

# Wilsonville Tourism Promotion Committee

## MEETING AGENDA

Thursday, January 13, 2022

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/86204319712>



### VOTING MEMBERS

#### Brian Everest

Tasting Room Manager,  
Vitis Ridge Winery

#### Jennifer Gage

General Manager,  
Abella Italian Kitchen

#### Al Levit

Former Commissioner, City  
of Wilsonville Planning  
Commission

#### Elaine Owen

Owner, Lady Hill Winery

#### 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  
Kris Ammerman Parks &  
Recreation Director  
Brian Stevenson,  
Community Services  
Manager (designee)

#### Clackamas County

#### Tourism & Cultural Affairs (TCA)

Samara Phelps, Director  
Jim Austin, Development &  
Community Relations Lead  
(designee)

#### Washington County

#### Visitors Association (WCVA)

Dave Parulo,  
President/CEO  
Syke Neal-Finnegan,  
VP/Marketing &  
Communications  
(designee)

#### Wilsonville Area Chamber of Commerce

Kevin Ferrasci O'Malley,  
CEO

### STAFF

Zoe Mombert,  
Assist. to the City Manager  
Mark Ottenad,  
Public/Government Affairs  
Director

### TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC  
Bridget Baeth, Principal  
Matt Wakefield, Sr. Advisor  
Alex Domine, Advisor  
Cara Sjogren, Advisor

<b>1. Welcome</b>	<b>1:00</b>
a. Committee members and guests introductions	
<b>2. Committee Business and Updates</b>	<b>1:10</b>
b. Approve TPC Meeting Minutes of November 10, 2021*	
c. Review and Recommend Bylaw Amendment*	
d. Review Draft FY 22/2023 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy *	
<b>3. Jay Ray Tourism Promotion Updates</b>	<b>1:40</b>
e. Highlights*	
f. Geolocation Project	
<b>4. Tourism Promotion Program Updates</b>	<b>2:20</b>
g. Regional Tourism Updates	
h. Member Updates	
<b>5. Next Meeting</b>	<b>2:55</b>
i. April 5, 2022 at 6:00pm	
<b>6. Adjourn</b>	<b>3:00</b>

\* *Materials in packet*

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

To submit public comments, please email [mombert@ci.wilsonville.or.us](mailto:mombert@ci.wilsonville.or.us) by January 11, 2022 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

Wednesday, November 10, 2021

Zoom Virtual Meeting

### 1. Welcome

**a. Voting members attending:** Chair Beth Price, Vice Chair Rohit Sharma, Brian Everest, Jennifer Gage, Elaine Owen and Brandon Roben

**Ex-officio members, staff, consultants and guests attending:** Zoe Mombert, Mark Ottenad, Kris Ammerman, Councilor Charlotte Lehan, Alex Domine, Bridget Baeth, Cara Sjogren, Sylke Neal-Finnegan, Kevin Ferrasci O'Malley, Matt Wakefield, Dave Parulo, Laura Rogers from Datafy

The meeting was called to order at 1:01pm by Chair Price.

### 2. JayRay Updates

**b.** JayRay provided additional information regarding the geolocation information provided by Datafy. The Datafy consultant discussed how data can be collected and also mentioned that cell phone users must opt in order for their coordinates to be captured within the geofence. Users' personal information is not collected other than the location of credit-card expenditures. The information will be used to target marketing within specific clusters (such as hotels). There will be points of interest within the clusters. Datafy will provide a 3.5-year look back.

The committee discussed the proposed clusters recommended by JayRay before selecting the six clusters.

**Motion:** Brian Everest made a motion to select the following clusters for the geolocation project: 1) Hotels and vacation rentals; 2) outdoor recreation (parks, farms, trails...); 3) wine, beer, spirits; 4) Business travel (corporations, airport); 5) Attractions (shopping, Bullwinkle's); 6) Entire city limits. The motion was seconded by Jennifer Gage and passed unanimously.

**c.** JayRay shared updates regarding the recent influencer campaign including YouTube videos and blog posts by Suzi Pratt. Ms. Pratt loved Wilsonville so much that they made very compelling content to visit or move to Wilsonville.

**d.** The next influencer campaign will take place in December and JayRay has a short list of possible influencers to focus on a foody tour.

JayRay and consultants left the zoom meeting.

### 3. Review and Evaluate "Explore Wilsonville" Proposals

Staff reminded the committee that the scoring guidelines were listed in the Tourism Promotion and Destination Marketing RFP. The City received two applications from JayRay and That Random Agency. The committee was invited to share their thoughts and scores for both applications that were submitted.

Each committee member shared their scores and rationale.

Agency Proposal	1	2	3	4	5	6	7	Average
JayRay	90	92	95		95	91	94	92.83
That Random Agency	80	81	83		75	83	82	80.66

Overall, the committee was impressed with the quality of the proposal that JayRay provided. Members also liked that JayRay had experience with small destinations and experience with tourism in the Pacific Northwest. Committee members expressed extreme satisfaction with JayRay's work to date for City.

**Motion:** Brian Everest made a motion to recommend that City Council award the Tourism Promotion Marketing contract to JayRay. Jennifer Gage seconded the motion and it passed unanimously.

Updates were provided by committee members including:

- The City's new Nature Play Area will open this month.
- There is available for holiday parties at the Holiday Inn.
- The United State boarders just opened.
- The Arts, Culture and Heritage Committee is moving forward.

**5. Next Meeting**

The next meeting date to be determined by committee poll.

**6. Adjourn**

The meeting adjourned at 2:44pm.

Respectfully submitted by Zoe Mombert on November 17, 2021

# Wilsonville Tourism Promotion Committee

To: Tourism Promotion Committee  
From: Zoe Mombert, Assistant to the City Manager  
RE: Tourism Promotion Committee Bylaw Update  
Date: January 6, 2022

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On December 20, 2021, the City Council adopted Resolution No. 2941, which created the new Arts, Culture and Heritage Committee (ACHC). The new ACHC will assume responsibility for administering the former Community Tourism Matching Grant Program, now renamed the Community Cultural Events and Programs Matching Grant Program. Currently the grant programs objectives and criteria remain the same.

The Tourism Promotion Committee (TPC) has been responsible for local and county tourism grant review since 2015 as outlined in the committee bylaws; formerly the Parks and Recreation Advisory Board reviewed applications and awarded grants. The TPC will review the applications in spring 2022 while the ACHC is being created.

Members of the TPC have expressed that the Community Tourism Matching Grant Program primarily funds local community nonprofits that sponsor events such as the Wilsonville Festival of the Arts, Fun in the Park, Brewfest and other events. Per state law, the focus of the TPC is to attract visitors from over 50 miles away who are more apt to use local lodging that generates transient lodging taxes that fund the tourism promotion program. Thus, the TPC has felt somewhat obligated by community norms to continue to fund these events; the TPC focus is on the work by the City's Tourism Promotion and Destination Marketing Contractor, JayRay of Tacoma, WA.

Staff recommends updating Section 3.C. of the TPC bylaws to remove the reference to the community matching grant program and Clackamas County grant program that has been discontinued during the pandemic. Section 3.C. has been updated to still allow the committee flexibility for future tourism grant opportunities.

Staff has also added Section 3.D. outlining that the Committee is responsible for overseeing the Tourism Promotion and Destination Marketing contract as well as developing the Five- Year Action Plan and annual One- Year Implementation plan to prioritize and fulfill the recommendations in the Tourism Development Strategy. This additional language is consistent with the current work of the TPC.

Finally, staff is recommending the addition of Section 9, which is a conflict of interest provision. The provision has been added since the committee can make recommendations regarding contracts and grants awards. The City included similar language in the ACHC bylaws. The City also provided conflict of interest training to the Wilsonville – Metro Community Enhancement Committee as well as the Diversity, Equity and Inclusion Committee.



**EXPLORE  
WILSONVILLE**

A POCKET (OF FUN)

## VOTING MEMBERS

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Tasting Room Manager,  
Vitis Ridge Winery

### Jennifer Gage

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Former Commissioner, City  
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# City of Wilsonville Tourism Promotion Committee Charter

June 2015, Revised January 2022

The Tourism Promotion Committee is hereby created as a deliberative and recommending body of the Parks and Recreation Department with support from the City Manager's Office subject to the following section provisions:

**Section 1. Name of Committee:** Tourism Promotion Committee ("Committee").

**Section 2. Vision and Mission:** The Committee's Vision and Mission are adopted from the *Wilsonville Tourism Development Strategy, May 2014*:

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

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

**Section 3. Purpose:** The Committee has three primary areas of responsibility:

A. The Committee oversees implementation of the "Visit Wilsonville" Tourism Development Strategy and is charged specifically to develop a larger Five-Year Action Plan and annual One-Year Implementation Plans for fulfilling the Tourism Development Strategy, to be presented and recommended to City Council for approval.

B. The Committee makes recommendations to the City Council for tourism- and visitor-related marketing, promotions, expenditures and related programs and services that will result in increased tourism activity, as measured by overnight room stays at local lodging properties.

C. The Committee makes recommendations to City Council concerning the selection and disbursement of the annual Tourism Grant Programs ~~or other government-related tourism grant program as directed by City Council. operated by the City, including the Community Tourism Matching Grant Program (currently \$25,000 per year) and the Clackamas County Tourism Community Partnership Grant Program (currently \$20,000~~

per year).

€D. The Committee oversees implementation of the Tourism Promotion and Destination Marketing contract and is charged specifically to develop annually for City Council approval fiscal year plans for a long-term Five-Year Action Plan and annual One-Year Implementation Plan for prioritizing and fulfilling recommendations of the Wilsonville Tourism Development Strategy.

**Section 4. Appointment:** The Mayor appoints and the City Council confirms Committee members, who serve at the pleasure of the Council.

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**Section 5. Membership:** The Committee shall consist of twelve (12) members, including seven (7) voting members and five (5) non-voting ex-officio members:

The seven (7) voting members are to be drawn from the hospitality and tourism industry in the greater Wilsonville area, including representatives of the following stakeholders: Agri-Tourism, Arts & Culture, Community Events, Equestrian Tourism, Event Facility, General Retail, Lodging, Organized Sporting Events, Restaurants, and Outdoor Recreation and Tourism Attractions.

The five (5) ex-officio positions are a City Councilor who also acts as Council liaison for the committee; the City's Parks and Recreation Director, or his/her designee; a Wilsonville Chamber of Commerce representative; and two professional staff persons, one each from Clackamas County Tourism and Cultural Affairs Department and Washington County Visitors Association.

**Section 6. Term of Voting-Member Appointments:** Staggered three-year terms based on the fiscal year, scheduled so that two (2) or three (3) members are appointed or reappointed each year. A vacancy in a position may be appointed to fulfill the remainder of the term.

The appointment of a member shall automatically terminate upon the member's unexcused absence of three (3) consecutive meetings during a 12-month period. A member may serve a maximum of three (3) consecutive three-year terms; terms of appointment for less than three years shall not count towards the maximum time of service.

At the outset of the Committee, voting positions will be staggered as follows: Two (2) positions are one-year or slightly less in duration and two (2) positions are a two-year duration, and three (3) positions are full three-year appointments; assuming appointment by Oct. 1, 2015:

Position #1 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19

Position #2 – 1-year term: 10/1/15 – 6/30/16; next term: 7/1/16-6/30/19

Position #3 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20

Position #4 – 2-year term: 10/1/15 – 6/30/17; next term: 7/1/17-6/30/20

Position #5 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Position #6 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

Position #7 – 3-year term: 10/1/15 – 6/30/18; next term: 7/1/18-6/30/21

**Section 7. Organization:** At the first meeting of each fiscal year, the Committee will elect a chair and vice-chair from the voting members.

The Chair (Vice Chair in the absence of the Chair) will preside over all meetings.

An appointed City staff person or outside contractor will serve as secretary to keep notes of each public meeting and assist with administrative tasks.

The Committee will meet on an agreed-upon schedule at least four (4) times per year. The Chair may also call a special meeting with one week's advance notice. Such meeting notice may be given by email or regular mail.

A meeting may be held without a quorum; however, a quorum of at least four (4) voting members is required in order for the Committee to vote on any matter.

Committee members may participate in a meeting telephonically or

virtually.

All meetings will be announced and open to the public.

**Section 8. Voting:** All members are entitled to vote in person at a meeting, regular or special. Proxies are not allowed. A majority vote of the members voting on the question will be required to carry any matters submitted. A member who abstains from a vote shall be counted as present for purposes of the quorum but not counted as having voted on the question.

**Section 9. Conflict of Interests Provision:** Committee members agree to abide by Oregon ethic laws regarding conflicts of interest. A committee member must declare a conflict and withdraw from participating in the decision pertaining to the prospective award of municipal funds for a grant application or other City program that could directly benefit financially the committee member, family relative or organization that committee member is employed or contracted by to perform services or serves as a member of the board of directors.

The Tourism Promotion Committee was created by the Wilsonville City Council upon adoption of Resolution No. 2541 on June 15, 2015. The Bylaws were revised by Resolution No. on 2022.

For more information, contact:

City of Wilsonville  
29799 SW Town Center Loop East  
Wilsonville, OR 97070  
General: 503-682-1011



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Web: [www.ci.wilsonville.or.us](http://www.ci.wilsonville.or.us) or  
[www.ExploreWilsonville.com](http://www.ExploreWilsonville.com)



# FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



**DRAFT – January 13, 2022**

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**Attachment:**

1. JayRay 2021 Annual Report **(Date XX, 2022)**

## A. Introduction

The Wilsonville Tourism Promotion Committee on **April 5, 2022**, recommended for adoption to the City Council the seventh rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2022/23. 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 2021/22 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. Reappointed in July 2021 to Position No. 6 to full three-year term ending 6/30/24.
- **Jennifer Gage:** General Manager of Abella Italian Kitchen; appointed to Position No. 5 in July 2021 8 to full three-year term ending 6/30/24.
- **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
- **Elaine Owen:** Owner of Lady Hill Winery was appointed to Position No. 6 in July 2021 to a partial term ending 6/30/23
- **Beth Price, Chair:** Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville; reappointed mid-term in July 2021 to Position No. 7 with term ending 6/30/2024.
- **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.

### 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, or designee Jim Austin, Development & Community Relations Lead.
- **Washington County Visitors Association (WCVA):** Dave Parulo, 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:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
- **City of Wilsonville City Council:** Councilor Charlotte Lehan, who serves as the City Council liaison to the committee.

## C. Committee Meetings

The committee met on four occasions in FY 2021/22, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 30 and November 10, 2021, and January 13 and April 5, 2022.

## 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 2021/22

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2898 on May 17, 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 July 2021, Mayor July Fitzgerald appointed with Council consent Jennifer Gage to Position No. 5 and Elaine Owen to Position No. 6. Beth Price was reappointed to Position No. 7.

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

Beth Price, was elected as Chair and Rohit Sharma as Vice Chair during the first meeting of the new fiscal year in September 2021.

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

The committee continued to oversee the tourism grant program for FY 2021-22. The committee met to review and award tourism grants on April 5, 2022. Due to the creation of the new Arts, Culture and Heritage Committee (ACHC), the grant program will be transferred to the ACHC in 2023 per Resolution No. 2941 (2021). The Tourism Promotion Committee has recommended revisions to their bylaws to reflect this modification of committee duties.

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

JayRay, the City's Tourism Promotion and Destination Marketing Consultant, provided social media posts three times weekly to encourage people to "recreate responsibly." The posts have promoted the updated itineraries, Parks and Recreation programming and local businesses. 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.

In 2021, the website was updated and outreach increased as the State opened up to visitors. In addition to increased social media posts, JayRay invited our first Influencer to Wilsonville to introduce new visitors to Wilsonville and surrounding area activities.

In the second half of the fiscal year, JayRay worked with Datafy, using a geolocation platform to better understand visitors. This information was used to create targeted marketing approaches.

- **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 continue to enhance ExploreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified quarterly, itineraries and promotional packages were added as well.

- **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 created ten itineraries. They focus on ten types of travelers such as outdoors, wineries, foodies or family fun. The itineraries focus on areas of interest and can be combined with other itineraries. JayRay has continued to focus on increasing the social media posts and growing the number of social media followers. Gifs, low-resolution/fast-loading graphics interchange format digital files, were used as a way to increase social media engagement.

Our first Influencer visited Wilsonville in the fall. The Influencer was selected based on the number of followers, content they post on social media, ability to connect with our target audience. JayRay developed itineraries that would introduce the Influencer's followers to Wilsonville and the benefits of making it their travel basecamp.

- **Request for Proposal (RFP).**

Staff worked with committee members to advance a Request for Proposal (RFP), consistent with the 2019 RFP for contract services with a Tourism Promotion and Destination Marketing Consultant starting in FY 22/23. The City is required to seek RFPs for ongoing work for projects or services over \$100,000. The 2021 RFP and associated draft contract outline the need for a one-year contract with up to two contract extensions.

The City received two bids by the close of the RFP deadline. The Tourism Promotion Committee, acting as the selection review committee, evaluated the proposal at their November 15 meeting and unanimously selected JayRay of Tacoma, WA.

The scope of work was updated before it was approved by City Council to include GeoLocation services, which were being developed concurrent with the RFP for work to be performed in the second half of FY 21/22. The City Council authorized the City Manager to sign the contract at the January 20, 2022, City Council meeting.

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

The Tourism Promotion and Destination Marketing Consultant 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 continued the advertisement at the Interstate 5 French Prairie northbound rest area.

- **Committee develops and recommends to City Council for adoption the update to the FY 22/23 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee developed and recommended on April 5, 2022, to City Council adoption of the FY22/23 update to the tourism business plan formally named the FY22/23 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: FY2022/23 – FY2026/27

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 seventh, 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.

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### Year 1 FY 2022/23

#### 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.
  - **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 FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan.
- #### 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 updating to the *Tourism Development Strategy*.

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### Year 2 FY 2023/24

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Request line-item budget of \$50,000 to develop RFP for tourism marketing/management consultant service to update the Tourism Development Strategy adopted by Council in May 2014.
  - Substantial changes in the tourism and hospitality industry due to Covid-19 and a 10-year-old plan provide impetus to reevaluate tourism strategy.
- New tourism promotional programs are implemented with key partners

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**Year 3  
FY 2024/25**

- 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)
- 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).

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**Year 4  
2025/26**

- 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.

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**Year 5  
2026/27**

- 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: FY22/23, July 2022 – June 2023

The seventh, 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.
  - **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 FY22/23. The full, complete FY22/23 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 focusing on a back-to-normal level of activity.
- 2. Implement the FY22/23 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 to advance both the larger FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan and the more specific FY22/23 Tourism Promotion and Destination Marketing Plan.

Specific components of the FY22/23 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. Promote Wilsonville's brand position as "in the middle of it all" with locals and build brand ambassadors.

The proposed Tourism Promotion budget for FY22/23:

Tourism Promotion and Destination Marketing Contract	\$ 150,000
TOTAL Tourism Promotion Budget	<u>\$ 150,000</u>

The committee saw an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2021. Although, the changing restrictions and COVID -19 variants changed throughout the year, there was a rebound in both business and leisure travel.

The FY 22/23 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and an investment in geolocation data to target advertising.

The Community Tourism Grant Program funds will be managed by the ACHC.

## **H. Components of FY22/23 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 FY22/23 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. The budget is increased to \$150,000 for FY22-23.

**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 and FY 20/21, 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. Community Tourism Matching Grants were awarded in FY 21/22. The new Arts, Culture and Heritage Committee will assume responsibility for this program in FY 22/23.

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

## **2. Implement the FY 22/23 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.

**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 FY24/25 if funds become available.

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

# EXPLORE WILSONVILLE

Q2 REPORT (Oct-Dec)

FY 2021-2022

January 6, 2022

EXPLORE  
WILSONVILLE

A POCKET (OF FUN)



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# DASHBOARD

## ANNUAL RESULTS TO DATE FY 2021-22 (JULY-DECEMBER)

GOALS	FY 21-22 RESULTS	FY 20-21 RESULTS
<b>Influenced articles</b> (number of articles earned)	1	6
<b>New website users</b>	5,282	12,734
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	71,320	160,438
<b>Social media followers</b> (Facebook, Instagram)	1,777	1,500

*2020-2021 was a baseline year—we will continue to measure to see what is realistic to expect (at this budget level, during a pandemic). The PR program began July 2021.*



---

## Q2 RECAP

- Identified locations to geofence to begin collecting geolocation data in January 2022
- Hosted travel writer, Adam Sawyer
- Media pitch and blog: Winding Down to Winter in Wilsonville
- Website content development:
  - Winter events and packages
  - Press and media page
  - Business listings
- Continued social media
  - Gained 262 followers across FB, IG and Pinterest
  - Fall Getaway FB promo reached 6,500 travelers along I-5, from Eugene to Portland



# WEBSITE REPORT

*Updated Jan. 6, 2022*





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## WEBSITE RECAP

- Updated homepage to match the season:
  - Fall banner, featured event and blog
  - Winter events and Clackamas Winter Fair
- Blog page appeared in top pages from PR efforts
- Added new businesses:
  - Pearl Bakery
  - Vinn Distillery
  - Changed Coffee & Tea category to Bakeries & Desserts
- Updated press and media page
- Added Advance Savings promotion from Holiday Inn to packages page



# WEBSITE EVENTS



Brigitte Monastery Truffle and Wine Pairing  
December 13, 2021 @ 8:00 am - 1:00 pm



AI's Garden Center Evening of Lights  
November 6, 2021 @ 5:30 pm - 8:00 pm



Winterfest 2021  
November 27, 2021

THE ANNUAL  
WILSONVILLE PARKS AND RECREATION

## Harvest Fest

**PUMPKIN PATCH**  
**LIVE MUSIC**  
**SCAVENGER HUNT**

**STORY TIME**  
**PHOTO STATION**  
**COSTUME PARADE**

**OCTOBER 16, 2021**

STEIN BOOZIER BARN  
MURASE PLAZA, WILSONVILLE OR  
10 AM - 1 PM

Harvest Fest  
October 16, 2021 @ 10:00 am - 1:00 pm



Frog Pond Farm Pumpkin Patch  
October 24, 2021 @ 9:00 am - 5:00 pm | Recurring Event | \$10

Clackamas County  
Winter Fair 2021

Clackamas County Winter Fair 2021  
December 16, 2021 @ 5:00 pm - 10:00 pm | Recurring Event | \$15



2021 Winter Market with Tumwater Vineyard  
December 5, 2021 @ 11:00 am - 5:30 pm | Recurring Event

**BULLWINKLE'S**  
*New Year's Eve*

**AFTER DARK**  
A PRIVATE EVENT  
FOR AGES 21+

**Welcome 2022!**

**\$39.95**  
Per Person

Bullwinkle's New Years Eve After Dark  
December 31, 2021 @ 9:00 am - January 1, 2022 @ 9:00 am | \$39



Frog Pond Farm Christmas Tree Farm  
November 19, 2021 - December 23, 2021



[Updated Events](#)

# WEBSITE ANALYTICS

- Increase among all website metrics, significant increase in pageviews
- Increased traffic to blog page due to PR calendar and pitching

FY 2021-2022					FY 2020-2021				Change
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
New Users	712	609	516	1,837	566	377	419	1,362	+35%
Users	725	621	527	1,873	558	385	427	1,370	+37%
Page Views	1,995	1,646	1,271	4,912	1,213	841	940	2,994	+64%



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.

## FY 21-22 Q1 MOST POPULAR PAGES

1. /
2. /restaurants-wilsonville-oregon/
3. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/
4. /events/
5. /wineries/



## FY 21-22 Q2 MOST POPULAR PAGES

1. /
2. /restaurants-wilsonville-oregon/
3. /events/
4. /pocket-trips/shopping-in-wilsonville/
5. /blog/

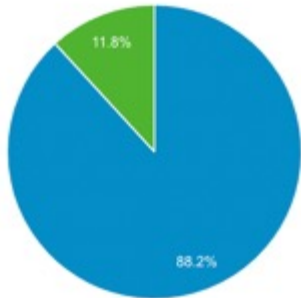


# WEBSITE ANALYTICS

FY 2021-22 (July-December)													
METRIC	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	Jun	TOTAL
New Users	1,377	1,297	771	712	609	516	-	-	-	-	-	-	5,282
Users	1,522	1,322	1,513	725	621	527	-	-	-	-	-	-	6,230
Page Views	3,631	2,885	1,819	1,995	1,646	1,271	-	-	-	-	-	-	13,247

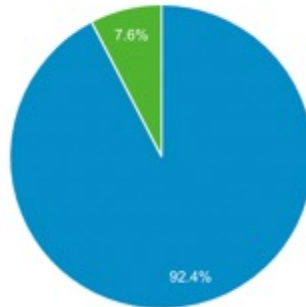
## FY 21-22 Q1 AUDIENCE

■ New Visitor ■ Returning Visitor



## FY 21-22 Q2 AUDIENCE

■ New Visitor ■ Returning Visitor



- Increase in new users to the website indicates effective acquisition tactics such as PR and social media



# SOCIAL MEDIA REPORT

*Updated Jan. 6, 2022*



# FACEBOOK ENGAGEMENT

FY 2021-2022 Q2					FY 2020-2021 Q2				Q2 YOY
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Engagement* (Engagement %)	8.05%	3.30%	4.81%	5.39% AVG.	10.48%	13.33%	7.59%	10.47% Average	-49%
Post Total Reach**	882	10,761	1,415	13,058 Total	525	570	395	1,490 Total	+776%

\*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

October 22, 2021	
6 Reactions, Comments and Shares	357 Reached
6 Likes on post and on shares	84 Post Clicks



REACH IS UP 776% FROM LAST YEAR  
HOWEVER, FB ENGAGEMENT RATE IS  
DOWN DUE TO THE INVERSE RELATIONSHIP  
BETWEEN REACH AND ENGAGEMENT.



# INSTAGRAM ENGAGEMENT

REACH IS UP 6% WITH ENGAGEMENT DROPPING DUE TO THE INVERSE RELATIONSHIP BETWEEN THE TWO METRICS.

FY 2021-2022 Q2					FY 2020-2021 Q2				Q2 YOY
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Engagement* (Engagement %)	2.24%	2.66%	2.06%	2.32% AVG.	4.26%	4.45%	3.80%	4.17% AVG.	-44%
Average number of likes	10.7	17.6	13.1	13.8 AVG.	21	21.4	18.5	20.3 AVG.	-32%
Post Total Reach**	2,377	2,252	2,652	7,281 TOTAL	2,035	2,521	2,344	6,900 TOTAL	+6%

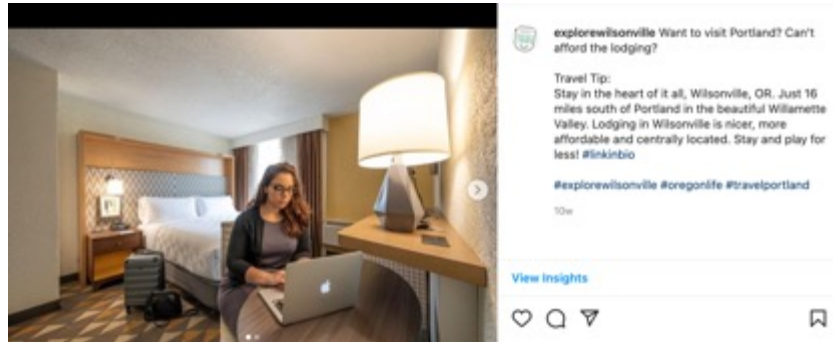
\*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

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

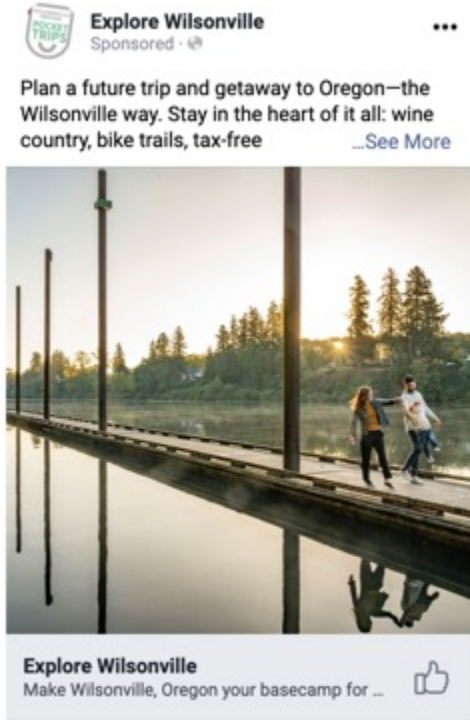
## TOP CONTENT

OCTOBER 22, 2021

25 Likes	249 Reached
0 Comments	3.7% Engagement Rate



# PAID SOCIAL MEDIA (MARKETING)



Dates: Nov. 3-Dec. 2, 2021

Channel: Facebook

Objective: Page Likes

Audience: Adults within 25 miles of Portland, Salem, Eugene and Wilsonville. Prioritizing audiences who may be planning to travel

Spend: \$100

Reach: 6,572 | Impressions: 10,756

Page Likes: 91





# PINTEREST ENGAGEMENT

POST TOTAL REACH HAS INCREASED FROM Q2 OF 2020-21, WITH ENGAGEMENT DROPPING DUE TO THE INVERSE RELATIONSHIP BETWEEN THE TWO METRICS.

FY 2021-2022 Q2					FY 2020-2021 Q2				Q2 YOY
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Engagement* (Engagement %)	1.49%	6.94%	3%	3.81% AVG.	6.36%	4.69%	2.03%	4.36% AVG.	-13%
Post Total Reach**	739	605	1268	2,612 TOTAL	472	576	395	1,443 TOTAL	+81%

\*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

## FY 21-22 Q1 TOP BOARD

### 1,649


Impressions

### 5

Saves

### 50

Link Clicks



**Explore Wilsonville,...**  
220 Pins

**1,65k**  
Impressions



## FY 21-22 Q2 TOP BOARD

### 1,449


Impressions

### 2

Saves

### 48

Link Clicks



**Explore Wilsonville,...**  
221 Pins

**1,45k**  
Impressions



# PINTEREST POSTS



... Explore...

[is:it](#)

## Winding Down to Winter in Wilsonville - Explore Wilsonville

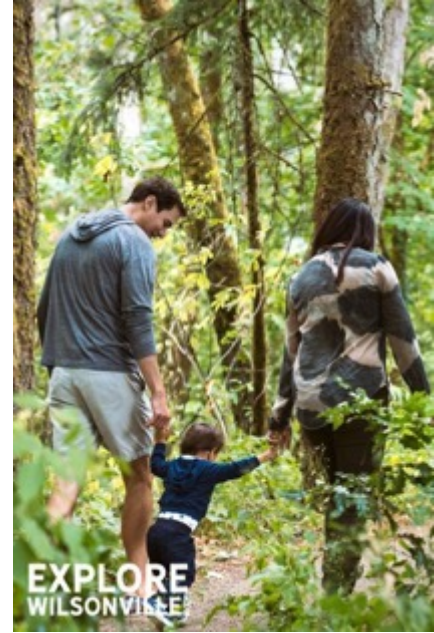
Looking for fun things to do this winter with the whole family near Portland, OR? Start in Wilsonville, you'll find activities for everyone.

Explore Wilsonville Oregon  
6 followers

**Note to self**  
What do you want to remember about this Pin?

**Comments**   
Share feedback, ask a question or give a high five

You saved to Explore Wilsonville Oregon



## FY 2021-2022 SOCIAL MEDIA ENGAGEMENT

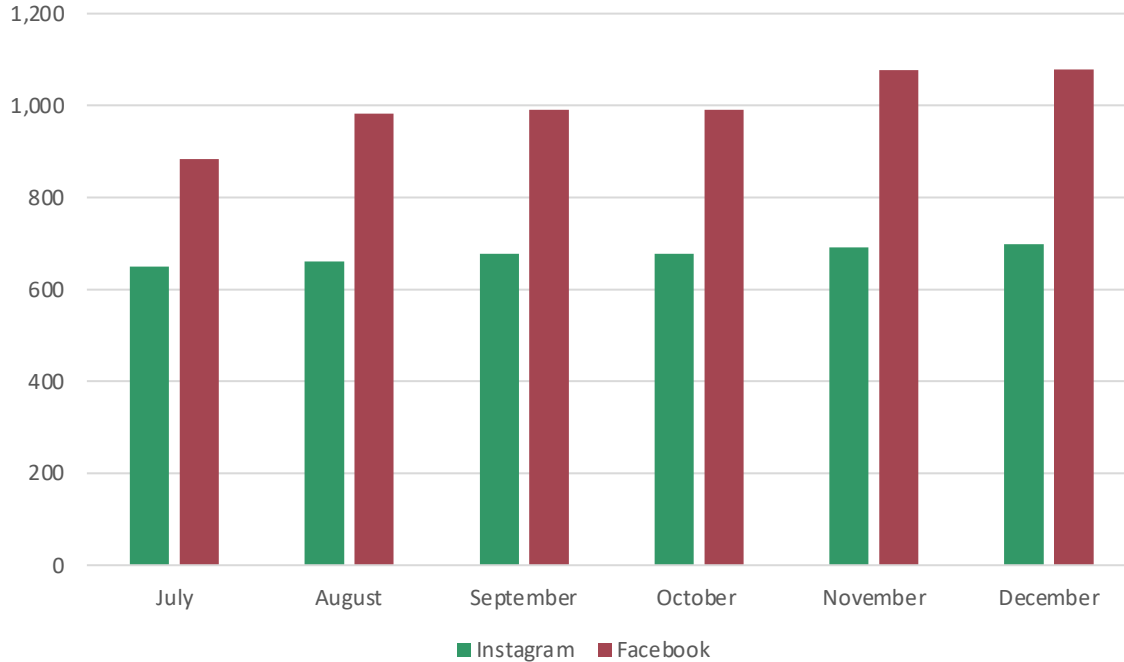
FACEBOOK							Total
Metric	July	Aug	Sept	Oct	Nov	Dec	
Engagement* (Engagement %)	8.88%	3.83%	4.44%	8.05%	3.30%	4.81%	6% AVG.
Post Total Reach**	890	32857	1937	882	10,761	1,415	48,742 TOTAL

INSTAGRAM							Total
Metric	July	Aug	Sept	Oct	Nov	Dec	
Engagement* (Engagement %)	2.23%	1.84%	2.14%	2.24%	2.66%	2.06%	2.20% AVG.
Average number of likes	12.7	11	13	10.7	17.6	13.1	13 AVG.
Post Total Reach**	2,155	5,328	2,594	2,377	2,252	2,652	17,358 TOTAL

PINTEREST							Total
Metric	July	Aug	Sept	Oct	Nov	Dec	
Engagement* (Engagement %)	2.97%	2.41%	3.01%	1.49%	6.94%	3.00%	3.30% AVG.
Post Total Reach**	807	705	1096	739	605	1,268	5,220 TOTAL



# SOCIAL MEDIA FOLLOWERS



**TOTAL FOLLOWERS: 1,777**

INSTAGRAM GROWTH IS STEADY, FACEBOOK ACCELERATED DUE TO PAID PROMOTIONS

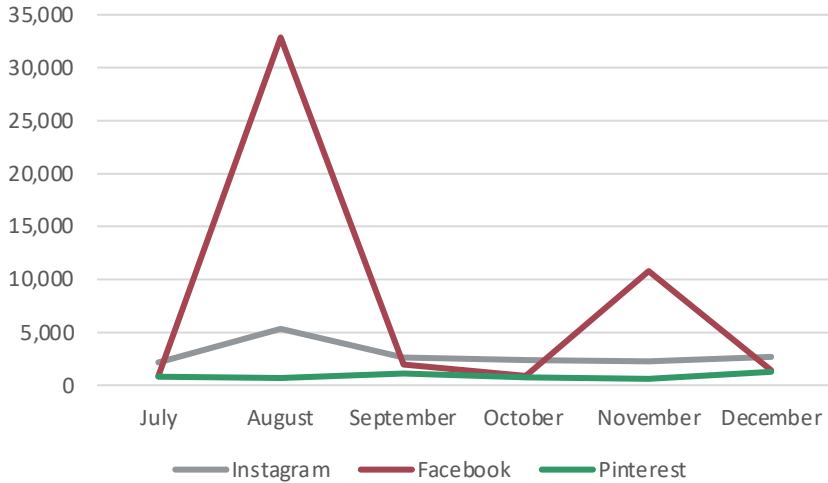
JAN-JUNE 2021 (PRIOR 6 MONTHS):  
Total Followers: 1,515

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

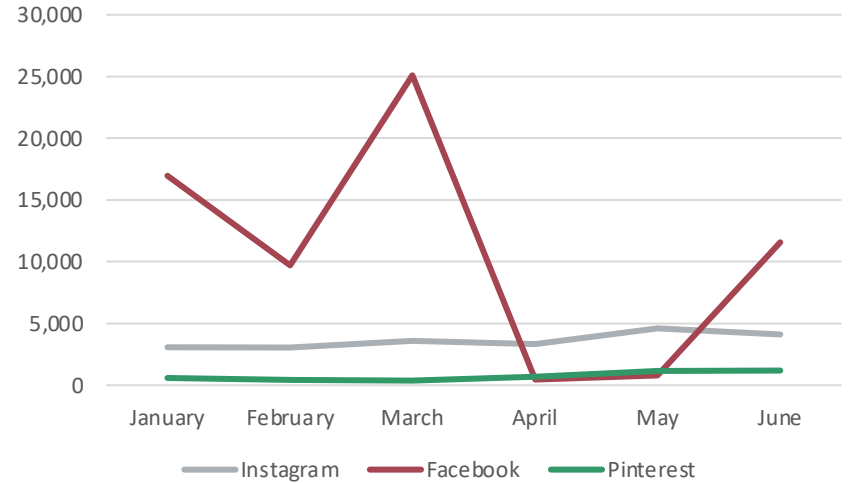


# SOCIAL MEDIA REACH

## FY21-22 Q1-Q2



## FY20-21 Q3-Q4



*Reach down in Q2 compared to Q1 due to higher ad spend in paid promotions in Q1*



---

# 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, and between ages 45-54.

## GENDER

Approximately 75% of Explore Wilsonville's Facebook content reached women, and 24% reached men – This is a departure from last quarter's measurements showing 68% women and 32% men.

## COUNTRY

A majority are from the United States, followed by Canada

## CITIES

The top five cities outside of Wilsonville for Explore Wilsonville Facebook content are:

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

*No change in top cities Updated Jan. 5, 2022*



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# 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, consistent with last quarter's report.

## GENDER

Approximately 67% of Explore Wilsonville's Instagram followers are women. 24% are men, 9% prefer not to say, consistent with last quarter's report

## COUNTRY

A majority (97%) are from the United States, followed by Canada (.7%).

## CITIES

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

1. Wilsonville, OR (40%)
2. Portland, OR (11%)
3. Canby, OR (6.9%)
4. Sherwood, OR (4.1%)
5. Oregon City, OR (3%)

*No change in top cities    Updated Jan. 5, 2022*



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# 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 24-44, with ages 25-34 leading at 42% followed by ages 35-44 at 19.5%

## GENDER

Approximately 73% of Explore Wilsonville's Pinterest audience are women. 17.8% are men and approximately 8.5% are unspecified.

## CITIES

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

1. Portland, OR (11.2%)
2. Los Angeles, CA (7.1%)
3. San Francisco, CA (6.6%) (newly added to top 5)
4. New York, NY (3.8%) (Up from #5 spot)
5. Sacramento, CA (3.3%) (newly added to 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
finance	3.75x	16.0%
vehicles	2.26x	40.2%
children's fashion	2.18x	7.5%
architecture	1.93x	39.7%
design	1.70x	73.7%

Updated Jan. 5, 2022





# PR REPORT

*Updated Jan. 6, 2022*



## PUBLIC RELATIONS

- Hosted travel writer Adam Sawyer and earned story placement in NW Travel Magazine for Winter 2022-23, and potentially a broadcast feature on KATU Afternoon Live
- Monitored media clips and mentions monthly in Cision
- Continued media story development and pitching: Winding Down to Winter
- Winter Blog Post



+ Follow

### Portland's Pearl Bakery Moves from Downtown to Wilsonville

▲ Corey Buchanan, Pamplin Media Group ▫ Bakery © December 3, 2021



A longtime Portland bakery that closed in 2019 and subsequently changed ownership has made Wilsonville its new home.

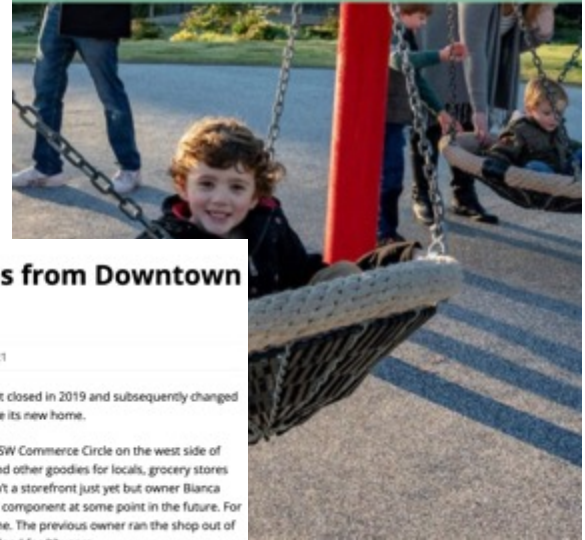
Pearl Bakery, located at 10159 SW Commerce Circle on the west side of town, offers breads, pastries and other goodies for locals, grocery stores and restaurants alike. There isn't a storefront just yet but owner Bianca McAravey is hoping to add that component at some point in the future. For now, customers can order online. The previous owner ran the shop out of the Pearl neighborhood in Portland for 23 years.

"Pearl Bakery has a long tradition of making artisan and very good bread for many years. I think if you care about eating high quality food, you can choose us," McAravey said.

### FEATURED BLOG


#### Winding Down in Wilsonville

Winter in Wilsonville encourages the slow savoring of experiences with the people closest to you.



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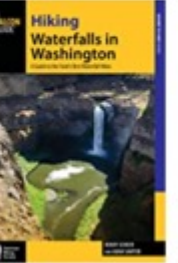


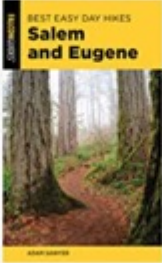

# TRAVEL WRITER: ADAM SAWYER



**Adam Sawyer**

+ Follow

Follow to get new release updates



Adam Sawyer is an outdoor and travel writer, photographer, published author, guide, and public speaker based in the Northwest. Locally, he has written stories for the Oregonian, Willamette Week, Portland Mercury, Edible Seattle and Portland Monthly. In addition to online writing for Men’s Journal, Travel Oregon, Eater and Visit Tillamook Coast, his work has appeared in numerous publications including Northwest Travel & Life, 1859 Magazine, 1889 Magazine, Alaska Beyond, Journey AAA, Sip Northwest, Backpacker, British Columbia, Canoe & Kayak and Bend Magazines.

He is the author of the guidebooks *Hiking Waterfalls in Oregon*, *Best Outdoor Adventures Near Portland*, *25 Hikes on Oregon’s Tillamook Coast*, *Unique Eats and Eateries: Portland, Oregon*, *Best Easy Day Hikes Salem and Eugene* and the forthcoming titles *Urban Hikes Oregon* and *Hiking Waterfalls Idaho*. Adam also co-authored the guidebook *Hiking Waterfalls in Washington*.



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# TRAVEL WRITER ADAM SAWYER IN WILSONVILLE FOR CHRISTMAS

## OVERVIEW:

- 4-day itinerary Dec. 23-26.
- Focus on shopping/antiques and outdoor adventures

## GOAL:

To inspire a trip to Wilsonville. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the content partner's followers.

- Tumwater Vineyard
- Hilton Garden Inn
- Dar Essalam
- Corner Coffee Shoppe
- Town Center Park
- Abella Italian Kitchen
- Aurora Antiques
- Woodburn Premium Outlets
- Kirin Ramen
- Parkway Grille
- Coffee Lake Wetlands
- Graham Oaks Nature Park
- Memorial Park
- Mollala River State Park
- Champoeg State Heritage Area
- Boone's Ferry Park
- Boeckman Creek
- Sourdough Bakery



---

# PUBLIC RELATIONS

FY 2021-2022			
	Number of Articles	Circulation	Number Influenced
July	3	329,972	-
August	14	14,664,313	1
September	2	13,619,280	-
October	6	13,801,066	-
November	6	8,507,386	-
December	2	180,200	-
<b>TOTAL</b>	<b>33</b>	<b>50,785,217</b>	<b>1</b>

PR program began in July.



# GEOLOCATION UPDATE

*Updated Jan. 6, 2022*



# GEOLOCATION & GEOFENCING UPDATE

Hotel Cluster
Best Western Wilsonville Inn & Suites
Holiday Inn Portland - I-5 (Wilsonville)
Hilton Garden Inn Wilsonville Portland
Motel 6 Wilsonville
Best Western Plus Parkway Inn
Quality Inn and Suites
Snoozinn
Pheasant Ridge RV Park
Aurora Acres RV Park

Outdoor Rec Cluster		
PARKS		RIVERS/LAKES
Arrowhead Creek Park	New Wilsonville Skatepark	Boeckman Creek
Boones Ferry Park	Oak Park	Coffee Lake Wetlands
Canyon Creek Park	Palermo Park	Coffee Lake Creek
Cedar Park	Park at Merryfield	Willamette River
Courtside Park	Piccadilly Park	
Edelweiss Park	River Fox Park	
Engelman Park	Sofia Park	
Graham Oaks Nature Park	Town Center Park	
Green Acres Park	Tranquil Park	
Hathaway Park	Triangle Park	
Memorial Park (including Murase Plaza)	Willow Creek - Landover Park	
Montague Park	Champoeg State Park / Heritage Area	
Memorial Park Forest Trail		



# GEOLOCATION & GEOFENCING UPDATE

## Liquid Tourism Cluster

WINERIES	BREWERIES	DISTILLERIES
Blakeslee Vineyard Estate	McMenamins Wilsonville Old Church & Pub	Vinn Distillery
Carabella Vineyard	Ordnance Brewing - Taproom	
Champoeg Wine Cellars	RAM Restaurant & Brewhouse	
J Rallison Cellars	Vanguard Brewing Company	
Lady Hill Winery		
Tumwater Vineyard		
Aurora Colony Vineyard		
Sineann Winery		
St. Josef's Winery		
Terra Wines Vineyard		

## Business Cluster

Mentor Graphics Corporation HQ/Siemens EDA	SSI Shredding Systems
Xerox Corporation	Express Personnel Services (labor source)
Swire Coca-Cola	Precision Countertops
Sysco	OptiMIM
Rockwell Collins	OrePac Building Products
Precision Interconnect	Oregon Glass Company
Dealer Spike	ESS Inc.
FLIR Systems	
Southern Glazer Wine and Spirits	
DW Fritz	
Rite Aid Distribution Center	





# GEOLOCATION & GEOFENCING UPDATE

## Attractions Cluster

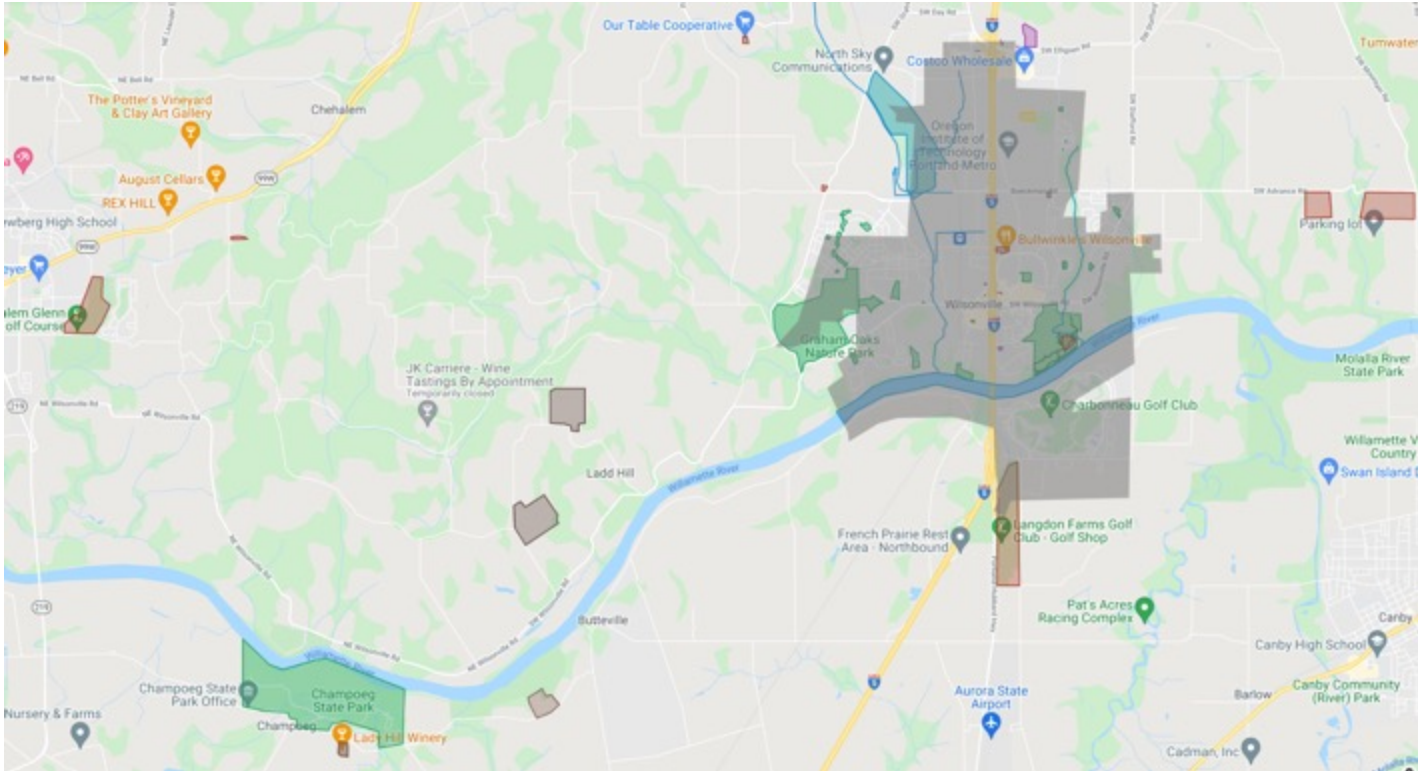
ATTRACTIONS	GOLF COURSES	FARMS
Woodburn Premium Outlets	Disc Golf (Memorial Park)	French Prairie Gardens
Bullwinkle's Family Fun Center	Topgolf	Fir Point Farms
Butteville Store	Charbonneau Golf Club	Tollen Farm
Washington Square	Kohl Creek Golf Course	Frog Pond Farm
Bridgeport Village	Langdon Farms Golf Club - Golf Shop	The Kitchen at Middleground Farms
SIM Golf	King City Public Golf Course	Boxwood Gardens
	Chehalem Glenn Golf Course	Barn Owl Nursery
	Tualatin Island Greens	Our Table Cooperative
	Milroy Golf Systems	Graham & Toosze Farm Store
	Sandelie Original 18-Hole Golf Course	
	Lake Oswego Municipal Golf Course	

## City Limits Cluster

Wilsonville city limits



# GEOLOCATION & GEOFENCING UPDATE





# STR REPORT

*Updated Jan. 6, 2022*

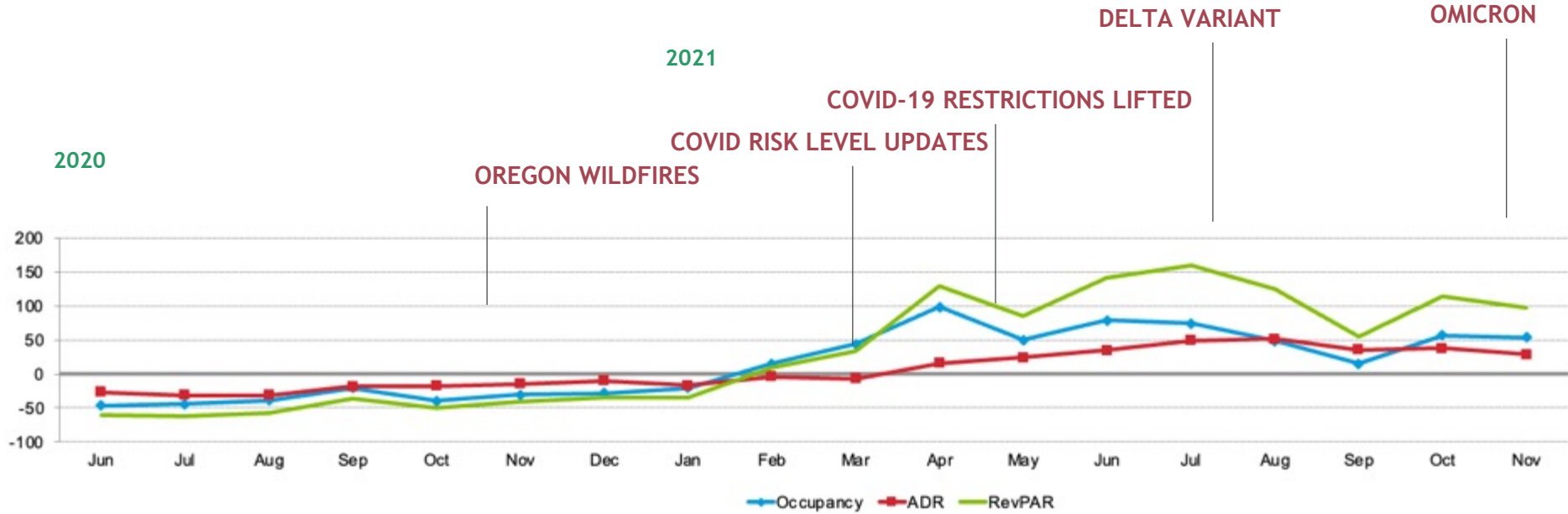
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# STR REPORT GLOSSARY

- **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

Q2 FY 21-22					Q2 FY 20-21				YOY CHANGE
FY 21-22	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Occupancy %	63.9%	61.2%	-	62.6% AVG.	40.9%	39.9%	37.3%	39.36% AVG.	+ 59%
RevPar	\$63.51	\$57.54	-	\$60.52 AVG.	\$30	\$29	\$26	\$28 AVG.	+ 116%
Demand	12,181	11,298	-	23,479 TOTAL	7,790	7,360	7,105	22,255 TOTAL	+ 5%
Revenue	\$1,210,793	\$1,061,555	-	\$2,272,348 TOTAL	\$564,854	\$538,496	\$502,374	\$1,605,725 TOTAL	+ \$666,623

FY 21-22	Jul	Aug	Sep	Oct	Nov	Dec
Occupancy %	77.6%	73.5%	69%	63.9%	61.2%	
RevPAR (revenue per available room)	\$91.33	\$85.55	\$74.58	\$63.51	\$57.54	
Demand	14,793	14,008	12,734	12,181	11,298	
Revenue	\$1,741,255	\$1,631,032	\$1,375,987	\$1,210,793	\$1,061,555	



Total Properties: 9



Total Rooms: 615



OCCUPANCY AVERAGE UP 59% COMPARED TO FY 20-21  
DEMAND UP 5%  
REVENUE UP \$666,623



STR reports are delivered around the 19<sup>th</sup> of each month to JayRay.

# TOURISM DEVELOPMENT



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# TOURISM DEVELOPMENT

CONTINUED TO ADD AND PROMOTE PACKAGES ON WEBSITE AND SOCIAL MEDIA

ADVANCE  
SAVINGS



Enjoy extra savings for booking early! Deposit and Cancellation penalties apply. Deposit charged prior to arrival date.

LEARN MORE

---

WE'RE ALWAYS 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](mailto:bbaeth@jayray.com) for details





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# Q3 PLANS

JAN-MAR 2022

## ANNUAL CONTRACT SCOPE

- ODA Conference Jan. 18-20
- National Plan for Vacation Day: Jan. 25
- Continue winter winddown media pitching
- Develop history & culture pitch/blog
- Plan second influencer trip
- Travel Oregon Visitor Guide ad
- Curate packages & deals for website
- Website management and seasonal updates
- Social media management
- Farms & Farmers Market FB co-op ads with OMHT - *SPRING*
- Quarterly report

## EXPANDED SCOPE

- Review geolocation data to influence winter/spring geolocation marketing campaign
- Paid story in travel/lifestyle publication to align with winter/spring campaign - *TBD*
- Developing 2-3 trip itineraries per category (10) on website
- Monthly blog to promote winter/spring campaign theme (boosted on FB)






**JAYRAY** A PLACE TO THINK

Branding | Advertising | Strategic Communications




# THANK YOU!



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