



# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Tuesday, Nov. 7, 2017 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

### VOTING MEMBERS

**Jeff Brown, Chair**  
General Manager,  
Holiday Inn Wilsonville

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

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

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

**Emily Bryant Utz**  
Group/Tourism  
Specialist, World of  
Speed Museum

### ADVISORY / EX-OFFICIO MEMBERS

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

**Clackamas County  
Tourism & Cultural  
Affairs (TCA)**  
Danielle Cowan, Director  
Jim Austin, Community  
Relations Lead  
(designee)  
Samara Phelps,  
Development Lead  
(designee)  
Casey Knopik,  
Development Specialist  
(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

- 1. Welcome 1:00**
  - Committee members and guests self-introductions
- 2. Committee Business and Updates 1:10**
  - Approve Prior Meeting Minutes of Sept. 19, 2017 \*
  - Open positions for recruitment:
    - Position 7, term ending 6/30/2018
    - Position 2, term ending 6/30/2019
  - New executive director at World of Speed Motorsports Museum
- 3. Travel Oregon Regional Stakeholder Plans 1:20**
  - Willamette Valley Travel Oregon Regional Plan 2017-19 \*
  - Travel Oregon regional designation issue for Wilsonville: North Willamette Valley vs. Portland Metro
- 4. Tourism Promotion Draft Marketing Plan - Vertigo Marketing 1:40**
  - Review/Discussion of Draft Tourism Promotion Marketing Plan ■
    - Outline of Objectives
    - Advertising Promotional Campaign
  - Proposed timeline:
    - Dec. 12 committee approval of final plan
    - Jan. 18 or Feb. 5 City Council approval of PSA Addendum for plan
    - March 2018 plan commences

### 5. Adjourn 3:00

- Next meeting: Tuesday, Dec. 12, 1-3 pm

\* material in packet ■ material at meeting

# Wilsonville Tourism Promotion Committee

## MEETING MINUTES

Tuesday, September 19, 2017 • 12 pm – 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; David Stead; and Emily Bryant Utz.

**Ex-officio members, staff, consultants and guests attending:** Lynnette Braillard; Kevin Ferrasci O'Malley; Casey Knopik; Charlotte Lehan, City Councilor; Mike McCarty; Trev Naranche; Sylke Neal-Finnegan; Mark Ottenad; and Brian Stevenson.

#### Summer tourism business updates – roundtable reports:

- Mark Ottenad reported that Mayor Knapp reappointed in August with Council consent Jeff Brown and Al Levit to their respective positions of 3 and 4 with terms ending June 30, 2020.
- Darren Harmon reported that a dog kennel for day boarding is needed in the Town Center area.
- Jeff Brown noted that corporate travel is down, a reflection of the recent layoffs at Nike and Intel.
- Mike McCarty said that the Parks & Recreation Dept. reports record rental use and revenues from City parks facilities.
- Mark Ottenad noted that tourism-related events are welcome and needed for the calendar of events of ExploreWilsonville.com and the local Boones Ferry Messenger city newsletter.

### 2. Committee Business and Updates

**Election of Committee Chair and Vice Chair:** Mark Ottenad noted that the committee's charter requires election of chair and vice chair at the first meeting of new fiscal year, which begins July 1. Al Levit, who indicated that he no longer sought to serve as Vice Chair, nominated Jeff Brown to continue in the position of Chair; Emily Bryant Utz seconded the motion. Jeff Brown accepted the nomination; motion passed unanimously. Jeff Brown moved to nominate Darren Harmon to serve as Vice Chair; Emily Bryant Utz seconded the motion. Darren Harmon accepted the nomination; motion passed unanimously.

**Approve Meeting Minutes of Prior Meeting:** Committee members reviewed the draft meeting minutes of May 23, 2017. Darren Harmon moved and Jeff Brown 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, position 2 with a term ending 6/30/2019 and position 7 with a term ending 6/30/2018. He noted that having only 5 of 7 voting positions filled is making scheduling challenging for meetings with a quorum of the committee to conduct business. He noted that Kayla Waldron, Director of Marketing and Business Development for Woodburn Premium Outlets, had previously indicated an interest in the committee's work and attending this meeting, but had just notified that she would be unable to attend today. Members discussed that perhaps principals of Fir Point Farms would be interested.

**Report on Summer Tourism Events Regional Marketing:** Mark Ottenad reviewed regional advertising in support of community tourism events that encouraged visitors to take-in other

Wilsonville-area attractions while visiting and to linger longer. The ad campaign ran June to August in both print and online editions of Pamplin Media's Portland Tribune and a dozen community newspapers special sections and run-of-press. Mark Ottenad noted that the advertising campaign implemented a prior recommendation of the Committee to provide tourism promotional marketing support for community tourism events that the City is underwriting through tourism grant funds. Darren Harmon said that he thought the marketing campaign was well done and helpful in raising public awareness of Wilsonville's various attractions.

**Set Next Meeting Dates:** Mark Ottenad indicated that the consultants of Vertigo Marketing requested at least one month to complete the draft branding strategy and marketing plan after today's meeting to review initial proposals. Therefore, the next meeting to review the draft branding strategy and marketing plan should be near the end of October or early November. He also noted that the committee should see about scheduling the December meeting should the draft marketing plan need revisions prior to committee approval and recommendation to City Council. Since the contract with Vertigo Marketing may be amended by the expenditures associated with the marketing plan that would result in a contract totaling over \$100,000, staff plan to take the marketing plan to City Council for adoption, with a target of a December or January meeting.

Committee members reviewed their calendars and discussed various dates and times, eventually settling on the next meeting dates as Tuesday, Nov. 7, 1-3 pm; and Tuesday, Dec. 12, 1-3 pm.

### 3. Wilsonville Tourism Business Plan - Vertigo Marketing

Lynnette Braillard and Trev Naranche, principals of City tourism consultant Vertigo Marketing, presented on the Draft Tourism Branding Strategy and Draft Tourism Marketing Plan; they indicated that the draft branding strategy and marketing plan are based on a review of the Visit Wilsonville Tourism Development Strategy, City Branding Strategy and additional research. See attached presentation and outline for more details.

The objective of a branding strategy is to connote to the target markets a sense of what makes Wilsonville "Wilsonville." An initial set of phrases or branding concepts presented includes:

#### WILSONVILLE IS

Elevated.

Natural.

Pristine.

Safe.

Members discussed the concepts presented, with some questioning the term "elevated." Lynnette Braillard and Trev Naranche indicated that this term recognized that many in Wilsonville feel that their community plans for development very well, including attractive parks and recreational amenities, and that provides a higher quality of life. Mark Ottenad indicated that the City's tag-line with the initial new logo and branding strategy that was since modified said, "Powered by Purpose."

Members agreed that the other phrases appeared accurate in their description for how Wilsonville feels.

Lynnette Braillard and Trev Naranche presented the primary challenge that faces Wilsonville as a tourism destination:

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. Wilsonville currently has little to no reputation of being a visitor destination or a vacation getaway option.

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?

The opportunity for Wilsonville lies in promoting the community's close proximity to these well-known destinations. Lynnette Braillard and Trev Naranche propose to position Wilsonville as being the 'back pocket' that is close to these major attractions with concepts or slogans such as:

"Wilsonville, Portland's Back Pocket"

"Wilsonville, Willamette Valley Wine Country's Back Pocket"

They then proposed to take this concept one step further by proposing that Wilsonville promote a series of day trips, called "pocket trips," themed with various attractions, such as family-fun activities, agri-tourism farm tours, wine country touring and exploring the cultural aspects of Portland.

The "pocket" theme would also carry over to a proposed Wilsonville tourism logo or tourism mark, that appears as a series of green-shaded and black vertical stripes in the shape of a shield or pocket with a reverse "W" in the middle black stripe. They noted that a separate Visit Wilsonville or Explore Wilsonville logo is not proposed; rather, they are proposing use of a mark that echoes the overall pocket theme.

Lynnette Braillard and Trev Naranche presented additional branding components, including potential fonts for use in advertising copy.

They proposed a series of campaign tagline options for consideration, including:

*It's nice here.*

*A Pocket Full of Fun.*

*A Pocket Full of Pleasant.*

*So Much Fun Right in Your Back Pocket.*

*Oregon's Pocket.*

*See what's in our pocket.*

Committee members reacted positively to a number of these proposed taglines, including "A Pocket Full of Fun" and "So Much Fun Right in Your Back Pocket"; a number did find "See what's in our pocket" somewhat humorous, and perhaps not quite appropriate.

Lynnette Braillard and Trev Naranche recommended that the target audience be focused on those ages 25-64, including Millennials, Gen Xs and Boomers; and a target geographic market of Oregon and Washington. Members discussed that these markets could make sense, although there were some questions on the younger age-range of 25-30 portion (lack of disposable income), as well as if the 65+ (those with disposable income) market should be targeted. Committee members also noted that the Vancouver, BC, area of Canada should be considered as a target market, albeit recent exchange rates have slowed the growth of Canadian visitation.

Jeff Brown and Kevin Ferrasci O'Malley suggested that the marketing campaign should aim to increase visitation during the shoulder season months when lodging properties and attractions have capacity readily available. Members discussed that for example tagging along with Portland's winter season 'drink beer' campaign.

Lynnette Braillard, Trev Naranche and committee members discussed potential themes to hit for shoulder season months:

Sept/Oct/Nov

- Wineries
- Fall harvest
  - pumpkin patches
  - apple cider

Dec

- Shopping

Committee members discussed that the Vertigo team should meet with CCTCA, WCVA and Travel Oregon to find out about potential joint marketing and promotional leveraging opportunities.

A question was raised about transit options for visitors, and that ExploreWilsonville.com should have content and links about public transit options.

Lynnette Braillard and Trev Naranche reviewed the “Visit Wilsonville Marketing Plan: Outline of Objectives” that summarizes the key sections and components of the draft marketing plan. Committee members indicated that they thought the outline appeared quite comprehensive.

Mark Ottenad summed up that the draft marketing plan would be relayed to the committee a week in advance of the Nov. 7 meeting for review prior to the meeting. The primary focus for the Nov. 7 meeting would be consideration and discussion of the draft marketing plan. If changes are needed, then a revised plan would be presented at the Dec. 12 meeting, with the objective being to make a recommendation to the City Council in January 2018.

#### **4. Wilsonville Town Center Plan – Planning Div. Staff**

Long-Range Planning Manager Miranda Bateschell and Associate Planner Jen Scola reviewed public input to date on Town Center Plan suggestions, and then led committee members on an interactive exercise. Committee members divided into two groups, each with an aerial image “game board” of the Town Center area and various colored shapes representing residential and commercial buildings. Planning staff assisted committee members to re-think how the Town Center area is laid out in terms of traffic flow, parking, walking, shopping and other activities.

At the conclusion, both groups had produced similar layouts, with a new street down the middle, parking garages in certain external corners, residential housing mixed with retail in the Town Center Shopping Center area and hotel/conference center near the Fry’s location.

#### **Attachments — Sept. 19, 2017, Meeting Materials Presented:**

- Wilsonville Branding Campaign Presentation
- Visit Wilsonville Marketing Plan Outline of Objectives

Respectfully submitted by Mark Ottenad on October 6, 2017.



# CAMPAIGN BRANDING STRATEGY

WILSONVILLE, OREGON

SEPTEMBER 19, 2017

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## WILSONVILLE IS

Elevated.

Natural.

Pristine.

Safe.

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# WILSONVILLE IS

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.

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# WILSONVILLE IS

Affordable.

Family-friendly.

Walkable & bikeable.

Farm Fresh.

Nature & Culture-rich.

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# VISION

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

# MISSION

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

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# THE CHALLENGE

How do you distinguish Wilsonville from the other Portland Metro suburb cities like Tigard or Tualatin?

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To most, Wilsonville is one of those unrecognizable I-5 freeway strip cities that sits between Portland and Salem.

Wilsonville currently has little to no reputation of being a visitor destination or a vacation getaway option.

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## **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?

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# POCKET TRIPS

*"Wilsonville, Portland's Back Pocket"*

*"Wilsonville, Willamette Valley Wine Country's Back Pocket"*

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## SAMPLE AD COPY

WILSONVILLE, PORTLAND'S BACK POCKET

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.

ExploreWilsonville.com. Where visiting is easy & the parking is free.

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# SAMPLE POCKET TRIPS

## POCKET TRIP: 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 event where you nosh on fresh seasonal food & Oregon wine.

## POCKET TRIP: MID-CENTURY MEETINGS

### ALT: SPEED 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!

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#### TYPOGRAPHY

Name: Kiln Standard Serif Spiked

Use: Headline

Sample:

**THE QUICK BROWN FOX JUMPED OVER A LAZY DOG.**

Name: Indigo Summer

Use: Sub-headline

Sample:

*The quick brown fox jumped over a lazy dog.*

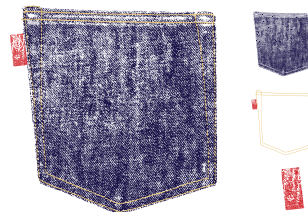
Name: Coats Regular

Use: Body copy

Sample:

The quick brown fox jumped over a lazy dog.

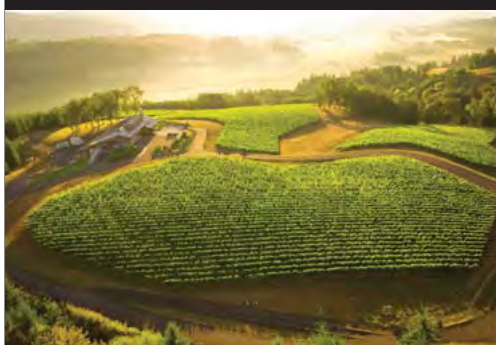
#### ARTWORK



**POCKET TRIPS**  
SO MUCH FUN RIGHT IN YOUR BACK POCKET



**POCKET TRIPS**  
*so much fun right in your back pocket*



# COLOR PALETTE

Greens with a touch of blue. Invokes nature, Oregon & growth. Plays off the City logo.

Green is the color of growth and vitality. The color of rebirth and renewal and new beginnings.

Green is an emotionally positive color, giving us the ability to love and nurture ourselves and others unconditionally.

Vacations nurture our soul.

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# CAMPAIGN TAGLINE OPTIONS

It's nice here.

A Pocket Full of Fun.

A Pocket Full of Pleasant.

So Much Fun Right in Your Back Pocket.

Oregon's Pocket.

See what's in our pocket.

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## WHY THIS WORKS

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

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

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

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## AUDIENCE TARGET

Ages 25-64

Millennials, Gen X and Boomers

Geographic:

1) Oregon 2) Washington

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## **NEXT STEPS**

Finalize campaign branding with committee over the next 30 days. Incorporate final campaign branding in final marketing plan.

Finalize marketing plan with final budget numbers and negotiate buys. Quote addendum items for additional Vertigo Marketing work.

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# World of Speed to welcome new executive director

David Pearson arrives with decades of leadership at maritime museum in Astoria

Sam Stites, Wilsonville Spokesman

Friday, October 27, 2017

<http://portlandtribune.com/wsp/134-news/376427-261660-world-of-speed-to-welcome-new-executive-director>

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SUBMITTED PHOTO: WORLD OF SPEED - David Pearson, former deputy director of the Columbia River Maritime Museum.

The World of Speed Motorsports Museum is preparing to welcome David Pearson as its new executive director come Thursday, Nov. 2.

Pearson — who arrives in Wilsonville after 22 years with the Columbia River Maritime Museum in Astoria — will oversee the museum's mission of education and entertainment through the celebration and preservation of motorsports by providing leadership, directing policy, planning and organizing staff and leading development initiatives.

"I had the opportunity to tour World of Speed last spring and I was just blown away," Pearson told the Spokesman. "It's a spectacular facility and they've done an amazing job with what would be considered a relatively young museum with possibilities."

The World of Speed opened in April of 2015 and is an educational museum featuring historic racecars, boats, and motorcycles that tell the story of motorsports culture. Through interactive exhibits and hands-on activities, World of Speed offers visitors a behind-the-scenes view of the racing world. It encompasses many aspects of motorsports, including drag racing, road racing, land-speed racing, motorcycle racing, open-wheel racing, NASCAR, and hydroplanes. The nonprofit museum is funded by income from sponsorships, foundations, admissions, corporate and individual memberships, and from events held at the museum.

Pearson worked as deputy director for the Columbia River Maritime Museum, leading an executive management team and supervising all operations. He has extensive experience overseeing STEAM (Science, Technology, Engineering, Arts and Math) education programs, and implemented a popular underwater robot building class developed for schools from Portland to Astoria.

"We are honored to have David Pearson join us as executive director," said Dave Bany, World of Speed co-founder. "His previous experience aligns perfectly with the mission and values of World of Speed. We look forward to having him join the team."

Pearson's background includes a bachelor's degree in art and communications from Carroll College in Wisconsin and a master's degree in fine arts at the Savannah College of Art and



Design in Georgia. He also served for 16 years on the Astoria Historic Landmark Commission before joining the City's planning commission in 2012.

"I got my start in the curatorial world and have worked my way up from there, and this is a great opportunity. There are a lot of similarities between the museums in how they operate, and what they need to be successful nonprofits," Pearson said. "I'm looking forward to the adventure that is the World of Speed."

Pearson said he wouldn't rule out continuing his service to the public on either a planning commission or historical committee, but his first order of business is to learn the ropes at World of Speed and to familiarize himself with the community.

**WILLAMETTE  
VALLEY**



**Regional Plan 2017-19**



# Regional Cooperative Tourism Program

Research & writing:  
**Travel Portland**

Organized by:  
**Travel Portland**

For more information, please contact:

Global Marketing or Sales - Natalie Inouye  
[Natalie@eugencascadescoast.org](mailto:Natalie@eugencascadescoast.org) / 541-484-5307

Destination Development - Mary Pat Parker  
[MaryPat@visitcorvallis.com](mailto:MaryPat@visitcorvallis.com) / 541-757-1544

Industry & Visitor Services – Irene Bernards  
Staffing & Other – Irene Bernards  
[ibernards@TravelSalem.com](mailto:ibernards@TravelSalem.com) / 503-581-4325 ext. 127

Budget and Finance Questions - Jeannine Breshears  
[Jeannine@mthoodterritory.com](mailto:Jeannine@mthoodterritory.com) / 503-655-8419

For more regional information visit:  
[traveloregon.com/willamette-valley](http://traveloregon.com/willamette-valley)



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# VISION





## MISSION

The Willamette Valley Visitors Association’s (WVVA) mission is to build awareness for the Willamette Valley as a premier year-round travel destination through marketing, sales and destination development. Also, serve as the regional destination marketing organization for the Willamette Valley while driving visitor expenditures and economic impact to all parts of the region.

## RCTP GOALS



### Goal 1

Increase communication and industry awareness and education for stakeholders



### Goal 2

Increase shoulder season business (November-April)



### Goal 3

Create best-in-industry front-line experience for visitors



### Goal 4

Create and share content that creates a louder voice for the “plus” message to accompany our wine message



### Goal 5

Support the identity & visitor assets of individual communities



### Goal 6

Connect at a higher level with strategic partners to leverage funding



### Goal 7

Implement grant program to promote destination/product development

## ORGANIZATION

---

Travel Southern Oregon is an independent 501c6 organization directed by a board of 22 tourism industry stakeholders from every count and industry in the region, and has a full time staff of two.

Our RDMO serves constituents across five counties and holds board meetings six times a year across the region. The main population centers of region are along the I-5 corridor in Jackson, Josephine and Douglas counties. Klamath Falls along Highway 97 and Lakeview along Highway 395, both major corridors from California into Oregon, serve as key entry points and visitor clusters in the region.

### Board members include representatives from

-  Albany Visitors Association (Linn County)
-  Travel Lane County
-  Visit Corvallis (Benton County)
-  Travel Salem (Marion & Polk Counties)
-  Clackamas County Tourism
-  Travel Yamhill Valley

## OVERALL SUCCESS MEASURES

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Community stakeholder engagement and satisfaction is a primary measure of success for this next RCTP biennium. To that end, TSO will commit to increasing the number of stakeholder engagement opportunities throughout the region, driving attendance at these events to increase awareness and participation in TSO regional projects.

We anticipate significantly increased awareness of regional tourism programs with the next survey cycle in 2019.

A key measure of success will be in our web analytics for returning and new visitors responding to increased PR and marketing efforts: our goal is a 100% increase in web visitation in 2017-2018, with an additional 50% increase in 2018-2019.

We must begin to make an impact in the marketplace for our stakeholders, and our website will be the primary vehicle for those visitor contacts both through advertising, e-newsletters and a much more robust PR effort to inspire visitors through the power of Southern Oregon stories.

Secondary measures of success will be increased social media engagement, increased Q1 occupancy rates, and increasing TSO membership by 25% in the next biennium.

We will also rely on the [Dean Runyan](#) economic impact research, the [Longwoods](#) visitor profile and Tourism Economics research. WVVA is trying to influence consumers to visit the Willamette Valley and grow our economy.

We are trying to engage more people in the work of WVVA, and communicate to our stakeholders regularly so they are informed about WVVA efforts. WVVA cares about collaboration, partnerships and about reaching all corners of the region to ensure success.

# OPPORTUNITY



## REGIONAL TOURISM

In the Willamette Valley direct destination spending is estimated at \$1.525 billion dollars, of which 72% is from overnight visitors and the remaining 28% is accounted for from day visitors (2015, Dean Runyan). The most current estimates report 19.6 million overnight person-visits to the region.



**\$1.5 billion**

Direct Visitor Spending

Vineyards and wine is the Willamette Valley's iconic asset. In 2016, the Willamette Valley was named Wine Region of the Year by Wine Enthusiast Magazine. The region is becoming renowned as a wine destination for the hundreds of vineyards and award-winning wines.

Estimated Total  
of Overnight Visitors  
**19.6 million**

**72%**

Overnight Visitors

The Willamette Valley is consistently in the media as one of the top wine producing regions in the world. However, defined from Newberg to Cottage Grove and the crest of the Cascades to the crest of the Coastal range, the Willamette Valley is the largest river valley in the Pacific Northwest, and as such offers a plethora of visitor assets (e.g. agriculture, cycling, covered bridges, culinary, history, gardens, recreation, waterfalls, rivers, mountains, birding, events, retail, education, small towns, metro areas...)

**April - September**  
Peak Season

**28%**

Day Visitors

Adventures with the Willamette Valley are diverse. In very general terms, softer adventures are found closer to I-5 and more active adventures are found in the forests and public lands of the coast range and the West Cascades where visitors are more likely to camp or find cabins or small lodges in the more rural towns.

**October - March**  
Soft Season

**Wine Region  
of the Year**

Wine Enthusiast Magazine  
- 2016 -



Year to date the Willamette Valley continues to experience lodging occupancy growth, albeit slow (1.3% YTD as of Feb. 2017).

April through September continues to be the peak season for visitors to the region with October through March considered the soft season.

With 49% of the visitors to the Willamette Valley retired/not employed, well-educated and 67% without children under 18 they are a great market to target during the soft season when school is in session.

The Willamette Valley attracts soft-adventure seekers, people who enjoy outdoor activities but also appreciate the heritage and culinary offerings of the region.

Also, we would be remiss if we didn't mention the impact of the Willamette Valley's colleges and universities. Collegiate activities and venues are extremely important to the economy of the region.



## STAKEHOLDER FEEDBACK

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The following are key findings and feedback from a stakeholder survey and in person meetings:

**Stakeholder Input:** Improve communication to stakeholders about WVVA's marketing and development efforts and create more connections for communities to understand the importance of the visitor industry.

**WVVA Response:** Improving communication, connections and awareness is a high priority for WVVA. The association will form stakeholder committees to ensure engagement and to harness creative ideas and bandwidth. WVVA will also create regular reports and updates in the form of E-communications to ensure awareness of WVVA efforts, opportunities and facts regarding the economic importance of the industry. These communications will also be added to an industry section of WVVA's website.

**Stakeholder Input:** Increase off-season visitation/more year-round visitation

**WVVA Response:** Increasing off-season visitation is important to our industry and is a priority. We need to work to fill lodging facilities during the soft season and grow the economy during those times. WVVA will keep this top of mind when implementing all strategies (e.g. advertising, social media, PR and content creation). WVVA needs to hear from our stakeholders what assets and offerings are available during the shoulder season of which we may not be aware.

**Stakeholder Input:** Focus on plus messaging of niches and the West Cascades

**WVVA Response:** WVVA will analyze our current "Wine Plus" message to ensure the cultural/heritage niche and the West Cascades are benefitting from WVVA efforts. We will also consider a "family" of brand logos concept that may aid in this area.

**Stakeholder Input:** Development assistance

**WVVA Response:** WVVA will implement a development plan and granting program to assist the region with a variety of development opportunities (e.g. transportation asset inventory, cycling routes, trails, staff, content assets).

**Stakeholder Input:** Create and share more content

**WVVA Response:** This is where WVVA's communication strategy comes into importance. WVVA is creating content and numerous videos and will continue to build these libraries. We need to work at sharing the content we create and heighten the communication about our efforts.

**Stakeholder Input:** Work on creating a skilled workforce.

**WVVA Response:** There are many opportunities available for customer service training and hospitality education (Travel Oregon, ORLA, Chemeketa Hospitality program, OSU etc.). WVVA will be sure to communicate out the resources available to the industry.

**Stakeholder Input:** Promote a "see Oregon first" message to Oregonians.

**WVVA Response:** This is a statewide issue for not only WVVA and DMOs but for Travel Oregon and all of the regions. Historically, WVVA has focused on out-of-state consumers with our strategies due to funding policies. WVVA will follow Travel Oregon's lead, be supportive of local DMO efforts and adapt where appropriate.

**Stakeholder Input:** Help communities understand the value of tourism (educate).

**WVVA Response:** This is another statewide issue. However, WVVA can create a "speaker's bureau" type of group that can be available to speak with interested communities. WVVA can also be sure the local industry knows about all resources available (Travel Oregon, ORLA, and local DMO etc.)

# PLAN

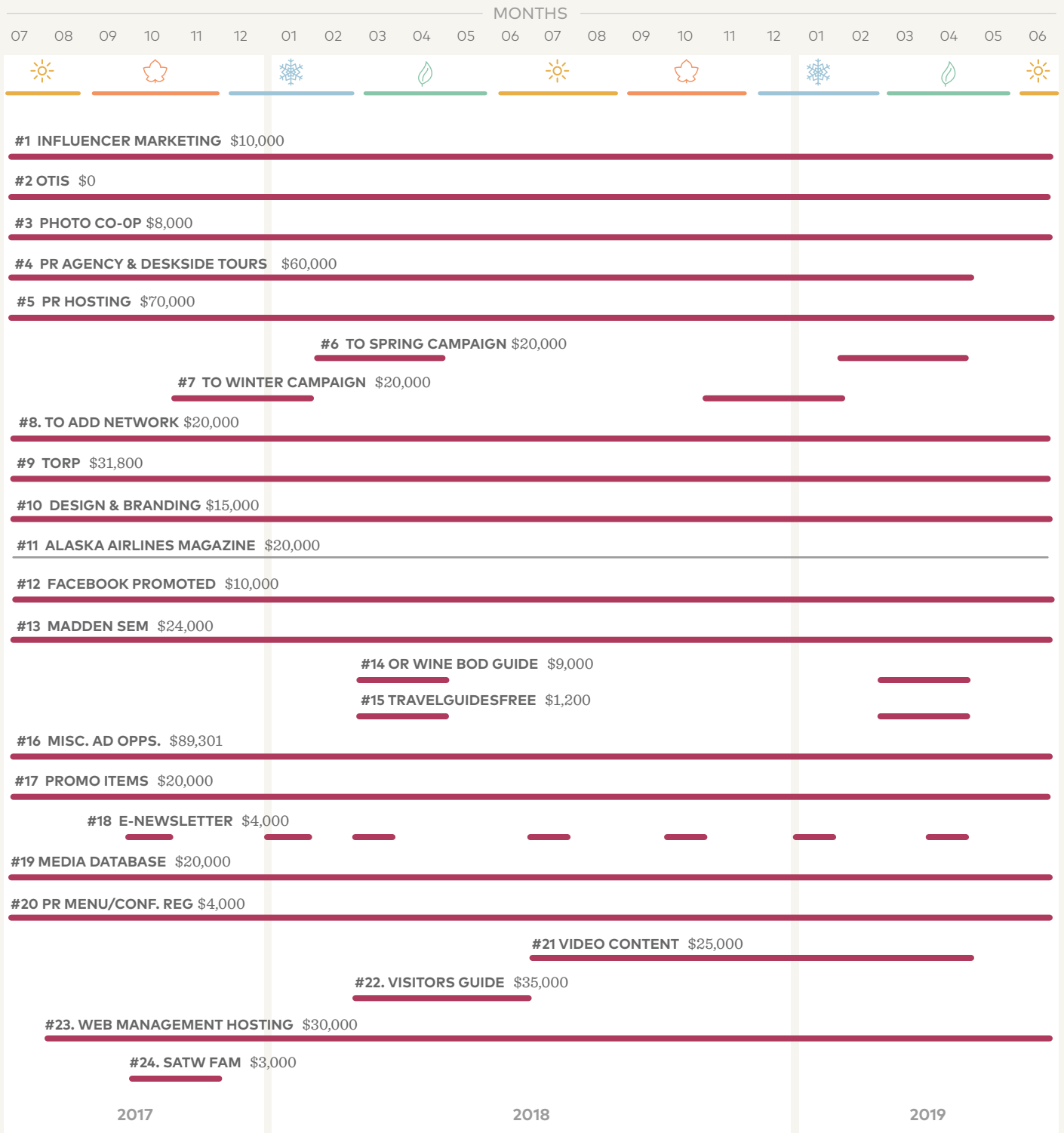


## OVERALL BUDGET

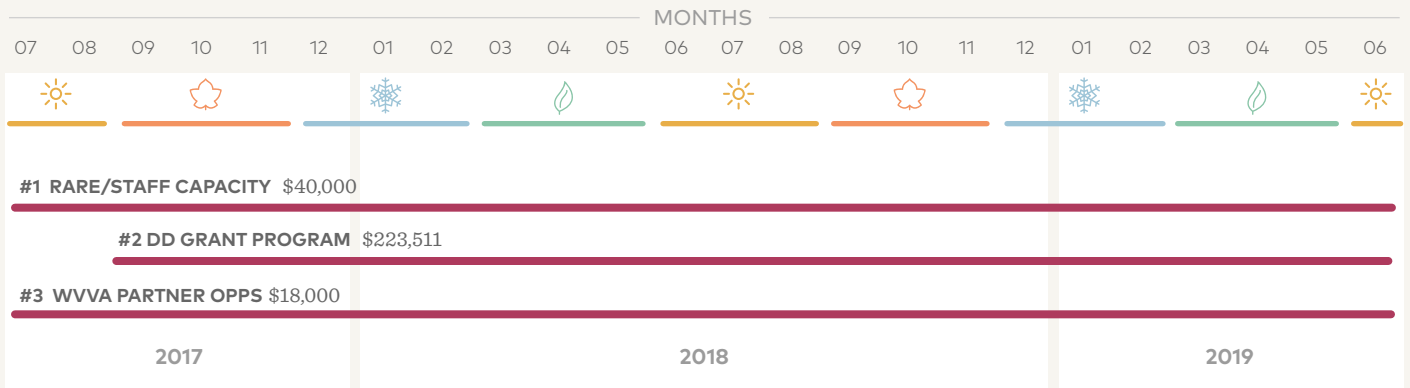
DEPARTMENT/CATEGORY	FY 17-18 BUDGET	FY 18-19 BUDGET	BIENNIUM BUDGET	% OF BUDGET
Global Marketing	\$233,900	\$315,401	\$549,301	42%
Destination Development	\$111,511	\$170,000	\$281,511	22%
Staffing	\$121,000	\$121,000	\$242,000	19%
Global Sales	\$84,300	\$79,300	\$163,600	13%
Other	\$10,000	\$10,000	\$20,000	2%
General Contingency	\$8,072	\$20,615	\$28,687	2%
Industry & Visitor Services	\$6,800	\$12,200	\$19,000	1%
<b>Total</b>	<b>\$575,583</b>	<b>\$728,516</b>	<b>\$1,304,099</b>	<b>101%</b>

# RCTP OVERALL PLAN

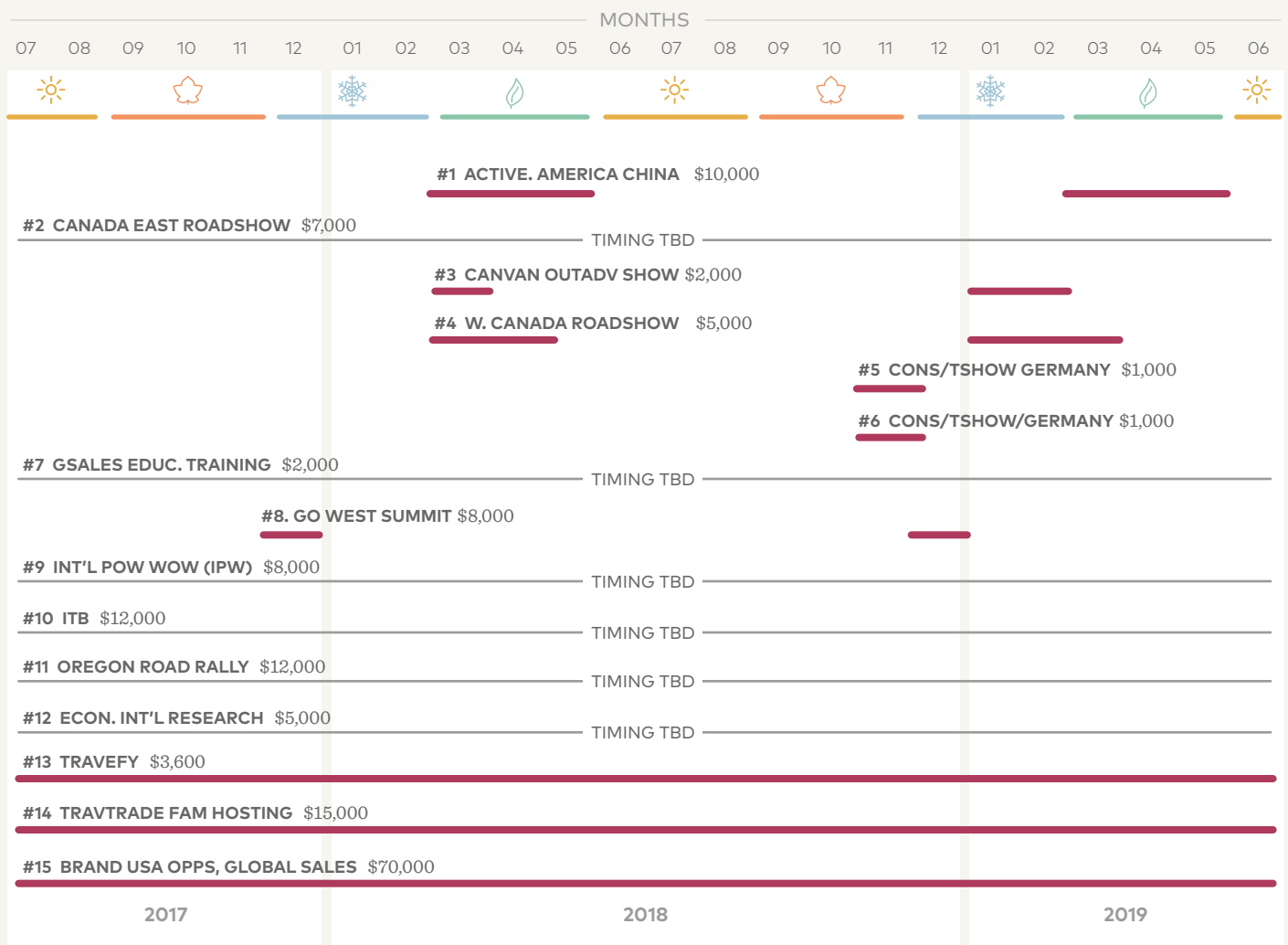
## - GLOBAL MARKETING PLAN -



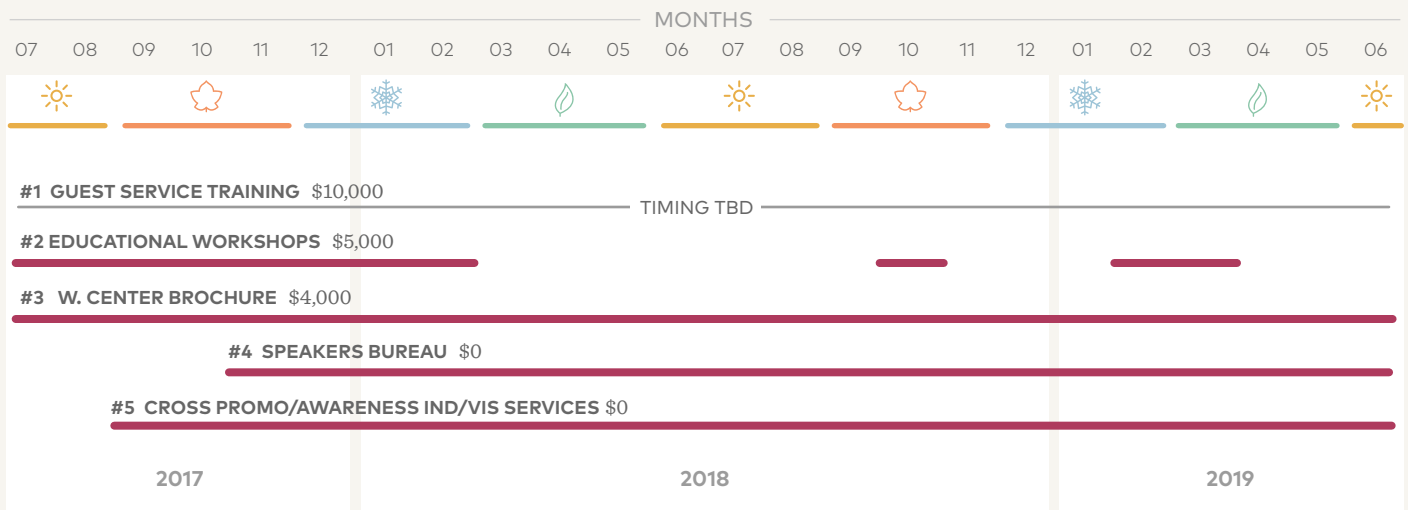
- DESTINATION DEVELOPMENT PLAN -



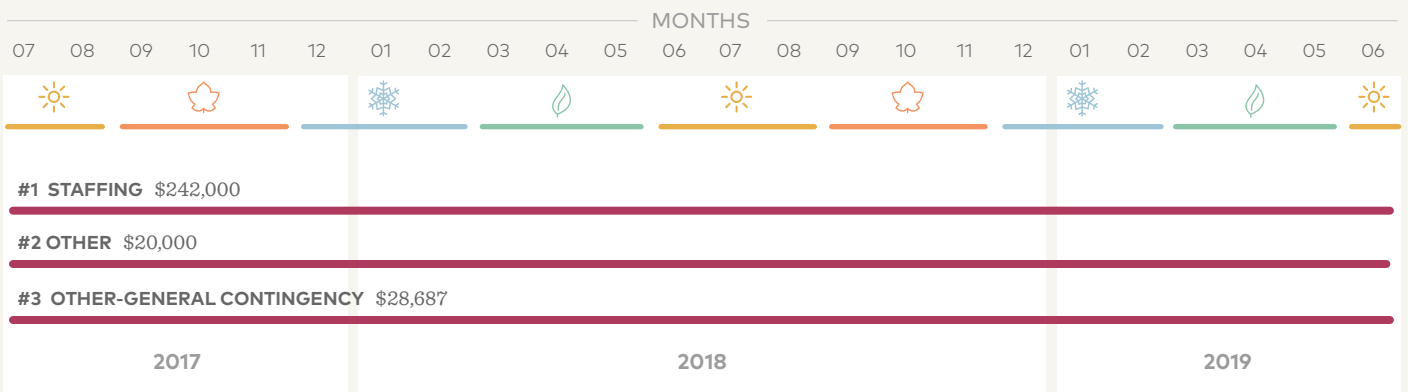
- GLOBAL SALES PLAN -



- INDUSTRY & VISITOR SERVICES PLAN -



- STAFFING & OTHER PLAN -



## GLOBAL MARKETING

*Visit the live RCTP Dashboard for full tactic details and progress.*

WVVA will market the Willamette Valley year round with an emphasis on shoulder season business and build upon past strategies including: traditional and online advertising, seasonal promotions, robust public relations and social media campaigns, visitors guide development, expansion of OregonWineCountry.org, build content/ niche assets and partner at a higher level with Travel Oregon's investment opportunities. Research will be used to assist with strategy and targeting.

## TACTICS

- |  |   |
|--|---|
| <b># 1</b> Influencer marketing                          | <b># 13</b> Madden Media SEM                                  |
| <b># 2</b> OTIS partnership (formally the ORB)           | <b># 14</b> Oregon Wine Board Guide                           |
| <b># 3</b> Photography co-op                             | <b># 15</b> TravelGuidesFree.com                              |
| <b># 4</b> PR agency coordination & desk-side tours      | <b># 16</b> Miscellaneous advertising opportunities           |
| <b># 5</b> PR hosting/media FAM Tours<br>(WVVA efforts)  | <b># 17</b> Promotional items                                 |
| <b># 6</b> Travel Oregon spring campaign                 | <b># 18</b> E-newsletter (consumer & industry)                |
| <b># 7</b> Travel Oregon winter campaign                 | <b># 19</b> Media database monitoring                         |
| <b># 8</b> Travel Oregon ad network                      | <b># 20</b> PR membership & conference registration           |
| <b># 9</b> TORP  | <b># 21</b> Video content                                     |
| <b># 10</b> Account design/media &<br>branding expansion | <b># 22</b> Visitors guide                                    |
| <b># 11</b> Alaska Airlines Magazine                     | <b># 23</b> Website management & hosting                      |
| <b># 12</b> Facebook promoted posts                      | <b># 24</b> Society of American Travel Writers<br>FAM Hosting |

## DESTINATION DEVELOPMENT

*Visit the live RCTP Dashboard for full tactic details and progress.*

WVVA will support region wide development projects (e.g. transportation) and create a granting program to support individual projects submitted by stakeholders such as: locally grown, curb appeal, agritourism, signage, transportation linkages, outdoor/nature-based recreation, sustainable projects, guided experiences and visitor amenities (lodging, rest rooms etc.).

WVVA will consider where the region has asset gaps and what is currently underway that WVVA can enhance.

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### TACTICS

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**# 1** RARE tourism development/staff capacity

**# 3** WVVA partner product development opportunities

**# 2** Region wide and grant program development



## GLOBAL SALES

*Visit the live RCTP Dashboard for full tactic details and progress.*

WVVA will consider research, input from Travel Oregon's Global team and budget to determine the international markets that are a priority for the Willamette Valley. WVVA will partner with Travel Oregon's international travel trade opportunities and emphasize shoulder season visitation.

WVVA will consider destination development grants that have a global interests and would further the region's ability to attract international visitors.

WVVA will make investments and develop products/ itineraries that can be used by the Travel Oregon global sales staff.

WVVA will work on international education and readiness throughout the region.

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## TACTICS

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**# 1** Active America China Summit

**# 2** Canada East Roadshow

**# 3** Canada Vancouver Outdoor  
Adventure Show

**# 4** Western Canada Roadshow

**# 5** Consumer Tradeshow Germany

**# 6** Consumer Tradeshow United Kingdom

**# 7** Global sales educational trainings

**# 8** Go West Summit

**# 9** IPW  
(International Pow Wow)

**# 10** ITB

**# 11** Oregon Road Rally

**# 12** Tourism Economics International  
Regional Research

**# 13** Travefy

**# 14** Travel Trade FAM hosting

**# 15** Brand USA opportunities

## INDUSTRY & VISITOR SERVICES

*Visit the live RCTP Dashboard for full tactic details and progress.*

WVVA understands that stakeholders want more communication regarding marketing, development, results, opportunities and educational awareness of the value of tourism as well as customer service. Strategic communications will be developed to meet this need (e.g. e-updates, reports, committees).

The WVVA development grant program and other funding opportunities will be communicated out through all channels and platforms. Communities will become more aware of WVVA's efforts and resources through enhanced communication and that will play a vital role in raising awareness of the industry and its value.

## TACTICS

**# 1** Guest service training

**# 4** Speakers Bureau

**# 2** Educational workshops

**# 5** Cross promotion/awareness

**# 3** Welcome Center brochure program

## STAFFING & OTHER

WVVA plans to incorporate two full-time contractors. Positions and duties will most likely be delineated as

- » 1) PR/Marketing
- » 2) Communications/Development, and Industry Relations.

**Staffing Planned Budget: \$242,000**

Description: Includes salary for two contractors, benefits and office space

**Expected Outcome:** WVVA will rely heavily on two contracted staff/employees to implement a large portion of the Willamette Valley's plan.

However, Board members, individual DMO employees and stakeholder committees will also work to implement the tactics of the plan.

**Financial Policy:** WVVA's treasurer works with a CPA on monthly finances. Those financials are then reviewed by the WVVA Finance committee before being presented to the full WVVA Board of Directors.

Quarterly Lane County's accountant reviews the financials and gives input. WVVA undergoes an annual review/audit conducted by the firm of Stover Neyhart CPAs.

**Other Planned Budget: \$20,000**

**Description:** Include expenses for administering the WVVA plan related to general business travel, meals and conferences.

**General Contingency: \$28,687**

**Description:** Throughout the year WVVA is approached by Travel Oregon and other strategic partners with unbudgeted opportunities that arise/become available. WVVA will hold these funds for those opportunities and partnerships.



TRAVEL  OREGON