

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Wednesday, April 27, 2021

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/87057706593>



VOTING MEMBERS

Brian Everest
Tasting Room Manager,
Vitis Ridge Winery

Darren Harmon
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Beth Price, Chair
Director of Sales &
Marketing, Holiday Inn
Portland South

Brandon Roben
CEO, Oaks Park

Rohit Sharma, Vice Chair
Owner, RR Hotels
Portland LLC

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Samara Phelps, Director

**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

Zoe Monahan,
Assistant to the City
Manager
Mark Ottenad,
Public/Government Affairs
Director

TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC
Bridget Baeth, Principal
Ryan Millard, Associate
Advisor
Genny Boots, Advisor

- | | |
|--|-------------|
| 1. Welcome | 1:00 |
| a. Committee members and guests introductions | |
| 2. Committee Business and Updates | 1:10 |
| a. Approve TPC Meeting Minutes of December 17, 2020 & February 10, 2021* | |
| b. Approve FY 2021-22 1/5-Year Action/Implementation Plan * | |
| c. Committee Vacancy for Recruitment: | |
| • Position #3 (held by Jeff Brown) | |
| • Position #5 as of July 1, 2021(held by Darren Harmon) | |
| • Reappointments Beth Price and Brian Everest | |
| 3. Jay Ray Tourism Promotion Updates | 1:50 |
| d. Annual Report* | |
| e. Q3 Report* | |
| 4. Tourism Promotion Program & City updates | 2:35 |
| f. Regional Tourism updates | |
| g. Member Updates | |
| h. Tourism Lodging Tax Update | |
| 5. Next Meeting | 2:55 |
| i. Doodle poll for a fall meeting date | |
| 6. Adjourn | 3:00 |

* *Materials in packet*

Due to physical distancing requirements, the meeting is being held online via Zoom.

To submit public comments, please email monahan@ci.wilsonville.or.us by April 26, 2021 at 12:00pm.

Time frames for agenda items are not time certain (items may be considered earlier or later than indicated.)

Wilsonville Tourism Promotion Committee

DRAFT MEETING MINUTES

Tuesday, December 17, 2020 • 9 - 11 am

Zoom Virtual Meeting

1. Welcome

a. Voting members attending: Darren Harmon, Al Levit, Chair Beth Price, Brandon Roben, Vice Chair Rohit Sharma and Brian Everest.

Ex-officio members, staff, consultants and guests attending: Zoe Monahan, Mark Ottenad, Brian Stevenson, Mike McCarty Ryan Millard, Genny Boots, Elaine Owens and Bridget Baeth.

2. Committee Business and Updates

c. Open Positions for Appointment: Staff reviewed the open position for appointment, Position #3, formerly held by Jeff Brown.

Staff intends to continue recruitment for position #3 as appropriate due to the continued impacts on businesses due to the COVID-19 pandemic. Chair Price noted that she spoke to Abella's Restaurant and they might have a representative interested in serving on the committee.

d. Transient Lodging Tax Update

Staff provided an update on the current Transient Lodging Tax (TLT) revenues and expenditures. As expected revenues are lower due to the pandemic at nearly \$110,000. There is normally a delay in revenue collections. The expenses, thus far, is \$75,000 for the JayRay contract (68% of revenues). There were no expenses for grants this year and the tourism promotion budget was earlier in 2020 due to Covid -19.

There was discussion about the \$200,000 provided to City relief grants earlier in the year. This was not discussed with the committee. The City Council has the discretion to make those budget changes but in the future staff will try to bring this to the committee for input.

3. JayRay Updates

d. Future Planning

Bridget Baeth discussed the plan for the next year. The plan will include a slight increase in social media, continued outreach to local writers, and updating the pocket trips. They will update ten themed pocket trips next fiscal year. The themed pocket trips will help future travelers plan their trips, provide activity details and show travelers the proximity to each activity and to Wilsonville. JayRay will be able to incorporate the new copyright free pictures with future promotions and pocket trips. Also, JayRay has recommend that the committee stop paying for the Troutdale, OR STR report as it does not appear to be useful as a comparison at this time. Additional evaluation may be done in the future to determine if a comparable STR report is needed in the future. The committee agreed that it was not necessary to continue to obtain the Troutdale SRT report at this time.

e. Q3 & Q4 Program Updates

Both quarters will be focused on reopening preparations. In the third quarter, JayRay will focus updating five pocket trips in these areas 1) food and drink 2) outdoors 3) shop local 4) wine country and 5) history and heritage. These pocket trips will be developed and brought back to the committee for discussion. JayRay also reminded the Committee about the travel and words conference which has been postponed due to the pandemic.

In the fourth quarter, the focus on pocket trips will continue. This quarter JayRay will prepare five more pocket trips in these areas: 1) Arts and Culture 2) Family Fun 3) Farmlandia 4) Relax & Rejuvenate and 5) Bike Trails

f. FY 21-22 Budget Proposal

Ms. Baeth also walked the committee through the remainder of the Fiscal Year budgets, which were updated to accommodate the cost of the photoshoot. She also walked the committee through the proposed budget for FY 21-22. It is a \$100,000 budget, which accounts for additional social media, development of 10 pocket trips and removes the second STR report. There is a contingency of about \$4,000. The budget can be modified if needed. Overall, it allows JayRay to promote Wilsonville and be ready for to advertise to future visitors when it is appropriate.

4. Regional Updates

Sylke Neal-Finnegan and Samara Phelps could not attend the meeting due to meeting conflicts. Ms. Neal-Finnegan providing an update in advance of the meeting noting that the previous week, hotels in Washington County Hotels were at 43.2% occupancy rate, which is a 37.3% decrease during the same week in 2019. The increase in COVID-19 cases has negatively affected occupancy levels.

5. Tourism Promotion Program and City Updates

f. Arts Culture and Heritage Strategy

Mark Ottenad provided an overview of the Arts, Culture and Heritage Strategy (ACHS), which was recently adopted by the City Council. The ACHS recommends that a new committee be formed and that it may be appropriate for the city tourism grants to be reviewed by the new committee and funded by another funding source since the recipients are generally focused on local festivals and activities. This would not significantly change the committee's structure or purpose. The plan also recommended that the City create a new position to oversee Arts, culture, heritage, tourism and international collaboration work.

g. Member Updates

Brandon Roben shared the new ride at Oaks Amusement Park. It is finally operational. Due to COVID - 29 the manufacturer had to get special visas to send the installation team from Italy to install the new ride during the pandemic.

Daren Harmon mentioned that they have reopened outside attractions but they cannot open the inside attractions due to the current regulations.

6. Adjourn

The meeting adjourned at 10:18 am. Next meeting will be scheduled in January or February 2021.

Respectfully submitted by Zoe Monahan on March 9, 2021.

Wilsonville Tourism Promotion Committee

DRAFT MEETING MINUTES

Tuesday, February 10, 2021

Zoom Virtual Meeting

1. Welcome

a. Voting members attending: Darren Harmon, Chair Beth Price, Brandon Roben, Vice Chair Rohit Sharma and Brian Everest.

Ex-officio members, staff, consultants and guests attending: Zoe Monahan, Mark Ottenad, Brian Stevenson, Mike McCarty, Councilor Charlotte Lehan, Genny Boots, Elaine Owens, Bridget Baeth, Stephen Galvan, Sylke Neal-Finnegan, and Samara Phelps.

2. Committee Business and Updates

b. Approve TPC Meeting Minutes of October 13, 2020: The committee approved the TPC minutes from October 13, 2020 unanimously.

c. Review / approve FY2021-22 1/5-Year Action/Implementation Plan: Staff walked the committee through the draft plan that is primarily a status-quo program due to the ongoing pandemic. Committee members corrected scrivener's errors. The JayRay team will continue to update content related to the pocket trips and engage online followers. The JayRay budget will be set at \$100,000 for FY 21/22 and the City will continue to budget for the grant program, which was not allocated in 2019 or 2020. Staff will bring this back for final review in April.

There was an interest from the committee in better understanding TLT revenues. Staff mentioned that they could bring TLT information to the next meeting. Even though revenues are down, the City is committed to the tourism promotion program.

d. Committee Vacancy and Recruitment: Staff reviewed the open position for appointment, Position #3, formerly held by Jeff Brown.

Staff intends to continue recruitment for position #3 as appropriate due to the continued impacts on businesses due to the COVID-19 pandemic. Chair Price noted that she spoke to Abella's Restaurant and they might have a representative interested in serving on the committee.

e. Regional Tourism Update

Sylke Neal-Finnegan, WCVA, provided a tourism update regarding Washington County. WCVA is working on a wine tourism promotion program. She reports seeing a decreased number of hotel room rentals. Samara Phelps of Oregon's Mt Hood Territory noted that Clackamas County is seeing similar trends and has been able to bring back two staff members to support their work.

3. JayRay Updates

Bridget Baeth provided the committee with a second quarter update. The consultant team has been focused on marketing Wilsonville while being respectful of the fact that the county is still in the extreme risk category for Covid-19. They provided highlights from the October photoshoot and shared recent website updates. The website analytics show that web traffic numbers are down 50% due to the pandemic and the budget cuts. People are visiting the restaurant page. Over 90% of website visitors were new in the second quarter. Facebook engagement is up although the reach is down due to the lack of paid advertising. Instagram reach and average likes increased while engagement slightly decrease. Pinterest engagement is up over 100% from last year. Most of our social media followers are above the age of 35.

JayRay's team also went over the STR report and noted that occupancy was down 23.9% in Q1 2020 from Q1 2019. JayRay is working on packages and will be developing new pocket trips in quarter 3 and 4.

4. Tourism Promotion Program and City Updates

f. Arts Culture and Heritage Strategy

Mark Ottenad provided an overview of the Arts, Culture and Heritage Strategy (ACHS), which was recently adopted by the City Council. The ACHS recommends that a new committee be formed and that it may be appropriate for the city tourism grants to be reviewed by the new committee and funded by another funding source since the recipients are generally focused on local festivals and activities. This would not significantly change the committee's structure or purpose. The plan also recommended that the City create a new position to oversee arts, culture, heritage, tourism and international collaboration work.

g. Legislative Update

Mark Ottenad provided a high-level overview of the 2021 legislative session and the bills that the City will be following. The legislative session will run from January – June 2021.

h. December 2020 City Restaurant COVID-19 Business Assistance Grant Program

Mark Ottenad provided the committee with an update on all of the \$480,000 Business Assistance programs that the City has offered to support local businesses. The most recent program was available to restaurants most impacted by the pandemic.

i. Member Updates

Brandon Roben shared the new ride at Oaks Amusement Park. It is finally operational. Due to COVID - 19 the manufacturer had to get special visas to send the installation team from Italy to install the new ride during the pandemic.

Daren Harmon mentioned that they have reopened outside attractions but they cannot open the inside attractions due to the current regulations.

6. Adjourn

The meeting adjourned at 2:30 pm. Next meeting will be scheduled in April 2021.

Respectfully submitted by Zoe Monahan on March 9, 2021.



FY 20/2021 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



DRAFT – April 20, 2021

Table of Contents

A. Introduction	2
B. Tourism Promotion Committee Members.....	2
C. Committee Meetings	3
D. Advancing Tourism Development Priorities	3
E. Past Year’s Accomplishments, FY 2020/21	3
F. Five-Year Action Plan for Tourism Development: FY 2021/22 – 2024/25.....	6
G. Annual One-Year Implementation Plan: July 2021 – June 2022.....	8
H. Components of FY20/21 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to the 2014 Tourism Development Strategy	10

Attachment:

1. JayRay 2020 Annual Report (Date March 22, 2021)

A. Introduction

The Wilsonville Tourism Promotion Committee on April 27, 2021, recommended for adoption to the City Council the fifth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2021/22. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus time period.

Members of the committee have worked diligently to advance the objectives of the City Council as outlined in the past year’s FY 2020/21 Five-Year Action Plan and Annual One-Year Implementation Plan as provided for under the authority of Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program; and the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Tourism Promotion Committee Members

Supported by the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of 12 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:

- **Brian Everest:** Manager at Vitis Ridge Winery in Silverton. Appointed in October 2020 to Position No. 6 with a term ending 6/30/21.
- **Darren Harmon:** General Manager of Family Fun Center; reappointed to Position No. 5 in August 2018 to full three-year term ending 6/30/21.
- **Al Levit:** Retired resident, former bike club coordinator and former City of Wilsonville Planning Commissioner; reappointed to Position No. 4 in on July 1, 2020 to full three-year term ending 6/30/23
- **Beth Price, Chair:** Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville; appointed mid-term in March 2019 to Position No. 7 with term ending 6/30/2021.
- **Brandon Roben:** CEO of Oaks Amusement Park, Portland; reappointed mid-term in July 2019 to Position No. 2 with term ending 6/30/22.
- **Rohit Sharma, Vice Chair:** Owner, RR Hotels Portland, LLC; appointed mid-term in March 2020 to Position No.1 with term ending 6/30/22.
- **Vacant:** Position No. 3 previously held by Jeff Brown, General Manager, Hotel Eastlund

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

- **Clackamas County Tourism and Cultural Affairs**, dba Oregon’s Mt Hood Territory: Samara Phelps, Executive Director.
- **Washington County Visitors Association (WCVA):** Carolyn McCormick, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.
- **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO

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

C. Committee Meetings

The committee will meet on four occasions in FY 2020/21, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on Oct. 13, and Dec. 17, 2020 and Feb. 10 and April 27, 2021.

D. Advancing Tourism Development Priorities

The committee continued to work on the Top-16 priorities, as determined by the committee during the first year of work during FY15/16, of 50 total potential ‘actions for success’ outlined in the *Tourism Development Strategy* adopted by Council in May 2014.

Tourism Development Strategy: *Top Priorities and “Themed Issues” for Additional Work*

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

E. Past Year’s Accomplishments, FY 2020/21

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2020/21 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2825 on June 15, 2021.

Following is an accounting of accomplishments achieved towards meeting FY 20/21 objectives.

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

In October 2020, Mayor Tim Knapp appointed with Council consent Brian Everest to Position No. 6.

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

Beth Price, previous vice-chair, was elected as Chair and Rohit Sharma as Vice Chair during the first meeting of the new fiscal year in October 2020.

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

The committee continues to oversee the tourism grant program although the committee did not meet to review tourism grants in 2021 due to the ongoing Covid – 19 pandemic. Staff has recommended that Tourism Grant funding be budgeted for FY 2021-2022.

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

JayRay provided social media posts three times weekly to encourage people to “recreate responsibly”. The posts have promoted outdoor activities, Parks and Recreation programming and local businesses that have remained open. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville now and explore Wilsonville when they feel comfortable doing so.

The overall marketing effort was reevaluated on a constant basis as the COVID-19 pandemic evolves, with three levels of promotional engagement by fiscal quarter: low-activity, ramp-up and back-to-normal. However, longer-term projects are planned to continue as may be feasible, including website re-design and content modifications, building the library of copyright-free authentic images and videos, and monitoring marketing conditions and providing updates to the committee. JayRay has implemented matrix for work product that is provided in their reports to the committee.

- **The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.**

Staff worked with the Tourism Promotion and Destination Marketing Consultants to increase the operation of ExploreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified and updated photos were added.

- **Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.**

The pocket trips continue to be promoted on the ExploreWilsonville.com website. JayRay has proposed updating the pocket trips itineraries. They will focus on ten types of travelers such as outdoors, wineries or family fun. JayRay has focused on increasing the social media posts and growing the number of social media followers.

The tourism website, ExploreWilsonville.com, has continued to be revised and updated. The Tourism Promotion and Destination Marketing Consultant contractor has made significant updates to the homepage by adding a colorful geographic map to showcase our location and the many day trip options around us. The consultant continues to make updates to the website to make it more user friendly and appealing to visitors.

The Tourism Promotion and Destination Marketing Consultant contractor also organized a three-day photoshoot in and around Wilsonville to create an updated inventory of photographs. The photographs feature local parks, restaurants, and hotels. Additionally, nearby attractions in Aurora and Butteville were procured. The pictures will allow us to highlight local attractions and activities during Covid-19 and in the future.

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

The Tourism Promotion and Destination Marketing Consultant contractor subscribes to Smith Travel Research (STR), which provides monthly overnight lodging industry metrics on occupancy and revenue based on aggregated data of participating hotels and motels. The decided to continue obtaining STR data for Wilsonville lodging properties but decided not to continue to obtain the Troutdale data. The consultant did not find it useful to compare data especially during a time that there is a limited budget, due to the Covid-19 pandemic.

The Tourism Promotion and Destination Marketing Consultant contractor uses a set of metrics to be tracked over time.

• **Continue tourism promotional programs are implemented with key partners.**

The Tourism Promotion and Destination Marketing Consultant contractor is working with regional/state tourism partners for marketing promotion efforts, including Travel Oregon, Travel Portland, Travel Oregon, Willamette Valley Visitors Association, Clackamas County Tourism and Cultural Affairs (dba Oregon’s Mt. Hood Territory) and Washington County Visitors Association. These joint efforts include purchase of print and online advertising and sharing of travel research.

The Tourism Promotion and Destination Marketing Consultant updated the attraction information on the advertisement at the Interstate 5 French Prairie northbound rest area.

The Tourism Promotion and Destination Marketing Consultant contractor worked with Parks and Recreation Administration staff to develop fulfillment procedures for lead requests that involved mailing Pocket Trips brochures and responding verbally and in writing to visitor-information requests.

• **Committee develops and recommends to City Council for adoption the update to the FY 21/22 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee developed and recommended on April 27, 2021, to City Council adoption of the FY21/22 update to the tourism business plan formally named the FY21/22 Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”).

F. Five-Year Action Plan for Tourism Development: FY2021/22 – FY2025/26

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

This sixth, 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’—especially given the COVID-19 pandemic—the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

Year 1
FY 2021/22

1. Conduct Tourism Promotion Committee Business

- **Leadership, Meetings:** Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.
 - **Tourism Grant Programs:** Committee continues to oversee City and County tourism grant programs.
 - **Business and Marketing Plans:** Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan that the committee monitors implementation. The Committee develops and recommends to City Council for adoption the update this business plan as the new FY21/22 Five-Year Action Plan and Annual One-Year Implementation Plan.
 - **Request for Proposal (RFP):** An RFP may be needed to continue contract services with a Tourism Promotion and Destination Marketing Consultant.
 - **Staffing Resource:** Committee to consider in conjunction with City Council and management potential addition of dedicated staffing for tourism and cultural affairs, as per recommendation of *Tourism Development Strategy* and pending *Arts, Culture and Heritage Strategy*. Related to staffing or organizational development, committee to discuss potential evolution to independent, nonprofit Destination Marketing Organization (DMO) as called for in the *Tourism Development Strategy*.
- ### 2. Implement the FY22/23 Tourism Promotion Program:
- Committee finalizes evaluation criteria for Consultant work performance and Benchmark tourism metrics to establish baseline for future quarterly reports. The visitor profile study (item G 3.1) summer and winter survey report results are analyzed with consideration given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey.
- ### 3. Advance Study Effort for City to Enhance Tourism Development:
- If the COVID-19 pandemic comes to pass timely, consider rekindling the potential RFP for proposed year-round event facility with potential lodging addition.
-

However, the committee may wish to consider other study efforts, including a potential update to the *Tourism Development Strategy*.

**Year 2
FY 2022/23**

- Potential new staff position works with Tourism Promotion and Destination Marketing Consultant contractor to advance Tourism Promotion Program.
- New tourism promotional programs are implemented with key partners.
- Two recommended studies are now integrated into one: Feasibility study for a year-round, multi-purpose facility (item G 3.2) and a hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project (item G 3.4).

**Year 3
FY 2023/24**

- Tourism Promotion and Destination Marketing 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.
- Commence the destination marketing strategy plan (item G.3.3)

**Year 4
2024/25**

- Tourism Promotion and Destination Marketing 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
2025/26**

- Tourism Promotion and Destination Marketing 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: FY21/22, July 2021 – June 2022

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

- 1. Conduct Tourism Promotion Committee Business:** The committee executes all Council-mandated activities, including:
 - **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
 - **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
 - **Tourism Grant Programs:** Oversee the application process and grant awards of the tourism grant programs, including the City Community Tourism Grant Program and Clackamas County Tourism Community Partnership Program. This assumes that the COVID-19 pandemic has come to pass and regular public programming occurs.
 - **Business and Marketing Plans:** Work with staff and consultant to draft for City Council adoption an updated version of the Five-Year Action Plan and Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY21/22. The full, complete FY21/22 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant, at a later date due to the uncertainty and timing of the COVID-19 pandemic, likely requiring a review of the new tourism landscape. The overall marketing effort is to be reevaluated on a constant basis as the Emergency evolves, with three levels of promotional engagement by fiscal quarter: low-activity, ramp-up and back-to-normal. Current expectations are for additional quarters of low-activity, followed by implementation of ramp-up phase as businesses re-open to host visitors and then the back-to-normal level of activity.
 - **Staffing Resource:** An *Arts, Culture and Heritage Strategy* is commencing as part of the 2019-21 City Council Goals adopted on May 20, 2019, that reflects a City Council interest in creating a staff position tentatively called Tourism and Cultural Affairs Coordinator in the Parks and Recreation Department. This new position would assume extra duties carried by current staff and provide additional horsepower for Wilsonville tourism and related cultural affairs. Specifically, duties for the new position could include staffing the Tourism Promotion Committee and a potential Arts and Culture Commission; managing the tourism grants process; working more intensely with the Tourism Promotion and Destination Marketing Consultant contractor to extend work-product impact; and interacting with local businesses and regional/state/international cultural-exchange and Sister City organizations and tourism partners to further relationships and create new promotional campaigns that generate economic activity in the Wilsonville area. The committee works with staff and City Council Liaison to refine a position description and job duties for a potential Tourism and Cultural Affairs Coordinator position for consideration by management to be added in the FY22/23 budget cycle.
- 2. Implement the FY21/22 Tourism Promotion Program:** The committee works with staff of the City Manager's Office and Parks & Recreation Dept. and Tourism Promotion and Destination Marketing Consultant contractor to advance both the larger FY21/22 Five-Year

Action Plan and Annual One-Year Implementation Plan and the more specific FY21/22 Tourism Promotion and Destination Marketing Plan.

Specific components of the FY21/22 Tourism Promotion Program include:

- **Target Marketing Refinement:** Refining as needed the marketing promotional elements and online/Internet website products and processes. Send regular e-newsletters, create a new marketing content strategy and encourage signups on social media. Package offerings and promotions will be explored to increase social followers and hotel bookings.
- **Focused Day Trips:** Focusing sets of themed “Pocket Trips,” with clear information about their proximity to Wilsonville and map routes. “Pocket Trips” are to achieve stronger brand positioning and a focus on being in “the middle of it all.”
- **Performance Metrics:** Refining the specific metrics/evaluation criteria to gauge effectiveness of tourism marketing efforts.
- **Public Awareness:** Cultivating increased local residents’ knowledge and interest in learning more about local attractions and the value of tourism to the economy and community-development efforts. Identify Wilsonville’s brand position and the “why Wilsonville” that resonates with locals and builds brand ambassadors.

The proposed Tourism Promotion budget for FY21/22 is consistent with the FY 20/21 budget due to Covid-19:

Tourism Promotion and Destination Marketing Contract	\$ 100,000
Community Tourism Grants Program	25,000
TOTAL Tourism Promotion Budget FY20/21	<u>\$ 125,000</u>

The committee recognizes, however, that the COVID-19 pandemic that has resulted in stay-at-home orders that depress travel and transient lodging tax collections and the shuttering of most tourism-related and hospitality businesses. Due to both restrictions on travel and declines in transient lodging tax revenues that fund the tourism promotion program, the Tourism Promotion and Destination Marketing Consultant contract will continue to be reduced to \$100,000 for FY21/22.

Additionally, the City Council has directed staff add \$15,000 to the FY 21-22 administration budget to fund the City’s membership dues of \$15,000 to participate in the Willamette Falls and Landing Heritage Area Coalition. This coalition is supporting the congressional designation of a national heritage area. The coalition includes the Cities of Lake Oswego, West Linn and Oregon City among other organizations. This will be an excellent addition to the City’s tourism efforts.

At this time the Community Tourism Grant Program funds, which were not disbursed via the grant program in FY20/21 and redirected, are scheduled to be continued in FY21/22. Similar to other tourism budget items, these funds are subject to COVID-19 pandemic redirection.

H. Components of FY20/21 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to the 2014 Tourism Development Strategy

Following are more details on the top priorities summarized above for FY20/21 Tourism Promotion Program in relation to the *2014 Tourism Development Strategy's* Top Priorities and “Themed Issues” for Additional Work listed on page 3.

1. Tourism Promotion Committee Business

1.1 Staffing/Contractor Resource: In order to advance components of the Explore Wilsonville tourism development strategy and the Plan, the committee continues advancing work with staff of the City Manager’s Office and Parks & Recreation Dept. to examine a potential new Tourism and Cultural Affairs Coordinator position and to collaborate with the Tourism Promotion and Destination Marketing Consultant contractor to advance the tourism promotion program. The committee may seek to discuss how a City-staffed program could evolve into an independent Destination Marketing Organization.

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

1.2 Budget Allocation: The City reduced the funding for tourism promotion considerably due to the Covid- 19 pandemic. The budget was \$125,000 for FY 20/21 for the Tourism Promotion Marketing Plan and the Community Tourism Grant Program.

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 four 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.

During FY 19/20, the grant cycle was put on hold due to the pandemic. It did not appear to be appropriate to offer grants for programs and projects, which could not meet the Governor’s Covid-19 gathering restrictions. The grant process will be on hold, again in FY 20/21 since it is still unclear when the Governor’s orders will be lifted. Staff has included funding in the FY 21/22 budget request to continue the program.

Authority for recommendation: *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.5:* Review Wilsonville Tourism Grants Program.

2. Implement the FY 20/21 Tourism Promotion Program

2.1 Tourism Branding Strategy: The Tourism Promotion and Destination Marketing Consultant contractor has developed an Explore Wilsonville tourism branding strategy. New research information may lead to modifications to the larger, over-arching tourism branding strategy that control key messages, marketing content and design and the look and feel of other promotional advertising products for print or online media.

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

3.2 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 FY21/22 if funds become available.

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.

EXPLORE WILSONVILLE

2020 ACTIVITY REPORT

MARCH 22, 2021

JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications

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



TABLE OF CONTENTS

Dashboard	3
2020 Recap & Takeaways	4
Marketing	6
Website	9
Social Media	13
Public Relations	24
Photo Shoot	27
STR Report	30



DASHBOARD

- FY 2019-2020 and FY 2020-2021 are baseline years—we will continue to measure to see what is realistic to expect (at this budget level, during a pandemic). Due to Explore Wilsonville program budget reductions (caused by COVID-19 crisis) JayRay’s initial scope and services changed, and advertising was put on hold.
- Public relations, email marketing and tourism packages were also paused due to a reduced scope of work.

2020 ANNUAL RESULTS

GOALS	RESULTS	TO GOAL
Earned media (# of articles)	2	n/a
New website users	7,611	baseline
Social media reach (Facebook, Instagram, Pinterest)	69,675	baseline
Social media followers (Facebook, Instagram)	1,214	baseline
Avg. email open rate	n/a	n/a
Email list growth	n/a	n/a
Tourism packages (# developed)	1	n/a



2020 RECAP

JANUARY 2020

JayRay begins management of Explore Wilsonville, the official tourism program for the City of Wilsonville.

APRIL 2020

COVID-19 pandemic hits. Shutdowns and closures across Oregon and the country. Explore Wilsonville work paused as non-essential travel prohibited.

MAY 2020

City of Wilsonville reduces scope of work to providing social media services, website maintenance, STR lodging occupancy monitoring and monthly reporting.

- FY19-20 scope budget reduced by 57%
- FY20-21 scope reduced 50%

JUNE – DECEMBER 2020

JayRay manages Explore Wilsonville to keep key visitor information updated. Tactics included:

- Social media channel management (ongoing), website management (ongoing), key website design updates, media monitoring (ongoing), three-day photo shoot in Wilsonville, STR report and program reporting



2020 TAKEAWAYS

DESPITE A CHALLENGING YEAR, EXPLORE WILSONVILLE HAD SOME WINS:

- Conducted a successful, masked photoshoot, adding 655 images to the photo library
- Reached over 1.2 million travelers through advertising with “Plan a Future Trip” messaging
- Gained over 18,000 page views on ExploreWilsonville.com, with top content featuring local restaurants
- Developed a social media strategy that increased Instagram followers by 118% and Facebook followers by 220%
- Significantly increased content engagement on Facebook
- Public relations resulted in 33 travel and tourism related articles with a circulation over 36 million
- Updated content across all channels, including website, to be ready for visitors once travel resumed



MARKETING

Q3 (Jan-March 2020)

- Placed media buys in Travel Oregon Visitor Guide and Northwest Travel & Life Magazine* (digital/print package with Travel & Words media show)
- Developed Spring 'Getaway To Oregon' campaign and sweepstakes packages (then **postponed**)
- Email marketing (then **postponed**)

Q4 (April-June 2020)

- Updated digital ads for Travel Oregon to reflect future planning language
- Fall Northwest Travel & Life Magazine (digital/print package with Travel & Words media show)

FY20-21, Q1 & Q2 (July-December 2020)

- Updated poster at French Prairie Rest Stop
- Continued ads in Travel Oregon Visitor Guide*
- Wrote article for Northwest Travel & Life e-newsletter*
- Half-page ad in Sept/Oct Northwest Travel & Life Magazine* (print & digital)



*Pre-paid in February 2020, before pandemic hit

From the Trail to the Tasting Room in Wilsonville, Oregon

By: *Veronica Partridge* - 10/15/2017



Chimney Rock Farm

Unwind this fall, the Wilsonville way. Soak up autumn colors from a scenic trail, hit some golf balls or sip at many hand-crafted wineries. Find uncrowded outdoor space and affordable lodging for a stress-free getaway. Stay in the heart of it all, just 16 miles south of Portland. When you're ready to travel again, explore Wilsonville!

Northwest Travel & Life sponsored e-newsletter Q1, Q2

Northwest Travel & Life Magazine, Q1

EXPLORE WILSONVILLE
A POCKET (OF FUN)



Fill in the Blank!

Stay in the heart of it all—Wilsonville, Oregon. Planning your getaway is easy with our 5 Pocket Trip itineraries.

Email marketing, Q3

MARKETING



Poster at French Prairie, Q1



Travel Oregon VG print ad, Q3



Northwest Travel & Life print ad, Q3



Northwest Travel & Life updated digital and print ads, Q4



Travel Oregon digital ad, Q3



2020 ADVERTISING PLAN & SCHEDULE

OUTLET	AUDIENCE	RUN DATE	PRINT	DIGITAL	SIZE	CIRCULATION	IMPRESSIONS	REACH
Travel Oregon Visitor Guide*	National	Spring 2020- Spring 2021	x		1/3 page	315,000	--	475,000
TravelOregon.com*	National	4 Seasons Jan '20- Dec '20		x	300x100 horizontal	--	296,310	--
Facebook (canceled)	--	Canceled		x	FB ads feed	n/a	n/a	15M (6,000/ day)
OMHT FB Rebate (canceled)	--							
*Social media boosted posts (April-June canceled)	--	Jan-March 2020		x	Boosted posts	--	--	9,788
NW Travel & Life (May/June issue)	AK, ID, MT, OR, WA, BC	May-June	x	x	Full page ad	300,000	n/a	450,000
NW Travel & Life (Sept/Oct issue)*	AK, ID, MT, OR, WA, BC	Sept-Oct	x	x	Half-page	300,000	--	450,000
NW Travel & Life sponsored e-newsletter*	AK, ID, MT, OR, WA, BC	September		x		2,000	--	--
French Prairie Rest Stop	In-market, I-5 traffic	Sept '20-Aug '21	x		Large Poster Display	--	--	--



WEBSITE

Ongoing

- Content management (events, listings, media room links, photography)
- Alert management, monitoring tourism closures, health and safety impacts

Q3 (Jan-March 2020)

- Transferred site host
- Updated all website plug-ins

Q4 (April-June 2020)

- Support basecamp strategy with new custom illustrated digital locator map showing Wilsonville in “the heart of it all”
- Redesigned homepage to engage visitors
 - Improve mobile experience
 - Promote year-round activity with added featured event, package and blog sections
 - Homepage hero image changes on subsequent visits
- Developed new pages for:
 - Blog, Press & Media, Industry Resources, Packages

FY20-21, Q1 & Q2 (July-December 2020)

- Content management
- Refreshed photography



WEBSITE



FEATURED EVENT
French Prairie Gardens Pumpkin Patch
Open 6 days a week. Please attend responsibly.



[SEE ALL EVENTS](#)

FEATURED PACKAGE
Welcome to Wilsonville!
Explore Wilsonville with special deals and packages from local hotels and attractions.



[SEE ALL PACKAGES](#)

FEATURED BLOG
5 Tips to Recreate Wilsonville
As reopening businesses and working hard to guidelines.



[SEE ALL BLOG](#)

DREAM STAYCATION FROM HOLIDAY INN



GETAWAY TO OREGON
THE WILSONVILLE WAY

STAY IN THE HEART OF THE WILSONVILLE WAY

Enter for a chance to win a weekend getaway in the heart of the Wilsonville way. Try our most popular shopping spots.

Travel Advisory

WILDFIRE CONDITIONS

Extreme winds and high heat have caused major wildfires in the area. To avoid travel and give space to responding personnel, we advise against travel to the affected areas.

For the latest updates:

- Oregon Wildfire Resources
- Clatsop County Executive Map
- City of Wilsonville Wildfire Resources

WINE COUNTRY SWEEPSTAKES

- + Hotel (2 nights) in the newly renovated Holiday Inn I-5 South
- + Hearty breakfast at the BooneTown Bistro
- + TBD

TAX-FREE SHOPPING SWEEPSTAKES

- + Hotel (2 nights) in the newly renovated Holiday Inn I-5 South
- + Hearty breakfast at the BooneTown Bistro
- + TBD

WINE COUNTRY SWEEPSTAKES

- + Hotel (2 nights) in the newly renovated Holiday Inn I-5 South
- + Hearty breakfast at the BooneTown Bistro
- + TBD

Map of the Heart of Oregon - Just 15 minutes from Wilsonville. Discover the heart of the Wilsonville way.

[PLAN YOUR TRIP](#)

1200 PM DOWNTOWN

WINE COUNTRY SWEEPSTAKES

Experience the heart of Oregon with a weekend getaway in the heart of the Wilsonville way. Try our most popular shopping spots.

[SEE ALL EVENTS](#)

TAX-FREE SHOPPING SWEEPSTAKES

Experience the heart of Oregon with a weekend getaway in the heart of the Wilsonville way. Try our most popular shopping spots.

[SEE ALL PACKAGES](#)

5 Tips to Recreate Wilsonville

As reopening businesses and working hard to guidelines.

[SEE ALL BLOG POSTS](#)

Spring Campaign landing page (postponed)



WEBSITE ANALYTICS

2020													Totals
Metric	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	
New Users	595	648	559	416	563	984	802	854	689	566	377	419	7,452
Users	619	669	582	404	579	998	818	871	701	558	385	427	7,510
Page Views	1,803	1,943	2,058	896	1,323	2,076	2,025	1,868	1,413	1,213	841	940	18,398

Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.

Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.

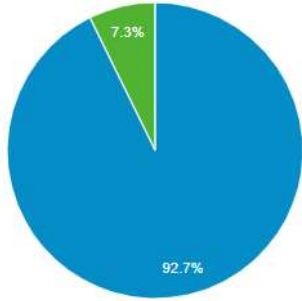
2020 MOST POPULAR PAGES

Page	Pageviews	% Pageviews
1. / 	4,386	 23.84%
2. /restaurants-wilsonville-oregon/ 	1,397	 7.59%
3. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/ 	805	 4.38%
4. /pocket-trips/ 	684	 3.72%
5. /events/ 	499	 2.71%

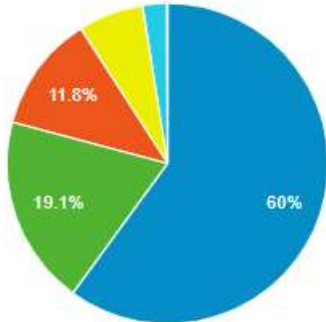


WEBSITE ANALYTICS

■ New Visitor ■ Returning Visitor



TOP CHANNELS



■ Organic Search
 ■ Referral
 ■ Direct
 ■ Social
 ■ Display
 ■ Paid Search
 ■ (Other)

AUDIENCE DEMOGRAPHICS: CITY

City ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	6,745 % of Total: 89.81% (7,510)	6,721 % of Total: 90.19% (7,452)	7,995 % of Total: 91.28% (8,759)
1. Portland	954 (13.84%)	930 (13.84%)	1,039 (13.00%)
2. Wilsonville	503 (7.30%)	485 (7.22%)	597 (7.47%)
3. Tualatin	436 (6.33%)	421 (6.26%)	470 (5.88%)
4. Seattle	312 (4.53%)	302 (4.49%)	333 (4.17%)
5. (not set)	311 (4.51%)	309 (4.60%)	325 (4.07%)
6. Beaverton	304 (4.41%)	297 (4.42%)	332 (4.15%)
7. Tigard	228 (3.31%)	223 (3.32%)	249 (3.11%)
8. Salem	163 (2.37%)	161 (2.40%)	180 (2.25%)
9. Sherwood	154 (2.23%)	148 (2.20%)	169 (2.11%)
10. Irvine	127 (1.84%)	127 (1.89%)	130 (1.63%)



SOCIAL MEDIA

Ongoing

- Social media program management (sourcing content, scheduling, community management, engagement)
- Monthly and quarterly reporting of social media program

Q3 (Jan-March 2020)

- Developed social media strategy
- Prepared for social media campaign (postponed)

Q4 (April-June 2020)

- Leveraged local business stories for content, highlighting Wilsonville area establishments and a 'stay local, shop local' message
- Reduced to 2-3 posts per week due to COVID
- Pinterest paused to due budget reductions

FY20-21, Q1 & Q2 (July-December 2020)

- Restarted Pinterest channel
- Increased social media posting to 3-4 posts per week



Explore Wilsonville
 Published by Gerry Boets (V) · September 1 · 🌐
 When the food tastes as good as it looks! Grab a bite at Dar Essalam Moroccan Restaurant! A Moroccan eatery ranked #1 in Wilsonville by TripAdvisor. Try authentic Moroccan mint tea, hummus, kebabs, tajines and more. Order to-go or mask-up and eat inside!
 📍 @chashmishats on Instagram



Explore Wilsonville
 Published by Gerry Boets (V) · June 11 · 🌐
 Summers at Suburbsville's Wilsonville are back in business! Time to play for fun play—including their bar and restaurant. What's the first thing you'll get? Beer, arcade, food, go!



Explore Wilsonville
 Published by Gerry Boets (V) · March 12 at 3:44 PM · 🌐
 Be the first to hear about events and travel tips for the greater Wilsonville area. Sign up to receive our visitor newsletter!



Wilsonville Oregon
 Explore an idyllic town of 17,000 in the Willamette Valley. Visit our Wilsonville, Oregon.

Explore Wilsonville Oregon
 7 followers

Photos · 20 photos

Post this post and a photo to your page or story

The Local to Pukee Tip: Wilsonville
 Wilsonville is a vibrant town of 17,000 in the Willamette Valley. It's a beautiful town with a lot to offer.



explorewilsonville
 Aurora, Oregon

explorewilsonville One of the most unique ways to experience Oregon is by hot air balloon. From the clouds, get a bird's eye view of wine country and the greater Willamette Valley!

Balloons depart from nearby Aurora, just next door to Wilsonville.

📍 @trainsaidwhat

explorewilsonville
 #explorewilsonville
 #willametteoregon
 #psphotos/balloons
 #bestoforegon #travelog
 #traveloregon #exploreoregon

Liked by andreameyers and 34 others

ADD 24

Add a comment...



explorewilsonville
 Wilsonville, Oregon

explorewilsonville Take a walk among the wildflowers at Graham Oaks Nature Park. This area was once planned to be a landfill. Instead, the land is a lush oak savannah and wetland, with plenty of birds, trees and flowers to enjoy.

📍 @standonhereit

Liked by stichbigtineebag and 40 others

ADD 18

Add a comment...



explorewilsonville Find the flower power in Wilsonville

@magicalflowers

explorewilsonville
 #explorewilsonville #oregon #photos #travel #traveltogether #magicalflowers #magicalflowers #magicalflowers #magicalflowers #magicalflowers #magicalflowers #magicalflowers #magicalflowers #magicalflowers #magicalflowers

Liked by mthodderhistory and 41 others

Explore Wilsonville
 Published by Gerry Boets (V) · November 25, 2020 · 🌐

Stay close to home this weekend. If you're in the area, take a walk outdoors at Champoeg State Park. It's an Oregon historic area and packed with trails, so plan a full day of fun!

3 Tips to Recreate Responsibly in Wilsonville

5 Tips to Recreate Responsibly

SAFE, FAMILY FRIENDLY ACTIVITIES

Travel Inspiration Wils...

101 Pins

746 Impressions

explorewilsonville - Wilsonville, Oregon

explorewilsonville To your list on the Instagram profile of Wilsonville Oregon, you can get a hot air balloon ride. It's a beautiful view of the valley and the town of Wilsonville. It's a beautiful view of the valley and the town of Wilsonville.

@trainsaidwhat

explorewilsonville
 #explorewilsonville
 #willametteoregon
 #psphotos/balloons
 #bestoforegon #travelog
 #traveloregon #exploreoregon

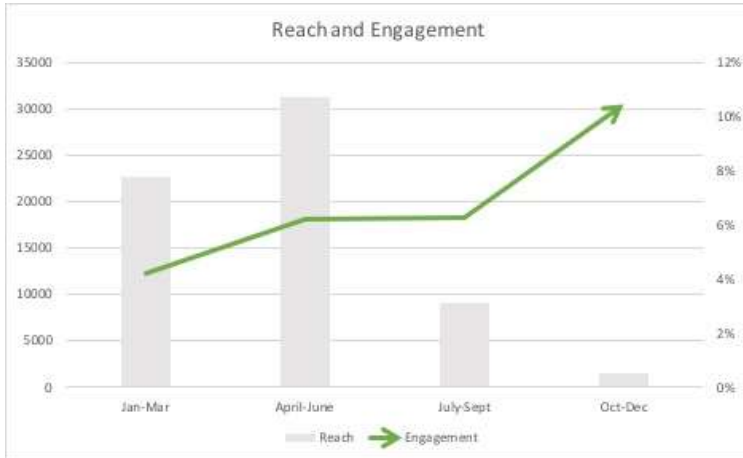
Liked by magicalflowers and 41 others

FACEBOOK ENGAGEMENT


2020													Year-end
Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Engagement* (Engagement %)	4.60%	5.14%	2.8%	11.90%	4.67%	8.19%	2.85%	7.36%	8.66%	3.33%	7.59%	7.30%	6.20% Average
Post Total Reach**	1,773	3,692	17,133	535	7,668	464	7,869	530	635	525	570	395	41,789 Total

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1 % is good).

**Reach is the total number of people the page's posts were served to



ENGAGEMENT RATE
SIGNIFICANTLY INCREASED
& FOLLOWERS GREW
FROM 199 TO 622 

Total Followers 2020	
Jan	Dec
199 Followers	662 Followers 

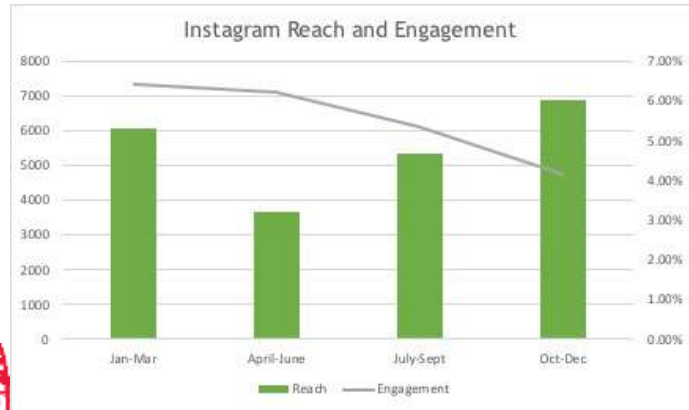


INSTAGRAM ENGAGEMENT

2020													Year-end
Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Engagement* (Engagement %)	7.10%	6.36%	5.82%	5.80%	6.14%	6.68%	5.90%	5.19%	4.91%	4.26%	4.45%	3.80%	5.53% Average
Average number of likes	16	17	18	19	25	22	23	21.5	22	21	21.4	18.5	20.4 Average
Post Total Reach**	1,512	2,174	2,380	877	1,213	1,595	1,990	1,630	1,738	2,035	2,521	2,344	22,009 Total

*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

**Reach is the total number of people the page's posts were served to



REACH & AVERAGE LIKES INCREASED.

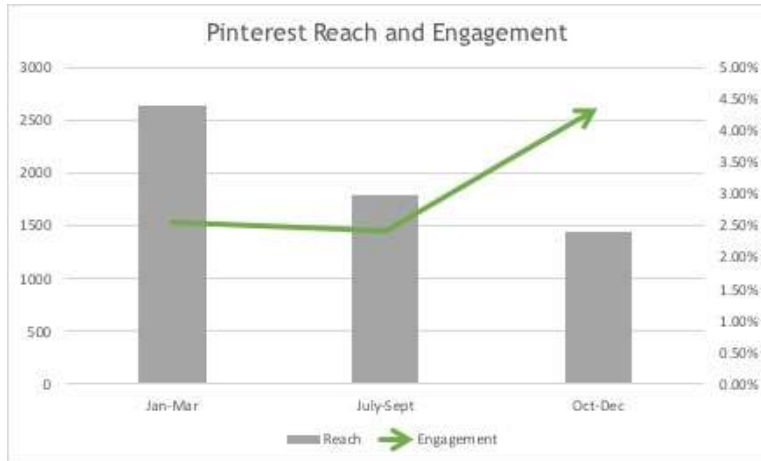
ENGAGEMENT RATE SLIGHTLY DIPPED, DUE TO THE ADVERSE RELATIONSHIP BETWEEN ENGAGEMENT & REACH.

PINTEREST ENGAGEMENT

2020													Year-end
Metric	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Engagement* (Engagement %)	2.70%	2.80%	2.17%	Pinterest was paused during Q4 due to budget reductions.			1.86%	3.07%	2.30%	6.36%	4.69%	2.03%	3.11% Average
Post Total Reach**	615	787	1,245				538	685	564	472	576	395	5,877 Total

*Engagement is the percentage of your pins with at least one repin

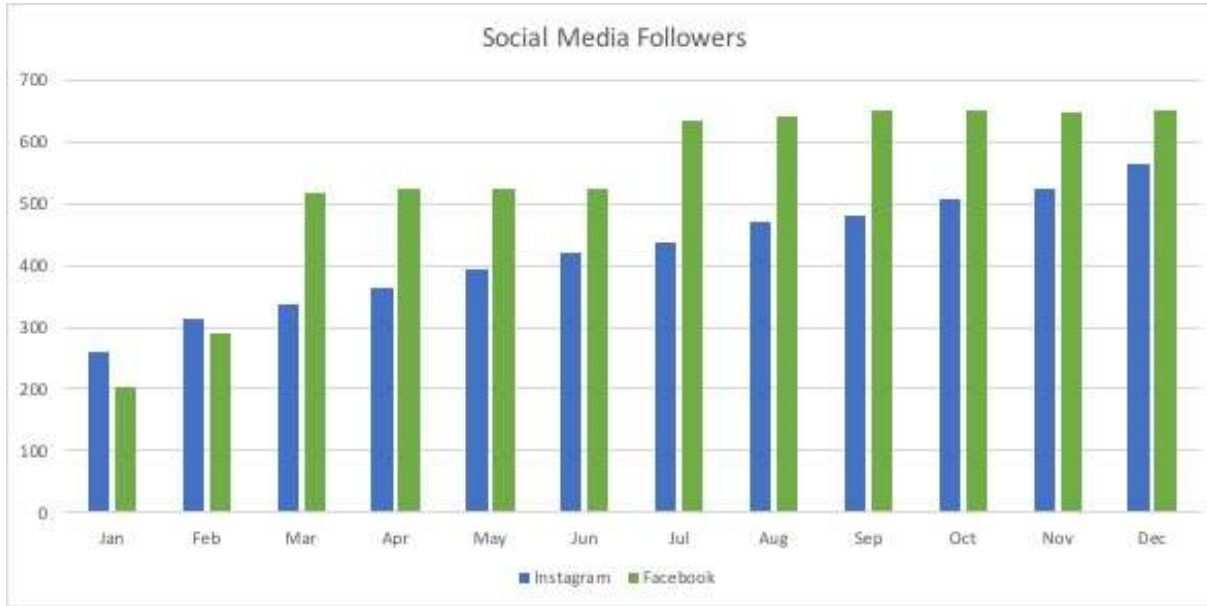
**Reach is the total number of people the page's posts were served to



PINTEREST ENGAGEMENT INCREASED AFTER CONSISTENT PRESENCE SINCE JULY AND AFTER THE THREE-MONTH PAUSE.



SOCIAL MEDIA FOLLOWERS 2020



TOTAL FOLLOWERS: 11,526

IG INCREASE: 118%

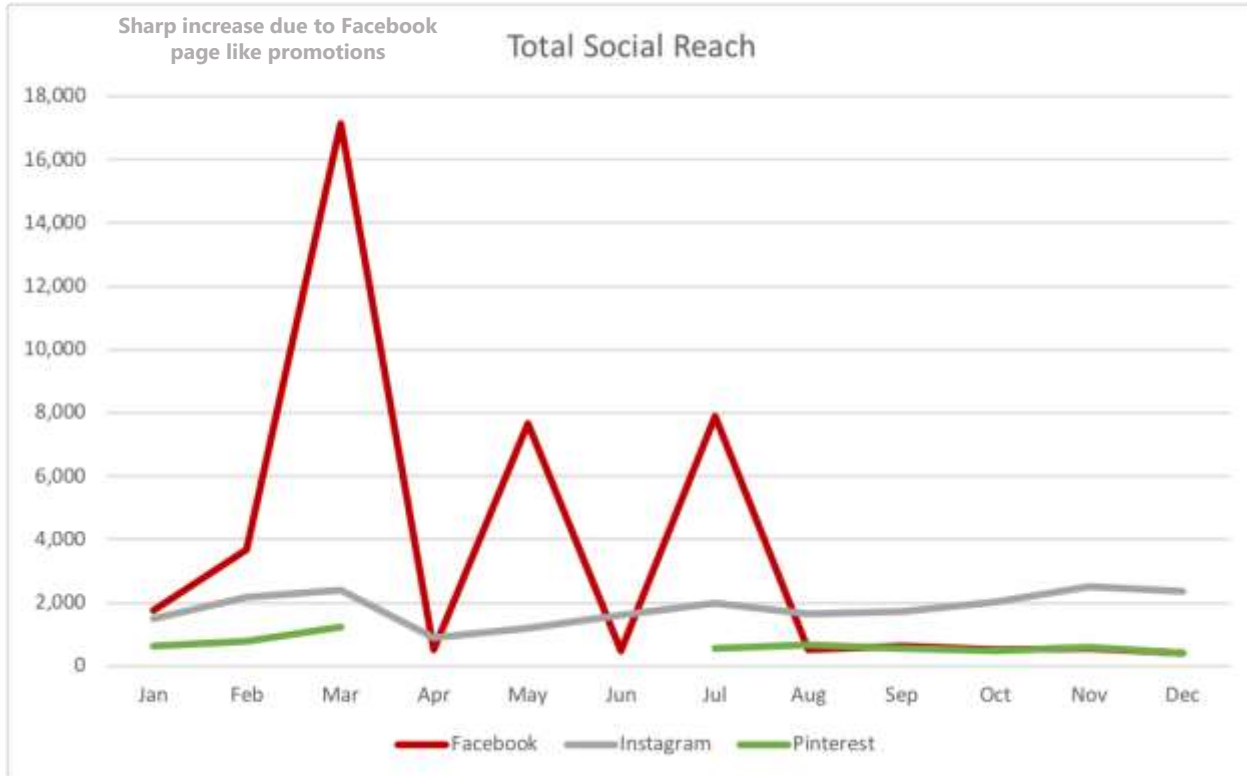
FB INCREASE: 220%



**Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts.*



SOCIAL MEDIA REACH





SOCIAL MEDIA DEMOGRAPHIC DATA

Updated March 1, 2021

FACEBOOK DEMOGRAPHICS

Data on people reached. This is the number of people who had any content from Explore Wilsonville or about Explore Wilsonville enter their screen, grouped by age and gender. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35.

GENDER

Approximately 81% of Explore Wilsonville's Facebook content reached women, and 18% reached men.

COUNTRY

A majority are from the United States, followed by Canada and India.

CITIES

The top five cities for Explore Wilsonville Facebook content are:

1. Portland, OR
2. Salem, OR
3. Vancouver, WA
4. Beaverton, OR
5. Wilsonville, OR



INSTAGRAM DEMOGRAPHICS

This is the number of people who currently follow Explore Wilsonville on Instagram. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Instagram followers are between the ages of 35-44.

GENDER

Approximately 71% of Explore Wilsonville's Instagram followers are women. 29% are men.

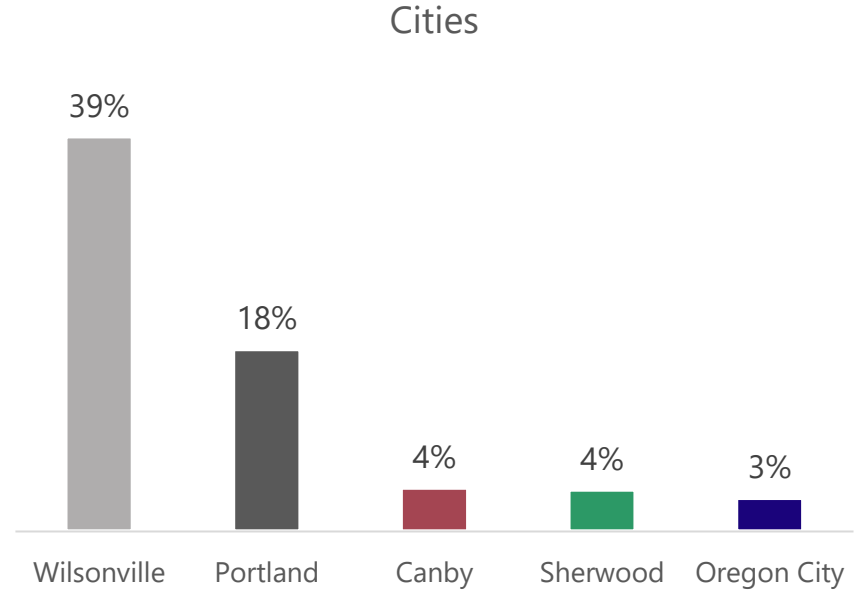
COUNTRY

A majority (98%) are from the United States, followed by Canada (.6%).

CITIES

The top five cities for Explore Wilsonville's Instagram are:

1. Wilsonville, OR (39%)
2. Portland, OR (18%)
3. Canby, OR (4.3%)
4. Sherwood, OR (4.1%)
5. Oregon City, OR (3.3%)



PINTEREST DEMOGRAPHICS

Data on Explore Wilsonville's total Pinterest audience. This includes all users who have seen or engaged with Explore Wilsonville pins. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 18-24.

GENDER

Approximately 72% of Explore Wilsonville's Pinterest audience are women. 28% are men.

CITIES

The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (10.6%)
2. Los Angeles, CA (8.4%)
3. Seattle-Tacoma, WA (5.3%)
4. Dallas-Ft. Worth, TX (5.3%)
5. Washington D.C. (3.5%)

CATEGORIES AND INTERESTS

The most popular categories for this audience.

**Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity*	% of audience
Home Decor	1.14x	79%
Art	1.22x	67.2%
Food & Drinks	1.24x	63.2%
DIY & Crafts	1.00x	58.5%
Sport	1.57x	56.5%



PUBLIC RELATIONS

Ongoing

- Monitored media clips and article mentions monthly in Cision Media software

Q3 (Jan-March 2020)

- Subscribed to HARO (Help A Reporter Out) for media opportunities
- Developed PR plan and media lists (**pitching postponed**)
- Secured attendance at Travel & Words (Northwest Travel & Lifestyle Writers Conference) to connect directly with travel writers and promote Wilsonville stories (**postponed to 2021**)

Q4 (April-June 2020)

- Developed new website page for Press & Media to feature “in the news” stories about Wilsonville and contact details

FY20-21, Q1 & Q2 (July-December 2020)

- Pitching did not begin in Q1 & Q2 due to budget reductions



Hilton Garden Inn opens in Wilsonville

Corey Buchanan October 19 2020



The upscale hotel opening was delayed by a few months due to the COVID-19 pandemic



After delays due to the COVID-19 pandemic, the Hilton Garden Inn opened in Wilsonville Monday afternoon, Oct. 19.

The upscale hotel has 118 rooms, a conference room, indoor pool and courts. The city approved the development in 2017 and construction began in 2019. It's located at 30800 S.W. Parkway Ave.

Owner Rohit Sharma previously told Pamplin Media Group he aspires for the hotel to attain a four-star rating and be the nicest hotel in the Portland metro area south of Portland.

PUBLIC RELATIONS

EXPLORE WILSONVILLE PR COVERAGE 2020			
	Number of Articles	Circulation	Number Influenced
January	-	-	-
February	3	4,866,382	-
March	48	5,751,379	-
April	32	4,043,471	-
May	31	9,017,943	1
June	6	337,345	-
July	8	664,864	-
August	5	605,315	-
September	9	2,524,859	1
October	6	7,493,838	-
November	7	380,519	-
December	3	508,371	-
TOTAL	33	36,214,086	2



Proactive media pitching did not start in 2020 due to budget reductions

NOTABLE MEDIA COVERAGE

FOOD & WINE

Chick-fil-A food truck now pops up regularly in the Salem-Keizer area

Emily Teel | Salem Statesman Journal
Published: 8:00 a.m. PT Dec. 3, 2020



Customers wait in line to order at the Chick-fil-A food truck in McMinnville on Tuesday. The based food truck is popping up daily in towns throughout the Mid-Valley, but not on Sundays. JOURNAL

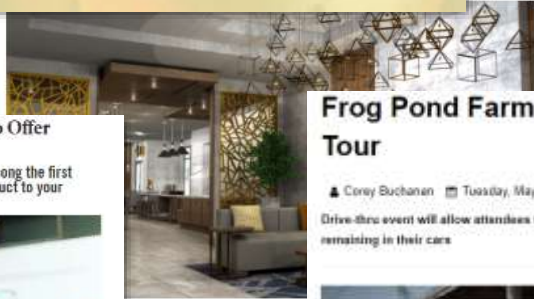
How far would you drive for a cult favorite fried chicken sandwich? Chick-fil-A fans can now slash that distance considerably. A big, red food truck is bringing that beloved – and at times controversial – sandwich to towns throughout the Mid-Willamette Valley.

OREGON BREWERIES BEER-TO-GO OPTIONS

by Christina L. | Nov 19, 2020 | Uncategorized

Looking for local craft brewery options for beer and/or food to-go to help get you through the "Freeze"? Click the link below to access our online Google document, easily updated.

Vesta Hospitality to Manage New Hilton Garden Inn Wilsonville Portland



Local Breweries Are Beginning to Offer Store-to-Door Delivery Service

Leikam, Little Beast and StormBreaker are among the first beer producers in Portland to bring their product to your home.



Little Beast Brewing offers beer delivery.

By Jeff Proust | Published: March 17, 2020 10:44 a.m. PT

Seemingly every form of entertainment in Oregon and Washington shut down for the next four weeks, from bars and restaurants to movie theaters to arenas, but nothing, it seems, can stop our beer industry entirely.

In the midst of the coronavirus pandemic, a growing number of breweries are turning to home delivery, with Leikam Brewing, Little Beast Brewing and StormBreaker Brewing among the first producers in Portland to begin offering to bring beer directly to your doorstep.

Wilsonville officials grapple with tourism impacts of pandemic

Corby Buchanan | Thursday, May 21, 2020

World of Speed and Wilsonville Lanes have closed permanently while a future entertainment complex has been put on hold during the COVID-19 crisis.



PHOTO BY PHOTOFEST | Local officials say closure of sports venues is long-term.

Entertainment options and regional draws in Wilsonville

First there was the closure of Wilsonville Lanes. The city

Wilsonville Farmers Market returning Thursday

Corby Buchanan | Monday, June 15, 2020

The market will take place in Town Center Park rather than Sofa Park this year.



Frog Pond Farm to host Safari Farm Tour

Corby Buchanan | Tuesday, May 19, 2020

Drive-thru event will allow attendees to visit animals at the Wilsonville farm while remaining in their cars.



Frog Pond Farm, which has been closed for months due to restrictions to prevent the spread of the novel coronavirus, is hosting a drive-thru Safari Farm Tour event.

PHOTO SHOOT

OVERVIEW:

- 3-day photo shoot, masked up
- Andrea Johnson Photography
 - Previous experience with Explore Wilsonville
 - Second photographer included
- 24 locations with 15+ volunteer models around greater Wilsonville area

GOAL:

To increase the Explore Wilsonville photo library with more variety of locations, people and activities. Photos to help us more effectively tell the story of Wilsonville on- and off-line and show masked travel.

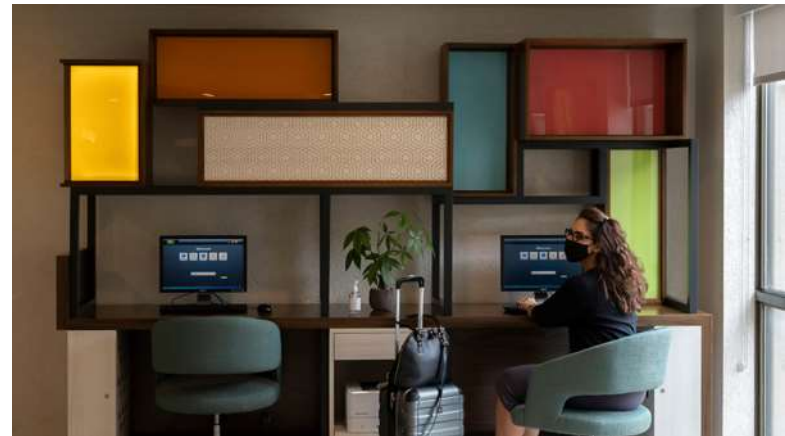
SCHEDULE:

	Wednesday, October 14	Thursday, October 15	Friday, October 16
8 a.m.	Town Center	Memorial Park (along water)	Boones Ferry Park/Marina
	Corner Coffee Shoppe	Tollen Farm & Garden Shop	Champoeg State Park
	Oregon Korean War Memorial	Kitchen at Middleground Farms	Aurora Colony Museum
	Dar Essalam	Abella Italian Kitchen	Pacific Hazelnut Farms & Candy Factory
	Holiday Inn I-5 South	Ordnance Brewing Taproom	Aurora Antique District
	Coffee Lake Wetlands)	Charbonneau Golf Club	Aurora Colony Vineyards & Winery
	Terra Vina Wines Vineyard	Old Town Square	French Prairie Gardens
6 p.m.	Graham Oaks Nature Park	McMenamins Wilsonville Old Church & Pub	Lady Hill Winery



PHOTO SHOOT

October 14-16, 2020



STR REPORT

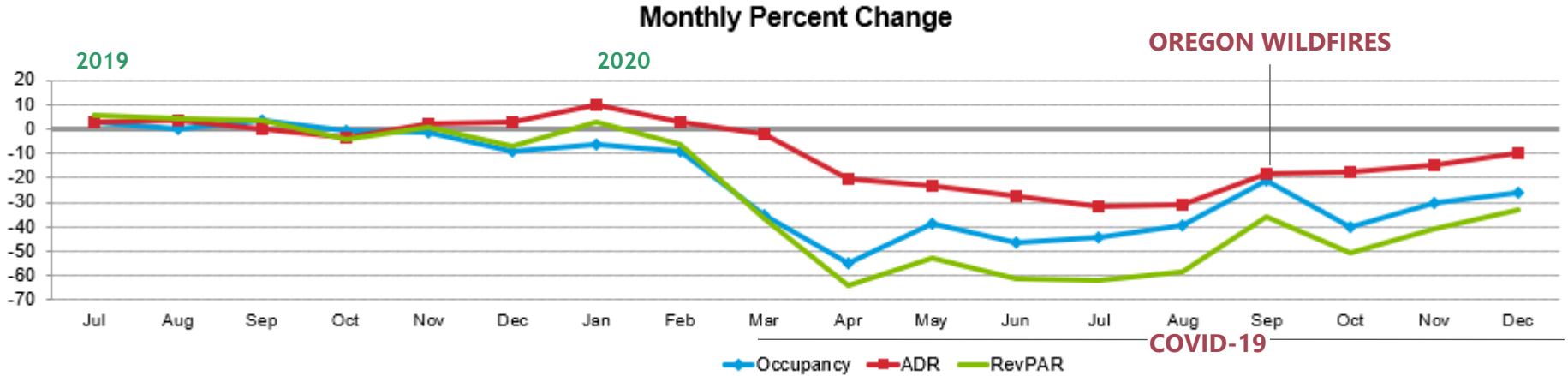


STR REPORT GLOSSARY

- Occupancy:
 - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.
 $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$
- Revenue per available room (RevPAR):
 - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.
 $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$
- Demand:
 - The number of rooms sold in a specified time period (excludes complimentary rooms).
- Revenue:
 - Total room revenue generated from the guestroom rentals or sales.
- Average daily room rate (ADR):
 - A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.
 $\text{ADR} = \text{Room Revenue} / \text{Rooms Sold}$



STR REPORT – WILSONVILLE



STR REPORT – WILSONVILLE

COVID-19

Occupancy												
	Jan	Feb	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2020	53.7%	56.4%	43.3%	32.1%	43.8%	42.4%	44.6%	49.6%	60.2%	40.9%	39.9%	37.3%
2019	57.1%	62.0%	66.7%	71.0%	71.1%	79.4%	80.7%	81.8%	76.4%	68.3%	57.3%	50.5%
% change	-6.1	-9.1	-35.1	-54.9	-38.4	-46.7	-44.8	-39.4	-21.2	-40.2	-30.4	-26.1

RevPAR												
	Jan	Feb	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2020	\$45.02	\$46.30	\$35.58	\$22.63	\$31.20	\$32.92	\$35.20	\$38.32	\$48.21	\$29.63	\$29.19	\$26.35
2019	\$43.75	\$49.48	\$56.19	\$63.06	\$65.82	\$84.81	\$93.44	\$91.56	\$74.89	\$60.13	\$49.11	\$39.50
% change	2.9	-6.4	-36.7	-64.1	-52.6	-61.2	-62.3	-58.1	-35.6	-50.7	-40.6	-33.3

Demand												
	Jan	Feb	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2020	8,267	7,845	6,673	4,779	6,746	6,317	6,871	7,639	8,979	7,790	7,360	7,105
2019	9,920	9,727	10,283	10,591	10,958	11,843	12,437	12,603	11,388	10,522	8,547	7,774
% change	-16.7	-19.3	-35.1	-54.9	-38.4	-46.7	-44.8	-39.4	-21.2	-26.0	-13.9	-8.6

Revenue												
	Jan	Feb	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
2020	\$693,578	\$644,299	\$548,233	\$337,485	\$480,668	\$490,812	\$542,362	\$590,417	\$718,761	\$564,854	\$538,496	\$502,374
2019	\$759,435	\$775,923	\$865,767	\$940,291	\$1,014,158	\$1,264,487	\$1,439,682	\$1,410,604	\$1,116,605	\$926,380	\$732,269	\$608,523
% change	-8.7	-17.0	-36.7	-64.1	-52.6	-61.2	-62.3	-58.1	-35.6	-39.0	-26.5	-17.4



STR REPORT – TROUTDALE (FOR COMPARISON)

2020-TROUTDALE	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Occupancy %	56.8%	66.5%	41.3%	30.3%	26.1%	32.5%	50.80%	58.5%	67.2%	62.6%	49.3%	51.8%
RevPAR (revenue per avail room)	\$46.42	\$56.25	\$32.23	\$20.20	\$19.73	\$26.44	\$43.09	\$47.80	\$55.74	\$44.37	\$35.93	\$36.57
Demand	8,643	9,139	6,282	2,310	2,975	4,785	7,736	8,911	9,904	9,532	7,269	7,887
Revenue	\$706,610	\$773,298	\$490,566	\$153,891	\$225,105	\$389,471	\$655,915	\$727,559	\$820,981	\$735,878	\$529,256	\$566,739



STR REPORT – WILSONVILLE

JAN-DEC 2020 - WILSONVILLE		JAN-DEC 2019 - WILSONVILLE	
Occupancy %: 44.5% Average	Demand: 86,371 Total	Occupancy %: 68.4% Average	Demand: 126,593 Total
RevPAR (revenue per available room): \$34.60 Average	Revenue: \$6,652,340 Total	RevPAR (revenue per available room): \$64.03 Average	Revenue: \$11,854,125 Total



Total Properties: 9



Total Rooms: 615

**OCCUPANCY AVERAGE DOWN 23.9%
COMPARED TO 2019**

ALL TRACKED METRICS ARE DOWN COMPARED
TO 2019, DUE TO COVID-19 PANDEMIC

JAN-DEC 2020 - TROUTDALE		JAN-DEC 2019 - TROUTDALE	
Occupancy %: 50.7% Average	Demand: 85,366 Total	Occupancy %: 72.4% Average	Demand: 129,745 Total
RevPAR (revenue per available room): \$40.26 Average	Revenue: \$6,775,612 Total	RevPAR (revenue per available room): \$70.46 Average	Revenue: \$12,627,246 Total



Total Properties: 8



Total Rooms: 491

**TROUTDALE PERFORMED
10-20% HIGHER THAN WILSONVILLE**






JAYRAY A PLACE TO THINK

Branding | Advertising | Strategic Communications




THANK YOU!



Contact us

-  535 Dock Street, Ste. 205 Tacoma, WA 98402
-  253.627.9128
-  bbaeth@jayray.com

Follow us on

-  facebook.com/jayrayadspr
-  [@jayrayadspr](https://twitter.com/jayrayadspr)
-  [@jayrayadspr](https://www.instagram.com/jayrayadspr)

JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications

EXPLORE WILSONVILLE

FY 2020-2021
Q3 REPORT (January-March 2021)

APRIL 20, 2021

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



TABLE OF CONTENTS

Dashboard	3
Q3 Recap	4
Website	5
Social Media	11
Public Relations	24
STR Report	26
Tourism Development	31
Q4 Plans (April-June)	33



DASHBOARD

- FY 2020-2021 is a baseline* year—we will continue to measure to see what is realistic to expect (at this budget level, during a pandemic). Due to Explore Wilsonville program budget reductions (caused by COVID-19 crisis) JayRay’s initial scope and services have changed and advertising has been put on hold.
- Public relations, email marketing and tourism packages are paused due to a reduced scope of work.

ANNUAL RESULTS TO DATE FY 2020-2021 | Q1-Q3 JULY-MARCH

GOALS	FY 20-21 RESULTS	TO GOAL
Earned media (number of articles)	1	n/a
New website users	5,853	benchmark
Social media reach (Facebook, Instagram and Pinterest)	88,874	benchmark
Social media followers (Facebook, Instagram)	1,500	benchmark
Avg. email open rate	0	n/a
Email list growth	0	n/a
Tourism packages (# developed)	1	n/a



Q3 RECAP

- Developed five new itineraries with interactive Google MyMaps
- Designed five landing pages, one for each itinerary
- Created graphic locator itinerary maps, themed icons and suite of banners for foodie itinerary
- Updated website to reflect more unique restaurant attractions
- Other web updates: meeting venues, events and hotels
- Developed media fact-sheet for PR program
- Continued social media
 - High Facebook reach due to paid promotions
 - Instagram page consistently performing



WEBSITE

- Content management (events, listings, media room links)
- Alert management, monitoring Oregon COVID updates
- Refresh with updated photography
- Website updated to reflect more unique restaurant attractions
- Itinerary and map development
- Re-organize pocket trip pages as blog
- Updated hotel packages page



WEBSITE ANALYTICS

FY 2020-2021					FY 2019-2020				Q3 YoY Change
Metric	Jan	Feb	Mar	Totals	Jan	Feb	Mar	Totals	
New Users	380	394	1,372	2,146	595	648	559	1,802	+19.08%
Users	386	405	1,393	2,184	619	669	582	1,870	+16.8%
Page Views	905	1,208	3,254	5,367	1,803	1,943	2,058	5,804	+7.3%

Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.

Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.

Q3 MOST POPULAR PAGES

Page	Pageviews	% Pageviews
1. / 	1,492	 27.80%
2. /restaurants-wilsonville-oregon/ 	520	 9.69%
3. /pocket-trips/wandering-through-wilsonvilles-history/ 	419	 7.81%
4. /pocket-trips/tulip-and-flower-festivals/ 	146	 2.72%
5. /wineries/ 	136	 2.53%

WEBSITE PAGEVIEWS INCREASED BY 169% FROM FEBRUARY TO MARCH DUE TO FACEBOOK TRAFFIC

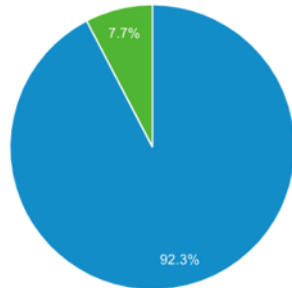


WEBSITE ANALYTICS

FY 2020-21										Totals
METRIC	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	
New Users	802	854	689	566	377	419	380	394	1,372	5,853
Users	818	871	701	558	385	427	386	405	1,393	5,944
Page Views	2,025	1,868	1,413	1,213	841	940	905	1,208	3,254	13,667

Q3 AUDIENCE DEMOGRAPHICS

■ New Visitor ■ Returning Visitor



City ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	2,158 % of Total: 100.00% (2,158)	2,146 % of Total: 100.00% (2,146)	2,572 % of Total: 100.00% (2,572)
1. Portland	312 (14.21%)	307 (14.31%)	344 (13.37%)
2. Tualatin	153 (6.97%)	152 (7.08%)	172 (6.69%)
3. Wilsonville	150 (6.83%)	141 (6.57%)	160 (6.22%)
4. (not set)	131 (5.97%)	130 (6.06%)	139 (5.40%)
5. Seattle	107 (4.87%)	103 (4.80%)	117 (4.55%)



WEBSITE ITINERARIES

OVERVIEW:

- Five, 1- to 3-day itineraries
- Up to 10 stops each
- Compelling copy and local photography
- Referrals to local businesses
- Interactive Google MyMap

GOAL:

To inspire a trip to Wilsonville. A “road trip” style presentation gives potential visitors a visual and engaging experience that tells a compelling story that Wilsonville is in the heart of it all.

EXPLORE WILSONVILLE STAY ▾ EXPLORE ▾ EAT & DRINK ▾ GET HERE ▾ Q REQUEST A POCKET GUIDE HERE

OUTDOORSY TRIP

Stay in the heart of it all: Wilsonville. Whether you're visiting for a few hours or a few days, you'll find Outdoorsy Trip itineraries here packed with ideas to help you plan your trip.

HIGHLIGHTS:

- 500-Acre Family Farm
- Oregon State Parks
- Wetlands with 130+ Bird Species
- Willamette River
- Iconic Mt. Hood

MAP YOUR ITINERARY

DAY 1

Begin your journey outdoors at French Prairie Gardens^(A), a 500-acre working family farm in the beautiful Willamette Valley, with picturesque views in every direction. Each season offers a new experience from flowering annuals to fresh berries and tractor loads of fun.

Willamette River
Iconic Mt. Hood

3 154 9

Outdoorsy Trip Itinerary
Discover the outdoors—the Wilsonville way.
2-3 days | 154+ miles | 19 stops
VIEW MAP LEGEND



PACKAGES & DEALS

Explore Wilsonville with special deals and packages from local hotels and attractions. Stay in the heart of it all—just 1.6 miles south of Portland.

THANK YOU FROM THE HOLIDAY INN



To thank our frontline & essential workers, vendor administrators & distributors, and anyone working to fight COVID-19, here is a special discount.

[LEARN MORE](#)


EXTENDED STAY GOVERNMENT TRAVEL



Take advantage of our special offers for our friends in government travel. Special prices available for extended stays of 5 or more nights.

[LEARN MORE](#)


BOOK OUR WEDDING RATE



Planning your out of town wedding guest accommodations is easy with a 15% discount off our standard rate. No contracts, breakfast not included.

[LEARN MORE](#)

MILITARY APPRECIATION SPECIAL



Active duty, vets, and family receive a special rate and 1.5 bonus points in appreciation of your service. Current military ID required at check-in.

[LEARN MORE](#)

PRESS & MEDIA


Welcome to the Explore Wilsonville press and media room. If you're a journalist, content creator or just a curious local, these resources will get you up to speed.

We love sharing stories about Wilsonville. Download our [media fact sheet](#) for story ideas, lodging updates and road trip inspiration. Interested in visiting? We can arrange familiarization trips and site tours for qualified writers and members of the press. Explore Wilsonville is the official destination website for the City of Wilsonville, Oregon.

For media inquiries or fact checking, please contact us at hello@explorewilsonville.com

- ### IN THE NEWS
- The latest stories about Wilsonville.
- 2020:
 - Local brewery provides free soup to those in need May 26, 2020
 - Wilsonville Officials Grapple with Tourism Impacts of Pandemic May 21, 2020
 - Frog Pond Farm to host Safari Farm Tour May 19, 2020
 - +
 - 2019:
 - A six-hole course opens just outside of Wilsonville September 6, 2019

[Press & Media Page](#)



2021 Wooden Shoe Tulip Festival

March 19 - May 20
Recurring Event (See all)

Tulip Farm & Vineyard
33814 S. Meridian Rd.
Woodburn, OR 97071
United States


Google Map

The Wooden Shoe Tulip Festival is back this year, and we're excited to see you! The festival runs March 19-May 20, 2021 and will have COVID-19 guidelines in place for saf

[Find out more](#)

[Updated Events](#)

EXPLORE WILSONVILLE | Events & Meetings Press & Media Blog



Mearing "Luxury Sugar" in Romanian, this local establishment is a getaway for your palate. Whether you're tying the knot or trying new flavors, a visit to this small batch bakery is the sprinkles atop

[Updated Food Establishment Listings](#)



DISCOVER TRAVEL
THE WILSONVILLE WAY

STAY IN THE HEART OF IT ALL. JUST 16 MILES SOUTH OF PORTLAND

Enjoy tax-free shopping, family fun, affordable accommodations and the gateway to Oregon's wine country.

ITINERARIES FOR EVERYONE

- OUTDOORSY TRIP**
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 300-acre family farm and the Willamette River.
- FOODIE TRIP**
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even learn to cook for a romantic date! Wash it all down with handcrafted beer, wine and spirits.
- SHOPPING TRIP**
Skip the sales tax. Wilsonville is just 10 minutes from Oregon's biggest shopping centers: Woodburn Premium Outlets and Bridgport Village. Hunt for quirky gifts in Aurora, named one of the "Best Antique Towns."
- WINE COUNTRY TRIP**
Get centered in wine country, with over 300 wineries in the Willamette Valley. Expand your tasting palate and become a Pinot Noir aficionado.
- HISTORY & HERITAGE TRIP**
Push through the boundaries of time and study Oregon history from the Ice Age to present. Explore settlements at Champoug State Heritage Area, ride the Canby Ferry and challenge your nerves at historic cemeteries.

EXPLORE WILSONVILLE


ROAD TRIP READY

- 20 minutes from Portland
- 30 minutes from Salem
- 2 hours from Seattle
- 2 hours from Eugene
- 10 hours from San Francisco

WHY WILSONVILLE

- Comfortable and convenient lodging from budget-friendly to upper-class
- 16 miles south of downtown Portland (about a 20-minute drive)
- Easy access to 300+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville
- 10 minutes to Woodburn Premium Outlets and Bridgport Village—Oregon's most-visited destinations
- Home of the Oregon Korean War Memorial
- Hub of industry: Coca-Cola, TE Medical and Summit/Mentor Graphics all have a home-base in Wilsonville
- 15 parks and trails, including dog parks, sports fields, public water features and the historic Stein Bousler Barn

[Media Fact Sheet](#)



FROLICKING THROUGH FRENCH PRAIRIE OREGON

A POCKET TRIP ITINERARY... FROLICKING THROUGH FRENCH PRAIRIE IN OREGON: The story of Oregon is one of fresh starts. Wander through the fascinating history of the F

Eat & Drink | Family Time | Farm & Fun | History & Heritage | Pocket Trips | Willamette Valley Wineries

[READ MORE](#)

[Hotel Packages](#)



WEBSITE ITINERARIES

History & Heritage Trip

EXPLORE WILSONVILLE Home | Explore | Get & Book | Get Here | Menu

HISTORY & HERITAGE TRIP

Stay in the heart of it all, Wilsonville. Whether you're looking for a first-time or a first-class visit, the History & Heritage Trip itineraries have packed with ideas to help you plan your trip.

HIGHLIGHTS:

- Tussock Art Trail
- Oregon Trail
- Old Town and Challenge Walking Tours
- Historic Cemetery
- Gandy Ferry

2 Hotels, 40 Restaurants, 10 Locations

MAP YOUR ITINERARY

Shopping Trip

EXPLORE WILSONVILLE Home | Explore | Get & Book | Get Here | Menu

SHOPPING TRIP

Stay in the heart of it all, Wilsonville. Whether you're looking for a first-time or a first-class visit, the Shopping Trip itineraries have packed with ideas to help you plan your trip.

HIGHLIGHTS:

- Artisan Market
- FourFive Shopping
- Open Air Outdoor Market
- One of our "New Arrivals" Shows!

2 Hotels, 55 Restaurants, 9 Locations

MAP YOUR ITINERARY

Wine Country Trip

EXPLORE WILSONVILLE Home | Explore | Get & Book | Get Here | Menu

WINE COUNTRY TRIP

Stay in the heart of it all, Wilsonville. Whether you're looking for a first-time or a first-class visit, the Wine Country Trip itineraries have packed with ideas to help you plan your trip.

HIGHLIGHTS:

- Wine & Cheese Tasting
- Wine & Beer Tasting
- Wine & Beer Tasting Techniques
- Wine & Beer Tasting
- Wine & Beer Tasting

3 Hotels, 72 Restaurants, 10 Locations

MAP YOUR ITINERARY

Foodie Trip

EXPLORE WILSONVILLE Home | Explore | Get & Book | Get Here | Menu

FOODIE TRIP

Wilsonville offers a variety of fresh food and drink for all to enjoy. Please call ahead or visit the website before to check hours of operation, some businesses may have limited hours or offer pick up only due to the impact of COVID-19.

HIGHLIGHTS:

- Food & Wine Tasting
- Organic Craft Beer and Spirits
- Flavors From Around the World
- Local Foodways Culture
- Sweet Treats

3 Hotels, 26 Restaurants, 10 Locations

MAP YOUR ITINERARY

Outdoorsy Trip

EXPLORE WILSONVILLE Home | Explore | Get & Book | Get Here | Menu

OUTDOORSY TRIP

Stay in the heart of it all, Wilsonville. Whether you're looking for a first-time or a first-class visit, the Outdoorsy Trip itineraries have packed with ideas to help you plan your trip.

HIGHLIGHTS:

- Old Mill Park
- Old Mill Park
- Old Mill Park
- Old Mill Park
- Old Mill Park

3 Hotels, 154 Restaurants, 9 Locations

MAP YOUR ITINERARY



SOCIAL MEDIA

- Posted 2-4 posts per week on Facebook, Pinterest and Instagram
- Provided ongoing social media engagement as part of follower growth strategy
- Developed wine country GIF to promote wine country trails near Wilsonville, used new photography
- Facebook reach increased, partially due to paid ads and posts to increase follower and engagement.
 - Engagement rate dipped due to the inverse relationship between reach and engagement.
- Outperforming previous year on Instagram and Facebook
- Developed Q4 social media strategy and editorial calendar to promote new itineraries



Wine country GIF



FACEBOOK ENGAGEMENT

FY 2020-2021 Q3					FY 2019-2020 Q3				Q3 YoY Change
Metric	Jan	Feb	Mar	Totals	Jan	Feb	Mar	Totals	
Engagement* (Engagement %)	2.44%	2.94%	2.73%	2.70% Average	4.60%	5.14%	2.8%	4.18% Average	-35.4%
Post Total Reach**	16,969	9,690	25,096	51,756 Total Reached	1,773	3,692	17,133	22,598 Total Reached	+129%

*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

**Reach is the total number of people the page's posts were served to

TOP CONTENT

FEBRUARY 22, 2021	
15 Reactions, Comments and Shares	576 Reached
14 Likes on post and on shares	4 Post Clicks



REACH IS UP 129% FROM LAST YEAR HOWEVER, FB ENGAGEMENT RATE IS DOWN DUE TO THE INVERSE RELATIONSHIP BETWEEN REACH AND ENGAGEMENT (2020-21 TOTALS ON SLIDE 17)



INSTAGRAM ENGAGEMENT

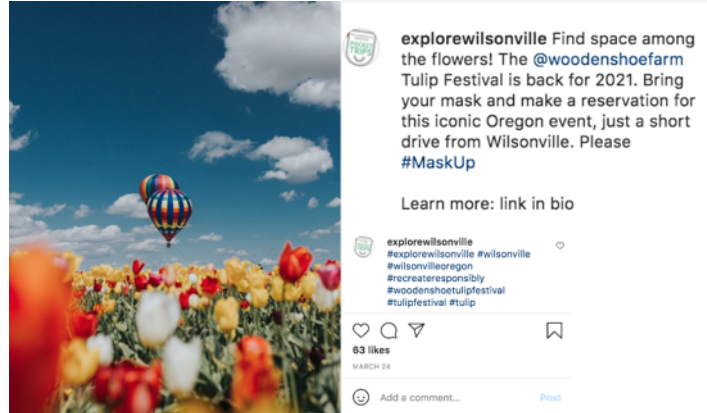
FY 2020-2021 Q2					FY 2019-2020				Q3 YoY Change
Metric	Jan	Feb	Mar	Totals	Jan	Feb	Mar	Totals	
Engagement* (Engagement %)	4.56%	4.53%	5.11%	4.73% Average	7.10%	6.36%	5.82%	6.43% Average	-26.4%
Average number of likes	23.3	23.6	28.14	25 Average	16	17	18	17 Average	+47%
Post Total Reach**	3,076	3,054	3,573	9703 Total Reach	1,512	2,174	2,380	6,066 Total Reach	+59.9%

*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

**Reach is the total number of people the page's posts were served to

TOP CONTENT

MARCH 24, 2021	
63 Likes	632 Reached
3 Comments	11.2% Engagement Rate



DURING FY 20-21 REACH AND AVERAGE LIKES HAVE INCREASED. ENGAGEMENT RATE SLIGHTLY DIPPED, DUE TO INCREASE IN REACH
(2020-21 TOTALS ON SLIDE 17)



PAID SOCIAL MEDIA (MARKETING)

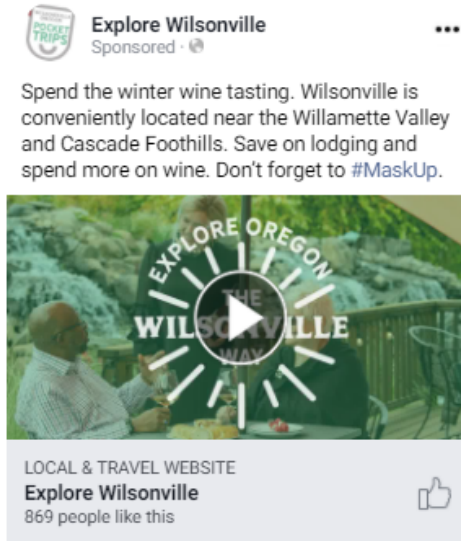


Explore Wilsonville
Sponsored · 🌐

Plan a future trip and getaway to Oregon—the Wilsonville way. Stay in the heart of it all: wine country, biking trails, Farmlandia Farm Loop and more.

Explore Wilsonville
Make Wilsonville, Oregon your basecamp for ...

Dates: January 5 - January 21, 2021
Channel: Facebook
Objective: Page Likes
Audience: Adults in WV + 50 miles
Spend: \$100
Reach: 8,422
Page Likes: 149



Explore Wilsonville
Sponsored · 🌐

Spend the winter wine tasting. Wilsonville is conveniently located near the Willamette Valley and Cascade Foothills. Save on lodging and spend more on wine. Don't forget to #MaskUp.

LOCAL & TRAVEL WEBSITE
Explore Wilsonville
869 people like this

Dates: February 15 - 28, 2021
Channel: Facebook
Objective: Page Likes
Audience: Adults in WV + 50 miles
Spend: \$100
Reach: 4,440
Page Likes: 75



Explore Wilsonville
Sponsored · 🌐

Indulge in the best of Oregon wine with a trip to Wilsonville. Save on lodging and explore nearby wine trails around the Willamette Valley.

EXPLOREWILSONVILLE.COM
Wineries [LEARN MORE](#)

Dates: March 16 - 31, 2021
Channel: Facebook
Objective: Engagement
Audience: Adults in WV + 50 miles
Spend: \$100
Reach: 14,037
Engagements: 13,388



PINTEREST ENGAGEMENT

FY 2020-2021 Q3					FY 2019-2020 Q3				Q3 YoY Change
Metric	Jan	Feb	Mar	Totals	Jan	Feb	Mar	Totals	
Engagement* (Engagement %)	2.15%	1.90%	.80%	1.62% Average	2.70%	2.80%	2.17%	2.56% Average	-36.7%
Post Total Reach**	605	422	376	1,403 Total Reach	615	787	1,245	2,647 Total Reach	-46.9%

*Engagement is the percentage of your pins with at least one repin

**Reach is the total number of people the page's posts were served to

TOP BOARD

521 Impressions	
1 Saves	5 Link Clicks



Wine & Dine in Wilson...

41 Pins

521

Impressions

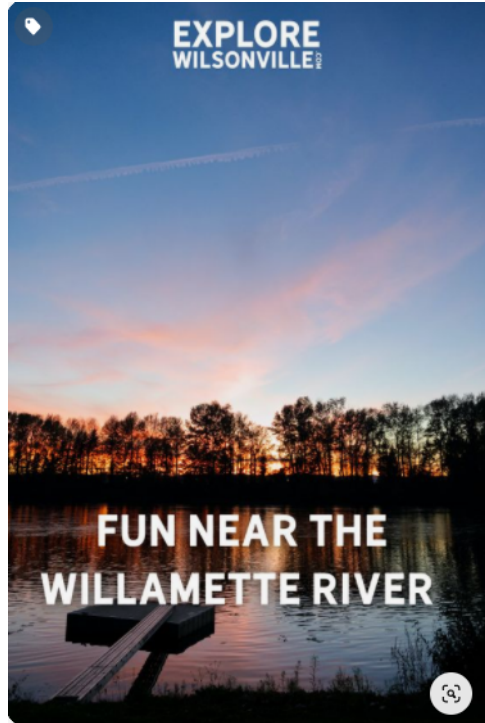
ENGAGEMENT RATE IS DOWN 36.7% FROM LAST YEAR. REACH IS DOWN 46.9% FROM LAST YEAR

WHY: MISSING NEW WEBSITE CONTENT TO DIRECT AUDIENCE TO, EXPECT REBOUND WITH ITINERARIES

SOLVE: UPDATE AND REEXAMINE PINTEREST STRATEGY & APPROACH FOR Q4 AND BEYOND (2020-21 TOTALS ON SLIDE 17)



PINTEREST POSTS



... Pocket Trip Itineraries Save

explorewilsonville.com

Enjoy views of the Willamette River.

Perfect way to soak up some relaxation.



Explore Wilsonville Oregon
6 followers

Note to self

What do you want to remember about this Pin?

Add note

Photos Comments

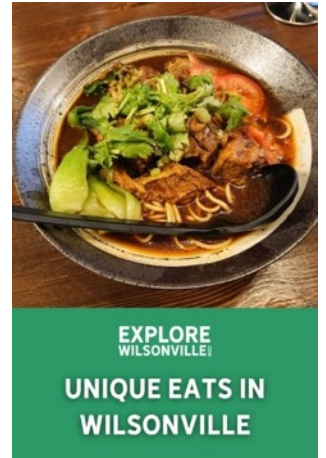
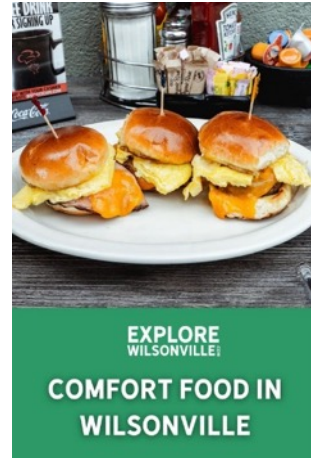
Tried this Pin?

Add a photo to show how it went

Add photo



You saved to Explore Wilsonville, Oregon



FY 2020-2021 SOCIAL MEDIA ENGAGEMENT

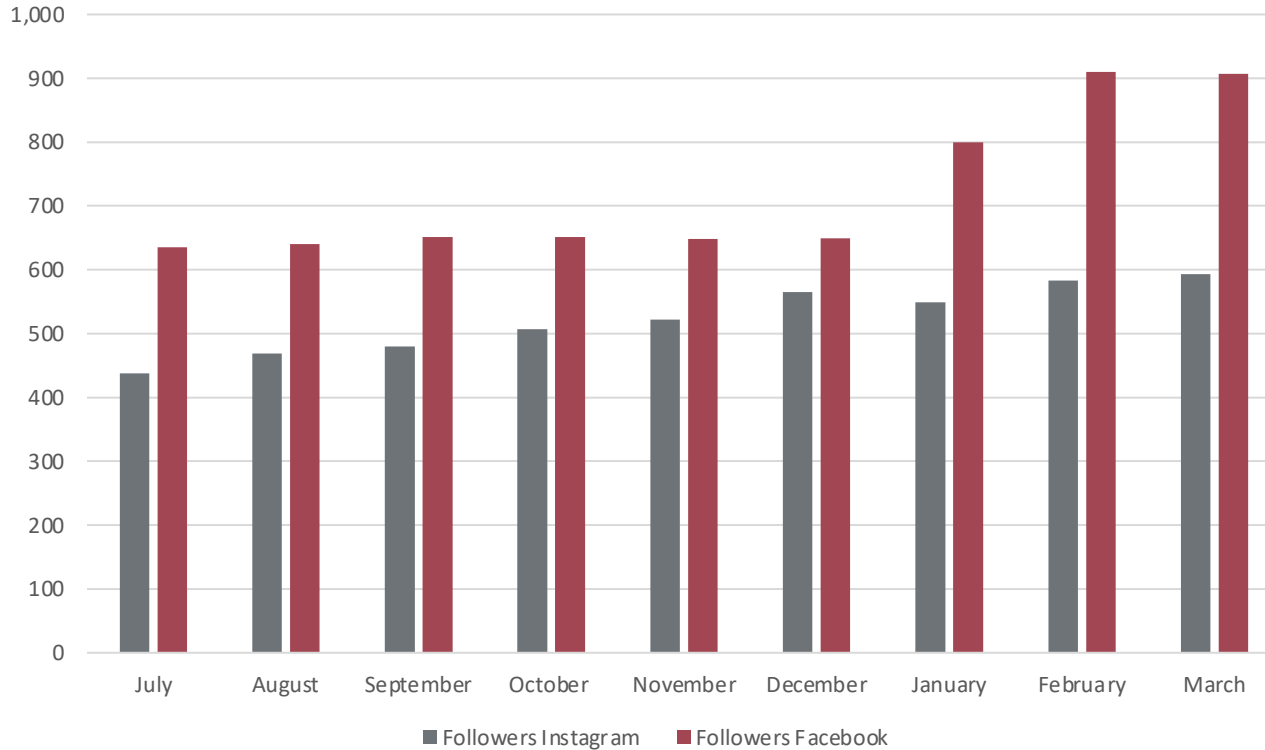
FACEBOOK										Total
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Engagement* (Engagement %)	2.85%	7.36%	8.66%	13.33%	7.59%	7.30%	2.44%	2.94%	2.73%	6.13% AVERAGE
Post Total Reach**	7,869	530	635	525	570	395	16,969	9,690	25,097	62,280 TOTAL

INSTAGRAM										Total
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Engagement* (Engagement %)	5.90%	5.19%	4.91%	4.26%	4.45%	3.80%	4.56%	4.53%	5.11%	4.75% AVERAGE
Average number of likes	23	21.5	22	21	21.4	18.5	23.3	23.6	28.14	22.5 AVERAGE
Post Total Reach**	1,990	1,630	1,738	2,035	2,521	2,344	3,076	3,054	3,573	21,961 TOTAL

PINTEREST										Total
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Engagement* (Engagement %)	1.86%	3.07%	2.30%	6.36%	4.69%	2.03%	2.15%	1.90%	0.80%	2.80% AVERAGE
Post Total Reach**	538	685	564	472	576	395	605	422	376	4,633 TOTAL



SOCIAL MEDIA FOLLOWERS



TOTAL FOLLOWERS: 1,500

INSTAGRAM GROWS FOLLOWERS FASTER THAN FACEBOOK, ADDING TO TOTAL SOCIAL AUDIENCE

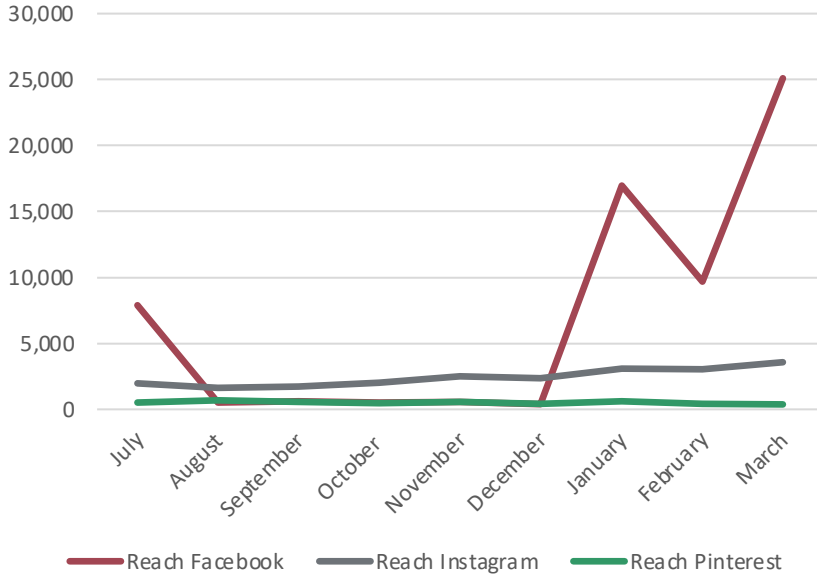
JAN-JUNE 2020
(PRIOR 6 MONTHS):
Total Followers: 944

**Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts*

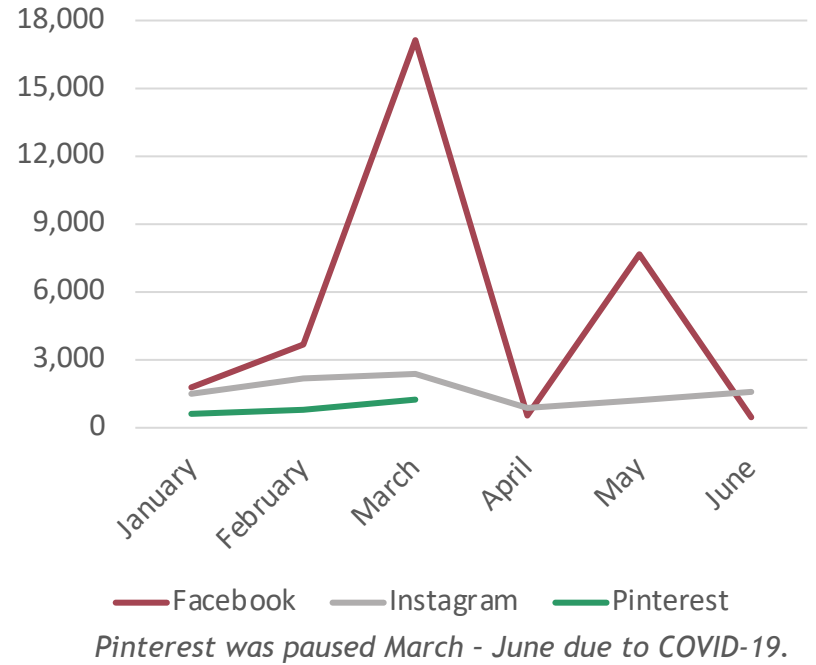



SOCIAL MEDIA REACH

FY20-21 Q1-Q3



FY19-20 Q3-Q4 (prior 6 months)





SOCIAL MEDIA DEMOGRAPHIC DATA

Updated April 14, 2021. Next update in Q4 report

FACEBOOK DEMOGRAPHICS

Data on people reached. This is the number of people who had any content from Explore Wilsonville or about Explore Wilsonville enter their screen, grouped by age and gender. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35.

GENDER

Approximately 50% of Explore Wilsonville's Facebook content reached women, and 50% reached men.

COUNTRY

A majority are from the United States, followed by Canada

CITIES

The top five cities for Explore Wilsonville Facebook content are:

1. Portland, OR (*climbed from #2 spot*)
2. Vancouver, WA (*newly added into top 5*)
3. Salem, OR (*newly added into the top 5*)
4. Beaverton, OR
5. Hillsboro, OR (*newly added into the top 5*)



INSTAGRAM DEMOGRAPHICS

This is the number of people who currently follow Explore Wilsonville on Instagram. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Instagram followers are between the ages of 25-45.

GENDER

Approximately 71% of Explore Wilsonville's Instagram followers are women. 29% are men.

COUNTRY

A majority (97%) are from the United States, followed by Canada (.6%).

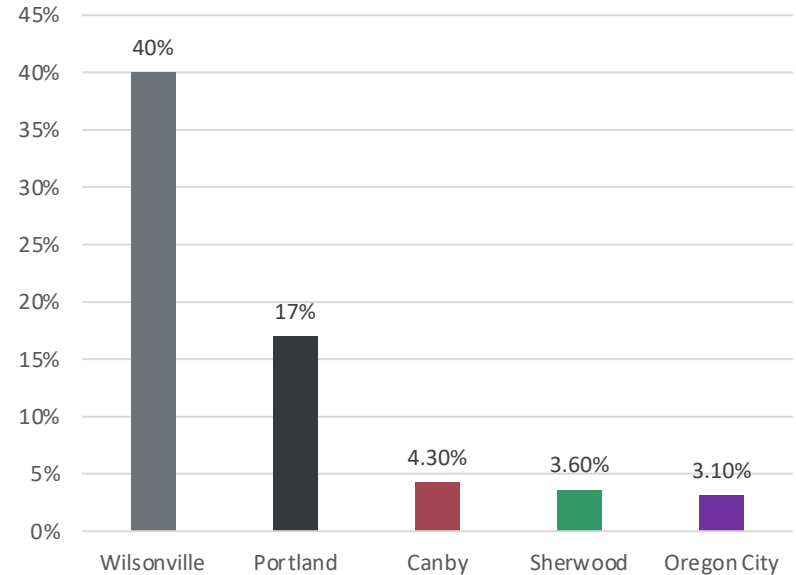
CITIES

The top five cities for Explore Wilsonville's Instagram are:

1. Wilsonville, OR (40%)
2. Portland, OR (17%)
3. Canby, OR (4.3%)
4. Sherwood, OR (3.6%) (climbed on spot in the top 5)
5. Oregon City, OR (3.1%)

No change in top cities

Cities



PINTEREST DEMOGRAPHICS

Data on Explore Wilsonville's total Pinterest audience. This includes all users who have seen or engaged with Explore Wilsonville pins. These numbers are an estimate.

AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 18-54, with ages 18-24 leading at 28% followed by ages 45-54 at 25%

GENDER

Approximately 74% of Explore Wilsonville's Pinterest audience are women. 16% are men.

CITIES

The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (18.9%)
2. Seattle - Tacoma (7%) (climbed 2 spots)
3. Los Angeles, CA (7%)
4. San Francisco (5%) (climbed 1 spot)
5. Dallas - Ft. Worth (4.1%) (newly added to the top 5)

CATEGORIES AND INTERESTS

The most popular categories for this audience.

**Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity*	% of audience
Vehicles	2.12x	29.8%
Architecture	1.83x	29.8%
Gardening	1.53x	48.4%
Men's Fashion	1.47x	18.7%
Sports	1.46%	53.8%



PUBLIC RELATIONS

- Monitored media clips and mentions monthly
- Developed and designed a media fact sheet for media pitching program. Includes facts, figures and story starters for media.
 - Updated the [press and media page](#) on the website to include fact sheet and relevant coverage.
- Media story development will begin in Q4; pitching in FY 21-22.

Memorial Park in Wilsonville reopens

Corey Buchanan March 08 2021

City government announces that the park is open to the public but visitors should remain cautious

4 STORIES TO GET YOU STARTED

- 1 FARM ANIMAL FUN FOR THE FAMILY**
Tollen Farm
Cuddle up with miniature donkeys. These equines make lifelong best friends so you'll often find them coupled up. Pick up a pair of cowboy boots on your way out at the antique shop.
Frog Pond Farm
Buckle up for drive-thru farm safari! Meet barns, alpacas, goats, cows and horses. During the Oregon wildfires, the Frog Pond family was a haven, offering shelter to animals in need.
- 2 LOCALLY MADE WINE**
Lady Hill Winery
Life at Lady Hill is all about great wine, live music and family. This highly lauded winery is run by fifth-generation farmers. On weekends they host local musicians and a special happy hour tasting. Enjoy the crackling fire, estate views and good conversation minutes from Wilsonville.
- 3 FARM FRESH AND GLO**
Dar Essalam
Start your meal at Dar Essalam with mint tea—a spectacle of splash-control. This sweet beverage is poured from great heights, in authentic Moroccan style. Restaurant owner Muhammad brings tastes of his home country to Oregon in one of the only North African restaurants in the state.
- 4 UPGRADE LODGING NOW**
The Hilton Garden Inn Wilsonville
The Hilton was one of few hotels to open during the global pandemic. When the travel industry reached historic

DISCOVER TRAVEL THE WILSONVILLE WAY

STAY IN THE HEART OF IT ALL. JUST 16 MILES SOUTH OF PORTLAND
Enjoy tax-free shopping, family fun, affordable accommodations and the gateway to Oregon's wine country.

ITINERARIES FOR EVERYONE

- OUTDOORSYRIP**
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 30-acre family farm and the Willamette River.
- FOODIE TRIP**
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even learn to cook for a romantic date ideal. Wash it all down with handcrafted beer, wine and spirits.
- SHOPPING TRIP**
Skip the sales tax. Wilsonville is just 10 minutes from Oregon's biggest shopping centers: Woodburn Premium Outlets and Bridgeport Village. Hunt for quirky gifts in Aurora, named one of the "Best Antique Towns."
- WINE COUNTRY TRIP**
Get centered in wine country, with over 300 wineries in the Willamette Valley. Expand your tasting palate and become a Pinot Noir aficionado.
- HISTORY & HERITAGE TRIP**
Push through the boundaries of time and study Oregon history from the Ice Age to present. Explore settlements at Champoug State Heritage Area, ride the Canby Ferry and challenge your nerves at historic cemeteries.

ROAD TRIP READY

- 20 minutes from Portland
- 30 minutes from Salem
- 2 hours from Seattle
- 2 hours from Eugene
- 10 hours from San Francisco

WHY WILSONVILLE

- Comfortable and convenient lodging from budget-friendly to upper-class
- 16 miles south of downtown Portland (about a 30-minute drive)
- Easy access to 300+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville
- 10 minutes to Woodburn Premium Outlets and Bridgeport Village—Oregon's most-visited destinations
- Home of the Oregon Korean War Memorial
- Hub of industry: Coca-Cola, TE Medical and Siemens/Mentor Graphics all have a home-base in Wilsonville
- 15 parks and trails, including dog parks, sports fields, public water features and the historic Stein Boosler Barn

Looking for more? EXPLOREWILSONVILLE.COM



Wilsonville government announced the reopening of Memorial Park after being closed during the storm have smaller parks first to give citizens options to Murase Plaza, which is inside Memorial



PUBLIC RELATIONS

EXPLORE WILSONVILLE PR COVERAGE FY 2020-2021

	Number of Articles	Circulation	Number Influenced
July	8	664,864	-
August	5	605,315	-
September	9	2,524,859	1
October	6	7,493,838	-
November	7	380,519	-
December	3	508,371	-
January	3	420,304	-
February	3	494,958	-
March	6	661,731	-
TOTAL	50	13,754,759	1
FY19-20 Q3-Q4 Totals (prior 6 months)*	120	24,016,520	1

Pitching did not start in Q3
See Public Relations Coverage Spreadsheet for details

**Pitching paused due to budget reductions*



STR REPORT

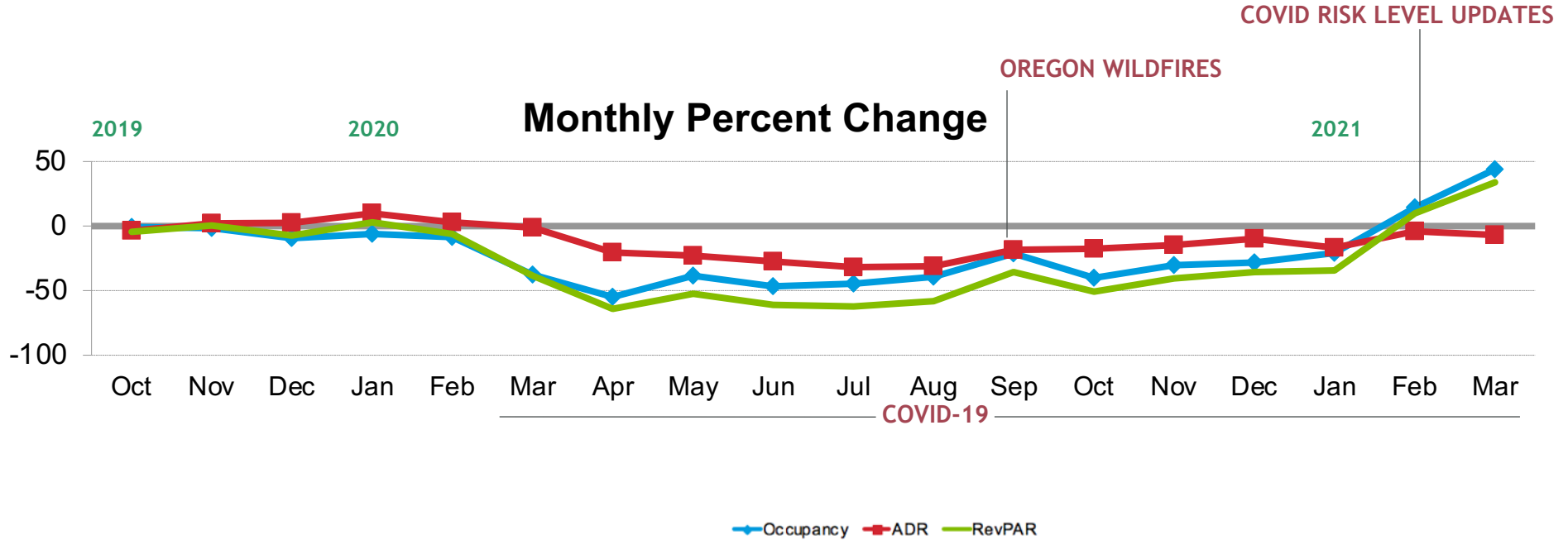


STR REPORT GLOSSARY

- **Occupancy:**
 - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.
Occupancy = Rooms Sold / Rooms Available
- **Revenue per available room (RevPAR):**
 - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.
Room Revenue/Rooms Available = RevPAR
- **Demand:**
 - The number of rooms sold in a specified time period (excludes complimentary rooms).
- **Revenue:**
 - Total room revenue generated from the guestroom rentals or sales.
- **Average daily room rate (ADR):**
 - A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.
ADR = Room Revenue/Rooms Sold



STR REPORT – WILSONVILLE



STR REPORT – WILSONVILLE

Occupancy												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2021	42.43%	64.90%	59.93%									
2020	53.70%	56.40%	43.30%	32.10%	43.80%	42.40%	44.60%	49.60%	60.20%	40.90%	39.90%	37.30%
2019	57.10%	62.00%	66.70%	71.00%	71.10%	79.40%	80.70%	81.80%	76.40%	68.30%	57.30%	50.50%
% change	-20.9%	14.6%	43.8%	-54.8%	-38.4%	-46.6%	-44.7%	-39.4%	-21.2%	-40.1%	-30.4%	-26.1%

RevPAR												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2021	\$29.65	\$51.18	\$46.43									
2020	\$45.02	\$46.30	\$35.58	\$22.63	\$31.20	\$32.92	\$35.20	\$38.32	\$48.21	\$29.63	\$29.19	\$26.35
2019	\$43.75	\$49.48	\$56.19	\$63.06	\$65.82	\$84.81	\$93.44	\$91.56	\$74.89	\$60.13	\$49.11	\$39.50
% change	-34.3%	9.9%	33.9%	-64.1%	-52.6%	-61.2%	-62.3%	-58.1%	-35.6%	-50.7%	-40.6%	-33.3%

Demand												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2021	8,089	11,176	11,425									
2020	8,267	7,845	6,673	4,779	6,746	6,317	6,871	7,639	8,979	7,790	7,360	7,105
2019	9,920	9,727	10,283	10,591	10,958	11,843	12,437	12,603	11,388	10,522	8,547	7,774
% change	-2.2%	41.8%	77.9%	-54.9%	-38.4%	-46.7%	-44.8%	-39.4%	-21.2%	-26.0%	-13.9%	-8.6%

Revenue												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2021	\$565,209.54	\$881,369.89	\$885,226.43									
2020	\$693,578.00	\$644,299.00	\$548,233.00	\$337,485.00	\$480,668.00	\$490,812.00	\$542,362.00	\$590,417.00	\$718,761.00	\$564,854.00	\$538,496.00	\$502,374.00
2019	\$759,435.00	\$775,923.00	\$865,767.00	\$940,291.00	\$1,014,158.00	\$1,264,487.00	\$1,439,682.00	\$1,410,604.00	\$1,116,605.00	\$926,380.00	\$732,269.00	\$608,523.00
% change	-18.7%	36%	65.7%	-64.1%	-52.6%	-61.2%	-62.3%	-58.1%	-35.6%	-39.0%	-26.5%	-17.4%

% change is to prior year



STR REPORT – WILSONVILLE Q3

JAN-MAR 2021 - WILSONVILLE		JAN-MAR 2020 - WILSONVILLE	
Occupancy % Average: 55.75%	Demand Total: 29,930	Occupancy % Average: 51.13%	Demand Total: 22,785
RevPAR (revenue per available room): \$42.42	Revenue: \$2,331,806	RevPAR (revenue per available room): \$42.30	Revenue: \$1,877,234

FY 20-21 - WILSONVILLE	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	
Occupancy %	44.60%	49.60%	60.20%	40.90%	39.90%	37.30%	42.43%	64.90%	59.93%	48.86% Average
RevPAR (revenue per available room)	\$35.20	\$38.32	\$48.21	\$29.63	\$29.19	\$26.35	\$29.65	\$51.18	\$46.43	\$37.13 Average
Demand	6,871	7,639	8,979	7,790	7,360	7,105	8,089	11,176	11,425	76,434 Total
Revenue	\$542,362.00	\$590,417.00	\$718,761.00	\$564,854.00	\$538,496.00	\$502,374.00	\$565,209.54	\$881,369.89	\$885,226.43	\$5,789,070 Total



Total Properties: 9



Total Rooms: 615

MARCH 2021 PERFORMING BETTER THAN MARCH 2020

- OCCUPANCY UP 44%
- DEMAND UP 78%
- REVENUE UP 66%

STR Reports are delivered around the 19th of each month to JayRay.



TOURISM DEVELOPMENT



TOURISM DEVELOPMENT

FEATURED PACKAGE

Welcome to Wilsonville!

Explore Wilsonville with special deals and packages from local hotels and attractions.



SEE ALL PACKAGES >

WE'RE LOOKING FOR TRAVEL PACKAGES!

An ideal package includes an overnight stay and an experience, such as:

- Overnight stay + tasting at Vanguard Brewing
- Overnight stay + nearby winery package
- Overnight stay + dinner or shopping credit

Includes promotion on social media and ExploreWilsonville.com.

If you're willing to collaborate in a package promotion, please email Bridget at bbaeth@jayray.com for details

THANK YOU FROM THE HOLIDAY INN



To thank our frontline & essential workers, vaccine administrators & distributors, and anyone working to fight COVID-19, here is a special discount.

[LEARN MORE](#)

EXTENDED STAY GOVERNMENT TRAVEL



Take advantage of our special offers for our Heroes in government travel. Special prices available for extended stays of 5 or more nights.

[LEARN MORE](#)

BOOK OUR WEDDING RATE



Planning your out of town wedding guest accommodations is easy with a 15% discount off our standard rate. No contracts, breakfast not included.

[LEARN MORE](#)

MILITARY APPRECIATION SPECIAL



Active-duty, vets, and family receive a special rate and 1K bonus points in appreciation of your service. Current military ID required at check-in.

[LEARN MORE](#)



Q4 PLANS

April-June 2021

Preparing for Reopening:

- Develop 5 digital pocket trip itineraries with visuals and corresponding Google MyMaps
 1. Arts and culture trip
 2. Family fun trip
 3. Farmlandia trip
 4. Rest and Relaxation
 5. Sports trip
- Develop PR editorial calendar for FY 21-22
- Create and curate travel packages and deals for website
- Website seasonal updates, social media content, quarterly reports






JAYRAY A PLACE TO THINK




Branding | Advertising | Strategic Communications

THANK YOU!

Contact us

-  535 Dock Street, Ste. 205 Tacoma, WA 98402
-  253.740.9064 (mobile)
-  bbaeth@jayray.com

Follow us on

-  facebook.com/jayrayadspr
-  [@jayrayadspr](https://twitter.com/jayrayadspr)
-  [@jayrayadspr](https://www.instagram.com/jayrayadspr)

