



CITY OF WILSONVILLE
FY17/18 & 18/19 MARKETING PLAYBOOK
FEBRUARY 2018



WILSONVILLE
OREGON



CHAMPOEG
PIONEER MEMORIAL
BUILDING

1843

1918

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WHO IS VERTIGO?

VERTIGO MARKETING is a full-service innovative marketing agency dedicated to enhancing Wilsonville's economy by attracting as many visitors as possible to the City, and once they're here, ensuring those visitors spend as much money as possible with local businesses.



76 PERCENT

VISITORS FROM OUT-OF-STATE ACCOUNT FOR 76% OF OVERNIGHT SPENDING WITH 64% OUT-OF-STATE AND 12% INTERNATIONAL

\$10.8 BILLION

SPENT BY VISITORS IN THE STATE OF OREGON LAST YEAR

10-15

NUMBER OF TIMES BEFORE SOMEONE NOTICES YOUR MESSAGE AND FOLLOWS YOUR CALL TO ACTION

28.4 MILLION

DEAN RUNYAN ESTIMATE OF OVERNIGHT VISITORS LAST YEAR

31:1

ROI FOR DESTINATIONS THAT INVEST IN DESTINATION MARKETING AND PROMOTION

\$11.3 BILLION

AMOUNT TRAVELERS INJECTED INTO THE STATE'S ECONOMY LAST YEAR

\$507 MILLION

AMOUNT THE TRAVEL INDUSTRY GENERATED IN STATE AND LOCAL TAX REVENUE LAST YEAR

109,000

JOBS CREATED IN THE STATE OF OREGON FROM TOURISM LAST YEAR

\$1 INTO \$237

LONGWOODS AD ACCOUNTABILITY STUDY SHOWS THAT OREGON'S ADVERTISING GENERATES \$237 IN VISITOR SPENDING FOR EVERY \$1 INVESTED



MISSION

Vertigo Marketing'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 an economic development organization whose function is to create an effective mix of marketing programs which are designed to produce a positive economic impact of visitor spending and lodging occupancy in Wilsonville.

Developing and implementing these programs results in enhancing the City's livability by providing year-round employment and attracting new business growth and relocation. Explore 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

THE MARKETING MODEL (aka The Community Tourism Funnel)

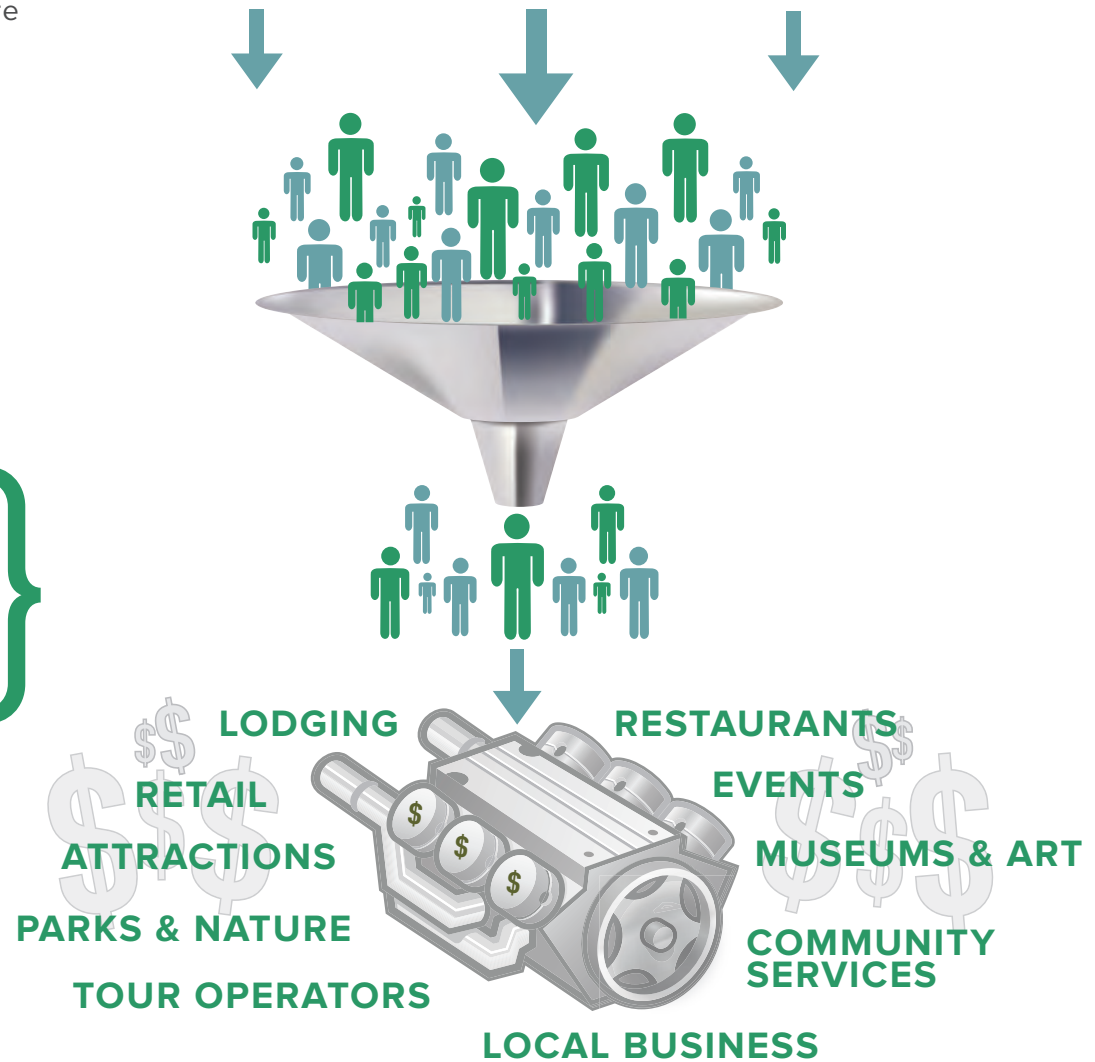
Virtually everything Vertigo Marketing does is designed to drive traffic to Wilsonville and EXPLOREWILSONVILLE.COM. Vertigo's marketing model is founded on the fundamental strategy of generating customers through a comprehensive mix of **MARKETING** and **PUBLIC RELATIONS** programs, then driving those customers to EXPLOREWILSONVILLE.COM where they are connected to Wilsonville's tourism stakeholders.

As a non-membership, City funded tourism website, Explore Wilsonville offers **free listings on EXPLOREWILSONVILLE.COM** to tourism stakeholders to ensure transient lodging tax dollars benefit the entire tourism industry.

The premise is, we attract visitors to Wilsonville and provide opportunities for local businesses to convert those visitors to customers.

EXPLOREWILSONVILLE.COM
is the engine that converts marketing efforts to revenue for local businesses.

RESPONSIVE WEBSITE • PRINT ADS • SOCIAL MEDIA • DIGITAL MARKETING • VISITOR GUIDE • PR • PHOTO/VIDEO



**PRINT
COLLATERAL**
ADS | VISITOR GUIDE

WEBSITE
EXPLOREWILSONVILLE.COM

REPORTING
OCCUPANCY
ONLINE | SOCIAL | PR
ACCOUNTING

IMAGERY
PHOTOGRAPHY | VIDEO

**MARKETING
STRATEGY**
OFF-SEASON
PROMOTIONS

DISTRIBUTION
VISITOR GUIDE FULFILLMENT

ADVERTISING
PRINT | DIGITAL | SOCIAL | SEO

**EVENT
PROMOTION**
FESTIVALS | SPORTS
CULTURAL | CONCERTS

**SOCIAL
MEDIA**
ENGAGEMENT & CHANNEL
GROWTH

**LEAD
GENERATION**
LIST BUILDING

CREATIVE
COLLATERAL | BRANDING
MARKETING

FY17/18 & 18/19 GOALS & OBJECTIVES

- Achieve growth in lodging tax revenue.
- Launch Explore Wilsonville's tourism advertising campaign.
- Develop a comprehensive media schedule to advertise the City and its events to potential visitors.
- Rebrand current website to enhance the visitor experience and align with destination branding.
- Position the City as a compelling tourist destination in the Willamette Valley.
- Work with community partners to increase visitor traffic during key events throughout the year.
- Increase visitor count during the shoulder and winter seasons.
- Work with City staff and the City's Tourism Promotion Committee to maximize exposure to visitors at a reasonable cost.
- Grow meeting and convention business, and bleisure travel.
- Improve communication and collaboration with Clackamas County Tourism & Cultural Affairs, Washington County Visitors Association, and Travel Oregon.





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mph
powered by
Castrol

PERFORMANCE SPOKEN HERE

SWOT ANALYSIS

Wilsonville's **STRENGTHS**, **WEAKNESSES**, **OPPORTUNITIES**, and **THREATS**.

STRENGTHS

- A nexus for outdoor activity, attractions and lifestyle
- Nature & outdoor recreation, history, heritage, art and culture
- Premier shopping nearby (Outlets, Bridgeport)
- Easy access and central location to Oregon's two largest cities: Portland and Salem *
- Affordable lodging and hotels
- Free parking
- Agri-tourism opportunities (wineries, farms)
- Friendly community, safe, clean, modern
- Parks, trails, open spaces, urban amenities, rivers, close proximity to the Pacific Ocean and Mt. Hood
- Commercial attractions (World of Speed, Family Fun Center & Bullwinkle's) and regional events (equestrian, sports)
- Hilton Garden Inn opening (first 4-star hotel in Wilsonville)
- Holiday Inn hotel and facility update and remodel

WEAKNESSES

- Low tourism volume during shoulder season (October - May)
- Not recognized as a tourist destination
- Lack of: a) multi-purpose facility for recreational and entertainment activities, b) large meeting space, c) a downtown core d) businesses with local flavor
- Lack of lodging inventory and luxury/resort style lodging options
- Difficulty converting business travelers into repeat leisure travelers
- I-5 / I-205 traffic congestion
- Unrecognizable I-5 strip city
- No visitor center or central kiosk for visitor information

OPPORTUNITIES

- Increase tourism during shoulder season and winter months
- Convert business travelers into leisure travelers (extended stays)
- Enhance recreational amenities (facilities, trails, parks, agri-tourism)
- Town Center redevelopment, Bike/Pedestrian Bridge projects
- Proximity: agri-tourism, wine country, I-5 and light rail access, Portland and Portland International Airport (PDX), Salem, Willamette River, the Pacific Ocean, Mt. Hood, etc.

THREATS

- Downturn in national economy and consumer confidence
- Increase in regional marketing from competitive destinations
- 21 hotels opening in the Portland metro area
- Multi-use center opening in Hillsboro

* SOURCE: 2018 U.S. Census

https://www.oregon-demographics.com/cities_by_population

HOW WE MEASURE SUCCESS

Vertigo Marketing uses several metrics to gauge the ebb and flow of Wilsonville's tourism industry and to evaluate the effectiveness of the City's marketing efforts. When viewed cumulatively these metrics provide a reliable approximation of the health of the industry and the effectiveness of Vertigo's programs and services. **Listed below are the primary TOURISM METRICS Vertigo Marketing uses with a brief description of each.**

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 Vertigo Marketing. Along with TLT data, citywide occupancy data helps Vertigo measure the health of the City's tourism industry.

WEBSITE TRAFFIC TO EXPLOREWILSONVILLE.COM Vertigo'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.

REFERRAL TRAFFIC FROM TOURISM WEBSITE TO STAKEHOLDER WEBSITES ExploreWilsonville.com is designed to convert Vertigo'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 Vertigo's marketing.

LEAD GENERATION & LIST GROWTH Direct marketing is key to driving awareness and visits to a destination. Vertigo is proposing several initiatives to start collecting "opt-in" email addresses, mobile phone numbers and mailing addresses for future marketing.

SOCIAL MEDIA ENGAGEMENT Vertigo will rebrand and launch 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.

SURVEY COLLECTION Survey information can be collected via the website and questions/quizzes posted on Facebook.

FY17/18 & FY18/19 PLAN

Vertigo Marketing is firmly focused on achieving the goals and objectives reflected on page 8. The following **9 KEY STRATEGIES** provide a summary of Vertigo's primary efforts that will be activated to achieve those objectives. Each of these strategies and tactics will be initiated in 2017 and will continue to be executed and enhanced through the conclusion of fiscal year 2018/2019.

1: DESTINATION BRAND MARKETING

Establish a compelling tourism strategy and brand for Wilsonville. Advertising the Wilsonville tourism experience through mass media represents Vertigo's largest expenditure & a primary driver of traffic to ExploreWilsonville.com.

2: CITYWIDE EVENTS, CONVENTIONS, AND CONFERENCES

Courting citywide events and groups is important to improve non-summer tourism & introduce new visitors to the destination. Increasing the length of stay with the business traveler is a priority.

3: DIRECT MARKETING

Design a unique and engaging Visitor Guide for Wilsonville to fulfill website requests and distribute at various events and establishments. Create marketing messaging to specifically grow our opt-in database (lead generation), which will cultivate long-term customer relationships, awareness, and positive word-of-mouth. FY17-18 will focus on lead generation and list development. Consistent email marketing communications will begin in FY18/19.

4: PUBLIC RELATIONS

Working with our regional DMO partners to host journalists is an effective way to market Wilsonville. Explore Wilsonville will also launch its own PR initiative which includes strategy, research, pitching, press release writing, and wire distribution.

5: WEBSITE AND DIGITAL MARKETING

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

6: COMMUNITY PARTNERSHIPS

Establish marketing relationships with community partners and tourism stakeholders that will extend Wilsonville's marketing reach and validate the destination.



7: TOURISM LEADERSHIP

Allocating time & resources to make the City an active participant in the community, region, and state enables Wilsonville to be a broader value to the community, and ensures Wilsonville's tourism industry is represented in important regional tourism conversations and planning.

8: RESEARCH

Investing in research enables Vertigo to deliver on the commitment to be a data-driven organization. Additionally, the research is made available to the public—at no cost—to assist with business & economic development efforts.

9: FINANCIAL MANAGEMENT

Vertigo 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 as well as Vertigo's partners.

EXPLORE
WILSONVILLE.COM

A POCKET (OF FUN)



Logo Usage

Preferred Logo



One Color Application



Reversed - Four Color



Reversed - One Color



Sample Typography

Design Element

FARMLANDIA FARM LOOP

POCKET TRIP

Take a self-guided tour of 18 farms between Wilsonville & Portland. Catch a cooking class or aDinners in the Field event where you'll nosh on fresh local food & Oregon wine.

Fonts Applied:

FARMLANDIA FARM LOOP - Phalanx Bold

EXPLORE WILSONVILLE - Hanley Sans

POCKET TRIP - Hanley Sans Inline

Other Font Applications:

Take a self-guided tour - Skia

Four Color Application



C/M/Y/K
80/17/77/3

C/M/Y/K
51/5/44/0

C/M/Y/K
33/27/27/0

C/M/Y/K
28/84/58/14

HTML Color - Hex Triplet



Hex
#2c9966

Hex
#81c1a2

Hex
#afadad

Hex
#a44552

Identity Do's and Don'ts

- To ensure that the logo maintains its legibility and integrity within any environment, it should be surrounded by an area that remains clear of distracting text or graphic elements.
- The entire logo must appear in the specified color(s), do not use different colors for each word.
- The logo is always to remain stacked.
- If used in a lineup, logos should always be used with a border. Do not deviate from the color standards set forth here.
- Do not stretch or skew the logo when resizing.
- Logos should always be scaled proportionately. The smallest a logo can be is 2" wide to maintain legibility. It can be scaled larger as appropriate for project piece.
- Use caution when using supportive statements or headlines in conjunction with the logo or supporting artwork on material. Allow for ample space around each element.

Embroidery

- The stacked "Explore Wilsonville" logo must always be embroidered in the appropriate Robinson Anton Thread Colors unless the logo is being reproduced "tone-on-tone" (i.e. the same color as the apparel) or in One Color (i.e. black on white)
- If embroidering on a black or dark background, the text may be reversed to white.

CREATIVE BRIEF

CLIENT: WILSONVILLE / CATEGORY: DESTINATION/TRAVEL

BRAND ESSENCE

Wilsonville is...

Central.
Natural.
Pristine.
Safe.

UNIQUE SELLING PROPOSITION (USP) BENEFIT UNIQUE TO THE BRAND

- Affordable
- Family-friendly
- Walkable & bikeable
- Farm Fresh
- Nature & Culture-rich
- Minutes from downtown Portland
- Minutes from wine country
- Minutes from nature, historical landmarks, parks & a river
- Minutes from premier shopping
- Minutes from family-friendly attractions

tone of voice

Fun-loving, enlightening, and exuberant

IMAGERY AND VISUALS

Unique, playful graphics and photography

Emphasize central location -- communicate where Wilsonville is and how accessible we are
Excursions within the City and out (refer to Geography map on PAGE 23)

WHAT DO WE WANT PEOPLE TO THINK OR FEEL AFTER EXPERIENCING THE ADVERTISING?

Curious / Informed / Captivated

TARGET AUDIENCE & PERSONALITY

Adapt to the travel desires and emerging trends of millennials, young families, dynamic empty-nesters and urban singles. The audience is “experience-hungry travelers”; they are active explorers seeking authentic experiences and one-of-a-kind memories for themselves and their families.

They want to spend more time in nature and green spaces whether splashing in a river, hiking along a trail, or golfing on a green. They want to bike through wine and farm country tasting fresh food and sipping wine along the way. They want to hunt for bargains at the Woodburn Outlets or stroll by some of Oregon's best stores at Bridgeport Village. Summers will inspire family time with putt-putt golf, a ride on a zipline, picnics in a park, outdoor movies, live music, and hot days spent running through a sprayground. Fall and winter days are best spent inside exploring a museum built for speed, battling it out in an interactive 3D movie experience, or opting for an old school game of Pac-Man at the Family Fun Center.

For them, travel is an act of curiosity and inspiration, time to reconnect and disconnect all at the same time, commune with nature and delight in the explorer’s mindset.

MEDIA & EXECUTIONAL CONSIDERATIONS

Website, Print, Paid and Organic Social Media, Digital Marketing, Search engine optimization (SEO)/Search engine marketing (SEM), Email Marketing, and Visitor Guide

GEOTARGET MARKETS

Oregon I-5 Corridor
Seattle/Tacoma
Bend

COMPETITION

Greater Portland Metro Area
Willamette Valley wine country communities
Oregon Coast

CREATIVE BRIEF/CAMPAIGN STRATEGY

WILSONVILLE - AREA ASSETS

Family Fun Center
World of Speed Motorsports Museum
Evergreen Aviation and Space Museum
Golf, Disc Golf
Cycling, Mtn. Biking, Cyclocross
Wineries
Breweries
Farmlandia Farm Loop
Farmers Markets
Willamette River (boat, kayak, canoe, float)
Shopping (Woodburn Premium Outlets & Bridgeport Village)
Public Art Tour (bike or walk)
Parks & Nature Trails
The Country Classic Equestrian Events
Sports Tournaments
Water Features (splash parks)
Transit Bus & Rail Access into Portland
Champoeg Heritage Area (Park)
Memorial Park and Graham Oaks Nature Park
McMenamins Old Church & Pub
Oregon Korean War Memorial, Town Center Park
International Dining: Wilsonville & Woodburn
Ice Age Tonquin Trail
Off-Leash Dog Park
Skate Park

Historic Butteville General Store
Pioneer Cemeteries
SMART Trolley Tours
Aurora town and Old Colony Museum
Antique Powerland Museum
Swan Island Dahlias
Wilsonville Festival of the Arts
Wilsonville Brewfest
Fun in the Park
St. Paul Rodeo
Aurora Colony Day
Movies in the Park
Clackamas County Fairgrounds
Wilsonville Rotary Concerts
Clackamas County Fair & Rodeo
Woodburn Tulip Festival
Mud, Sweat & Beers Brewfest & Run (Woodburn)
Tulip Trail Run (Woodburn)
Dinners in the Field
French Prairie Farm Fest events
Strawberry Social
Kiwanis Kids Fun Run
Thanksgiving in Wine Country Festival
Terrain Racing Events

THE CHALLENGE

How do you distinguish Wilsonville from the other Portland Metro suburb cities like Tigard or Tualatin?
To most, Wilsonville is one of those unrecognizable I-5 freeway strip cities that sits between Portland and Salem.

THE BIG QUESTION

How do you define a tiny city that's tucked between one of the country's coolest cities and one of the top wine regions in the world?

CAMPAIGN CONCEPT

Pocket Trips

CAMPAIGN TAGLINE

A POCKET (OF FUN)

AD COPY SAMPLE

In 19-miles you could be ... feasting.

Every March, gastronomers flock to feast during Portland's Dining Month where three-course meals are a mere \$29. Settle in our pocket city for the weekend and save a bundle on lodging compared to Portland hotels. Visiting is easy & parking is free.

ExploreWilsonville.com.

POCKET TRIP SAMPLES

MID-CENTURY MEETINGS

Book a different kind of meeting space in Wilsonville. A mid-century mod lounge and bar area is a refreshing surprise just upstairs from a world-class museum surrounded by things that go VROOM!

FARMLANDIA FARM LOOP

Take a self-guided tour of 18 farms between Wilsonville & Portland. Catch a cooking class at Middleground Farms or sign up for an upcoming Dinners in the Field where you nosh on fresh seasonal food & Oregon wine.

CAMPAIGN STRATEGY

WILLAMETTE VALLEY WINE COUNTRY

Escape to 300+ wineries in an award-winning wine region. Within 5-miles of Wilsonville you can simply sip or go grape stomping at a working winery.

WHY THIS WORKS

Wilsonville has plenty of unique stories to tell - this is what the experience hungry traveler wants.

Not your ordinary visuals and a “pocket visitor guide” highlights why Wilsonville will be a preferred destination for eco-travelers, families, sports teams, meetings & business travel.

We will leverage highly searched vacation locales (like Portland and Willamette Valley) to gain exposure for Wilsonville on the web with our pocket trip articles.

REGIONAL MAP



**WILSONVILLE
OREGON**



MOOD BOARD



AD SAMPLES

FARMLANDIA FARM LOOP

POCKET TRIP



Take a self-guided tour of 18 farms between Wilsonville & Portland. Catch a cooking class or a Dinners in the Field event where you'll nosh on fresh local food & Oregon wine.

EXPLORE WILSONVILLE .COM

WILSONVILLE OREGON
POCKET TRIPS

A POCKET (OF FUN)







Sample Print Ad #1

world of speed motorsport museum | a pocket trip

Oregon's newest and coolest experience for all ages. Get behind the wheel and feel like you're racing a NASCAR, Formula or Indy car!

EXPLOREWILSONVILLE.COM



<p>world of speed motorsport museum a pocket trip</p> <p>Oregon's newest and coolest experience for all ages. Get behind the wheel and feel like you're racing a NASCAR, Formula or Indy car!</p> <p>EXPLOREWILSONVILLE.COM</p>	<p>oregon city municipal elevator</p> <p>oregon city municipal elevator</p> <p>First built in the top of the national historic landmark, Oregon City Municipal Elevator offers panoramic views of the Willamette River and Wilsonville Falls.</p> <p>Oregon City, OR downtownoregoncity.org</p>	<p>wooden shoe tulip farm</p> <p>Join us in April for acres of stunning beauty, summer sunsets, beautiful views, and October for fondly fun.</p> <p>CLATSOP, OR 503-712-0005 • www.woodenshoefarm.com</p>
		
<p>oregon's mt. hood territory</p> <p>100 ways to play</p> <p>mt. hood territory</p>		
		
<p>end of the oregon trail interpretive center</p> <p>It was here that the "Trail of Oregon" National Trail, paved with the spirit of adventure, progressive living Oregon Trail history in the heart of historic madras and the historic city of Oregon City, OR</p> <p>503-427-9128 • 503-427-9128 • www.endoftheoregontrail.com</p>	<p>rodeo walk of fame</p> <p>Legends of the "Rodeo" of Oregon, many of which earned the status of National and International World Famous Buckle, are featured in Madras.</p> <p>Madras, OR 503-423-4348 • www.rodeowalkoffame.com</p>	<p>mt. hood cultural center & museum</p> <p>The Mount Hood Cultural Center, Official World Ski Museum, History, Local Art Exhibits, Gift Shop, Climbing Wall, Ski Lift, and more for all.</p> <p>Government Center, OR 503-429-4222 • www.mthoodcultural.org</p>

Sample Travel Oregon + Mt. Hood Territory Co-op Ad

AD CAMPAIGN MEDIA BUY CONSIDERATIONS

PUBLICATION	ISSUE/TIMING	2018/2019	SIZE
Travel Oregon	annual - due 1/26/18	●	1/3
Travel Portland	annual - due mid Feb.	●	1/3
AAA Magazine (VIA)	July/Aug - due 5/8/18	●	1/3
Portland Monthly	October - due 8/17/18	●	1/3
AAA Magazine (VIA)	Nov/Dec - due 9/10/18	●	1/3
Digital Media (Google Adwords, Facebook, Instagram, Pinterest, Travel Oregon, etc.)	digital	●	varies
Co-ops with Regional Partners (Mt. Hood/Travel Portland - due 2/12/18: \$200, Travel Oregon - due 1/5/18: \$300)	print/digital	●	varies

REFER TO FINAL SCOPE OF WORK DOCUMENT FOR MORE DETAILS & FINAL MARKETING PLAN







Vertigo
MARKETING

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