

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, Dec. 12, 2017 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

Voting members attending: Jeff Brown, Chair; Darren Harmon, Vice Chair; Al Levit; and Brandon Roben. David Stead absent.

Ex-officio members, staff, consultants and guests attending: Erica Behler; Lynnette Braillard; Mike McCarty; Kevin Ferrasci O'Malley; Samara Phelps; Trev Naranche; Sylke Neal-Finnegan; Mark Ottenad; Dave Pearson; Brian Stevenson; and Elaine Swyt.

Chair Brown welcomed to the committee Brandon Roben, Executive Director of the Evergreen Aviation and Space Museum in McMinnville and a Wilsonville resident, who was appointed by Mayor Tim Knapp with Council concurrence to Position No. 2, term ending 6/30/2019, on Dec. 4.

Chair Brown also welcomed Dave Pearson, the new Executive Director of the World of Speed Motorsports Museum, who has indicated an interest in serving on the committee.

Chair Brown noted that Emily Bryant Utz was no longer with the World of Speed Motorsports Museum and had effectively resigned from the committee, Position No. 1.

2. Committee Business and Updates

Approve Meeting Minutes of Prior Meeting: Committee members reviewed the draft meeting minutes of Nov. 7, 2017. Al Levit moved and Brandon Roben seconded the motion to adopt the meeting minutes as presented. Motion approving minutes passed unanimously.

Recruitment for vacant positions on committee: Mark Ottenad said that the committee has two vacant positions. Assuming that Dave Pearson is appointed in January to the vacancy of Position No. 1, then position 7 with a term ending 6/30/2018 is still vacant.

2018 Committee Meeting Schedule: Mark Ottenad provided the results of the “Doodle” poll of tourism committee members that showed the best meeting dates for a majority of the committee in the first portion of 2018 were Jan 30 and Feb 13, both 1-3 pm. Committee members discussed the various date options, and agreed that Tuesday, Jan. 30, and Tuesday, Feb 13, 1-3 pm, would be the dates for the next committee meetings.

3. Tourism Promotion Draft Marketing Plan - Vertigo Marketing

Lynnette Braillard and Trev Naranche, principals of Vertigo Marketing, presented on the Scope of Work (SOW), Draft 1: 2018/2019 Advertising & Marketing Services, that was relayed to the committee a week prior to the meeting. Mark Ottenad indicated that the draft scope of work would become a component of contract (PSA) with Vertigo Marketing as either an amendment or new PSA, whichever Legal decided make the most sense.

Members inquired about more detail on item A) Website Retainer Services. Lynnette Braillard indicated that they were planning to conduct a more detailed audit of the website and look at

other service potentials, including using customizable online directories rather than linking to commercial services like Yelp.

Committee members discussed item D) Pocket Trips Visitor Guide. Lynnette Braillard indicated that print products would be distributed to visitor information centers, hotel racks and chamber kiosks. Jeff Brown noted that he could arrange a display at Wilsonville Holiday Inn. Kevin Ferrasci O'Malley thought that the total quantity to be printed was too high; Trev Naranche noted that distribution would tend to be greater outside the Wilsonville market. Committee members suggested that it would be worthwhile to relay materials to corporate headquarters in Wilsonville. Trev Naranche said he would provide a guide distribution list with the updated SOWs and look into additional distribution with Certified Folder and others.

Jeff Brown pointed out that sports tournaments can be tricky to arrange in advance for lodging since the tournament teams are often not known much in advance—may be only a week notice as to which teams are advancing to the next round.

In reviewing item F) Social Media Retainer Services, members clarified that SEO (search engine optimization) data from social media would be used to boost website traffic.

In relation to items D. Pocket Trips Visitor Guide and K. Media Buys, Kevin Ferrasci O'Malley wondered if the plan budgets too much on print-related advertising. Lynnette Braillard and Trev Naranche indicated that the print-advertising was actually joint print-online advertising packages offered by tourism publications; they also suggested that a new brand and destination would need additional promotion via standard, top-line tourism publications that can also provide 'earned media' content promotion. Sylke Neal-Finnegan agreed that more resources to be dedicated to digital media would be beneficial; she recommended inclusion in the Travel Oregon and Travel Portland guides and the Washington State tourism publications rather than Sunset or other magazines.

Jeff Brown asked how often would online data be reviewed. Trev Naranche replied quarterly.

Committee members reviewed item I) Email Marketing Services. Lynnette Braillard and Trev Naranche indicated that they would use whatever email list that we can development utilizing all lead-generating platforms. They noted that they would constantly track expenditures, and web traffic data quarterly.

Sylke Neal-Finnegan asked if the Travel Oregon marketing buy includes email leads. Trev Naranche said that the plan does not use Travel Oregon 'email blasts,' as Vertigo Marketing has not found those to be an effective promotional tool. Lynnette Braillard stated they would inquire if Travel Oregon leads are included as part of the print media buy.

Jeff Brown asked what markets would Vertigo Marketing suggest be a comparable for Wilsonville using the STR subscription service STAR reports that provide hotel data benchmarking worldwide. Trev Naranche indicated that this was a good question/issue, and he was not clear which exact community might be a good comparable.

Members discussed that they could see how various components of the plan could change over time, based on new information, potential leverage opportunities with tourism partners, and other factors. Darren Harmon indicated that it was important that the plan be able to be flexible on the exact marketing promotions used as time progresses. He suggested that the budget be set at the \$200,000 amount and that expenditures within that cap be flexible. Mark Ottenad said that he would be sure to communicate the committee's desire for flexibility in exact expenditures to Legal and Council.

The committee decided to table until the next meeting discussion of proposals for a Visitor Profile Study that could be funded via the City's normal budgeting process, with a request to Council to utilize prior unexpended tourism revenues.

Lynnette Braillard and Trev Naranche then reviewed Pocket Trip Ideas, Draft 1 for proposed 12 thematic day trips, including the proposed creative designs and formats. They noted a change from the original tagline/phrase proposal from "back pocket" to just "pocket," recognizing Sylke Neal-Finnegan's comment from the prior meeting regarding WACC's use of the phrase "Portland's back yard." So, the tagline/phrase could be used as "a pocket (of fun)," They suggested the primary colors to be used would be earth tones of green and gray.

Committee members indicated great pleasure with the draft designs and mocked-up concepts. The jean's tab was noted on the pocket design, along with a smile shape to indicate fun. Committee members like the in particular the design that included "Oregon" along with "Wilsonville."

Some pocket trip day-trips Lynnette Braillard suggested include a Family Fun theme with Family Fun Center and World of Speed Museum, as well as a "Weekend in Wilsonville." Lynnette Braillard recommended we use the World of Speed pocket trip (possibly paired with the Family Fun Center) for both the annual Travel Oregon and Travel Portland visitor guides (due in January). The World of Speed museum was chosen because it is a unique, year-round attraction that most people have not heard about. Dave Pearson added that the World of Speed would be running a print ad in the Travel Oregon guide as well.

Jeff Brown noted that the tourism program should advertise or promote those businesses with exceptional customer service – the kinds of places that one would recommend to visitors because of the quality of the attraction and the staff.

The conversation turned to the Wilsonville tourism program moniker and website name. Lynnette Braillard and Trev Naranche said that after further review and working with the creative materials, that they found "ExploreWilsonville" to be preferable to "VistWilsonville." Jeff Brown and Darren Harmon agreed that use of the phrase "Explore" provides a better connection between the Wilsonville residential community and tourism promotion efforts. Brandon Roben noted that "explore" and "fun" seem to go well together. All of the committee members appeared to agree that "ExploreWilsonville" would work well.

Darren Harmon moved to approve the draft tourism marketing plan expenditures as outlined in 2018/2019 Advertising & Marketing Services Scope of Work; Jeff Brown seconded the motion. Committee members discussed the need for a caveat for flexibility in the final exact components implemented. The motion was approved unanimously.

4. Adjourn

The meeting ended at 3:10 pm; Chair Brown noted that the next meeting of the Tourism Promotion Committee is scheduled for Tuesday, Jan. 30, 1-3 pm, at City Hall.

Attachments — Dec 12, 2017, Meeting Materials Presented:

- P2018-2019.SOW-Advertising&Marketing Services.DRAFT-1_12_05_2017.pdf
- Pocket-Trip-Ideas.DRAFT-1_12_05_2017.pdf

Respectfully submitted by Mark Ottenad on Dec. 26, 2017.



**SCOPE OF WORK: DRAFT 1
CITY OF WILSONVILLE 2018/2019 ADVERTISING &
MARKETING SERVICES
THROUGH JUNE 30, 2019**

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 Vertigo Marketing and the City of Wilsonville.

A. WEBSITE RETAINER SERVICES: \$19,000

A. To include the following services and deliverables:

- **Hosting & Maintenance:** hosting with CDN (content delivery network)
- **SSL Certificate Renewal**
- **Security/Hackalert Scanning**
- **Paid Plug-ins**
- **Content Creation**
- **Campaign Landing Page Development**
- **Ongoing Updates for Listings**
- **Event Calendar Updates**
- **Design & Development**
- **SEO + Ranking Software Subscription**
- **Adding Graphics/Photos/Videos**
- **Reporting:** Quarterly KPI report

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2018/19

B. CURRENT WEBSITE SERVICES: \$6,000

A. To include the following services and deliverables:

- **Hosting & Maintenance:** services provided by MediaPhysics
- **Event Calendar**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Contract through June 30, 2018

C. WEBSITE REDESIGN: \$15,000

A. To include the following services and deliverables:

- **Custom Development for Plugins**
- **Enhanced Event Calendar**
- **Directory Listings**
- **Graphics/Design enhancements to match the new brand**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Spring 2018

D. POCKET TRIPS VISITOR GUIDE: \$24,000

A. To include the following services and deliverables:

- **Pocket Adventures - Folio / Rack Card:** 23.5” x 9” (flat) sheet printed on 65# Cougar Opaque Smooth Cover. Printed in four (process) colors on both sides of sheet (4/4), full bleed. Die

cut per-diagram – contains, 4 (four) 3.25” slits with relief holes. 4 (four) glue strips to create two pockets on far left and right panels. 6 (six) scores with a .25” capacity score in center. Folded to create 2 pockets and packaged as a flat piece.

Quantity: 15,000

- **Pocket Cards:** 12 (twelve) different 3” x 4” cards printed on 111# Dull Cover. Printed in four (process) colors on both sides of sheet (4/4), full bleed. Trimmed and boxed.

Quantity: 15,000 (180,000 cards)

- **Assembly:** Collate 12 cards into 4 sets of 3. Hand insert each set into slit on pocket folder. Hand fold folio shut to finish size of 4” x 9”. Box.
- **Design:** Creative services for design of folio / rack card
- **Distribution & Fulfillment:** Distribute finished boxes to the City of Wilsonville and various Visitor Centers, Chambers of Commerce, kiosks, etc. throughout the region.
- **Postage:** Reserve 1,000 finished pieces to be made available per request for mailing. Current 3 ounce rate is \$0.91 per piece via First Class stamp. Mailing services (stuffing, addressing and stamping envelope) to be provided by City Staff.
- **#10 Envelopes:** 1,000 #10 Regular 24 lb. bright white envelopes with logo and/or return address printed on front.

B. Team Members assigned to this Task:

- Trev

C. Completion date: Spring 2018

E. PR RETAINER SERVICES:

\$15,000

A. To include the following services and deliverables:

- **Press Release Writing:** (4 releases with regional wire AP distribution)
- **Meltwater Software Subscription:**
 - Full Monitoring Suite
 - Premium Social Coverage (Facebook, Twitter, Instagram, YouTube, 23 million blogs)
 - Analytics & Dashboards
 - Full Media Contact Database with unlimited press distribution
 - **NOTE:** Meltwater is the global leader in online media intelligence. Their product suite allows us to monitor, distribute, publicize and analyze business critical information posted online, in both mainstream media and social media, as well as build media contact lists to assist with press outreach
- **Pitching Story Ideas**
- **Responding to Writers with Content & Photos**
- **Set Up and Manage Meltwater Software**
- **List Building**
- **Monitoring**
- **Reporting:** Quarterly KPI report
- **Research/Interviews**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2018/19

F. SOCIAL MEDIA RETAINER SERVICES:

\$36,000

A. To include the following services and deliverables:

- **Social Media Strategy:** Create master editorial calendar, develop and align SEO-cial social strategies to assist with SEO efforts for the website, identify trending hashtags, review and analyze to improve the campaign performance.
- **Management & Implementation:** Manage day-to-day social media posting and community management, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination and communication with event producers and businesses for events and happenings
- **Monitoring**
- **Reporting:** Quarterly KPI report
- **Establish Channels:** FB @VisitWilsonville TW @SeeWilsonville IG VisitWilsonville YT VisitWilsonville
- **Customize Channels**
- **Post 2x per week**
- **Paid Social Media ads with deep targeting**
- **Social media contest promotion for lead generation**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2018/19

G. PHOTO & VIDEO:

\$15,000

A. May include the following services and deliverables:

- New photography and videography rights for print and digital usage
- Custom photo/video shoots at various “pocket trip” locations throughout the seasons
- Event photography
- Scouting
- Creative Direction
- Shotlist
- Storyboard
- Models/Talent/Props
- Filming
- Editing
- Travel
- Production

B. Team Members assigned to this Task:

- Lynnette, Trev, various sub-contractors

C. Completion date: Throughout 2018/19

H. DESIGN SERVICES:

\$10,000

A. To include the following services and deliverables:

- Print Ad Design
- Digital Ad Design & Development
- Copywriting

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2018/19

I. EMAIL MARKETING SERVICES FY18/19: \$3,000

A. To include the following services and deliverables:

- Email Blasts (6)
- Template Design & Development
- Content Creation/Copywriting
- List Management
- Production
- Reporting: Quarterly KPI report

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: FY2018/2019

I. FINANCIAL: \$9,360

A. To include the following services and deliverables:

- Accounting
- Quarterly Reports
- Memberships: ODMO, ISSUU
- Software subscriptions: STR

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2018/19

J. RESERVE/CONTINGENCY: \$7,500

K. MEDIA BUYS*: \$39,840

1. Travel Oregon	2,100,000 impressions	\$3,900
2. Travel Portland	1,155,000 impressions	\$4,500
3. Sunset - April Travel Planner issue	991,200 impressions	\$2,250
4. Portland Monthly - April	492,075 impressions	\$2,000
5. AAA (VIA) - July/Aug: Willamette River	1,058,000 impressions	\$3,720
6. AAA (VIA) - Nov/Dec: Insiders Guide to Portland	1,058,000 impressions	\$3,720
7. Oregon Wine Press - July	175,000 impressions	\$1,750
8. Sunset - August Travel Planner issue	991,200 impressions	\$2,250
9. Paid Digital Media (Facebook/Instagram, Google, etc.)	impressions TBD	\$13,500
10. Co-ops with regional partners	impressions TBD	\$2,250

**Impression data comes from media kits provided by each publication or other documents*

TOTAL FY18/19: \$199,700

Proposed Add-on's and Optional Services (à la carte)

1. **Visitor Profile Study:** Third party research and data analysis to get a current pulse on the Wilsonville visitor and tourism trends. The Visitor Profile Study will include the following:

- A minimum of 600 Intercept Surveys collected
- Summer intercept survey FY18/19
- Winter intercept survey FY18/19
- Email Survey (online survey link sent to visitor lists via local hotel & activity providers)
- Website survey on ExploreWilsonville.com

Based on industry expertise, value, and quality of work, Vertigo Marketing recommends hiring RRC Associates for visitor profile study services. Formal proposals included below.

Additional services include study question development, project oversight & coordination, coordinating locations for intercept surveys, incentive items, website development, back-up staffing, prizing, travel\$60,000

Proposals from Destination Analysts and RRC Associates to follow this page.

Lynnette Braillard, Principal
Vertigo Marketing

Trev Naranche, Principal
Vertigo Marketing

POCKET TRIP IDEAS

12/5/2017

DRAFT 1

Establish 12 primary pocket trips to promote in our 17/18 and 18/19 marketing plan (social media, website, digital ads, print, and visitor guide). While there's no limit to the number of Wilsonville pocket trips we can create, these Pocket Trips are centered around the following criteria and are only the beginning:

1. Attractions within Wilsonville proper and a 25-mile radius that will encourage overnight visits.
2. Attractions that fit the Oregon visitor profile and national travel trends based on current research and resources from Travel Oregon, WVCA, Travel Portland, Mt. Hood Territory, MMGY Global, U.S. Travel Association, etc.
3. Proposed Wilsonville Visitor Guide "Pocket Trip" capacity is 12 trips.
4. Riding Portland's & Willamette Valley's coattails: We will leverage highly searched regional attractions and branded vacation locales like Portland and Willamette Valley to gain exposure for Wilsonville. We will communicate how close we are to their attractions and Wilsonville's lodging and free parking value.
5. Attractions, events and meetings that will drive visitation during the off-season (October - April).

Please review and provide feedback, edits and additions by the December 12, 2017 committee meeting. Once approved, we'll proceed with copywriting, photography & design elements for each trip.

Our first Pocket Trip will be promoted in the Travel Oregon and Travel Portland annual guides (due January). Recommended trip idea is a Portland focused message since Portland is the most popular destination in Oregon and the primary gateway city in Oregon.

1. DRINK

Beer & Cider

A) Portland Holiday Ale Fest (December) + PDX Ale Trail

B) Mt. Hood Territory Tap Trail + Vanguard Brewing

The Mt. Hood Territory Tap Trail is a passport program connecting our region's breweries, cideries and distillery along a "Trail". It's a free to download app to your mobile device that offers discounts at each location which are redeemed via redemption codes at each location. There are 13 participating businesses in this year's passport and if you redeem at 10 or more locations within a year, you earn our Mt. Hood Territory Tap Trail Stainless Pint glass!

C) Oregon Brewers Fest (Portland June 25-29, 2018) + Portland Craft Beer Fest (Portland July 6-8) + Oregon Trail Brew Fest (Oregon City July 2018) + Portland International Beerfest (June 22-24, 2018 ?)

D) Wilsonville Brewfest (August)

E) Portland Cider Week (June)

WINE

A) Thanksgiving in Wine Country

In Oregon, Thanksgiving is about so much more than just turkey. Locals show their gratitude for the region's bounty during Wine Country Thanksgiving, an annual tasting (and wine-cellar-stocking) event hosted by more than 150 nearby wineries. Sip on a huge array of award-winning pours from wineries throughout the Willamette Valley — including many not usually open to the public.

B) Wine Crush Season in Willamette Valley + Wilsonville Area Winery

C) McMinnville's Wine Walk + Newberg Wineries

D) Oregon Wine Month (May) + Oregon Wine Flies Free + Wilsonville Area Wineries

E) Oregon wine country on horseback

2. EAT

A) Portland Feast (every September) + Wilsonville restaurant highlight

B) Portland Dining Month (every March) + Low Price Lodging Message

Gastronomers flock to feast during Portland's Dining Month every March where three-course meals are a mere \$29. Settle in our pocket city of Wilsonville for

the weekend and save a bundle on lodging compared with Portland hotels.

- a. GENERAL PORTLAND: "Not So Weird" with general messaging "less for lodging"

A) SHOPPING: Tax-free shopping for the holidays and year-round (Woodburn Outlets + Bridgeport Village + Washington Square Mall + Downtown Portland & smaller shopping districts like the Pearl, Northwest, Hawthorne, Mississippi, etc.)

A 1) Vintage & Antique Shopping (Hawthorne + Aurora Antique Stores)

A 2) Made in Portland (and Oregon) Shopping + Wilsonville Farmers Market + Portland Saturday Market + Makers Tours (The Makery, Spooltown, Grovemade)

B) Family Fun (World of Speed + Family Fun Center + Evergreen Aviation & Space Museum)

C) Intimate and unique meeting & events: Non-traditional meetings, corporate retreats, and events (World of Speed + McMenamins Old Church + Langdon Farms Golf Club's Red Shed + Family Fun Center + Stein-Boozier Barn + Holiday Inn)

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!

D) Holiday (light displays + hipster Santa)

E) Sports (Portland Timbers + Trailblazers + Portland Pickles & Sea Dogs (minor league baseball))

- 3. FAMILY FUN *this list can go on forever

A) Amused (Family Fun Center + Oaks Park)

B) Speed & Space (World of Speed + Evergreen Aviation & Space Museum)

C) Wilsonville Parks + Children's Museum + Portland Zoo + Washington Park

4. AGRITOURISM

- A) Wooden Shoe Tulip Festival (March 23-April 29, 2018)
- B) Dahlia Festival (September)
- C) Rose Garden + Japanese Gardens + Chinese Garden

Notes:

Dahlia Fest: The elusive dahlia takes center stage at the free Swan Island Dahlia festival, which allows visitors to stroll through 30 acres of dahlias at the peak of their bloom and peruse more than 400 floral arrangements.

- B) Farmlandia Loop + Farmside dining events

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 local food & Oregon wine.

5. ARTS & HERITAGE

- A) Wilsonville Festival of the Arts + Art Tour + Murase Plaza +

- B) South of the Border Flavor (downtown Woodburn's over 2 dozen authentic mexican restaurants & shops + Woodburn Fiesta Mexicana event)

- C) History Hunter (McMenamins' Old Church + Canby Ferry + Champoeg State Park + Butteville Store + Korean War Memorial + The Painted Lady restaurant (Newberg))

- D) Film (POWfest: Portland Oregon's Film Festival + Movie Madness Museum + Wilsonville's Theater and Movies in the Park (summer))

- E) Quirky Museums: Puppet Museum + The Freakybuttrue Peculiarium + The Hat Museum + Stark's Vacuum Museum

- F) Kids Museums: World of Speed + OMSI + Childrens Museum + Portland Puppet Museum + Kidd's Toy Museum + Oregon Museum of Science & Industry

- G) Makers & Crafters: Museum of Contemporary Craft + Crafty Wonderland

(December) + Oregon Mini Maker Faire (sept) at Oregon Museum of Science & Industry

Notes:

The Oregon Korean War Memorial: Dedicated in Town Center Park on September 30, 2000. The memorial centerpiece is a 94 foot long Wall of Honor containing the names of 287 Oregon service men and women killed in the Korean War.

Butteville Store: The only surviving commercial building of the town of Butteville from the 1860s. The Butteville Store, as it came to be known, would be a central hub of both commerce and social activity. It remains that type of fixture today, with great handmade food, beverages, and good people.

6. OUTDOOR

A) Cycling/Biking (Scenic Cycling Routes + Bike By Train)

B) Bike the Farmlandia Loop

B) Golf: 6 Courses within 6 Miles (Langdon Farms Golf Club + Charbonneau Golf Club + Other Area Course)

C) Willamette River access (Boones Ferry Marina for boating + put in for Kayaking/Canoeing/SUP)

D) Wildlife Viewing (Coffee Lake Wetlands (Ice Age Tonquin Geological area) + Graham Oaks Nature Park + Swift Watch in Portland (September) + Purringtons Cat Lounge

E) Animal Lovers (Portland Zoo + Purringtons Cat Lounge + Graham Oaks Nature Park)

E) Mt. Hood (winter activities)

F) Mt. Hood (summer activities)

Notes:

Graham Oaks: Three miles of trails let you choose your adventure. Watch for native wildlife such as white-breasted nuthatches, Western bluebirds, orange-crowned warblers and Western gray squirrels. Five plazas make ideal spots to rest, reflect and learn about Graham Oaks' history, from Kalapuyan tribes who gathered food to the family that farmed the land. Explore beyond

the park on the regional Ice Age Tonquin Trail.

7. INDOOR:

- A) Catch Air: G6 Airpark + Sky High Sports (indoor trampoline)
- B) Museums (see arts section)
- C) Amused (Family Fun Center + Oaks Park Roller Skating + Ice Skating)

8. EQUESTRIAN

- A) Trail Riding Areas + Wilsonville Horse Shows

- B) Rodeo + Riding Stables

- C) Oregon wine country on horseback

9. LUXURY TRAVELER

The Archive at World of Speed/Luxe Car Collections + Alison Spa + Bubbles Fest (February) + Wine tasting at area vineyards + Helicopter Tour over wine country (Newberg) + Oregon wine country on horseback

10. MUSIC

- A) McMenamins Old Church & Pub Amphitheater + Portland Live Music + Portland Jazz Festival + Other Portland Area Music Festivals

11. GENERAL WILSONVILLE

“Winter” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in winter

A “Summer” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in summer

A “Fall” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in fall

A “Spring” Pocket Weekend in Wilsonville
Misc Wilsonville things to do in spring

Additional Pocket Trips Ideas for Website

1. Skating

Roller Skating - Oaks Amusement Park

Ice Skating - Sherwood Ice Arena, Lloyd Center, Winterhawks Skating Center

Skateboard Parks - Wilsonville, Burnside, Commonwealth (indoor)

2. National Women's Month

World of Speed Women in Racing Collection

Women-owned restaurants

French Prairie Gardens & Family Farms Ladies Only Spring Plant Show & Tell (every 4th Thursday in March)

3. Dog-Friendly

Wilsonville off-leash dog parks

Dog-friendly hotels in Wilsonville

On-leash trails (Graham Oaks Nature Park)

UFO Festival's pet costume parade

Old Church & Pub (patio only)

4. The Motorhead

World of Speed Museum

Buy a car