

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, May 31, 2018 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall



**EXPLORE
WILSONVILLE!**

A POCKET (OF FUN)

VOTING MEMBERS

Jeff Brown, Chair

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

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson
Executive Director,
World of Speed
Motorsports Museum

Brandon Roben
CEO, Oaks Park

David Stead
General Manager,
Langdon Farms Golf
Club

ADVISORY / EX-OFFICIO MEMBERS

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

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

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

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

STAFF

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC
Lynette Brailard
and Trev Naranche,
Principals

- 1. Welcome 10:00**
 - a. Committee members and guests self-introductions
- 2. Committee Business and Updates 10:10**
 - b. Approve Prior Meeting Minutes of April 12, 2018 * *p. 2*
 - c. Positions for terms expiring 6/30/2018 for reappointment on June 18 to new three-year terms expiring 6/30/2021:
 - Position # 5 - Darren Harmon
 - Position #6 - David Stead
 - d. Recruitment: Position #7 Vacant (expiring 6/30/2021)
 - e. 2018 City tourism grant aware of \$4000 to Wilsonville Kiwanis to produce Aug. 25 Kiwanis Kids Fun Run is now cancelled
 - f. Next meeting: Aim for late September/early October?
- 3. Annual Update of Tourism Promotion Business Plan 10:20**
 - g. Review and approve Revised Draft of the FY18/19 “1/5-Year Action/Implementation Plan” * *p. 6*
 - Scheduled for Council adoption on July 16
- 4. Vertigo Marketing Report 10:40**
 - h. Visitor Profile Study:
 - Survey instrument/questionnaire developed * *p. 17*
 - Survey locations being secured; sample letter of request * *p. 20*
 - RRC Assoc. start intercepts June 2-3 at Festival of the Arts
 - i. Marketing Updates: Print ads submitted to AAA Via magazine and Travel Portland guide * *p. 22*
 - j. Review Draft 1 of the Explore Wilsonville Pocket Guide ■
 - k. Review ExploreWilsonville.com redesign mock-ups * ■
 - l. Benchmark tourism metrics to establish baseline for future Quarterly Reports (latest and historical lodging/occupancy reports)
- 5. Adjourn 12:00**

* materials in packet or online ■ materials at meeting

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Thursday, April 12, 2018 • 10 am – 12 pm

Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

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

Ex-officio members, staff, consultants and guests attending: Erica Behler; Lynnette Brillard; Mike McCarty; Kevin Ferrasci O'Malley; Samara Phelps; Sylke Neal-Finnegan; Mark Ottenad; Brian Stevenson; Steve Van Wechel; and Trev Naranche via conference call.

2. Committee Business and Updates

b. Approve Meeting Minutes of Prior Meetings: Committee members reviewed the draft meeting minutes of Feb. 12 and March 15, 2018. Dave Pearson moved and Brandon Roben seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

c. Announcement: Brandon Roben has been named new CEO for Oaks Amusement Park.

d. Terms expiring 6/30/2018; Mark Ottenad noted that the following positions are open for reappointment/recruitment: Position # 5 Darren Harmon; #6 David Stead; #7 Vacant. Both Darren Harmon and David Stead have indicated a desire to serve another three-year term.

e. City projects advancing: Mark Ottenad reported that the FY17/18 & 18/19 Tourism Promotion Marketing Plan in the amount of \$200,000 was approved by Council. The City is also advancing the Visitor Profile Study in the amount of \$60,000 using committee-recommended tourism funds and the Visitor Wayfinding/Directional-Signage Project in the amount of \$125,000, which is being funded through Community Development Fund.

3. March 15 Tourism Grant Reviews & Awards

f. Committee members review of process: Committee members discussed the City Community Tourism Grant Program and Clackamas County Community Partnership Grant Program grant review and award process.

Committee members agreed that Brian Stevenson made the process relatively straight-forward and easy to do. Members suggested that a new stipulation starting for 2019 award round would be to require grant recipients to include the Explore Wilsonville logo and website link, along with text indicating sponsorship by the City of Wilsonville.

4. Vertigo Marketing Report

g. STR Benchmarking issues: Mark Ottenad directed committee members' attention to the packet STR report and a memo on STR reports by Trev Naranche. The STR report showed the participating hotels within a 25-mile radius of Wilsonville.

Trev Naranche said the goal is to identify a community that is similar to Wilsonville that could be used as a comparable to evaluate changes over time in lodging rates and occupancy. A comparable could also be for a city in an adjacent state. Committee members discussed both

local-area and out-of-state communities, including Lynwood, WA, which is a suburban community on I-5 outside of Seattle.

Members discussed a number of other cities/areas that had previously been suggested as comparables:

- Gresham and Vancouver are too large and close to Portland as a comparable
- Hillsboro is too large and not on interstate
- Tigard is too large and too close; Tualatin too close and has no STR hotels
- Medford is a large city in the middle of ‘nowhere’
- Troutdale is well positioned as a STR comparable the committee decided:
 - Total population of Troutdale area that includes Fairview and Wood Village is similar to Wilsonville area.
 - Troutdale is located along interstate highway on edge of Portland metro area, like Wilsonville.
 - Troutdale-area has a major industrial and corporate business presence like Wilsonville.
 - Area has a major shopping outlet, similar to Wilsonville’s nearby Woodburn Premium Outlets.
 - Troutdale has a similar number of STR hotels and room-counts as Wilsonville.

h. Benchmark tourism metrics to establish baseline for future: Lynnette Braillard discussed that she would work with City and tourism partners to obtain TLT information to see how Wilsonville compares to remainder of each county. She indicated that the target would be to produce quarterly reports on TLT and other metrics.

i. Social media grant match awarded with Mt. Hood Territory: Lynnette Braillard said that Vertigo Marketing / Explore Wilsonville had been awarded a \$250 grant for social media promotion from Mt. Hood Territory that will be used to promote Wilsonville attractions. Proposed ads include the World of Speed Museum, Farmlandia Farm Loop, and other attractions geotargeted and psychographically targeted to potential visitors who live more than 50 miles away, as well as those traveling through the Portland and Salem metro areas. .

j. Marketing Updates: Lynnette Braillard said that various marketing collateral items are being produced now.

k. Present ExploreWilsonville.com Redesign Mock-Up(s): Lynnette Braillard reported that the ExploreWilsonville.com re-design would be ready for committee to review in late April or early May. She indicated that Vertigo Marketing was developing content for attractions and hospitality businesses in the region; she noted that links to Chamber of Commerce website would be included on the new site.

l. Pocket Trips: Lynnette Braillard reviewed with the committee a set of 12 themed recommendations for visitor guide and website. While committee members noted additional attractions and business listings, members also expressed concern that there too many options listed. Samara Phelps indicated a preference to focus on key items for a trip in order to make manageable for the visitor; she noted that the Visitor Profile Study may help us to refine the pocket trips in the future to more closely match know visitor interests.

During committee review of the “Pocket Trip Ideas” draft 1, members made a few notations:

1. Eating & drinking

300+ Wineries: consider adding tasting-tour companies

3. Shoppers delight

Made in Portland: consider adding Downtown Oregon City

5. History & Heritage

History Hunter: consider adding Newell House Pioneer Village and Tualatin Heritage; also, History Pub talks at McMenamins Old Church & Pub.

Museums: consider adding Museum of the Oregon Territory and the End of the Oregon Trail Interpretative Center in Oregon City; World Forestry Center in Portland.

6. Indoor

Skate: remove Family Fun Center and Clackamas Town Center

Items to consider adding:

Bowling at Wilsonville Lanes

Sports — Baseball: Hillsboro Hops, Salem-Keizer Volcanoes; Soccer: Timbers

7. Outdoor

Golf: consider adding Disc Golf courses at Memorial Park and Champoeg State Heritage Area

Hiking: consider calling out Graham Oaks Nature Park, adding Champoeg State Heritage Area, Magness Memorial Tree Farm

Willamette River: consider adding Roger's Landing Park in Newberg, boat launch at Butteville, adding Brown's Ferry Park on the Tualatin River

Wildlife viewing: consider adding Tualatin River National Wildlife Refuge and Jackson Bottom Wetlands Preserve

Animal lovers: consider adding Fido's Taphouse

Mt Hood: consider adding Mt Hood Adventure Park

8. Art & Music

Self-guided art tour publication is now out of date

Other items to consider adding the Lake Oswego and Oregon City Festivals of the Arts

9. Equestrian

Possibly change name

Add all of the Country Classic horse shows, St. Paul Rodeo and Molalla Buckeroo

10. Luxury traveler

Possibly change name

Lynnette Braillard noted that incentives would be needed for the visitor survey to encourage participation. She asked committee members and Kevin Ferrasci O'Malley for potential give-away coupons; she reported that Vertigo Marketing had commissioned production of a clothing patch with a heart shape in an outline of Oregon.

m. Print Ads: Lynnette Braillard indicated that the final set of Pocket Trips had to be selected for next print ad due that is due in May.

n. Visitor Profile Survey: Lynnette Braillard noted that incentives would be needed for the visitor survey to encourage participation. She asked committee members and Kevin Ferrasci O'Malley for discounts and deals from local Wilsonville businesses to include on a coupon sheet that would be handed out to those who complete the survey; she reported that Vertigo Marketing had commissioned production of a stitched fabric patch that can be used as a sticker or sewn on. The patch will feature an outline of the state of Oregon and have a heart where Wilsonville is. The sticker/patch will be attached to a 4"x4" printed card branded with ExploreWilsonville.com.

Committee members reviewed various specific potential sites for visitor intercept surveys:

- McMenamins / History Pub is *last* Tuesday 6:30pm

Members agreed that the following events were worthy to consider: Wilsonville Festival of the Arts; Any/all of the Country Classic Horse Shows; St. Paul Rodeo, all of the sports tournaments held in Memorial Park, Add Holiday Inn to list

5. Annual Update of Tourism Business Plan

o. Mark Ottenad reviewed components of the Draft FY18/19 1/5-Year Action/Implementation Plan required by City Council of the Tourism Promotion Committee for the expenditure of funds under the tourism promotion program. He requested that committee members take some time to review the draft plan—especially sections E and F—that pretty much carries forward most of the components of the current Plan that are now underway. He indicated that he sought for the committee to approve a final plan at the May 31 meeting for recommendation of adoption by the Council in July.

6. Adjourn

p. Steve Van Wechel, president of the Boones Ferry-Wilsonville Historical Society and a tourism promoter, reported on his efforts to organize the first local area “fondo” bike ride in the Wilsonville countryside as the ‘Salmon Cycling Classic’.

The meeting ended at 12:15 pm; Vice Chair Harmon noted that the next meeting of the Tourism Promotion Committee is scheduled for Thur, May 31, 10 am – 12 pm, at City Hall.

Respectfully submitted by Mark Ottenad on April 19, 2018.

Wilsonville Tourism Promotion Committee



FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



May 31, 2018

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A. Introduction

The Wilsonville Tourism Promotion Committee on May 31, 2018, recommended for adoption to the City Council the third rolling Five-Year Action Plan and Annual One-Year Implementation Plan (“Plan”) for FY 2018/19. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus. Members of the committee have worked diligently to advance the objectives of the Council as outlined in Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program and Committee to further goals and objectives of the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Tourism Promotion Committee Members

Housed in the Parks and Recreation Department with support from the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of the 11 members total, with seven voting positions and five ex-officio advisory positions, as established by Resolution No. 2541, sorted descending alphabetically by last name.

The seven voting members of the committee include:

1. **Jeff Brown, Chair:** Former General Manager of Holiday Inn Wilsonville and member of the Tourism Development Strategy Task Force; Position No. 3, term ends 6/30/20.
2. **Darren Harmon:** General Manager of Family Fun Center and member of Tourism Development Strategy Task Force; Position No. 5, term ends 6/30/21.
3. **Al Levit:** Retired resident who is a Bike Club Coordinator; former Commissioner on the Wilsonville Planning Commission; Position No. 4, term ends 6/30/20.
4. **David Stead:** General Manager of Langdon Farms Golf Club and member of the Tourism Development Strategy Task Force; Position No. 6, term ends 6/30/21.
5. **Brandon Roben:** CEO of Oaks Amusement Park, Portland; formerly Executive Director of Evergreen Aviation and Space Museum, McMinnville; Position No. 2, term ends 6/30/19.
6. **Dave Pearson:** Executive Director, World of Speed Motorsports Museum; Position No. 1, term ends 6/30/19.
7. **Vacant:** Position No. 7, term ending 6/30/2021.

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

8. **Clackamas County Tourism and Cultural Affairs**, dba Oregon’s Mt Hood Territory: Danielle Cowan, Executive Director, or designee, including Samara Phelps, Tourism Development Lead; Casey Knopik, Development Specialist; or Jim Austin, Community Relations Lead.
9. **Washington County Visitors Association (WCVA):** Carolyn McCormick, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.
10. **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.

11. **City of Wilsonville Parks and Recreation Dept.** Director or designee: Mike McCarty, Director, or Brian Stevenson, Recreation Manager; or Erica Behler, Recreation Coordinator.
12. **City of Wilsonville City Council:** Councilor Charlotte Lehan, who also serves as the City Council liaison to the committee.

C. Committee Meetings

The committee met on eight occasions in FY 2017-18, surpassing the minimum required four meetings per fiscal year per Resolution No. 2541. Meeting of the committee were held on Sept. 19, Nov. 7, and Dec. 12, 2017; and Jan. 30, Feb. 13, March 15, April 12, and May 31, 2018.

D. Advancing Tourism Development Priorities

The Committee continued to work on the Top-16 priorities, as determined by the committee during the first year of work, of 50 total potential ‘actions for success’ outlined in the Tourism Development Strategy adopted by Council in May 2014.

Top Priorities and “Themed Issues” for Additional Work

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

E. Past Year's Accomplishments, FY 2017/18

The Tourism Promotion Committee had a successful year, advancing key objectives as set-out in the prior fiscal year's Plan. Following is an accounting of accomplishments achieved towards meeting this year's objectives.

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

The Committee lost two members and gained two members over the course of the fiscal year. New appointed committee members include Dave Pearson, Executive Director of the World of Speed Motorsports Museum in Position No. 1, term ending 6/30/19; and Brandon Roben, CEO of Oaks Amusement Park and formerly Executive Director of Evergreen Aviation and Space Museum in Position No. 2, term ending 6/30/19. Position No. 7 remained vacant.

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

Jeff Brown was re-elected as chair and Darren Harmon as vice chair during the first meeting of the new fiscal year in September 2017.

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

The Committee oversaw the tourism grant review and award process for both the City of Wilsonville Community Tourism Matching Grant program and the Clackamas County Tourism Community Partnership Program. In March 2018, the committee awarded \$44,000 in grants to assist seven local organizations in providing events and attractions that attract visitors.

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

- Wilsonville Celebration Days: \$7,000 to produce the 17th annual Aug. 5 Fun in the Park event.
- Brews for Community: \$5,000 to produce the Aug. 12 Wilsonville Brewfest summer event.
- Wilsonville Arts & Cultural Council: \$5,000 for producing the June 2-3 Wilsonville Festival of the Arts.
- Wilsonville Kiwanis: \$4,000 to produce the Aug. 25 Kiwanis Kids Fun Run [subsequently, Kiwanis announced cancellation of event].
- Rotary Club of Wilsonville: \$4,000 to produce the annual, four-show Wilsonville Rotary Summer Concert Series.

Clackamas County Tourism Community Partnership Awards — \$19,000

- World of Speed Motorsports Museum: \$10,000 towards out-of-area marketing efforts to promote this summer's exhibit, "Porsche 911—55 Years of Driving Greatness."
 - Wilsonville Celebration Days: \$5,000 to increase out-of-area marketing efforts for the annual Fun in the Park festival, including radio, magazine and newspaper ads.
 - Willamette Falls Heritage Coalition: \$4,000 for new marketing materials highlighting the Willamette Falls Heritage Area, including attractions, activities, events and services.
- **Tourism Development and Operations Consultant contractor commences first annual contract to advance Tourism Promotion Program as outlined in the RFP and Plan, including development of business and marketing plans.**

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

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

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

Vertigo Marketing also developed a scope of work for specific Advertising & Marketing Services that implements the overarching “Marketing Playbook” Plan. The Advertising and Marketing Services Scope of Work was approved by the Tourism Promotion Committee on December 12, 2017.

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

- **Tourism branding strategy is developed by contractor as component of Plan.**

A tourism branding strategy, as shown in the Marketing Playbook, was developed.

- **Tourism website is monitored by committee and improved as recommended.**

The tourism website, ExploreWilsonville.com, has continued to be revised and updated. Vertigo Marketing is working on a re-launch of the website to provide better consistency in style and looks based on the adopted Marketing Playbook.

- **Committee develops and recommends to City Council for adoption the update to the FY 18/19 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee has developed and recommends to City Council adoption of this FY18/19 update to the tourism business plan known as the 19 Five-Year Action Plan and Annual One-Year Implementation Plan.

- **Two recommended studies are commenced, including a visitor profile study (Plan item 3.1) and a feasibility study for all-weather or indoor, multi-purpose athletic facility (Plan item 3.2)**

The committee is working with Vertigo Marketing to advance a visitor profile study that is set to occur over the course of two fiscal years, FY 17/18 and FY 18/19. The City intends to contract with RRC Associates of Boulder, CO, and Vertigo Marketing for the visitor profile study.

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

The committee monitored and participated in providing feedback to the Planning Division on the Town Center Plan redevelopment effort.

F. Five-Year Action Plan for Tourism Development: FY 18/19 – 22/23

The longer-range five-year plan recommended by the committee focuses on developing the organizational infrastructure and advancing the marketing/promotion program for Explore Wilsonville tourism-development efforts.

This third, rolling annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections,’ the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

Year 1, 2018/19

- Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee.
- Elect committee chair/vice-chair leadership positions.
- Committee continues to oversee City and County tourism grant programs.
- Tourism Development and Operations Consultant contractor advances components of the Tourism Promotion Marketing Plan.
- The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.
- Committee develops evaluation criteria for Consultant work performance and Benchmark tourism metrics to establish baseline for future quarterly reports.
- Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.
- New tourism promotional programs are implemented with key partners.
- Committee develops and recommends to City Council for adoption the update this business plan as the new FY 19/20 Five-Year Action Plan and Annual One-Year Implementation Plan.
- The visitor profile study (item G 3.1) is completed and results analyzed; consideration is given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey.
- The committee advances a feasibility study for all-weather or indoor, multi-purpose athletic facility (item G 3.2) this year or next.
- Committee monitors and participates in Town Center Plan redevelopment effort.

Year 2, 2019/20

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

-
- Year 3,
2020/21**
- Tourism Development and Operations Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
 - Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.

-
- Year 4,
2021/22**
- Tourism Development and Operations Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
 - Website is further refined and major marketing promotion continues.
 - New tourism promotional programs are implemented with key partners.
 - Committee recommends to Council to advance formation of nonprofit DMO.

-
- Year 5,
2022/23**
- Tourism Development and Operations Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
 - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO called “Explore Wilsonville”; creates bylaws.
-

G. Annual One-Year Implementation Plan: July 2018 – June 2019

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

- 1. Implement the Tourism Promotion Marketing Plan:** The committee works with staff of the City Manager’s Office and Parks & Recreation Dept. and Tourism Development and Operations Consultant contractor Vertigo Marketing to advance the March 2017 Council-adopted FY17/18 and 18/19 Tourism Promotion Marketing Plan.

Specific components include refining as needed the tourism branding strategy, developing marketing and online/Internet website products and processes, creating a specific set of themed day trips, producing promotional print products, and finalizing specific metrics/evaluation criteria to gauge effectiveness of tourism marketing efforts.

- 2. Advance Study Efforts for City to Advance Tourism Development:** The committee works with staff of the City Manager’s Office and Parks & Recreation Dept. to work with Tourism Development and Operations Consultant contractor Vertigo Marketing for specific recommendations to the City Council for study efforts to advance tourism:
 - Visitor profile study to be undertaken in FY 17/18 and 18/19.
 - Feasibility study for an all-weather or indoor, multi-purpose athletic facility for sports tournaments and recreational and entertainment activities to be undertaken in FY 18/19 or 19/20.
 - Destination marketing strategy plan that could be undertaken in FY 18/19 or 19/20.
 - Hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project that could be undertaken in FY 19/20.
- 3. Tourism Promotion Committee Business:** The committee executes all Council-mandated activities, including electing a chair and vice chair at the first meeting of the

new fiscal year, holding at last four meetings during the fiscal year, overseeing the applications and awards of the tourism grant programs, and drafting an updated version of the Five-Year Action Plan and Annual One-Year Implementation Plan.

Following are more details on the top priorities summarized above.

1. Implement the Tourism Promotion Marketing Plan

1.1 Tourism Branding Strategy: Tourism Development and Operations Consultant contractor Vertigo Marketing has developed an Explore Wilsonville tourism branding strategy. A successful marketing plan requires first development of a larger, over-arching tourism branding strategy that control key messages, marketing content and design and the look and feel of other promotional advertising products for print or online media.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1:* Develop a destination branding strategy for Wilsonville.

1.2 Tourism Website: The committee has worked to launch an initial tourism website known as ExploreWilsonville.com that is scheduled for a redesign to match the new branding and to offer improved content by Tourism Development and Operations Consultant contractor Vertigo Marketing. Improvement of the tourism website responds to a primary weakness for Wilsonville tourism promotional efforts — namely, a lack of an “authoritative website” on Wilsonville tourism recognized by Google and other Internet search engines. The committee believes improvement of a tourism website and associated marketing efforts as outlined in the Plan are continuing priorities in this upcoming fiscal year.

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

A growing component of Internet-based products features the ability for users to check lodging, vehicle rental and other services’ date-availability and book reservations directly online. Tourism Development and Operations Consultant contractor Vertigo Marketing plans to implement an improved online directories of local area tourism businesses and attractions (rather than relying on commercial services like Yelp) and potential online transactional marketing products and other features as noted below.

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

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

Tourism Development and Operations Consultant contractor Vertigo Marketing is looking at options for the integration of online video and use of linking strategies to drive traffic and

search-engine optimization. Integral to developing an image and video content collection is obtaining services of a contracted photographer/videographer(s).

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

1.4 Email Marketing: A primary tool of Internet-based marketing is the use of database email “notifiers” to alert interested parties to events, special deals and other attractors to the Wilsonville area. Tourism Development and Operations Consultant contractor Vertigo Marketing is researching email marketing tools, especially ones that are integrated into the website and social media products that encourage ‘opt-in’ sign-ups to receive emails.

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

1.5 Social Media: Social media is a component of the larger online marketing promotional effort. Tourism Development and Operations Consultant contractor Vertigo Marketing is planning to utilize social media platforms and programs that are targeted to specific niche markets, and ones that preferably offer integration with the website product.

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

1.6 Website Analytics: One of the most powerful features of the Internet is to be able to use website traffic data to determine user interests and preferences, problems with the website content or functionality, where users are located, etc. Tourism Development and Operations Consultant contractor Vertigo Marketing is planning to integrate website analytic tools for the website product.

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

1.7 Internet Marketing Campaigns: Tourism Development and Operations Consultant contractor Vertigo Marketing is researching various kinds of services that are available for Internet marketing promotions that are targeted to specific, niche markets and that utilize database marketing.

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

1.8 Wilsonville Visitors Guide and Related Publications: Tourism Development and Operations Consultant contractor Vertigo Marketing is planning production of one or more print and online versions of a Wilsonville Visitors Guide, as well as other potential publications such as Pocket Trips (day trips) guide helpful to visitors and marketers.

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

2. Advance Study Efforts for City to Advance Tourism Development

The committee recommends to the City Council funding of three studies or research/planning efforts to advance tourism development in the greater Wilsonville market. The funds for these studies would be sourced from prior, unspent budgeted tourism funds from the prior two fiscal years, FY 15/16 and FY 16/17, while the City's tourism program was being developed by the committee and be approved by City Council with a separate budget adjustment.

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

2.2 Feasibility study for all-weather or indoor, multi-purpose athletic facility for sports tournaments and recreational and entertainment activities: The *Tourism Development Strategy* identified that the City may be well positioned to take advantage of non-summer, shoulder-season activities such as youth and league sporting activities when local lodging occupancy is lower. The study for an indoor or all-weather-use facility that includes courts and fields for year-round use should include a detailed market analysis, financial feasibility and potential financing strategies. This study is a priority for the committee that is recommended for implementation during FY 18/19 or 19/20 with a separate budget adjustment.

2.3 Destination marketing strategy plan: The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City's larger branding strategy in order to maximize branding integration and marketing expenditures. The committee recommends advancing this study during FY 19/20.

2.4 Hotel/conference center feasibility study as part of Town Center Master Plan redevelopment project: The committee requests that the pending Town Center Master Plan redevelopment project being undertaken by the Planning Division of the Community Development Dept. specifically advance the feasibility study of a private-sector or public/private partnership development and operation of a conference center and adjoining hotel. The study should include a detailed market analysis, financial feasibility and potential financing strategies. Funding for these studies could come from transient lodging-tax revenues. The Committee assumes that staff would research vendors and cost estimates and advance accordingly in FY19/20.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 4.9:* Support the development of all-weather, multi-purpose playing fields for sports tournaments; *Item 5.16:* Conduct ongoing visitor-satisfaction research.

3. Tourism Promotion Committee Business

1.1 Staffing/Contractor Resource: In order to advance components of the Explore Wilsonville tourism development strategy and the Plan, the committee continues advancing work with staff of the City Manager's Office and Parks & Recreation Dept. to collaborate with the Tourism Development and Operations Consultant contractor Vertigo Marketing to advance the fledgling tourism program.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1:* Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now known as Explore Wilsonville. [Create the organizational framework]

1.2 Budget Allocation: The committee recognizes the City intends to dedicate 50% of transient lodging tax revenues for tourism promotion and has budgeted \$200,000 for FY 18/19. The committee recommends that the City Council dedicate a portion of unspent, prior years' transient lodging-tax revenues budget for feasibility study for an all-weather or indoor, multi-purpose athletic recreation facility for sports tournaments and other recreational/entertainment purposes and/or the destination marketing strategy plan, depending on staff/consultant capacity.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.3:* Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).

1.3 Tourism Grants Programs: The committee has successfully assumed responsibility from the Parks & Recreation Advisory Board over the past two years to oversee the City's Community Tourism Matching Grants Award Program and Clackamas County's Community Partnership Tourism Grants Program, with assistance from Parks & Recreation staff.

The committee seeks to fine-tune the tourism-related grants program to focus on attracting visitors from over 50 miles away who require overnight lodging accommodations, as well as encouraging visitors to linger longer and patronize local businesses when visiting Wilsonville. The committee seeks to cultivate increased tourism awareness among both members of the community and grant recipients. Increasing overnight stays and transient lodging tax revenues is one of the primary goals for the Tourism Promotion Program and Committee, according to Resolution No. 2541.

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

Explore Wilsonville, the tourism promotion program of the City of Wilsonville, is conducting a survey with visitors to assist us in planning for future programs and to enhance visitor experiences to Wilsonville. We would appreciate a few minutes of your time to answer the following questions. We are not selling anything – we are conducting survey research. Your personal survey responses are confidential and are aggregated with other surveys. In appreciation of your time, you may be entered (if you wish) into a drawing for one of five \$50 Visa Gift Cards.

1. Are you a:
- Permanent, year-round local resident of the Wilsonville area (Thank respondent & terminate interview)
 - Seasonal resident / Second homeowner in the area (continue)
 - Day visitor from a nearby area, not staying overnight in the area (answer Q.2 and go to Q.7)
 - Overnight visitor staying in the Wilsonville area (continue)
2. What is the ZIP code of your primary residence (or country of residence if not in U.S., province if Canadian)?
- _____

- No one, traveling alone
- Spouse / partner
- Child(ren)
- Other family
- Friend(s)
- Business associates
- Tour group
- Sports team
- Pet(s)
- Other: _____

9. In total, how many previous summer visits have you made to Wilsonville? And how many winter visits to the area?

SUMMER (MAY-OCT)	WINTER (NOV-APRIL)	
<input type="checkbox"/>	<input type="checkbox"/>	None (or first visit)
<input type="checkbox"/>	<input type="checkbox"/>	One
<input type="checkbox"/>	<input type="checkbox"/>	2 to 4
<input type="checkbox"/>	<input type="checkbox"/>	5 to 7
<input type="checkbox"/>	<input type="checkbox"/>	8 to 10
<input type="checkbox"/>	<input type="checkbox"/>	11 to 20
<input type="checkbox"/>	<input type="checkbox"/>	21 or more

OVERNIGHT & SEASONAL VISITORS continue with Q3. (DAY VISITORS SKIP TO Q.6)

3. _____ How many nights will you stay in the Wilsonville area this trip?
4. Which best describes your lodging accommodations?
- I own / timeshare my accommodations
 - Staying with friends / family in a private residence
 - Using a friend's / family member's place but not with them
 - Paid commercial lodging (hotel, condo rental, bed & breakfast, etc.)
 - Paid rent-by-owner lodging (VRBO, Airbnb, etc.)
 - Tent / camping / RV
 - Other: _____
5. Where are your lodging accommodations located?
- Wilsonville Salem
 - Portland McMinnville
 - Portland metro area Other: _____

10. What is the MAIN purpose of your visit to the Wilsonville area this trip? (SELECT ONE ONLY)
- 01 Outdoor recreation (biking, hiking, etc.)
 - 02 Leisure & sightseeing
 - 03 Business / professional / convention / conference / trade show
 - 04 Winery tourism
 - 05 Visit friends / relatives / social
 - 06 Combine business / pleasure
 - 07 Relocation
 - 08 Special event: (which/what event? _____)
 - 09 Arts / culture
 - 10 Other: _____

ALL RESPONDENTS CONTINUE HERE

6. Which of the following sources of information were most effective in planning your visit? (MARK ALL THAT APPLY)
- 01 Explore Wilsonville website
 - 02 Other website: Which one(s)? _____
 - 03 Social networking sites: Which one(s)? _____
 - 04 Smart phone app: Which one(s)? _____
 - 05 Email alert
 - 06 Brochure
 - 07 Newspaper/magazine article: Which one(s)? _____
 - 08 Travel agent
 - 09 Experience of prior visit
 - 10 Word of mouth / talked to friends or family
 - 11 Other: _____
 - 12 None of the above

7. _____ How many people are in your travel party, including yourself? (ENTER 1 IF ALONE)
8. With whom are you traveling today? (MARK ALL THAT APPLY)

11. What kind of activities did you or will you do while on this trip? (MARK ALL THAT APPLY)

Arts / cultural
Biking (road/mountain)
Camping
Dining out
Family event (wedding, reunion, etc.)
Farmers market
Fishing
Golf
Guided tours
Hiking / trail running
Horseback riding
Museums
Music / nightlife
Park visits (city or state)
Scenic drive
Shopping
Special events (athletic, art, music, etc.) – specify: _____

Watersports / floating / paddle sports
Winery / vineyard visits
Other: _____

12. Which of the following, if any, have you visited or do you plan to visit during this trip? (MARK ALL THAT APPLY)

Aurora
Breweries
Bridgeport Village
Champoeg State Park
Evergreen Aviation Museum
Family Fun Center
Farmers Market
Golf courses
Graham Oaks Nature Park
Historic Canby Ferry
McMinnville
Memorial Park
Molalla River State Park
North Wilsonville (Argyle Square area)
Pacific coast
Portland
Restaurants & tasting rooms
Salem
Tualatin
Willamette River
Wilsonville Town Center
Wineries
Wings & Waves Waterpark
Woodburn Premium Outlets
World of Speed
Other: _____

13. Do you remember any messages, slogans or anything else from Wilsonville information sources or advertising that was particularly effective?
 Yes (specify: _____)
 No _____)

14. Please estimate how much money you and your immediate travel party (the group with whom you're sharing expenses) will spend in total during your visit to Wilsonville.

- Exclude all spending made outside of Wilsonville
 - Enter 0 if none for any category
 - Exclude your transportation costs to get here
- | | | | |
|--|-----------|--------------|------------|
| Lodging | \$ | _____ | .00 |
| Food & drinks (restaurants, bars, etc.) | \$ | _____ | .00 |
| Shopping/retail (souvenirs, gifts, wine by the bottle, etc.) | \$ | _____ | .00 |
| Recreation / entertainment / activities (movies, concerts, events, sightseeing, other recreational activities, etc.) | \$ | _____ | .00 |
| Other items (gas, parking, etc.) | \$ | _____ | .00 |
| GRAND TOTAL FOR TRIP | \$ | _____ | .00 |

15. _____ Including yourself, how many people are included in the above spending? (ENTER 1 IF ALONE)

16. How likely are you to recommend Wilsonville to a friend, family member or colleague? (Use a scale from 0 to 10, where 0= Not at all likely, 5 = Neutral, 10= Extremely likely)

NOT AT ALL LIKELY	NEUTRAL					EXTREMELY LIKELY				
0	1	2	3	4	5	6	7	8	9	10

17. How likely are you to return to Wilsonville during the next 12 months?

NOT AT ALL	UNLIKELY	MAYBE	PROBABLY	DEFINITELY
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. On a scale of 1 to 5 where 1 is "Poor" and 5 is "Excellent," how would you rate Wilsonville in terms of: (NA/DK = not applicable/don't know)

	POOR				EXCELLENT	NA/DK
Overall quality of experience	1	2	3	4	5	X
Variety and quality of restaurant choices	1	2	3	4	5	X
Variety and quality of lodging choices	1	2	3	4	5	X
Variety and quality of activities/things to do	1	2	3	4	5	X
Information, maps and directions	1	2	3	4	5	X

19. Do you have any comments or suggestions regarding Wilsonville?

The following questions are for classification purposes only. Remember that this survey is completely confidential.

20. What year were you born? _____
21. Your gender Male Female Other
22. Which of the following categories best describes the annual income of your household (before taxes)?
- | | |
|--|---|
| <input type="checkbox"/> \$0 to \$24,999 | <input type="checkbox"/> \$100,000 to \$199,999 |
| <input type="checkbox"/> \$25,000 to \$49,999 | <input type="checkbox"/> \$200,000 to \$249,999 |
| <input type="checkbox"/> \$50,000 to \$74,999 | <input type="checkbox"/> \$250,000 to \$499,999 |
| <input type="checkbox"/> \$75,000 to \$99,999 | <input type="checkbox"/> \$500,000 or more |
| <input type="checkbox"/> Don't know/prefer not to answer | |

Explore Wilsonville thanks you for your participation in our research program. Your input is very valuable to future planning efforts.

Would you like to (Please mark all that apply):
 Be entered in the prize drawing
 Receive emails with special offers from Explore Wilsonville

So that we may contact you if you are the winner of the prize drawing, please provide your name and either your email address or phone number. This information will be used only for the purposes you indicate.

Name _____

Phone number _____

Email address _____

Interviewer Name: _____

Interview Location: **TBD**

Other: _____



Visitor Intercept Survey Being Conducted in 2018-19

May 2018

To Whom It May Concern,

The City of Wilsonville, doing business as “Explore Wilsonville,” is conducting in-person surveys of visitors to inform planning for future programs and to enhance visitor experiences to the Wilsonville area. As you know, attracting and retaining visitors is an integral part of the economic vitality of our community. The survey results are of tremendous value in understanding visitor demographics, trip-planning information, tour details, activities, expenditures and levels of satisfaction.

Your cooperation is key to the overall success of this important project. We would greatly appreciate you allowing our trained surveyors to conduct surveys with your customers or visitors in the common areas of your business or lodging property or during special events.

The interviewers are surveying visitors at various locations in the Wilsonville area from June 2018 through April 2019. The City has contracted with Vertigo Marketing and RRC Associates to conduct the surveys. Please review the Frequently Asked Questions below to answer some of your concerns. Thank you for helping to enhance our visitor experiences.

Questions or Concerns

- Questions about the survey: Lynnette Braillard, Vertigo Marketing LLC — 541-350-0594
- Questions about the City of Wilsonville “Explore Wilsonville” tourism promotion program:
 - Mark Ottenad, Public/Government Affairs Director — 503-570-1505
 - Brian Stevenson, Recreation Manager — 503-570-1523

Frequently Asked Questions

Question – How do we avoid inconveniencing your customers?

Answer – Our trained surveyors make polite requests for participation in a brief survey (no more than 5 minutes in length) to serve the greater good of the community. If guests seem uninterested in participating, our surveyors respect your customers’ wishes. Furthermore, as an incentive for participation, respondents have the opportunity to enter a prize drawing of considerable value, adding to the interest and the idea that the results are valuable and important. They are also given an Oregon-themed souvenir item for participating in the survey.

Question – How do I know that my visitors’/customers’ information will be kept confidential?

Answer – All individual responses are kept strictly confidential. The only personal information collected during the survey is from respondents interested in entering the prize drawing and/or

signing up for the ExploreWilsonville.com email list, and used only for those purposes identified by the respondent. Personal information provided is *not* associated with survey responses. Furthermore, all responses to the survey are reported in aggregate.

Question – What’s in it for me, the property/manager?

Answer – You have access to the final results of the 2018/2019 summer and winter visitor study. Depending on sample size, we can also share results of the surveys conducted at your facility. This information is invaluable in understanding visitor interests and how to market to your guests/customers. A final report on the visitor survey project is anticipated to be available to the public in May or June 2019.

Question – Can I see questions on the survey before agreeing to participate?

Answer – Yes, we are happy to share the survey with you.

Question – Is the local chamber of commerce involved with this effort?

Answer – Yes, the Wilsonville Area Chamber of Commerce is an active participant in the City’s “Explore Wilsonville” tourism development program and is a member of the Wilsonville Tourism Promotion Committee.

Question – Who is paying for this visitor survey?

Answer – The City of Wilsonville Parks & Recreation Department is funding the visitor intercept survey project through transient lodging tax funds that the City collects from visitors who stay at local lodging properties. The project is a larger component of the City’s “Explore Wilsonville” tourism promotion program that is designed to increase the local positive economic impact of visitor spending in the community.

Question – How can I get more information on the City of Wilsonville’s “Explore Wilsonville” tourism promotion program?

Answer – Go online to www.ci.wilsonville.or.us/tourism to learn about the programs and activities of the Tourism Promotion Committee.

NOT JUST FOR GEARHEADS

POCKET TRIP



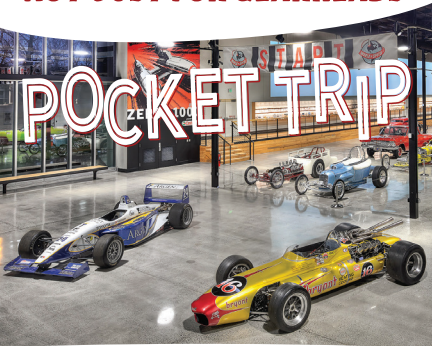
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WILSONVILLE
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A POCKET (OF FUN) **22**



NOT JUST FOR GEARHEADS



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A POCKET (OF FUN)

— 23 —

