|-------------|------|-------------|------|--------|------|--------|------|--|------------|---------------|---------------|------|-------------------|------|---------------|------|-------------------------|------|----------------|------|------------|------|-------------|------|-------------|------|--------------------|------|------------------|------|-----------|------|-------------|------|------------------------|------|----------------|------|------------|------|---------------|------|-----------------------|------|-------------|------|---------------|------|-----------------------------|-----|---------------------|------|
| <table border="1"> <thead> <tr> <th>Top Countries</th> <th>Daily Average</th> </tr> </thead> <tbody> <tr><td> Japan</td><td>0.03</td></tr> <tr><td> Nicaragua</td><td>0.03</td></tr> <tr><td> Austria</td><td>0.02</td></tr> <tr><td> India</td><td>0.02</td></tr> <tr><td> Singapore</td><td>0.02</td></tr> <tr><td> Germany</td><td>0.01</td></tr> <tr><td> Dominican Republic</td><td>0.01</td></tr> <tr><td> Ghana</td><td>0.01</td></tr> <tr><td> Kuwait</td><td>0.01</td></tr> <tr><td> Netherlands</td><td>0.01</td></tr> <tr><td> New Zealand</td><td>0.01</td></tr> <tr><td> Taiwan</td><td>0.01</td></tr> <tr><td> Uganda</td><td>0.01</td></tr> </tbody> </table> | Top Countries  | Daily Average  | Japan | 0.03 | Nicaragua | 0.03 | Austria | 0.02 | India | 0.02 | Singapore | 0.02 | Germany | 0.01 | Dominican Republic | 0.01 | Ghana | 0.01 | Kuwait | 0.01 | Netherlands | 0.01 | New Zealand | 0.01 | Taiwan | 0.01 | Uganda | 0.01 | <table border="1"> <thead> <tr> <th>Top Cities</th> <th>Daily Average</th> </tr> </thead> <tbody> <tr><td>San Diego, CA</td><td>7.12</td></tr> <tr><td>San Francisco, CA</td><td>5.99</td></tr> <tr><td>Riverside, CA</td><td>5.84</td></tr> <tr><td>Maple Ridge, BC, Canada</td><td>5.57</td></tr> <tr><td>Long Beach, CA</td><td>5.01</td></tr> <tr><td>Austin, TX</td><td>4.91</td></tr> <tr><td>Fremont, CA</td><td>4.83</td></tr> <tr><td>El Paso, TX</td><td>4.66</td></tr> <tr><td>Duncan, BC, Canada</td><td>4.33</td></tr> <tr><td>Garden Grove, CA</td><td>4.33</td></tr> <tr><td>Salem, OR</td><td>4.26</td></tr> <tr><td>Anaheim, CA</td><td>3.92</td></tr> <tr><td>Chilliwack, BC, Canada</td><td>3.81</td></tr> <tr><td>Fort Worth, TX</td><td>3.81</td></tr> <tr><td>Tucson, AZ</td><td>3.77</td></tr> <tr><td>Santa Ana, CA</td><td>3.43</td></tr> <tr><td>Coquitlam, BC, Canada</td><td>3.38</td></tr> <tr><td>Seattle, WA</td><td>3.31</td></tr> <tr><td>Vancouver, WA</td><td>3.27</td></tr> <tr><td>North Vancouver, BC, Canada</td><td>2.9</td></tr> <tr><td>Mission, BC, Canada</td><td>2.83</td></tr> </tbody> </table> | Top Cities | Daily Average | San Diego, CA | 7.12 | San Francisco, CA | 5.99 | Riverside, CA | 5.84 | Maple Ridge, BC, Canada | 5.57 | Long Beach, CA | 5.01 | Austin, TX | 4.91 | Fremont, CA | 4.83 | El Paso, TX | 4.66 | Duncan, BC, Canada | 4.33 | Garden Grove, CA | 4.33 | Salem, OR | 4.26 | Anaheim, CA | 3.92 | Chilliwack, BC, Canada | 3.81 | Fort Worth, TX | 3.81 | Tucson, AZ | 3.77 | Santa Ana, CA | 3.43 | Coquitlam, BC, Canada | 3.38 | Seattle, WA | 3.31 | Vancouver, WA | 3.27 | North Vancouver, BC, Canada | 2.9 | Mission, BC, Canada | 2.83 |
| Top Countries  | Daily Average  |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Japan  | 0.03           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Nicaragua  | 0.03           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Austria  | 0.02           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| India  | 0.02           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Singapore  | 0.02           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Germany  | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Dominican Republic   | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Ghana  | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Kuwait   | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Netherlands  | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| New Zealand  | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Taiwan   | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Uganda   | 0.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Top Cities   | Daily Average  |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| San Diego, CA  | 7.12           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| San Francisco, CA  | 5.99           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Riverside, CA  | 5.84           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Maple Ridge, BC, Canada  | 5.57           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Long Beach, CA   | 5.01           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Austin, TX   | 4.91           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Fremont, CA  | 4.83           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| El Paso, TX  | 4.66           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Duncan, BC, Canada   | 4.33           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Garden Grove, CA   | 4.33           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Salem, OR  | 4.26           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Anaheim, CA  | 3.92           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Chilliwack, BC, Canada   | 3.81           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Fort Worth, TX   | 3.81           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Tucson, AZ   | 3.77           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Santa Ana, CA  | 3.43           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Coquitlam, BC, Canada  | 3.38           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Seattle, WA  | 3.31           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Vancouver, WA  | 3.27           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| North Vancouver, BC, Canada  | 2.9            |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |
| Mission, BC, Canada  | 2.83           |                |       |      |           |      |         |      |       |      |           |      |         |      |                    |      |       |      |        |      |             |      |             |      |        |      |        |      |  |            |               |               |      |                   |      |               |      |                         |      |                |      |            |      |             |      |             |      |                    |      |                  |      |           |      |             |      |                        |      |                |      |            |      |               |      |                       |      |             |      |               |      |                             |     |                     |      |

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 10 of 12

## Facebook Audience Demographics

| Page Fans     | People Reached | People Engaged             |
|---------------|----------------|----------------------------|
| Top Countries | Daily Average  | Top Cities                 |
|               |                | Daily Average              |
|               |                | Sunnyvale, CA              |
|               |                | 2.83                       |
|               |                | Richmond, BC, Canada       |
|               |                | 2.8                        |
|               |                | Irving, TX                 |
|               |                | 2.68                       |
|               |                | Plano, TX                  |
|               |                | 2.51                       |
|               |                | Burnaby, BC, Canada        |
|               |                | 2.44                       |
|               |                | Corona, CA                 |
|               |                | 2.27                       |
|               |                | Delta, BC, Canada          |
|               |                | 2.2                        |
|               |                | Westminster, CA            |
|               |                | 2.02                       |
|               |                | Fontana, CA                |
|               |                | 1.91                       |
|               |                | Irvine, CA                 |
|               |                | 1.51                       |
|               |                | Victoria, BC, Canada       |
|               |                | 1.51                       |
|               |                | Brownsville, TX            |
|               |                | 1.47                       |
|               |                | San Bernardino, CA         |
|               |                | 1.18                       |
|               |                | Parksville, BC, Canada     |
|               |                | 1.13                       |
|               |                | Port Coquitlam, BC, Canada |
|               |                | 1.11                       |
|               |                | Hillsboro, OR              |
|               |                | 1.02                       |
|               |                | Ontario, CA                |
|               |                | 0.97                       |
|               |                | Oakland, CA                |
|               |                | 0.81                       |
|               |                | Mesa, AZ                   |
|               |                | 0.74                       |
|               |                | Laredo, TX                 |
|               |                | 0.71                       |
|               |                | Lancaster, CA              |
|               |                | 0.56                       |

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 11 of 12

## Facebook Audience Demographics

| Page Fans     | People Reached | People Engaged              |
|---------------|----------------|-----------------------------|
| Top Countries | Daily Average  | Top Cities                  |
|               |                | Daily Average               |
|               |                | Santa Rosa, CA              |
|               |                | 0.54                        |
|               |                | Squamish, BC, Canada        |
|               |                | 0.53                        |
|               |                | Huntington Beach, CA        |
|               |                | 0.5                         |
|               |                | Tacoma, WA                  |
|               |                | 0.47                        |
|               |                | Palmdale, CA                |
|               |                | 0.34                        |
|               |                | Corpus Christi, TX          |
|               |                | 0.3                         |
|               |                | Beaverton, OR               |
|               |                | 0.27                        |
|               |                | Everett, WA                 |
|               |                | 0.27                        |
|               |                | El Monte, CA                |
|               |                | 0.26                        |
|               |                | Oxnard, CA                  |
|               |                | 0.26                        |
|               |                | Spokane, WA                 |
|               |                | 0.24                        |
|               |                | Santa Clarita, CA           |
|               |                | 0.23                        |
|               |                | Hayward, CA                 |
|               |                | 0.21                        |
|               |                | Rancho Cucamonga, CA        |
|               |                | 0.1                         |
|               |                | Santa Clara, CA             |
|               |                | 0.1                         |
|               |                | Antioch, CA                 |
|               |                | 0.09                        |
|               |                | Eugene, OR                  |
|               |                | 0.09                        |
|               |                | New Westminster, BC, Canada |
|               |                | 0.09                        |
|               |                | Concord, CA                 |
|               |                | 0.08                        |
|               |                | Moreno Valley, CA           |
|               |                | 0.08                        |

# SOCIAL MEDIA REPORT - FACEBOOK



Facebook Pages | 12 of 12

## Facebook Stats by Page

| Facebook Page   | Total Fans | Fan Increase | Posts Sent | Impressions | Impressions per Post | Engagements | Engagements per Post | Link Clicks |
|---|------------|--------------|------------|-------------|----------------------|-------------|----------------------|-------------|
|  Explore Wilsonville | 59         | 47.5%        | 35         | 59,527      | 1,700.8              | 276         | 7.9                  | 1,549       |



# SOCIAL MEDIA REPORT - INSTAGRAM



## Instagram Profiles for **Explore Wilsonville**

January 1, 2019 – March 31, 2019

Determine the impact of Instagram content by analyzing your activity



# SOCIAL MEDIA REPORT - INSTAGRAM



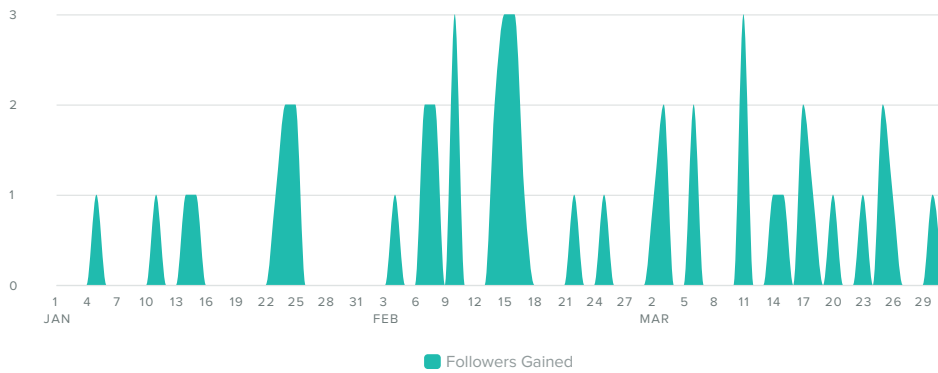
Instagram Profiles | 1 of 7

## Instagram Activity Overview

|   |  |  |
|---|--|--|
| <p>Total Followers</p> <p> <b>138</b></p> | <p>Likes Received</p> <p> <b>599</b></p> | <p>Comments Received</p> <p> <b>18</b></p> |
|---|--|--|

## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



| Follower Metrics         | Totals     |
|--------------------------|------------|
| <b>Total Followers</b>   | <b>138</b> |
| Followers Gained         | 25         |
| People that you Followed | 13         |

Total followers increased by

**22.1%**

since previous date range

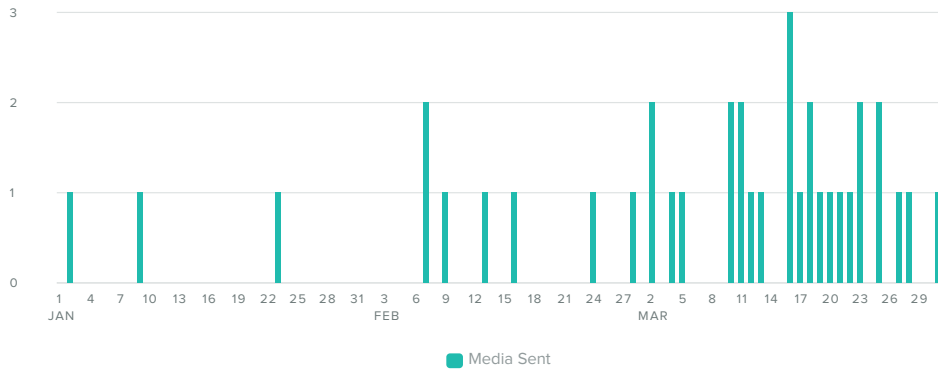
# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 2 of 7

## Instagram Publishing Behavior

MEDIA PER DAY



| Publishing Metrics | Totals    |
|--------------------|-----------|
| Photos             | 36        |
| Videos             | 1         |
| Other              | 0         |
| <b>Total Media</b> | <b>37</b> |

The number of media you sent increased by **▲311.1%** since previous date range

## Instagram Top Posts



@explorewilsonville  
45 Engagements



@explorewilsonville  
32 Engagements



@explorewilsonville  
29 Engagements

# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 3 of 7

## Instagram Outbound Hashtag Performance

### MOST USED HASHTAGS

|                                |    |
|--------------------------------|----|
| #explorewilsonville            | 30 |
| #wilsonvilleoregon             | 28 |
| #portlandoregon                | 26 |
| #traveloregon                  | 8  |
| #oregonhistory                 | 4  |
| #woodenshoetulipfarm           | 4  |
| #fieldtofork                   | 4  |
| #eatlocal                      | 4  |
| #cookingclasses                | 4  |
| #thekitchenatmiddlegroundfarms | 4  |

### MOST ENGAGED HASHTAGS

|                                |     |
|--------------------------------|-----|
| #explorewilsonville            | 529 |
| #wilsonvilleoregon             | 465 |
| #portlandoregon                | 441 |
| #traveloregon                  | 125 |
| #thekitchenatmiddlegroundfarms | 66  |
| #eatlocal                      | 63  |
| #woodenshoetulipfarm           | 58  |
| #fieldtofork                   | 55  |
| #cookingclasses                | 52  |
| #mcmenamins                    | 51  |

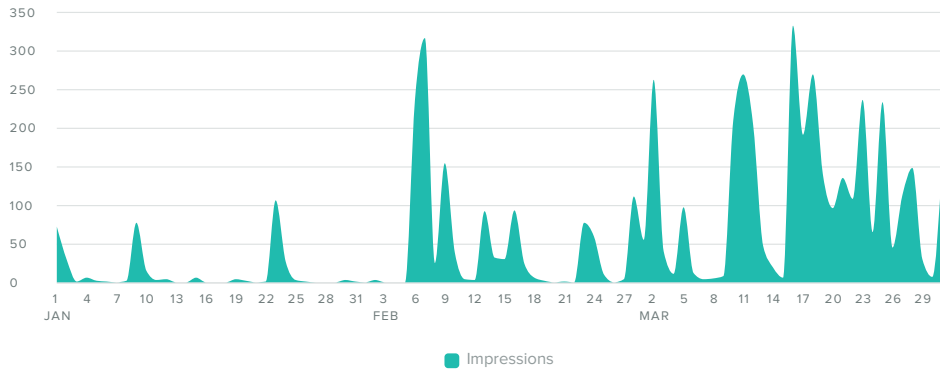
# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 4 of 7

## Instagram Impressions

IMPRESSIONS, BY DAY



| Impressions Metrics             | Totals       |
|---------------------------------|--------------|
| <b>Total Impressions</b>        | <b>5,242</b> |
| Average Impressions per Day     | 58.24        |
| Average Daily Reach per Profile | 34.64        |

Total Impressions increased by  
**432.2%**  
 since previous date range

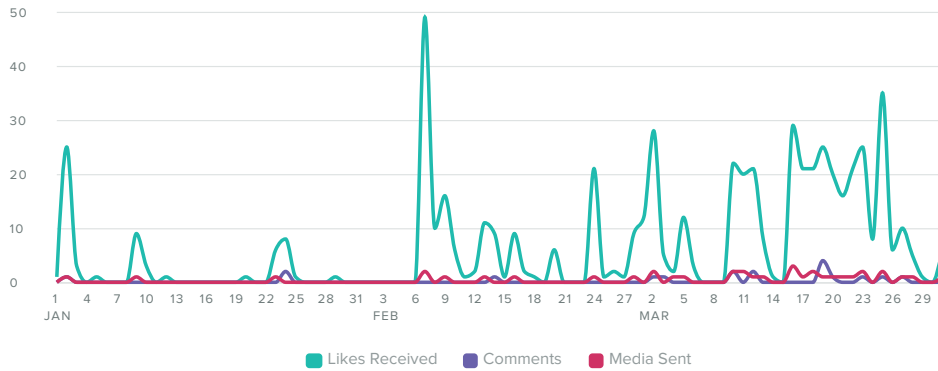
# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 5 of 7

## Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



| Engagement Metrics       | Totals     |
|--------------------------|------------|
| Likes Received           | 599        |
| Comments Received        | 18         |
| <b>Total Engagements</b> | <b>617</b> |
|                          |            |
| Engagements per Follower | 4.47       |
| Engagements per Media    | 16.68      |

The number of engagements increased by

**▲1,241%**

since previous date range

The number of engagements per media increased by

**▲226.3%**

since previous date range

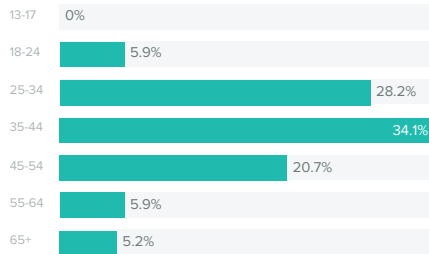
# SOCIAL MEDIA REPORT - INSTAGRAM



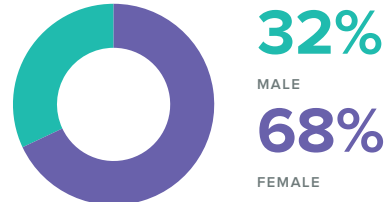
Instagram Profiles | 6 of 7

## Instagram Audience Demographics

### BY AGE



### BY GENDER



Women between the ages of 35-44 appear to be the leading force among your fans.

### Top Countries

|               |     |
|---------------|-----|
| United States | 130 |
| Albania       | 1   |
| China         | 1   |
| Colombia      | 1   |
| South Korea   | 1   |
| Thailand      | 1   |

### Top Cities


|                        |    |
|------------------------|----|
| Wilsonville, Oregon    | 56 |
| Portland, Oregon       | 34 |
| Canby, Oregon          | 4  |
| Tulatin, Oregon        | 4  |
| Beaverton, Oregon      | 3  |
| Sherwood, Oregon       | 2  |
| Woodburn, Oregon       | 2  |
| Anaheim, California    | 1  |
| Astoria, Oregon        | 1  |
| Bangkok, Bangkok       | 1  |
| Barlow, Oregon         | 1  |
| Bend, Oregon           | 1  |
| Camas, Washington      | 1  |
| Clackamas, Oregon      | 1  |
| Costa Mesa, California | 1  |
| Eugene, Oregon         | 1  |
| Florence, Oregon       | 1  |

# SOCIAL MEDIA REPORT - INSTAGRAM



Instagram Profiles | 7 of 7

## Instagram Stats by Profile

| Instagram Profile  | Total Followers | Follower Increase | Followers Gained | Media Sent | Comments Sent | Impressions | Total Engagements | Engagements per Media | Engagements per Follower |
|--|-----------------|-------------------|------------------|------------|---------------|-------------|-------------------|-----------------------|--------------------------|
|  Explore Wilsonville (Business) | 138             | 22.1%             | 25               | 37         | 8             | 5,242       | 617               | 16.7                  | 4.47                     |



# SOCIAL MEDIA REPORT - TWITTER



## Twitter Profiles for **Explore Wilsonville** January 1, 2019 – March 31, 2019

Track profile performance to determine the impact of Twitter content



# SOCIAL MEDIA REPORT - TWITTER



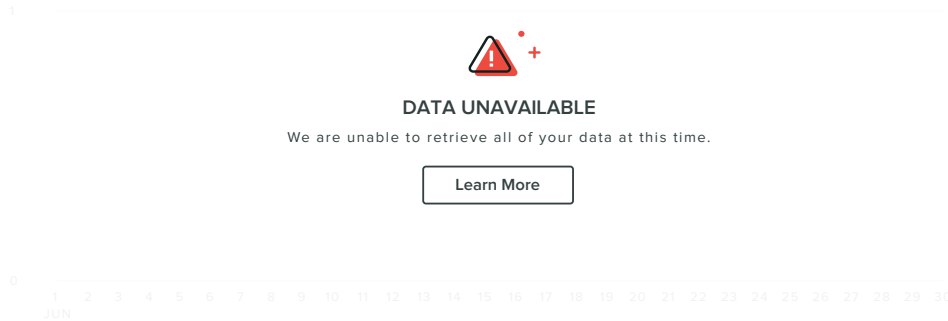
Twitter Profiles | 1 of 6

## Twitter Activity Overview

|   |  |                                     |
|---|--|-------------------------------------|
| <p>Organic Impressions</p> <p> <b>10.3k</b></p> | <p>Total Engagements</p> <p> <b>51</b></p> | <p>Link Clicks</p> <p> <b>9</b></p> |
|---|--|-------------------------------------|

## Twitter Audience Growth

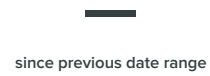
AUDIENCE GROWTH, BY DAY



Net Followers Gained

| Follower Metrics         | Totals   |
|--------------------------|----------|
| <b>Total Followers</b>   | <b>0</b> |
| Net Followers gained     | 0        |
| People that you followed | 6        |

Total followers increased by



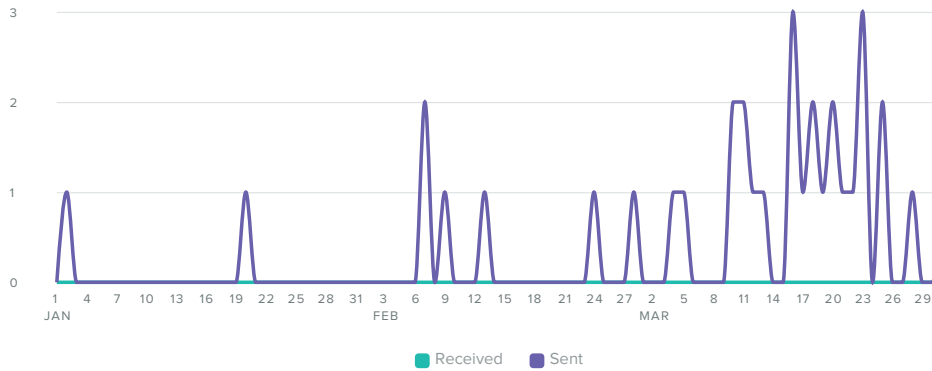
# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 2 of 6

## Twitter Posts & Conversations

MESSAGES PER DAY



| Sent/Received Metrics    | Totals    |
|--------------------------|-----------|
| Tweets sent              | 34        |
| Direct Messages sent     | 0         |
| <b>Total Sent</b>        | <b>34</b> |
| Mentions received        | 0         |
| Direct Messages received | 0         |
| <b>Total Received</b>    | <b>0</b>  |

The number of messages you sent increased by

**▲1,600%**


since previous date range

The number of messages you received increased by



since previous date range

## Twitter Top Posts, by Responses

| Tweet  | Potential Reach | Responses | Clicks | Retweets |
|--|-----------------|-----------|--------|----------|
| <p><b>SeeWilsonville</b><br/>  Anne Amie Vineyards No snow could scare us away from celebrating <a href="#">#bubblesfest2019</a> <a href="#">anneamiewines</a> 📍 26 miles from Wilsonville <a href="#">#explorewilsonville</a> 🌐 <a href="https://t.co/IWGTdqqqNY">https://t.co/IWGTdqqqNY</a></p> <p>(Tweet) February 9, 2019 12:13 pm</p> | 4,617           | 2         | 0      | 2        |

# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 3 of 6

## Twitter Top Posts, by Responses

| Tweet   | Potential Reach | Responses | Clicks | Retweets |
|---|-----------------|-----------|--------|----------|
| <p><b>SeeWilsonville</b></p> <p>Historic Butteville Store A Pocket Trip: Only minutes from Wilsonville get a 3-course dinner, dessert, and hear live bluegrass music April 13 with Big Foot Mojo at 6:00 PM. Or just drop by at 7:00 for music and beverages. #explorewilsonville#WilsonvilleOregon #portlandoregon <a href="https://t.co/7toUmepJzX">https://t.co/7toUmepJzX</a></p> <p>(Tweet) March 31, 2019 3:20 pm</p> | 0               | 0         | 0      | 0        |
| <p><b>SeeWilsonville</b></p> <p>Newell Pioneer Village A Pocket Trip Itinerary: Hearth Sponge Cake Cooking Explore the historic 1852 Newell House and celebrate Robert Newell's birthday with a slice of sponge cake... <a href="https://t.co/DZ4870b4DG">https://t.co/DZ4870b4DG</a></p> <p>(Tweet) March 28, 2019 2:08 pm</p>   | 0               | 0         | 0      | 0        |
| <p><b>SeeWilsonville</b></p> <p>McMenamins Wilsonville Old Church &amp; Pub A Pocket Trip: Geeks Who Drink—a homegrown Pub Trivia Quiz tonight for prizes! Free for those 21 and over. Image by Rich Bacon. #explorewilsonville #WilsonvilleOregon #portlandoregon #trivianight #geekswhodrink <a href="https://t.co/FmFcoxY73y">https://t.co/FmFcoxY73y</a></p> <p>(Tweet) March 25, 2019 8:02 am</p>                      | 0               | 0         | 0      | 0        |
| <p><b>SeeWilsonville</b></p> <p>Middleground Farms A Pocket Trip: Learn how to turn a whole chicken in a manageable week's worth of meals at the March 29 cooking class Simple Seasonal Suppers: Spring Chicken. #explorewilsonville #WilsonvilleOregon #portlandoregon #thekitchenatmiddlegroundfarms <a href="https://t.co/z1iv83PmcO">https://t.co/z1iv83PmcO</a></p> <p>(Tweet) March 25, 2019 7:02 am</p>              | 0               | 0         | 0      | 0        |

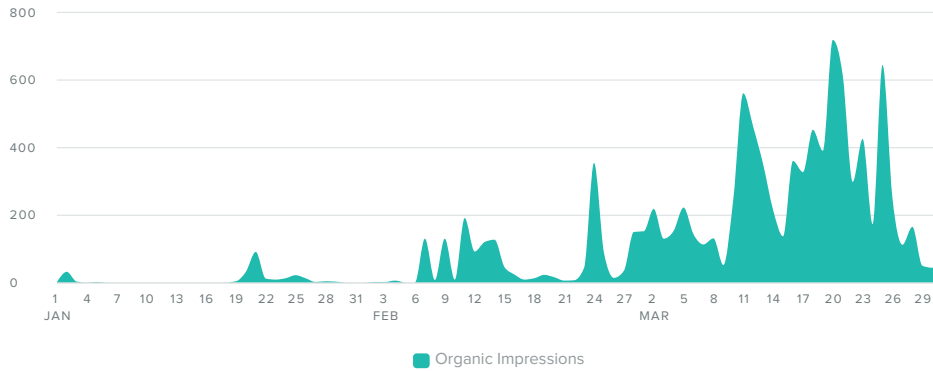
# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 4 of 6

## Twitter Impressions

ORGANIC IMPRESSIONS, BY DAY

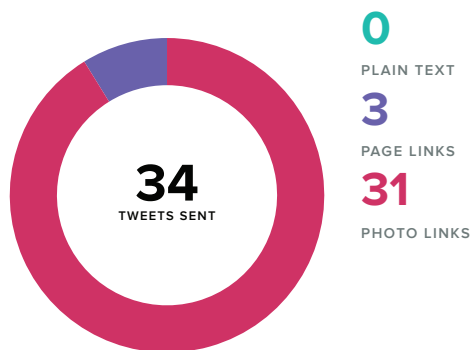


| Impressions Metrics                 | Totals        |
|-------------------------------------|---------------|
| Average Organic Impressions per Day | 114.3         |
| <b>Total Organic Impressions</b>    | <b>10,286</b> |

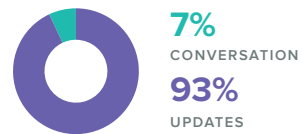
Organic Impressions increased by **-937.9%** since previous date range

## Twitter Publishing Behavior

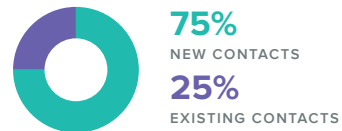
SENT MESSAGE CONTENT



CONVERSATION BEHAVIOR (LAST 100 TWEETS)



CONTACT BEHAVIOR (ALL TWEETS)



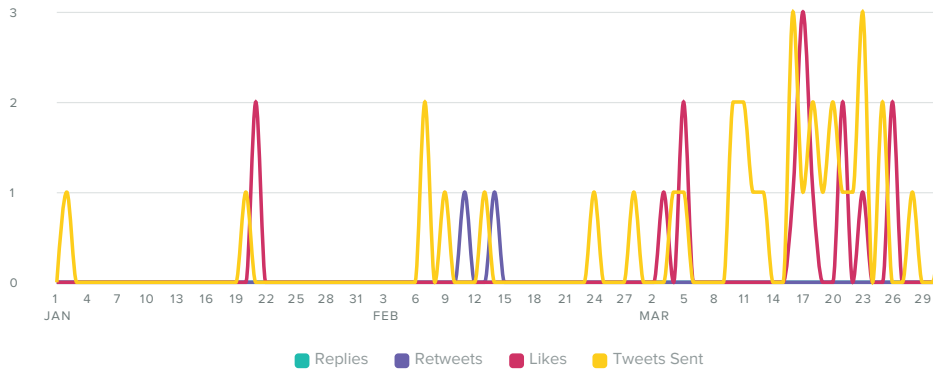
# SOCIAL MEDIA REPORT - TWITTER



Twitter Profiles | 5 of 6

## Twitter Engagement

ENGAGEMENT COUNT



| Engagement Metrics                 | Totals    |
|------------------------------------|-----------|
| <b>Total Engagements</b>           | <b>51</b> |
| Replies                            | 0         |
| Retweets                           | 2         |
| Retweets with Comments             | 0         |
| Likes                              | 15        |
| Engagements per Follower           | 0         |
| Organic Impressions per Follower   | 0         |
| Engagements per Tweet              | 1.5       |
| Organic Impressions per Tweet      | 302.53    |
| Engagements per Organic Impression | 0.0050    |

The number of engagements increased by **▲100%** since previous date range

The number of organic impressions per Tweet decreased by **▼38.9%** since previous date range

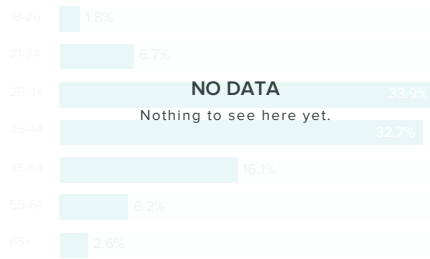
# SOCIAL MEDIA REPORT - TWITTER



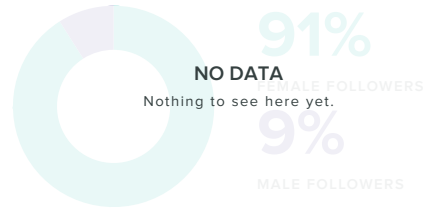
Twitter Profiles | 6 of 6

## Twitter Audience Demographics

FOLLOWERS BY AGE



FOLLOWERS BY GENDER



## Twitter Stats by Profile

| Twitter Profile     | Total Followers | Follower Increase | Tweets Sent | Organic Impressions | Organic Impressions per Follower | Engagements | Engagements per Follower | Retweets | Clicks |
|---------------------|-----------------|-------------------|-------------|---------------------|----------------------------------|-------------|--------------------------|----------|--------|
| Explore Wilsonville | 0               | 0%                | 34          | 10,286              | 0                                | 51          | 0                        | 2        | 9      |

# PRESS RELEASE REPORT - MELTWATER

VIEW REPORT: <https://impact.meltwater.com/reports/vQCjNM7AL7hH>

Meltwater IMPACT

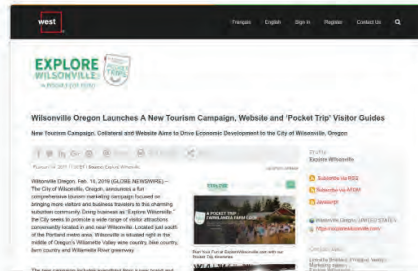
SIGN IN

SUMMARY TREND SHARES LOCATIONS KEY MESSAGE CONTENT

## Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides

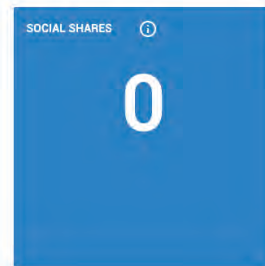
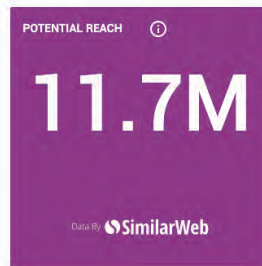
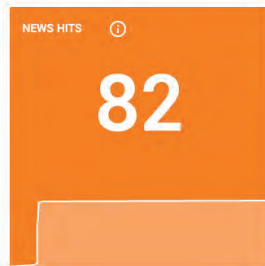
FEB 14, 2019 3:00 AM

This story has been picked up by 82 news outlets located in four countries and had associated social media interactions in the first 5 days after the original URL was published.



### Summary

See the results of your impact at a glance



### Impact Trend

Understand how both news and social coverage around this story fluctuated.





# PRESS RELEASE REPORT - MELTWATER



GET MORE KEY PHRASES

## Content

Access the full news and Twitter content that occurred as a result of your press release.

**GN** GlobeNewswire News Room  
Feb 14, 2019 • 00:00

**Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides**

Similarity 100% Potential Reach 918k

**IR** EuroInvestor.es  
ES | Feb 14, 2019 • 00:00

**Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides**

Wilsonville Oregon, Feb. 14, 2019 (GLOBE NEWSWIRE) -- The City of Wilsonville, Oregon, announces a fun comprehensive tourism marketing cam...

Similarity 100% Potential Reach 271

**Renewable Energy World - FinancialContent**  
US | Feb 14, 2019 • 00:00

**Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides**

Wilsonville Oregon, Feb. 14, 2019 (GLOBE NEWSWIRE) -- The City of Wilsonville, Oregon, announces a fun comprehensive tourism marketing cam...

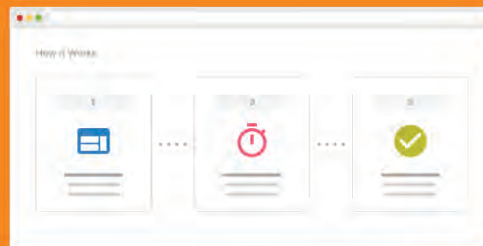
Similarity 99% Potential Reach 311

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# NEWSWIRE ANALYTICS REPORT - MELTWATER

NewsWire Analytics Report



## Wilsonville Oregon Launches A New Tourism Campaign, Website and 'Pocket Trip' Visitor Guides

Released **Thursday, February 14, 2019 11:00 AM EST** | NewsWire Analytics from **February 14, 2019**

View release on [GlobeNewswire.com](http://GlobeNewswire.com)

### Distribution

The Distribution reports provide a listing of the distribution circuits you selected for your release. This includes high-level details on a subset of the recipients of your release. Recipients are listed by circuit, trades, and your own email/fax lists as appropriate. The Top Placements area provides a list of many of the online sites that posted your release, including links to your release on those sites.

#### Full Text

**Total Potential Reach: 149,662,412**

Displaying : 64 Full Text Clips

| OUTLET                                     | POTENTIAL REACH |
|--|-----------------|
| <a href="#">Yahoo Biz</a>                  | 140,860,237     |
| <a href="#">markets.ask.com</a>            | 4,965,626       |
| <a href="#">Marketwatch</a>                | 2,174,191       |
| <a href="#">Arizona Republic</a>           | 402,538         |
| <a href="#">Star Tribune</a>               | 350,339         |
| <a href="#">markets.post-gazette.com</a>   | 145,621         |
| <a href="#">InvestorPlace</a>              | 132,787         |
| <a href="#">Boston Herald</a>              | 125,288         |
| <a href="#">News OK</a>                    | 110,699         |
| <a href="#">markets.buffalonews.com</a>    | 96,383          |
| <a href="#">Benzinga</a>                   | 66,280          |
| <a href="#">Daily Herald</a>               | 60,308          |
| <a href="#">marketscreener.com</a>         | 59,228          |
| <a href="#">thenumbers.marketplace.org</a> | 35,603          |
| <a href="#">My Motherlode</a>              | 13,095          |

# NEWSWIRE ANALYTICS REPORT - MELTWATER

|  |   |
|--|---|
| Daily Penny Alerts                     | 3 |
| CitComm                                | - |
| Franklin Credit Management Corporation | - |
| Great American Advisors                | - |
| ibtimes                                | - |
| stocks                                 | - |
| streetinsider                          | - |
| WRAL                                   | - |

Viewing 64 out of 64

## Headlines

**Total Potential Reach: 143,112,438**

Displaying : 8 Headline Clips

| HEADLINE   | POTENTIAL REACH | SOURCE   |
|--|-----------------|--|
| Yahoo Finance - Business Finance, Stock Market, Quotes, News           | 140,860,237     | <a href="#">Yahoo Biz</a>                          |
| MarketWatch.com Search   | 2,174,191       | <a href="#">Marketwatch</a>                        |
| Press Releases   Benzinga  | 66,280          | <a href="#">Benzinga</a>                           |
| Globe Newswire News Releases   Canadian Insider                        | 5,282           | <a href="#">Canadian Insider</a>                   |
| Euroinvestor - stocks, forex, financial news, investor tools and forum | 3,187           | <a href="#">euroinvestor.com</a>                   |
| 4-traders: Provider Page GlobeNewswire                                 | 2,082           | <a href="#">4-traders.com</a>                      |
| Overall Search   EPICOS  | 1,010           | <a href="#">Epicos</a>                             |
| World News from SPI for Thursday 14th February 2019                    | 169             | <a href="#">sectorpublishingintelligence.co.uk</a> |

Viewing 8 out of 8

## Circuit Distribution

Western US

Total Potential Reach - Western US : 43,386,937

| TYPE        | OUTLET                 | POTENTIAL REACH | TYPE      | OUTLET              | POTENTIAL REACH |
|-------------|------------------------|-----------------|-----------|---------------------|-----------------|
| Newspaper * | KXLN-DT [Univision 45] | 2,190,000**     | Newspaper | The Arlington Times | 5,475           |
| Newspaper * | KXLN-DT [Univision 45] | 2,190,000**     | Newspaper | Hood River News     | 5,439           |
| Newspaper * | NBC News Online        | 1,392,019**     | Newspaper | Hood River News     | 5,439           |
| Newspaper * | NBC News Online        | 1,392,019**     | Newspaper | Hood River News     | 5,439           |
| Newspaper * | NBC News Online        | 1,392,019**     | Newspaper | Hood River News     | 5,439           |

# HIGHLIGHTS: STR REPORT

## Smith Travel Research Report

Wilsonville • Troutdale

January - March 2019

- In January, Wilsonville **OCCUPANCY** was up **+9.6%** and **REVENUE** was up **+5.1%** over previous year
- In January, Troutdale **OCCUPANCY** was up **+9.5%** and **REVENUE** was up **+7.3%** over previous year
- In February, Wilsonville **OCCUPANCY** was down **-1.2%**. **REVENUE** was down **-2.6%** over previous year
- In February, Troutdale **OCCUPANCY** was down **-0.3%**. **REVENUE** was down **-7.4%** over previous year
- In March, Wilsonville **OCCUPANCY** was up **+3.1%** and **REVPAR** was up **+5.4%** over previous year
- In March, Troutdale **SUPPLY** was unchanged, **REVENUE** was down **-0.2%** and **REVPAR** (Revenue per Available Room) was down **-0.2%** over previous year







# STR REPORT - JANUARY

Date Created: Feb 18, 2019

## Vertigo Marketing Oregon For the Month of January 2019



|                           |   |
|---------------------------|---|
| Table Of Contents         | 1 |
| Trend Wilsonville, OR+    | 2 |
| Response Wilsonville, OR+ | 3 |
| Trend Troutdale, OR+      | 4 |
| Response Troutdale, OR+   | 5 |
| Help                      | 6 |

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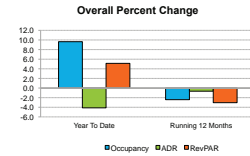
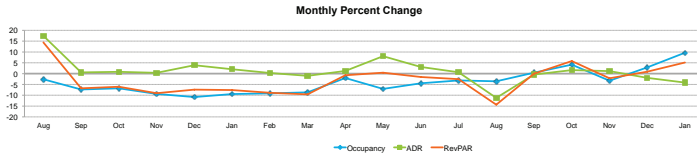
Blue Fin Building, 110 Southwark Street, London SE1 0TA  
T: +44 (0)20 7922 1930  
industryinfo@str.com www.str.com

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# JANUARY - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+  
Wedge Marketing Group  
For the Month of January 2019

Currency USD - US Dollar



|                      | 2017      |           |           |         |         | 2018    |         |           |           |           | 2019      |           |           |           |           | Year To Date |         |         | Running 12 Months |         |         |            |            |            |
|----------------------|-----------|-----------|-----------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|---------|---------|-------------------|---------|---------|------------|------------|------------|
|                      | Aug       | Sep       | Oct       | Nov     | Dec     | Jan     | Feb     | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov          | Dec     | Jan     | 2017              | 2018    | 2019    | 2017       | 2018       | 2019       |
| <b>Occupancy (%)</b> | 84.4      | 73.3      | 69.0      | 69.1    | 74.2    | 81.1    | 84.8    | 72.7      | 79.2      | 77.6      | 79.4      | 81.6      | 73.6      | 69.8      | 69.2      | 69.8         | 67.1    | 53.0    | 57.5              | 52.1    | 53.0    | 57.5       | 52.1       | 53.0       |
| This Year            | 84.4      | 73.3      | 69.0      | 69.1    | 74.2    | 81.1    | 84.8    | 72.7      | 79.2      | 77.6      | 79.4      | 81.6      | 73.6      | 69.8      | 69.2      | 69.8         | 67.1    | 53.0    | 57.5              | 52.1    | 53.0    | 57.5       | 52.1       | 53.0       |
| Last Year            | 86.9      | 79.1      | 70.9      | 66.3    | 69.8    | 57.5    | 66.3    | 70.3      | 74.2      | 75.5      | 81.4      | 81.0      | 84.6      | 73.3      | 66.0      | 66.1         | 54.2    | 88.6    | -9.4              | 9.6     | 88.6    | -9.4       | 9.6        | 88.6       |
| Percent Change       | -3.6      | -9.3      | -6.8      | -9.3    | -10.8   | 9.4     | -8.1    | -8.6      | -2.0      | -7.1      | -4.5      | -3.2      | -3.5      | 0.4       | 4.1       | -3.3         | 2.9     | 8.6     | -9.4              | 9.6     | 8.6     | -9.4       | 9.6        | 8.6        |
| <b>ADR</b>           | 121.60    | 98.70     | 89.93     | 83.09   | 77.84   | 79.85   | 81.84   | 82.24     | 89.44     | 95.16     | 111.10    | 112.67    | 107.98    | 98.28     | 91.40     | 83.98        | 78.35   | 78.28   | 79.85             | 76.56   | 89.90   | 84.61      | 84.00      | 89.90      |
| This Year            | 121.60    | 98.70     | 89.93     | 83.09   | 77.84   | 79.85   | 81.84   | 82.24     | 89.44     | 95.16     | 111.10    | 112.67    | 107.98    | 98.28     | 91.40     | 83.98        | 78.35   | 78.28   | 79.85             | 76.56   | 89.90   | 84.61      | 84.00      | 89.90      |
| Last Year            | 183.54    | 98.17     | 88.21     | 82.70   | 74.94   | 79.28   | 81.97   | 81.90     | 86.38     | 90.86     | 107.75    | 111.98    | 121.80    | 98.70     | 89.93     | 83.00        | 77.84   | 78.94   | 78.28             | 79.86   | 86.74   | 89.80      | 84.61      | 89.80      |
| Percent Change       | -17.4     | 0.5       | 0.6       | 0.4     | 3.9     | 2.0     | 0.3     | -1.0      | 1.2       | 8.1       | -1.1      | 0.6       | -11.2     | -6.4      | 1.6       | 1.2          | -1.9    | -4.1    | -0.8              | 2.0     | -4.1    | 0.6        | 5.2        | -0.6       |
| <b>RevPAR</b>        | 102.92    | 72.55     | 63.39     | 49.92   | 42.21   | 41.62   | 50.78   | 53.29     | 65.55     | 68.88     | 86.40     | 88.38     | 88.16     | 72.34     | 62.05     | 46.05        | 42.58   | 43.75   | 45.35             | 41.62   | 45.75   | 43.75      | 43.75      | 45.75      |
| This Year            | 102.92    | 72.55     | 63.39     | 49.92   | 42.21   | 41.62   | 50.78   | 53.29     | 65.55     | 68.88     | 86.40     | 88.38     | 88.16     | 72.34     | 62.05     | 46.05        | 42.58   | 43.75   | 45.35             | 41.62   | 45.75   | 43.75      | 43.75      | 45.75      |
| Last Year            | 85.97     | 77.64     | 63.23     | 54.87   | 45.56   | 45.05   | 55.70   | 58.53     | 65.56     | 68.59     | 87.74     | 90.71     | 102.92    | 72.35     | 59.30     | 46.02        | 42.21   | 41.62   | 41.62             | 46.05   | 42.21   | 41.62      | 41.62      | 46.05      |
| Percent Change       | 14.4      | -8.8      | -6.1      | -9.0    | -7.4    | -7.6    | -8.9    | -9.6      | -8.8      | 0.4       | -1.5      | -2.6      | -14.3     | 0.0       | 5.8       | -2.2         | 0.9     | 5.1     | 7.7               | -7.6    | 5.1     | 6.2        | 1.8        | -3.0       |
| <b>Supply</b>        | 17,360    | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 15,880  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 16,800    | 17,360    | 16,800       | 17,360  | 17,360  | 17,360            | 17,360  | 17,360  | 17,360     | 17,360     | 17,360     |
| This Year            | 17,360    | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 15,880  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 16,800    | 17,360    | 16,800       | 17,360  | 17,360  | 17,360            | 17,360  | 17,360  | 17,360     | 17,360     | 17,360     |
| Last Year            | 17,360    | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 15,880  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 16,800    | 17,360    | 16,800       | 17,360  | 17,360  | 17,360            | 17,360  | 17,360  | 17,360     | 17,360     | 17,360     |
| Percent Change       | 0.0       | 0.0       | 0.0       | 0.0     | 0.0     | 0.0     | 0.0     | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0          | 0.0     | 0.0     | 0.0               | 0.0     | 0.0     | 0.0        | 0.0        | 0.0        |
| <b>Demand</b>        | 14,094    | 12,314    | 11,464    | 10,104  | 9,414   | 9,048   | 9,730   | 11,216    | 12,162    | 13,068    | 13,618    | 14,173    | 12,365    | 11,237    | 9,771     | 9,693        | 9,020   | 9,969   | 9,048             | 9,020   | 147,985 | 143,374    | 139,913    | 147,985    |
| This Year            | 14,094    | 12,314    | 11,464    | 10,104  | 9,414   | 9,048   | 9,730   | 11,216    | 12,162    | 13,068    | 13,618    | 14,173    | 12,365    | 11,237    | 9,771     | 9,693        | 9,020   | 9,969   | 9,048             | 9,020   | 147,985 | 143,374    | 139,913    | 147,985    |
| Last Year            | 15,095    | 13,397    | 12,303    | 11,146  | 10,005  | 9,999   | 10,707  | 12,311    | 12,466    | 13,197    | 13,880    | 14,664    | 14,694    | 12,214    | 11,494    | 10,194       | 9,414   | 9,048   | 9,148             | 9,969   | 9,048   | 145,031    | 147,885    | 143,374    |
| Percent Change       | -3.6      | -7.3      | -6.8      | -9.3    | -10.8   | -9.4    | -9.1    | -8.6      | -2.0      | -7.1      | -4.5      | -3.2      | -3.5      | 0.4       | 4.1       | -3.3         | 2.9     | 8.6     | 9.2               | -9.4    | 9.6     | 2.8        | -3.1       | -2.4       |
| <b>Revenue</b>       | 1,786,739 | 1,215,421 | 1,020,959 | 838,670 | 726,824 | 722,485 | 796,359 | 925,154   | 1,020,813 | 1,195,759 | 1,491,871 | 1,534,275 | 1,530,447 | 1,215,258 | 1,091,460 | 820,997      | 799,255 | 799,438 | 891,982           | 820,997 | 820,997 | 13,303,519 | 13,564,516 | 13,110,913 |
| This Year            | 1,786,739 | 1,215,421 | 1,020,959 | 838,670 | 726,824 | 722,485 | 796,359 | 925,154   | 1,020,813 | 1,195,759 | 1,491,871 | 1,534,275 | 1,530,447 | 1,215,258 | 1,091,460 | 820,997      | 799,255 | 799,438 | 891,982           | 820,997 | 820,997 | 13,303,519 | 13,564,516 | 13,110,913 |
| Last Year            | 1,563,983 | 1,304,330 | 1,097,556 | 921,771 | 799,984 | 781,982 | 873,350 | 1,020,075 | 1,101,456 | 1,190,721 | 1,474,081 | 1,574,755 | 1,799,739 | 1,214,421 | 1,030,958 | 838,670      | 732,824 | 722,485 | 722,485           | 722,485 | 722,485 | 12,484,338 | 13,303,519 | 13,564,516 |
| Percent Change       | 14.4      | -8.8      | -6.1      | -9.0    | -7.4    | -7.6    | -8.8    | -9.6      | -8.8      | 0.4       | -1.5      | -2.6      | -14.3     | 0.0       | 5.8       | -2.2         | 0.9     | 5.1     | 7.7               | -7.6    | 5.1     | 6.2        | 1.8        | -3.0       |
| <b>Census %</b>      | 7         | 7         | 7         | 7       | 7       | 7       | 7       | 7         | 7         | 7         | 7         | 7         | 7         | 7         | 7         | 7            | 7       | 7       | 7                 | 7       | 7       | 7          | 7          | 7          |
| Census Props         | 7         | 7         | 7         | 7       | 7       | 7       | 7       | 7         | 7         | 7         | 7         | 7         | 7         | 7         | 7         | 7            | 7       | 7       | 7                 | 7       | 7       | 7          | 7          | 7          |
| Census Rooms         | 89.6      | 89.6      | 89.6      | 89.6    | 89.6    | 89.6    | 89.6    | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6         | 89.6    | 89.6    | 89.6              | 89.6    | 89.6    | 89.6       | 89.6       | 89.6       |
| % Rooms Participants | 89.6      | 89.6      | 89.6      | 89.6    | 89.6    | 89.6    | 89.6    | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6         | 89.6    | 89.6    | 89.6              | 89.6    | 89.6    | 89.6       | 89.6       | 89.6       |

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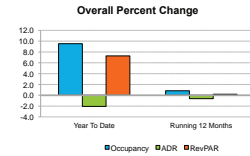
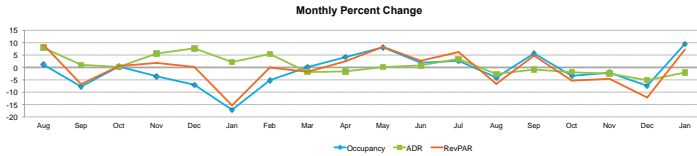


# JANUARY - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Wings Marketing Group  
For the Month of January 2019

Currency USD - US Dollar



| Occupancy (%)  |      |      |      |      |      |       |      |      |      |      |      |      | 2018 |      |      |      |      |      |      |       |      |      |      |      |  | 2019 |  |  | Year To Date |  |  | Running 12 Months |  |  |
|----------------|------|------|------|------|------|-------|------|------|------|------|------|------|------|------|------|------|------|------|------|-------|------|------|------|------|--|------|--|--|--------------|--|--|-------------------|--|--|
|                | Aug  | Sep  | Oct  | Nov  | Dec  | Jan   | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  | Jan  | 2017 | 2018  | 2019 | 2017 | 2018 | 2019 |  |      |  |  |              |  |  |                   |  |  |
| This Year      | 89.0 | 81.6 | 73.7 | 65.6 | 66.6 | 62.1  | 66.6 | 73.2 | 73.7 | 77.0 | 87.8 | 87.8 | 90.0 | 75.3 | 74.0 | 63.2 | 62.0 | 51.4 | 62.1 | 51.4  | 25.3 | 75.8 | 73.5 | 74.1 |  |      |  |  |              |  |  |                   |  |  |
| Last Year      | 89.0 | 81.6 | 73.7 | 65.6 | 66.6 | 62.1  | 66.6 | 73.2 | 73.7 | 77.0 | 87.8 | 87.8 | 90.0 | 75.3 | 74.0 | 63.2 | 62.0 | 51.4 | 63.3 | 62.1  | 25.3 | 75.8 | 73.5 | 74.1 |  |      |  |  |              |  |  |                   |  |  |
| Percent Change | 1.1  | -7.7 | 8.4  | -5.8 | -7.9 | -11.1 | -5.2 | 0.2  | 4.1  | 8.2  | 1.8  | 2.7  | -4.1 | 5.7  | -3.4 | -3.1 | -2.4 | 5.5  | -2.0 | -17.1 | 9.5  | 6.5  | -4.2 | 0.8  |  |      |  |  |              |  |  |                   |  |  |

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# STR REPORT - FEBRUARY

Date Created: Mar 18, 2019

## Vertigo Marketing Oregon For the Month of February 2019



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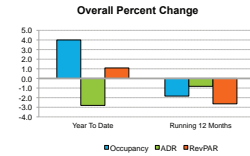
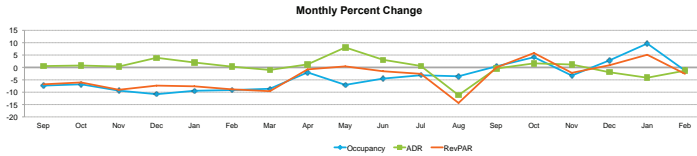
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# FEBRUARY - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+

Wedge Hospitality Group  
For the Month of February 2019

Currency USD - US Dollar



|                      | 2017      |           |         |         | 2018    |         |           |           | 2019      |           |           |           |           |           |         |         |         |         |
|----------------------|-----------|-----------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|---------|
|                      | Sep       | Oct       | Nov     | Dec     | Jan     | Feb     | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct       | Nov     | Dec     | Jan     | Feb     |
| <b>Occupancy (%)</b> | 75.3      | 69.0      | 69.1    | 74.2    | 81.1    | 84.8    | 72.7      | 70.2      | 77.8      | 79.4      | 81.6      | 73.6      | 68.9      | 58.2      | 55.8    | 57.1    | 61.3    |         |
| This Year            | 79.1      | 70.9      | 66.3    | 60.8    | 57.5    | 68.3    | 70.9      | 74.2      | 75.5      | 81.4      | 81.0      | 84.6      | 73.3      | 66.0      | 60.1    | 54.2    | 52.1    | 62.1    |
| Last Year            | 79.1      | 70.9      | 66.3    | 60.8    | 57.5    | 68.3    | 70.9      | 74.2      | 75.5      | 81.4      | 81.0      | 84.6      | 73.3      | 66.0      | 60.1    | 54.2    | 52.1    | 62.1    |
| Percent Change       | -0.3      | -8.8      | -8.3    | -10.8   | -8.4    | -8.1    | -8.6      | -2.0      | -7.1      | -4.5      | -3.2      | -3.5      | 0.4       | 4.1       | -3.3    | 2.9     | 9.8     | -1.2    |
| <b>ADR</b>           | 82.55     | 81.59     | 83.02   | 82.21   | 81.62   | 82.78   | 81.29     | 81.05     | 86.88     | 86.40     | 88.38     | 88.18     | 72.34     | 82.85     | 88.05   | 82.58   | 83.75   | 82.48   |
| This Year            | 86.70     | 89.93     | 83.00   | 77.84   | 79.85   | 81.84   | 82.24     | 88.44     | 88.15     | 111.10    | 112.87    | 107.98    | 98.28     | 91.40     | 83.38   | 78.56   | 78.56   | 84.72   |
| Last Year            | 86.17     | 89.21     | 82.70   | 74.84   | 78.28   | 81.57   | 81.10     | 86.28     | 86.86     | 107.25    | 111.88    | 121.80    | 98.70     | 89.23     | 83.00   | 77.84   | 79.85   | 81.84   |
| Percent Change       | 0.5       | 0.8       | 0.4     | 3.9     | 2.0     | 0.3     | -1.0      | 1.2       | 8.1       | 3.1       | -0.6      | -11.2     | -0.4      | 1.6       | 1.2     | -1.9    | -4.1    | -1.3    |
| <b>RevPAR</b>        | 72.55     | 68.59     | 68.02   | 68.21   | 68.12   | 68.78   | 68.29     | 68.05     | 76.88     | 76.40     | 78.38     | 78.18     | 65.24     | 68.85     | 68.05   | 65.58   | 66.75   | 65.48   |
| This Year            | 79.84     | 83.23     | 74.87   | 65.56   | 65.05   | 72.70   | 74.93     | 81.56     | 81.56     | 124.91    | 124.91    | 118.91    | 98.28     | 83.38     | 78.56   | 78.56   | 84.72   | 84.72   |
| Last Year            | 77.64     | 63.23     | 54.87   | 45.56   | 45.05   | 55.70   | 58.93     | 65.56     | 65.56     | 87.74     | 90.71     | 102.92    | 72.35     | 58.38     | 49.92   | 42.21   | 41.62   | 50.78   |
| Percent Change       | -8.8      | -8.1      | -9.0    | -7.4    | -7.5    | -8.9    | -8.6      | -8.9      | 0.4       | -1.5      | -2.6      | -14.3     | 0.0       | 5.8       | -2.2    | 0.9     | 5.1     | -2.6    |
| <b>Supply</b>        | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 15,880  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 16,800  |
| This Year            | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 15,880  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 16,800  |
| Last Year            | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 15,880  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 16,800    | 17,360    | 16,800  | 17,360  | 17,360  | 16,800  |
| Percent Change       | 0.0       | 0.0       | 0.0     | 0.0     | 0.0     | 0.0     | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0     | 0.0     | 0.0     | 0.0     |
| <b>Demand</b>        | 12,314    | 11,464    | 10,104  | 9,414   | 9,048   | 9,730   | 11,200    | 12,162    | 13,066    | 13,818    | 14,173    | 12,365    | 11,337    | 9,771     | 9,883   | 9,020   | 9,020   | 9,020   |
| This Year            | 13,287    | 12,303    | 11,146  | 10,005  | 9,889   | 10,707  | 12,311    | 12,466    | 13,107    | 13,880    | 14,684    | 12,314    | 11,464    | 10,104    | 9,414   | 9,048   | 9,048   | 9,048   |
| Last Year            | 13,287    | 12,303    | 11,146  | 10,005  | 9,889   | 10,707  | 12,311    | 12,466    | 13,107    | 13,880    | 14,684    | 12,314    | 11,464    | 10,104    | 9,414   | 9,048   | 9,048   | 9,048   |
| Percent Change       | -0.3      | -8.8      | -9.3    | -10.8   | -8.4    | -8.1    | -8.6      | -2.0      | -7.1      | -4.5      | -3.2      | -3.5      | 0.4       | 4.1       | -3.3    | 2.9     | 9.8     | -1.2    |
| <b>Revenue</b>       | 1,215,421 | 1,020,958 | 838,870 | 728,824 | 726,466 | 736,269 | 825,154   | 1,002,813 | 1,105,759 | 1,491,571 | 1,524,275 | 1,330,447 | 1,215,258 | 1,091,960 | 820,597 | 750,255 | 750,428 | 775,828 |
| This Year            | 1,324,335 | 1,097,590 | 921,771 | 790,984 | 781,982 | 873,350 | 1,023,075 | 1,191,456 | 1,190,721 | 1,474,081 | 1,574,755 | 1,798,739 | 1,215,421 | 1,038,958 | 838,870 | 732,824 | 722,466 | 798,269 |
| Last Year            | 1,324,335 | 1,097,590 | 921,771 | 790,984 | 781,982 | 873,350 | 1,023,075 | 1,191,456 | 1,190,721 | 1,474,081 | 1,574,755 | 1,798,739 | 1,215,421 | 1,038,958 | 838,870 | 732,824 | 722,466 | 798,269 |
| Percent Change       | -8.8      | -8.1      | -9.0    | -7.4    | -7.5    | -8.9    | -8.6      | -8.9      | 0.4       | -1.5      | -2.6      | -14.3     | 0.0       | 5.8       | -2.2    | 0.9     | 5.1     | -2.6    |
| <b>Census %</b>      | 7         | 7         | 7       | 7       | 7       | 7       | 7         | 7         | 7         | 7         | 7         | 7         | 7         | 7         | 7       | 7       | 7       | 7       |
| This Year            | 89.6      | 89.6      | 89.6    | 89.6    | 89.6    | 89.6    | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6    | 89.6    | 89.6    | 89.6    |
| Last Year            | 89.6      | 89.6      | 89.6    | 89.6    | 89.6    | 89.6    | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6    | 89.6    | 89.6    | 89.6    |
| Percent Change       | 0.0       | 0.0       | 0.0     | 0.0     | 0.0     | 0.0     | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0     | 0.0     | 0.0     | 0.0     |

|                      | Year To Date |           |           | Running 12 Months |            |            |
|----------------------|--------------|-----------|-----------|-------------------|------------|------------|
|                      | 2017         | 2018      | 2019      | 2017              | 2018       | 2019       |
| <b>Occupancy (%)</b> | 60.3         | 62.6      | 25.1      | 72.5              | 69.1       | 68.4       |
| This Year            | 3.9          | -5.3      | 4.0       | 1.8               | -4.0       | -1.6       |
| Last Year            | 60.3         | 62.6      | 25.1      | 72.5              | 69.1       | 68.4       |
| Percent Change       | 3.9          | -5.3      | 4.0       | 1.8               | -4.0       | -1.6       |
| <b>ADR</b>           | 79.98        | 80.88     | 78.61     | 90.17             | 84.72      | 83.04      |
| This Year            | 2.1          | 1.1       | -2.8      | 8.4               | 5.3        | 8.24       |
| Last Year            | 79.98        | 80.88     | 78.61     | 90.17             | 84.72      | 83.04      |
| Percent Change       | 2.1          | 1.1       | -2.8      | 8.4               | 5.3        | 8.24       |
| <b>RevPAR</b>        | 47.21        | 50.10     | 45.97     | 65.41             | 65.59      | 64.24      |
| This Year            | 6.1          | -8.3      | 1.1       | 5.4               | 0.9        | -2.6       |
| Last Year            | 47.21        | 50.10     | 45.97     | 65.41             | 65.59      | 64.24      |
| Percent Change       | 6.1          | -8.3      | 1.1       | 5.4               | 0.9        | -2.6       |
| <b>Supply</b>        | 33,040       | 33,040    | 33,040    | 204,063           | 204,400    | 204,400    |
| This Year            | 32,863       | 33,040    | 33,040    | 203,305           | 204,063    | 204,400    |
| Last Year            | 33,040       | 33,040    | 33,040    | 204,063           | 204,400    | 204,400    |
| Percent Change       | 0.5          | 0.0       | 0.0       | -0.4              | -0.2       | -0.2       |
| <b>Demand</b>        | 20,896       | 18,778    | 19,329    | 146,027           | 142,307    | 139,792    |
| This Year            | 19,813       | 20,896    | 18,778    | 146,162           | 146,027    | 142,307    |
| Last Year            | 20,896       | 18,778    | 19,329    | 146,027           | 142,307    | 139,792    |
| Percent Change       | -5.2         | 11.7      | -4.4      | 0.1               | 0.1        | -1.6       |
| <b>Revenue</b>       | 1,551,470    | 1,650,332 | 1,518,735 | 12,812,583        | 13,347,554 | 13,487,435 |
| This Year            | 6.7          | -8.3      | 1.1       | 5.8               | 1.0        | -2.6       |
| Last Year            | 1,551,470    | 1,650,332 | 1,518,735 | 12,812,583        | 13,347,554 | 13,487,435 |
| Percent Change       | 6.7          | -8.3      | 1.1       | 5.8               | 1.0        | -2.6       |

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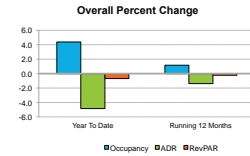
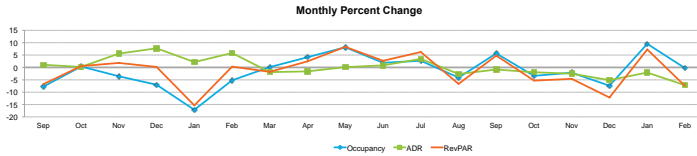
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# FEBRUARY - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Wedge Hospitality Group  
For the Month of February 2019

Currency USD - US Dollar



| Occupancy (%)  |      |      |      |      |       |      |      |      |      |      |      |      | Year To Date |      |      |      | Running 12 Months |      |  |
|----------------|------|------|------|------|-------|------|------|------|------|------|------|------|--------------|------|------|------|-------------------|------|--|
|                | 2017 |      |      |      | 2018  |      |      |      | 2019 |      |      |      | 2017         | 2018 | 2019 | 2017 | 2018              | 2019 |  |
|                | Sep  | Oct  | Nov  | Dec  | Jan   | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep          | Oct  | Nov  | Dec  | Jan               | Feb  |  |
| This Year      | 75.3 | 74.0 | 63.2 | 62.0 | 51.4  | 63.1 | 73.3 | 76.8 | 83.3 | 89.4 | 90.2 | 86.3 | 78.6         | 71.5 | 61.9 | 57.4 | 56.3              | 63.0 |  |
| Last Year      | 81.6 | 73.7 | 65.6 | 66.6 | 62.1  | 66.6 | 73.2 | 73.7 | 77.0 | 87.8 | 87.8 | 90.0 | 75.3         | 74.0 | 63.2 | 62.0 | 51.4              | 63.1 |  |
| Percent Change | -7.7 | 0.4  | -3.6 | -7.9 | -17.1 | -5.2 | 0.2  | -4.1 | 8.2  | 1.8  | 2.7  | -4.1 | 5.7          | -3.6 | -5.1 | -7.4 | 9.5               | -5.3 |  |

| ADR            |        |       |       |       |       |       |       |       |       |        |        |        | Year To Date |       |       |       | Running 12 Months |       |  |
|----------------|--------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------------|-------|-------|-------|-------------------|-------|--|
|                | 2017   |       |       |       | 2018  |       |       |       | 2019  |        |        |        | 2017         | 2018  | 2019  | 2017  | 2018              | 2019  |  |
|                | Sep    | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun    | Jul    | Aug    | Sep          | Oct   | Nov   | Dec   | Jan               | Feb   |  |
| This Year      | 106.19 | 93.24 | 88.82 | 88.81 | 80.80 | 85.89 | 83.60 | 87.38 | 88.65 | 111.05 | 123.87 | 119.91 | 105.29       | 91.42 | 86.59 | 84.24 | 79.15             | 79.71 |  |
| Last Year      | 106.07 | 93.07 | 84.12 | 82.45 | 79.09 | 81.18 | 82.24 | 86.83 | 86.53 | 110.12 | 119.56 | 123.17 | 108.19       | 93.24 | 88.82 | 88.81 | 80.80             | 85.89 |  |
| Percent Change | -1.1   | 0.2   | 5.6   | 7.7   | 2.2   | 5.8   | -1.8  | -1.6  | 0.1   | 0.8    | 3.4    | -2.6   | -0.9         | -1.9  | -0.5  | -0.2  | -2.0              | -7.2  |  |

| RevPAR         |       |       |       |       |       |       |       |       |       |       |        |        | Year To Date |       |       |       | Running 12 Months |       |  |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------------|-------|-------|-------|-------------------|-------|--|
|                | 2017  |       |       |       | 2018  |       |       |       | 2019  |       |        |        | 2017         | 2018  | 2019  | 2017  | 2018              | 2019  |  |
|                | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul    | Aug    | Sep          | Oct   | Nov   | Dec   | Jan               | Feb   |  |
| This Year      | 79.96 | 88.00 | 81.16 | 81.03 | 41.57 | 54.23 | 67.26 | 81.70 | 73.85 | 99.30 | 111.49 | 103.46 | 83.77        | 65.25 | 53.59 | 48.55 | 44.59             | 50.20 |  |
| Last Year      | 85.75 | 68.81 | 55.15 | 54.94 | 49.10 | 54.05 | 62.35 | 65.50 | 68.19 | 96.68 | 104.95 | 110.80 | 79.96        | 69.00 | 56.16 | 55.03 | 41.57             | 54.23 |  |
| Percent Change | -6.7  | 0.6   | 1.8   | 0.2   | -15.3 | 0.3   | -1.8  | 2.4   | 8.3   | 2.7   | 6.2    | -6.6   | 4.8          | -5.3  | -4.6  | -12.2 | 7.3               | -7.4  |  |

| Supply         |        |        |        |        |        |        |        |        |        |        |        |        | Year To Date |        |        |        | Running 12 Months |        |  |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|--------|-------------------|--------|--|
|                | 2017   |        |        |        | 2018   |        |        |        | 2019   |        |        |        | 2017         | 2018   | 2019   | 2017   | 2018              | 2019   |  |
|                | Sep    | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep          | Oct    | Nov    | Dec    | Jan               | Feb    |  |
| This Year      | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 13,748 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 15,221 | 14,730       | 15,221 | 14,730 | 15,221 | 15,221            | 13,748 |  |
| Last Year      | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 13,748 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 15,221 | 14,730       | 15,221 | 14,730 | 15,221 | 15,221            | 13,748 |  |
| Percent Change | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0          | 0.0    | 0.0    | 0.0    | 0.0               | 0.0    |  |

| Demand         |        |        |       |        |       |       |        |        |        |        |        |        | Year To Date |        |       |       | Running 12 Months |       |  |
|----------------|--------|--------|-------|--------|-------|-------|--------|--------|--------|--------|--------|--------|--------------|--------|-------|-------|-------------------|-------|--|
|                | 2017   |        |       |        | 2018  |       |        |        | 2019   |        |        |        | 2017         | 2018   | 2019  | 2017  | 2018              | 2019  |  |
|                | Sep    | Oct    | Nov   | Dec    | Jan   | Feb   | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep          | Oct    | Nov   | Dec   | Jan               | Feb   |  |
| This Year      | 11,092 | 11,285 | 9,314 | 9,432  | 7,831 | 8,881 | 11,153 | 11,311 | 12,879 | 13,172 | 13,133 | 11,720 | 10,380       | 9,116  | 8,739 | 8,576 | 8,058             | 8,058 |  |
| Last Year      | 12,021 | 11,221 | 9,697 | 10,142 | 9,496 | 9,154 | 11,138 | 10,862 | 11,723 | 12,863 | 13,381 | 13,662 | 11,682       | 11,265 | 9,314 | 9,432 | 7,831             | 8,881 |  |
| Percent Change | -7.7   | 0.4    | -3.6  | -7.0   | -17.1 | -2.2  | 0.2    | -4.1   | 8.2    | 1.8    | 2.7    | -4.1   | 5.7          | -3.4   | -1.1  | -7.4  | 9.5               | -5.3  |  |

| Revenue        |           |           |         |         |         |         |         |         |           |           |           |           | Year To Date |           |         |         | Running 12 Months |         |  |
|----------------|-----------|-----------|---------|---------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|--------------|-----------|---------|---------|-------------------|---------|--|
|                | 2017      |           |         |         | 2018    |         |         |         | 2019      |           |           |           | 2017         | 2018      | 2019    | 2017    | 2018              | 2019    |  |
|                | Sep       | Oct       | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May       | Jun       | Jul       | Aug       | Sep          | Oct       | Nov     | Dec     | Jan               | Feb     |  |
| This Year      | 1,177,840 | 1,290,304 | 827,285 | 837,660 | 652,714 | 745,592 | 954,435 | 985,399 | 1,124,672 | 1,462,747 | 1,596,955 | 1,214,808 | 1,233,947    | 964,683   | 788,323 | 720,877 | 679,759           | 690,123 |  |
| Last Year      | 1,262,027 | 1,044,371 | 812,378 | 836,256 | 747,311 | 743,152 | 949,096 | 954,436 | 1,037,869 | 1,424,158 | 1,597,499 | 1,686,495 | 1,177,840    | 1,050,304 | 827,285 | 837,660 | 652,714           | 745,592 |  |
| Percent Change | -6.7      | 0.6       | 1.8     | 0.2     | -15.3   | 0.3     | -1.8    | 2.4     | 8.3       | 2.7       | 6.2       | -6.6      | 4.8          | -5.3      | -4.6    | -12.2   | 7.3               | -7.4    |  |

| Census %             |       |       |       |       |       |       |       |       |       |       |       |       |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                      | 2017  |       |       |       | 2018  |       |       |       | 2019  |       |       |       |
|                      | Sep   | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   |
| Census Props         | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     | 5     |
| Census Rooms         | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   |
| % Rooms Participated | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

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# STR REPORT - MARCH

Date Created: Apr 18, 2019

## Vertigo Marketing Oregon

For the Month of March 2019



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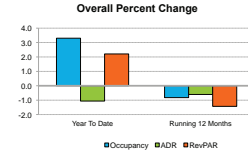
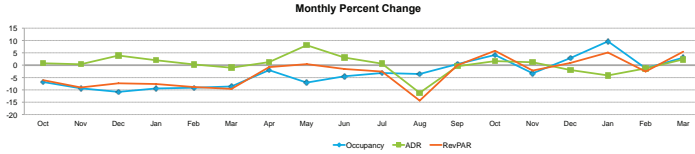
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# MARCH - TREND WILSONVILLE

Tab 2 - Trend Wilsonville, OR+  
Wedge Marketing Group  
For the Month of March 2019

Currency: USD - US Dollar



|                      | 2017      |         |         |         | 2018    |           |           |           | 2019      |           |           |           | Year To Date |         |         | Running 12 Months |         |         |         |
|----------------------|-----------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--------------|---------|---------|-------------------|---------|---------|---------|
|                      | Oct       | Nov     | Dec     | Jan     | Feb     | Mar       | Apr       | May       | Jun       | Jul       | Aug       | Sep       | Oct          | Nov     | Dec     | Jan               | Feb     | Mar     |         |
| <b>Occupancy (%)</b> |           |         |         |         |         |           |           |           |           |           |           |           |              |         |         |                   |         |         |         |
| This Year            | 69.0      | 69.1    | 64.2    | 65.1    | 64.8    | 64.8      | 72.7      | 70.2      | 77.8      | 78.4      | 81.8      | 73.8      | 68.9         | 58.2    | 57.1    | 61.3              | 65.8    |         |         |
| Last Year            | 70.9      | 66.3    | 60.8    | 57.5    | 66.3    | 70.9      | 74.2      | 75.5      | 81.4      | 81.0      | 84.6      | 73.3      | 66.0         | 65.1    | 54.2    | 52.1              | 62.1    | 64.8    |         |
| Percent Change       | -6.8      | -6.3    | -10.8   | -8.4    | -8.1    | -8.8      | -2.0      | -7.1      | -4.8      | -3.2      | -5.5      | 6.4       | 4.1          | -3.3    | 3.9     | 9.6               | -1.2    | 3.1     |         |
| <b>ADR</b>           |           |         |         |         |         |           |           |           |           |           |           |           |              |         |         |                   |         |         |         |
| This Year            | 89.93     | 83.00   | 77.84   | 79.85   | 81.84   | 82.24     | 89.44     | 88.16     | 111.10    | 112.87    | 107.88    | 98.28     | 91.40        | 83.98   | 78.35   | 76.56             | 80.74   | 84.16   |         |
| Last Year            | 88.21     | 82.70   | 74.84   | 78.28   | 81.87   | 82.10     | 88.28     | 90.88     | 107.93    | 111.88    | 121.80    | 98.70     | 89.83        | 83.30   | 77.84   | 79.88             | 81.84   | 82.24   |         |
| Percent Change       | 0.8       | 6.4     | 3.9     | 2.0     | 0.3     | -1.0      | 1.2       | 8.1       | 3.1       | 0.6       | -11.2     | -6.4      | 1.6          | 1.2     | -1.9    | -4.1              | -1.3    | 2.3     |         |
| <b>RevPAR</b>        |           |         |         |         |         |           |           |           |           |           |           |           |              |         |         |                   |         |         |         |
| This Year            | 69.39     | 60.92   | 42.31   | 41.82   | 53.78   | 53.29     | 65.05     | 68.88     | 88.40     | 88.38     | 88.56     | 72.34     | 62.85        | 48.85   | 42.58   | 42.75             | 48.48   | 68.19   |         |
| Last Year            | 63.23     | 54.87   | 48.56   | 48.06   | 55.70   | 58.93     | 65.56     | 66.59     | 87.74     | 90.71     | 102.92    | 72.25     | 59.39        | 49.92   | 42.21   | 41.62             | 50.78   | 53.29   |         |
| Percent Change       | -6.1      | -9.0    | -7.4    | -7.6    | -8.8    | -8.6      | -8.8      | 0.4       | -1.5      | -2.6      | -14.3     | 0.0       | 5.8          | -2.2    | 0.9     | 5.1               | -2.6    | 5.4     |         |
| <b>Supply</b>        |           |         |         |         |         |           |           |           |           |           |           |           |              |         |         |                   |         |         |         |
| This Year            | 17,360    | 16,800  | 17,360  | 17,360  | 15,680  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 17,360    | 16,800       | 17,360  | 16,800  | 17,360            | 17,360  | 15,680  | 15,407  |
| Last Year            | 17,360    | 16,800  | 17,360  | 17,360  | 15,680  | 17,360    | 16,800    | 17,360    | 16,800    | 17,360    | 17,360    | 16,800    | 17,360       | 16,800  | 17,360  | 17,360            | 17,360  | 15,680  | 17,360  |
| Percent Change       | 0.0       | 0.0     | 0.0     | 0.0     | 0.0     | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0       | 0.0          | 0.0     | 0.0     | 0.0               | 0.0     | -11.3   | -1.0    |
| <b>Demand</b>        |           |         |         |         |         |           |           |           |           |           |           |           |              |         |         |                   |         |         |         |
| This Year            | 11,464    | 10,104  | 9,414   | 9,048   | 9,720   | 11,249    | 12,218    | 12,182    | 13,068    | 13,819    | 14,173    | 12,365    | 11,827       | 9,771   | 8,863   | 9,920             | 9,609   | 10,288  |         |
| Last Year            | 12,303    | 11,146  | 10,055  | 9,889   | 10,707  | 10,311    | 12,468    | 13,107    | 13,680    | 14,884    | 12,314    | 11,464    | 10,304       | 8,414   | 9,648   | 9,720             | 11,249  | 11,249  |         |
| Percent Change       | -8.8      | -9.3    | -10.8   | -9.4    | -8.1    | -8.6      | -2.0      | -7.1      | -4.5      | -3.2      | -3.5      | 6.4       | 4.1          | -3.3    | 2.9     | 9.6               | -1.2    | -8.5    |         |
| <b>Revenue</b>       |           |         |         |         |         |           |           |           |           |           |           |           |              |         |         |                   |         |         |         |
| This Year            | 1,026,958 | 838,676 | 728,824 | 726,466 | 758,289 | 826,190   | 1,280,813 | 1,190,799 | 1,451,971 | 1,524,275 | 1,520,447 | 1,215,256 | 1,021,080    | 820,887 | 728,255 | 728,424           | 722,466 | 796,289 | 885,787 |
| Last Year            | 1,087,295 | 921,771 | 790,984 | 791,362 | 873,350 | 1,023,075 | 1,101,456 | 1,190,721 | 1,474,081 | 1,574,755 | 1,786,739 | 1,216,421 | 1,020,958    | 838,870 | 728,824 | 722,466           | 796,289 | 925,150 |         |
| Percent Change       | -6.1      | -9.0    | -9.0    | -7.6    | -8.8    | -8.6      | -8.8      | 0.4       | -1.5      | -2.6      | -14.3     | 0.0       | 5.8          | -2.2    | 0.9     | 5.1               | -2.6    | 5.4     |         |
| <b>Census %</b>      |           |         |         |         |         |           |           |           |           |           |           |           |              |         |         |                   |         |         |         |
| Census Props         | 7         | 7       | 7       | 7       | 7       | 7         | 7         | 7         | 7         | 7         | 7         | 7         | 7            | 7       | 7       | 7                 | 7       | 7       | 6       |
| Census Rooms         | 860       | 860     | 860     | 860     | 860     | 860       | 860       | 860       | 860       | 860       | 860       | 860       | 860          | 860     | 860     | 860               | 860     | 860     | 860     |
| % Rooms Participants | 89.6      | 89.6    | 89.6    | 89.6    | 89.6    | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6      | 89.6         | 89.6    | 89.6    | 89.6              | 89.6    | 89.6    | 88.3    |

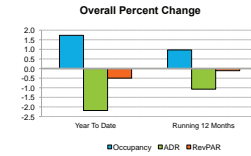
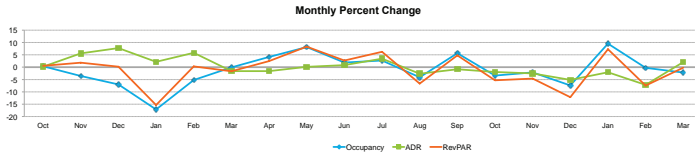
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# MARCH - TREND TROUTDALE

Tab 4 - Trend Troutdale, OR+

Weighted Benchmarking Changes  
For the Month of March 2019

Currency: USD - US Dollar



| Occupancy (%)  |      |      |      |       |      |      |      |      |      |      |      |      | Year To Date |      |      | Running 12 Months |      |      |
|----------------|------|------|------|-------|------|------|------|------|------|------|------|------|--------------|------|------|-------------------|------|------|
|                | 2017 |      |      | 2018  |      |      | 2019 |      |      | 2017 | 2018 | 2019 | 2017         | 2018 | 2019 |                   |      |      |
| This Year      | Oct  | Nov  | Dec  | Jan   | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct          | Nov  | Dec  | Jan               | Feb  | Mar  |
| This Year      | 75.0 | 63.2 | 62.0 | 51.4  | 63.1 | 73.1 | 76.8 | 83.3 | 86.4 | 90.3 | 90.3 | 79.6 | 77.5         | 61.9 | 57.4 | 55.3              | 63.0 | 71.5 |
| Last Year      | 73.7 | 65.6 | 66.6 | 62.1  | 66.6 | 73.2 | 73.7 | 77.0 | 87.8 | 87.8 | 90.0 | 75.3 | 74.0         | 63.2 | 62.0 | 51.4              | 63.1 | 73.1 |
| Percent Change | 0.4  | -3.6 | -2.9 | -17.1 | -6.2 | -0.1 | 4.1  | 8.3  | 1.8  | 2.7  | -4.1 | 5.7  | -3.4         | -2.1 | -7.4 | 9.5               | -9.3 | -3.2 |

| ADR            |       |       |       |       |       |       |       |       |        |        |        |        | Year To Date |       |       | Running 12 Months |       |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------------|-------|-------|-------------------|-------|-------|
|                | 2017  |       |       | 2018  |       |       | 2019  |       |        | 2017   | 2018   | 2019   | 2017         | 2018  | 2019  |                   |       |       |
| This Year      | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun    | Jul    | Aug    | Sep    | Oct          | Nov   | Dec   | Jan               | Feb   | Mar   |
| This Year      | 93.24 | 88.82 | 88.81 | 80.80 | 85.89 | 83.88 | 87.38 | 88.65 | 111.05 | 123.67 | 119.91 | 105.29 | 91.42        | 86.59 | 84.24 | 79.15             | 79.71 | 85.58 |
| Last Year      | 93.07 | 84.12 | 82.40 | 79.09 | 81.16 | 82.24 | 88.83 | 86.58 | 110.12 | 119.86 | 123.17 | 106.19 | 92.24        | 88.82 | 88.81 | 80.80             | 86.89 | 83.88 |
| Percent Change | 0.2   | 5.6   | 7.7   | 2.2   | 5.8   | -1.6  | -1.6  | 0.1   | 0.8    | 3.4    | -2.6   | -0.9   | -1.9         | -2.5  | -5.2  | -2.0              | -7.2  | 2.0   |

| RevPAR         |       |       |       |       |       |       |       |       |       |        |        |       | Year To Date |       |       | Running 12 Months |       |       |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|--------|-------|--------------|-------|-------|-------------------|-------|-------|
|                | 2017  |       |       | 2018  |       |       | 2019  |       |       | 2017   | 2018   | 2019  | 2017         | 2018  | 2019  |                   |       |       |
| This Year      | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul    | Aug    | Sep   | Oct          | Nov   | Dec   | Jan               | Feb   | Mar   |
| This Year      | 69.00 | 66.16 | 63.03 | 41.57 | 54.23 | 67.31 | 67.10 | 73.85 | 99.30 | 111.49 | 102.46 | 82.77 | 62.35        | 52.99 | 48.28 | 44.59             | 50.20 | 61.17 |
| Last Year      | 68.41 | 58.15 | 54.94 | 46.10 | 54.06 | 62.35 | 65.50 | 66.19 | 96.68 | 104.95 | 110.80 | 79.95 | 69.00        | 56.16 | 55.03 | 41.57             | 54.23 | 61.31 |
| Percent Change | 0.6   | 1.8   | 0.2   | -15.3 | 0.3   | -1.7  | 2.4   | 6.3   | 2.7   | 6.2    | -6.6   | 4.8   | -5.3         | -6.6  | -12.2 | 7.3               | -7.4  | -0.2  |

| Supply         |        |        |        |        |        |        |        |        |        |        |        |        | Year To Date |        |        | Running 12 Months |        |        |
|----------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------------|--------|--------|-------------------|--------|--------|
|                | 2017   |        |        | 2018   |        |        | 2019   |        |        | 2017   | 2018   | 2019   | 2017         | 2018   | 2019   |                   |        |        |
| This Year      | Oct    | Nov    | Dec    | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct          | Nov    | Dec    | Jan               | Feb    | Mar    |
| This Year      | 15,221 | 14,730 | 15,221 | 15,221 | 13,748 | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 14,730 | 15,221       | 14,730 | 15,221 | 15,221            | 13,748 | 15,221 |
| Last Year      | 15,221 | 14,730 | 15,221 | 15,221 | 13,748 | 15,221 | 14,730 | 15,221 | 14,730 | 15,221 | 15,221 | 14,730 | 15,221       | 14,730 | 15,221 | 15,221            | 13,748 | 15,221 |
| Percent Change | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0    | 0.0          | 0.0    | 0.0    | 0.0               | 0.0    | 0.0    |

| Demand         |        |       |        |       |       |        |        |        |        |        |        |        | Year To Date |       |       | Running 12 Months |       |        |
|----------------|--------|-------|--------|-------|-------|--------|--------|--------|--------|--------|--------|--------|--------------|-------|-------|-------------------|-------|--------|
|                | 2017   |       |        | 2018  |       |        | 2019   |        |        | 2017   | 2018   | 2019   | 2017         | 2018  | 2019  |                   |       |        |
| This Year      | Oct    | Nov   | Dec    | Jan   | Feb   | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct          | Nov   | Dec   | Jan               | Feb   | Mar    |
| This Year      | 11,285 | 9,314 | 9,432  | 7,831 | 8,681 | 11,125 | 11,311 | 12,879 | 13,172 | 13,172 | 13,153 | 11,250 | 10,880       | 9,116 | 8,736 | 8,576             | 8,658 | 10,880 |
| Last Year      | 11,221 | 9,857 | 10,142 | 9,499 | 9,164 | 11,108 | 10,862 | 11,723 | 12,953 | 13,361 | 13,862 | 11,962 | 11,260       | 9,314 | 8,432 | 7,831             | 8,681 | 11,125 |
| Percent Change | 0.4    | -3.6  | -7.6   | -17.1 | -5.2  | -0.1   | 4.1    | 8.2    | 1.8    | 2.7    | -1.1   | 5.7    | -3.4         | -2.1  | -7.4  | 9.5               | -9.3  | -3.2   |

| Revenue        |           |         |         |         |         |         |         |           |           |           |           |           | Year To Date |         |         | Running 12 Months |         |         |
|----------------|-----------|---------|---------|---------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|--------------|---------|---------|-------------------|---------|---------|
|                | 2017      |         |         | 2018    |         |         | 2019    |           |           | 2017      | 2018      | 2019      | 2017         | 2018    | 2019    |                   |         |         |
| This Year      | Oct       | Nov     | Dec     | Jan     | Feb     | Mar     | Apr     | May       | Jun       | Jul       | Aug       | Sep       | Oct          | Nov     | Dec     | Jan               | Feb     | Mar     |
| This Year      | 1,050,304 | 827,285 | 827,660 | 639,714 | 746,500 | 931,185 | 986,369 | 1,124,072 | 1,482,747 | 1,686,655 | 1,674,608 | 1,233,947 | 894,463      | 799,323 | 770,877 | 678,799           | 690,123 | 931,142 |
| Last Year      | 1,044,371 | 812,378 | 836,255 | 747,311 | 743,152 | 949,396 | 964,836 | 1,037,889 | 1,424,158 | 1,589,499 | 1,886,495 | 1,177,840 | 1,050,304    | 827,285 | 837,660 | 632,714           | 745,592 | 933,185 |
| Percent Change | 0.6       | 1.8     | 0.2     | -15.3   | 0.3     | -1.7    | 2.4     | 6.3       | 2.7       | 6.2       | -6.6      | 4.8       | -5.3         | -6.6    | -12.2   | 7.3               | -7.4    | -0.2    |

| Census %             |       |       |       |       |       |       |       |       |       |       |       |       |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|                      | 2017  |       |       | 2018  |       |       | 2019  |       |       |       |       |       |
| This Year            | Oct   | Nov   | Dec   | Jan   | Feb   | Mar   | Apr   | May   | Jun   | Jul   | Aug   | Sep   |
| Census Propn         | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     | 6     |
| Census Rooms         | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   | 491   |
| % Rooms Participants | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

A Mark row indicates insufficient data.  
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## STR - WASHINGTON &amp; CLACKAMAS COUNTIES

## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

| STR Code | Name of Establishment                                   | City & State        | Zip Code | Class                | Rooms |
|----------|---|---------------------|----------|----------------------|-------|
| 22896    | Quality Inn Aloha Beaverton                             | Aloha, OR           | 97003    | Midscale Class       | 52    |
| 67415    | TownePlace Suites Portland Beaverton                    | Beaverton, OR       | 97005    | Upper Midscale Class | 112   |
| 10276    | Comfort Inn & Suites Beaverton Portland West            | Beaverton, OR       | 97005    | Upper Midscale Class | 102   |
| 17603    | Peppertree Inn  | Beaverton, OR       | 97005    | Economy Class        | 73    |
| 3353     | Motel 6 Beaverton                                       | Beaverton, OR       | 97005    | Economy Class        | 58    |
| 22913    | Beaverton Budget Inn                                    | Beaverton, OR       | 97005    | Economy Class        | 48    |
| 35284    | DoubleTree by Hilton Hotel Beaverton                    | Beaverton, OR       | 97006    | Upscale Class        | 98    |
| 36733    | Homewood Suites by Hilton Hillsboro Beaverton           | Beaverton, OR       | 97006    | Upscale Class        | 123   |
| 37178    | Extended Stay America Portland Beaverton Eider Court    | Beaverton, OR       | 97006    | Economy Class        | 122   |
| 35206    | Extended Stay America Portland Beaverton                | Beaverton, OR       | 97006    | Economy Class        | 143   |
| 65099    | aloft Hotel Hillsboro Beaverton                         | Hillsboro, OR       | 97006    | Upscale Class        | 137   |
| 33271    | Fairfield Inn & Suites Portland West Beaverton          | Beaverton, OR       | 97006    | Upper Midscale Class | 106   |
| 38150    | Hilton Garden Inn Portland Beaverton                    | Beaverton, OR       | 97006    | Upscale Class        | 150   |
| 25749    | Courtyard Portland Beaverton                            | Beaverton, OR       | 97008    | Upscale Class        | 149   |
| 33051    | Motel 6 Canby   | Canby, OR           | 97013    | Economy Class        | 35    |
| 22467    | Clarion Inn & Suites Clackamas                          | Clackamas, OR       | 97015    | Upper Midscale Class | 110   |
| 25860    | Hampton Inn Portland Clackamas                          | Clackamas, OR       | 97015    | Upper Midscale Class | 112   |
| 23115    | Monarch Hotel & Conference Center                       | Clackamas, OR       | 97015    | Midscale Class       | 192   |
| 31855    | Clackamas Inn & Suites                                  | Clackamas, OR       | 97015    | Economy Class        | 44    |
| 38881    | Comfort Suites Clackamas                                | Clackamas, OR       | 97015    | Upper Midscale Class | 50    |
| 35450    | Courtyard Portland Southeast Southeast Clackamas        | Clackamas, OR       | 97015    | Upscale Class        | 136   |
| 60632    | Sunnyside Inn & Suites                                  | Clackamas, OR       | 97015    | Midscale Class       | 115   |
| 22964    | Red Fox Motel   | Estacada, OR        | 97023    | Economy Class        | 35    |
| 38962    | Holiday Inn Express Portland Southeast Clackamas Area   | Gladstone, OR       | 97027    | Upper Midscale Class | 101   |
| 47313    | Budget Inn Oregon City Portland                         | Gladstone, OR       | 97027    | Economy Class        | 34    |
| 17710    | Timberline Lodge  | Timberline, OR      | 97028    | Upscale Class        | 70    |
| 13075    | Best Western Mount Hood Inn                             | Government Camp, OR | 97028    | Midscale Class       | 57    |
| 43329    | Lakeshore Inn   | Lake Oswego, OR     | 97034    | Midscale Class       | 33    |
| 39455    | Hilton Garden Inn Portland Lake Oswego                  | Lake Oswego, OR     | 97035    | Upscale Class        | 179   |
| 37253    | Fairfield Inn & Suites Portland South Lake Oswego       | Lake Oswego, OR     | 97035    | Upper Midscale Class | 124   |
| 29255    | Phoenix Inn Suites Lake Oswego                          | Lake Oswego, OR     | 97035    | Upper Midscale Class | 62    |
| 26993    | Crowne Plaza Portland Lake Oswego                       | Lake Oswego, OR     | 97035    | Upscale Class        | 161   |
| 5303     | Residence Inn Portland South Lake Oswego                | Lake Oswego, OR     | 97035    | Upscale Class        | 112   |
| 3376     | Holiday Inn Express Portland South Lake Oswego          | Lake Oswego, OR     | 97035    | Upper Midscale Class | 94    |
| 45627    | Stagecoach Inn Motel                                    | Molalla, OR         | 97038    | Economy Class        | 32    |
| 17729    | Best Western Plus Rivershore Hotel                      | Oregon City, OR     | 97045    | Upper Midscale Class | 114   |
| 33190    | Best Western Sandy Inn                                  | Sandy, OR           | 97055    | Midscale Class       | 45    |
| 32848    | Century Hotel   | Tualatin, OR        | 97062    | Midscale Class       | 70    |
| 39376    | Comfort Inn & Suites Tualatin Portland South            | Tualatin, OR        | 97062    | Upper Midscale Class | 59    |
| 23159    | BW Premier Collection Mt Hood Oregon Resort             | Welches, OR         | 97067    | Upscale Class        | 157   |
| 8998     | Snooz Inn   | Wilsonville, OR     | 97070    | Economy Class        | 58    |
| 19114    | Quality Inn Wilsonville                                 | Wilsonville, OR     | 97070    | Midscale Class       | 63    |
| 13102    | La Quinta Inns & Suites Wilsonville                     | Wilsonville, OR     | 97070    | Midscale Class       | 78    |
| 434      | Holiday Inn Portland I 5 South Wilsonville              | Wilsonville, OR     | 97070    | Upper Midscale Class | 169   |
| 39054    | Best Western Wilsonville Inn & Suites                   | Wilsonville, OR     | 97070    | Midscale Class       | 56    |
| 23453    | Motel 6 Wilsonville                                     | Wilsonville, OR     | 97070    | Economy Class        | 72    |
| 29025    | GuestHouse Inn & Suites Wilsonville                     | Wilsonville, OR     | 97070    | Midscale Class       | 64    |
| 36339    | Best Western University Inn & Suites                    | Forest Grove, OR    | 97116    | Midscale Class       | 54    |
| 30131    | Americas Best Value Inn & Suites Forest Grove Hillsboro | Forest Grove, OR    | 97116    | Economy Class        | 40    |
| 60986    | The Grand Lodge   | Forest Grove, OR    | 97116    | Upper Midscale Class | 90    |
| 27755    | Forest Grove Inn  | Forest Grove, OR    | 97116    | Economy Class        | 20    |
| 45780    | Hillsboro Budget Inn                                    | Hillsboro, OR       | 97123    | Economy Class        | 32    |
| 17662    | Econo Lodge Inn & Suites Hillsboro Portland West        | Hillsboro, OR       | 97123    | Economy Class        | 60    |
| 17661    | The Dunes Motel   | Hillsboro, OR       | 97123    | Economy Class        | 40    |
| 63210    | Embassy Suites by Hilton Portland Hillsboro             | Hillsboro, OR       | 97124    | Upper Upscale Class  | 165   |
| 65235    | Holiday Inn Hillsboro                                   | Hillsboro, OR       | 97124    | Upper Midscale Class | 110   |
| 22998    | Comfort Inn Hillsboro                                   | Hillsboro, OR       | 97124    | Upper Midscale Class | 118   |
| 62322    | The Orenco  | Hillsboro, OR       | 97124    | Upscale Class        | 10    |
| 67190    | Staybridge Suites Hillsboro                             | Hillsboro, OR       | 97124    | Upscale Class        | 80    |
| 63201    | Hampton Inn Portland Hillsboro Evergreen Park           | Hillsboro, OR       | 97124    | Upper Midscale Class | 106   |
| 64995    | Residence Inn Portland Hillsboro Brookwood              | Hillsboro, OR       | 97124    | Upscale Class        | 146   |
| 68075    | Home2 Suites by Hilton Portland Hillsboro               | Hillsboro, OR       | 97124    | Upper Midscale Class | 152   |
| 30166    | Residence Inn Portland Hillsboro                        | Hillsboro, OR       | 97124    | Upscale Class        | 122   |
| 37097    | Extended Stay America Portland Hillsboro                | Hillsboro, OR       | 97124    | Economy Class        | 136   |
| 52137    | Springhill Suites Portland Hillsboro                    | Hillsboro, OR       | 97124    | Upscale Class        | 106   |
| 13241    | Larkspur Landing Hillsboro                              | Hillsboro, OR       | 97124    | Upscale Class        | 124   |
| 31730    | Courtyard Portland Hillsboro                            | Hillsboro, OR       | 97124    | Upscale Class        | 155   |
| 38767    | TownePlace Suites Portland Hillsboro                    | Hillsboro, OR       | 97124    | Upper Midscale Class | 136   |
| 38177    | Holiday Inn Express Portland West Hillsboro             | Hillsboro, OR       | 97124    | Upper Midscale Class | 86    |
| 68092    | Hampton Inn & Suites Tigard                             | Tigard, OR          | 97223    | Upper Midscale Class | 152   |
| 17748    | Tigard Regency Inn                                      | Tigard, OR          | 97223    | Economy Class        | 50    |
| 31864    | DoubleTree by Hilton Hotel Tigard                       | Tigard, OR          | 97223    | Upscale Class        | 101   |
| 17749    | Quality Inn Tigard Portland Southwest                   | Tigard, OR          | 97223    | Midscale Class       | 115   |



# STR - WASHINGTON & CLACKAMAS COUNTIES

## Participation List

Washington and Clackamas County, OR  
 Job Number: 1041345\_PADIM Staff: RL Created: December 12, 2018

| STR Code          | Name of Establishment                               | City & State  | Zip Code | Class                | Rooms |
|-------------------|---|---------------|----------|----------------------|-------|
| 35207             | Extended Stay America Portland Tigard               | Tigard, OR    | 97223    | Economy Class        | 137   |
| 26183             | Embassy Suites by Hilton Portland Washington Square | Tigard, OR    | 97223    | Upper Upscale Class  | 356   |
| 11195             | Washington Square Hotel                             | Tigard, OR    | 97223    | Midscale Class       | 77    |
| 6529              | Motel 6 Portland South Lake Oswego                  | Tigard, OR    | 97224    | Economy Class        | 117   |
| 32586             | Courtyard Portland Tigard                           | Tigard, OR    | 97224    | Upscale Class        | 110   |
| 60443             | The Grand Hotel @ Bridgeport                        | Tigard, OR    | 97224    | Upper Midscale Class | 124   |
| 36895             | Best Western Plus Northwind Inn & Suites            | Tigard, OR    | 97224    | Upper Midscale Class | 72    |
| 5947              | Motel 6 Portland Tigard West                        | Portland, OR  | 97224    | Economy Class        | 80    |
| 10275             | Shilo Inn Hotel & Suites Portland Beaverton         | Portland, OR  | 97225    | Upper Midscale Class | 142   |
| 17743             | Rodeway Inn & Suites Portland                       | Portland, OR  | 97225    | Economy Class        | 52    |
| 48512             | Budget Lodge Milwaukie Inn                          | Milwaukie, OR | 97267    | Economy Class        | 39    |
| 23150             | Econo Lodge Southeast Milwaukie                     | Milwaukie, OR | 97267    | Economy Class        | 27    |
| Total Rooms: 8178 |   |               |          |                      |       |

# Q1 PRINT MEDIA PLACEMENTS

2019 Travel Oregon (annual)



This page from the Travel Oregon Visitor Guide contains several advertisements for local businesses and attractions. The ads are arranged in a grid-like fashion, with some featuring images and others being text-based. The businesses listed include:

- Enchanted Forest Theme Park**: Located in Willamette Valley, featuring a roller coaster and other rides.
- See Albany Discover Oregon**: Promoting the Albany Explorer App for iPhone or Android.
- Holiday Inn**: Located in Albany, offering various amenities.
- Knights Inn Albany Capital**: A budget-friendly hotel option.
- Marlin & Malin Expo Center**: A large event space for conferences and exhibitions.
- Phonix Inn Biltmore Station**: A historic hotel with a modern twist.
- Residence Inn by Marriott**: A full-service hotel with a kitchen and laundry.
- Super 8 Albany**: A budget hotel with a complimentary breakfast.
- Red & Breakfast**: A boutique hotel with a focus on local history.
- RV Park**: Offering various RV hookups and amenities.
- Camp Dicketa Campground**: A scenic outdoor camping spot.
- SILVERTON**: A section listing various businesses and attractions in the area.
- Explore Wilsonville**: Promoting family-friendly activities in Wilsonville.

The page also includes a small section for 'FAMILY FUN DAYS' and 'POCKET TRIP' itineraries. The overall layout is clean and professional, with a mix of colors and fonts to make the ads stand out.

# Q1 PRINT MEDIA PLACEMENT INFO

## **Travel Oregon (annual)**

300,000 copies printed annually for year-round distribution and inquiry fulfillment  
Total Annual Readership - 1,650,000

### **Oregon**

- More than 200 visitor centers throughout Oregon including the Portland International Airport, the Travel Portland visitor center at Pioneer Square and all official Travel Oregon State Welcome Centers
- AAA travel offices in Oregon and Idaho
- Hotels and lodging properties
- Amtrak Cascades (Eugene to Vancouver B.C.)
- Les Schwab Tire Centers
- Made in Oregon stores
- Select attractions throughout Oregon

### **Washington**

- Vancouver, WA visitor locations
- NW/W Washington – Tourist Systems
- Seattle Airport Program
- Washington State Ferries – Full System
- Seattle Cruise Terminal – Pier 66/30
- Boeing Tour Center

### **California**

- California state Welcome Centers
- San Francisco Union Square
- San Jose/Santa Clara visitor centers

### **British Columbia**

- Victoria / Vancouver Island visitor centers
- Vancouver, B.C. visitor centers
- British Columbia Ferry system – all routes

Available at newsstands and checkout counters at Barnes & Noble and other retail locations in Washington, California, Idaho and Vancouver, B.C.

# Q1 PAID DIGITAL MEDIA PLACEMENT INFO

## Google Ads

Ad Sets: 1) Things to Do (Portland) 2) Lodging

Media Spend: \$1,601.84  
 Impressions: 28,170  
 Clicks: 3,164 (+327%)  
 CTR: 11% (+160%)  
 CPC: \$0.51 (-13%)  
 CPM: \$57 (+125%)

Our campaign click-thru rate (CTR) is averaging 11% which is performing well above average (average CTR for travel and hospitality is 4.68%). The "Things to Do" ad group is performing better than average with a CTR of 12%. The Lodging ad group only has a CTR of 3.5%, which is expected since we are competing against hotel/motel websites and online booking portals. We will continue to optimize our campaigns to reduce costs while improving the CTR and cost-per-click (CPC). We lowered our CPC from the previous quarter by -13% and increased our CTR by 160%.

## TravelOregon.com Animated Banner Ads

300px X 100px animated banner ad on 20 landing pages promoting Pocket Trips  
 During 1 QUARTER 2019, the campaign has generated 433 click-thrus to the website.



## Paid Facebook & Instagram

Three Ad Sets Geo and psychographic targeted to ages 25-65+  
 1) Bulbs & Blooms (tulip and flower festivals)  
 2) Farmlandia Farm Loop  
 3) World of Speed Mario Andretti Exhibit

Reach: 44,880 | Landing Page Views: 1,133 | Link Clicks: 1,526 | Impressions: 56,154 | On average, each person saw our ad 1.25x times | Cost Per Landing Page View: \$0.38

## Visitor Guide Requests

51 guides requested to date (8.9% conversion rate)

### TERMS DEFINED

CTR (click thru rate)  
 CPC (cost per click)  
 CPM (cost per thousand)  
 Impressions: Number of people who viewed our ads  
 CPR (cost per result)

# UP-TO-DATE BUDGET OVERVIEW

| <b>BASE BUDGET \$130,571</b>                   |                      |                      |                        |
|--|----------------------|----------------------|------------------------|
| <b>ADDITIONAL BUDGET \$69,129</b>              |                      |                      |                        |
| <b>TOTAL BUDGET \$199,700</b>                  |                      |                      |                        |
| <b>DELIVERABLE</b>                             | <b>FULL BUDGET</b>   | <b>TOTAL SPENT</b>   | <b>TOTAL REMAINING</b> |
| Website Retainer Services                      | \$ 19,000.00         | \$ 18,999.98         | \$ 0.02                |
| Current Website Services                       | \$ 6,000.00          | \$ 1,704.00          | \$ 4,296.00            |
| Website Redesign                               | \$ 15,000.00         | \$ 15,000.00         | \$ -                   |
| Pocket Trips Visitor Guide                     | \$ 17,320.00         | \$ 17,320.00         | \$ -                   |
| Distribution                                   | \$ 5,615.00          | \$ 5,614.20          | \$ 0.80                |
| Print Media Buys                               | \$ 20,090.00         | \$ 20,090.00         | \$ -                   |
| Paid Digital Media Buys                        | \$ 13,500.00         | \$ 7,184.83          | \$ 6,315.17            |
| Design Services                                | \$ 16,680.00         | \$ 16,680.00         | \$ -                   |
| Social Media Retainer Services                 | \$ 36,000.00         | \$ 35,999.99         | \$ 0.01                |
| PR Retainer Services                           | \$ 15,000.00         | \$ 14,999.99         | \$ 0.01                |
| Email Marketing Services                       | \$ 3,000.00          | \$ 3,000.00          | \$ -                   |
| Financial                                      | \$ 9,995.00          | \$ 9,995.00          | \$ -                   |
| Photo & Video                                  | \$ 15,000.00         | \$ 12,049.95         | \$ 2,950.05            |
| Reserve/Contingency                            | \$ 7,500.00          | \$ 14,709.79         | \$ (7,209.79)          |
|  |                      | \$ -                 | \$ -                   |
|  |                      | \$ -                 | \$ -                   |
| <b>TOTAL</b>                                   | <b>\$ 199,700.00</b> | <b>\$ 193,347.73</b> | <b>\$ 6,352.27</b>     |
| <b>Visitor Profile Study - BUDGET \$60,000</b> |                      |                      |                        |
| RRC  | \$ 35,000.00         | \$ 35,000.00         | \$ -                   |
| Vertigo  | \$ 25,000.00         | \$ 19,179.47         | \$ 5,820.53            |
| <b>TOTAL</b>                                   | <b>\$ 60,000.00</b>  | <b>\$ 54,179.47</b>  | <b>\$ 5,820.53</b>     |

Link to up-to-date budget spreadsheet can be viewed at:

[https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK\\_TWgJGLwByc-wbZ\\_Kt5T4H2ouU/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWgJGLwByc-wbZ_Kt5T4H2ouU/edit?usp=sharing)



**Vertigo**  
M A R K E T I N G

**VERTIGO MARKETING**

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