

Wilsonville Tourism Promotion Committee

MEETING AGENDA

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

Willamette River Room, Wilsonville City Hall



VOTING MEMBERS

Jeff Brown, Chair
General Manager,
Holiday Inn Wilsonville

Darren Harmon,
Vice Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson
Executive Director,
World of Speed
Motorsports Museum

Brandon Roben
CEO, Oaks Park

David Stead
General Manager,
Langdon Farms Golf
Club

ADVISORY / EX-OFFICIO MEMBERS

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

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

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

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

STAFF

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC
Lynnette Braillard
and Trev Naranche,
Principals

- 1. Welcome** **10:00**
 - a. Committee members and guests self-introductions
- 2. Committee Business and Updates** **10:10**
 - b. Approve Prior Meeting Minutes of Feb. 12 and March 15, 2018 * *p. 3*
 - c. Brandon Roben: New CEO for Oaks Amusement Park * *p. 6*
 - d. Terms expiring 6/30/2018; positions for reappointment/recruitment:
 - Position # 5 Darren Harmon; #6 David Stead; #7 Vacant
 - e. City projects advancing:
 - FY17/18 & 18/19 Tourism Promotion Marketing Plan: \$200,000
 - Visitor Profile Study: \$60,000
 - Visitor Wayfinding/Directional-Signage Project: \$125,000
- 3. March Tourism Program Grant Reviews & Awards** **10:30**
 - f. Committee members review of process; suggestions
 - List of \$44,000 in awards on next page * *p. 2*
- 4. Vertigo Marketing Report ■** **10:40**
 - g. STAR Benchmarking issues for review; decision * *p. 7*
 - Comparable destinations to Wilsonville
 - h. Benchmark tourism metrics to establish baseline for future Quarterly Reports (latest and historical lodging/occupancy reports)
 - i. Social media grant match awarded with Mt. Hood Territory
 - j. Marketing Updates: event promotions, social media, print ads
 - k. Present ExploreWilsonville.com Redesign Mock-Up(s)
 - website discussion including listing database
 - l. Pocket Trips: Final 12 recommendations for visitor guide and website
 - m. Print Ads: Pocket Trips chosen for next print ad due (May)
- 5. Annual Update of Tourism Business Plan** **11:40**
 - n. Review of Draft FY18/19 1/5-Year Action/Implementation Plan* *separate*
- 6. Adjourn** **12:00**
 - o. Report from Steve Van Wechel on 'Salmon Cycling Classic'
 - p. Date of next meeting: Thur, May 31, 10 am – 12 pm

* materials in packet or online ■ materials at meeting

Wilsonville Tourism Promotion Committee

Tourism Committee awards \$44,000 in tourism grants on March 15:

City of Wilsonville Community Tourism Awards (\$25,000):

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

Clackamas County Tourism Community Partnership Awards (\$19,000):

- World of Speed Motorsports Museum: \$10,000 towards out-of-area marketing efforts to promote this summer's exhibit, "Porsche 911—55 Years of Driving Greatness."
- Wilsonville Celebration Days: \$5,000 to increase out-of-area marketing efforts for the annual Fun in the Park festival, including radio, magazine and newspaper ads.
- Willamette Falls Heritage Coalition: \$4,000 for new marketing materials highlighting the Willamette Falls Heritage Area, including attractions, activities, events and services.

UPCOMING EVENTS OF NOTE

Oregon Tourism Listening Session, Portland

April 13, 9 am-12 pm: PORTLAND REGION

Portland - Oregon Zoo, Skyline Room, 4001 Southwest Canyon Road, 97221

Travel Oregon, in partnership with Oregon's seven regional destination management organizations (RDMOs), is hosting 10 Oregon Tourism listening sessions across the state this spring. Listening sessions' findings help shape the future of tourism in Oregon through Travel Oregon's statewide strategic plan, as well as each of the RDMOs' regional plans.

Sessions are 3 hours; food and beverages provided. Registration is requested:

<https://docs.google.com/forms/d/e/1FAIpQLSdabM8YQ9kyeBLA1J9LXCnmm9GMVFla9NI685wYmN7r4uhMHw/viewform>

2018 Oregon Governor's Conference on Tourism, Bend

April 29 - May 1, 2018

Riverhouse on the Deschutes in Bend.

Info: www.OregonTourismConference.com.

Vertigo Marketing Contact Info - www.VertigoMarketing.com

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Wilsonville Tourism Promotion Committee

MEETING MINUTES

Tuesday, Feb. 13, 2018 • 1 – 3 pm
Willamette River Room, Wilsonville City Hall

1. Call to Order; Welcome & Introductions

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

Ex-officio members, staff, consultants and guests attending: Erica Behler; Lynnette Brailard; Mike McCarty; Trev Naranche; Sylke Neal-Finnegan; and Mark Ottenad.

2. Committee Business and Updates

Approve Meeting Minutes of Prior Meeting: Committee members reviewed the draft meeting minutes of Jan. 30, 2018. Al Levit moved and Jeff Brown seconded the motion to adopt the meeting minutes as presented. Motion approving minutes passed unanimously.

Recruitment for vacant positions on committee: Mark Ottenad said that the committee has one vacancy for position 7 with a term ending 6/30/2018 that would be subject to immediate reappointment.

FY17/18 & 18/19 Tourism Promotion Marketing Plan: Mark Ottenad reported that the adoption by the City Council of FY17/18 & 18/19 Tourism Promotion Marketing Plan was scheduled for Feb. 22.

Committee members discussed the STAR Benchmarking Reports offered by lodging-industry data-analytics firm STR that are a component of the Marketing Plan.

Members suggested that the Committee work with Vertigo Marketing to tee-up a discussion and decision for selecting potential comparables to Wilsonville. Committee members discussed specific criteria that could be used for comparing performance of local hotels to those in the comparable locations. Metrics, such as occupancy and revenue per available room (REVPAR) reported by lodging properties in various markets provide for a comparison to how Wilsonville is doing.

Members discussed a number of potential criteria for comparison to the Wilsonville market:

- Small/medium size city/area along I-5 or other major transportation corridor such as I-205, I-84 and Hwy 97.
- City/area with a larger-than-normal corporate presence and larger number of hotel/motel rooms given the city's population size.
- City/area *not* located in a tourism destination market, such as the Coast.

Members then considered a number of cities/areas that might work as comparables:

- | | | |
|-------------|-------------|-------------|
| • Vancouver | • Hillsboro | • Clackamas |
| • Troutdale | • Tigard | • Albany |
| • Gresham | • Tualatin | • Medford |

Mark Ottenad offered to research and provide some comparable data on the various cities/markets for comparison. Committee members suggested population counts, US/Interstate

highway proximity, corporate/business market community, and number of motels/hotels and number of rooms.

Town Center Plan Draft Community Design Concept: Mark Ottenad noted that the public survey was open until Feb. 19. Committee members reported receiving an email to participate in the survey.

Proposed Oregon State Legislation HB 4120, re TLT: Mark Ottenad reported that the City, along with League of Oregon Cities and Oregon Restaurant and Lodging Assn., supported proposed legislation to extend transient lodging tax collection and remittance by online intermediaries.

3. March 15 Tourism Grant Reviews & Awards

Brian Stevenson distributed information about the Tourism Grant Programs that showed prior history of award disbursements and new 2018 program applications for the City Community Tourism Grant Program that totals \$25,000. He indicated that information would be forthcoming on the County Community Partnership Grant Program that totals \$20,000 and has an application deadline of March 5.

Committee members discussed the format for the evening, and Brian Stevenson indicated that the tentative schedule would be:

5:30 – Dinner is served

6:00 – Meeting starts: City tourism grant program

7:45 – Break

8:00 – Meeting resumes: County tourism grant program

9/9:30 – Adjourn.

4. Adjourn

The meeting ended at 2:50 pm; Chair Brown noted that the next meeting of the Tourism Promotion Committee is scheduled for Thur, March 15, 5:30–9:00 pm, at City Hall for the tourism grant programs applications review and awards.

Respectfully submitted by Mark Ottenad on March 6, 2018.

MEETING MINUTES

Thursday, March 15, 2018 • 6 pm
Council Chambers, Wilsonville City Hall

1. Call to Order

Voting members attending: Jeff Brown, Chair; Darren Harmon, Vice Chair; Dave Pearson, Brandon Roben, David Stead

Ex-officio members, staff, consultants and guests attending: Erica Behler, Mike McCarty, Brian Stevenson

2. City of Wilsonville Community Tourism Grant Reviews & Awards

- Wilsonville Celebration Days: \$7,000 for producing the annual Fun in the Park event on the first Saturday of August
- Wilsonville Brewfest: \$5,000 to produce annual August event showcasing Oregon breweries
- Wilsonville Arts & Cultural Council: \$5,000 for the annual Wilsonville Festival of the Arts held in June
- Wilsonville Kiwanis: \$4,000 to produce the annual Kiwanis Kids Fun Run in July
- Rotary Club of Wilsonville: \$4,000 for producing the annual, four-evening Wilsonville Rotary Summer Concert Series

3. Clackamas County Community Partnership Program Grant Reviews & Awards

Dave Pearson declared a conflict of interest due to his affiliation with World of Speed and did not participate in review of the grant.

- World of Speed Motorsports Museum: \$10,000 towards out of area marketing efforts in Washington, Oregon, Idaho, and California promoting this summer's exhibit, "Porsche 911 - 55 Years of Driving Greatness".
- Wilsonville Celebration Days/Fun in the Park: \$5,000 to increase out of area marketing efforts for annual summer festival including radio, magazine and newspaper ads.
- Willamette Falls Heritage Coalition: \$4,000 to create marketing materials to increase visitor's understanding of the Willamette Falls Heritage Area and what it has to offer in the way of themes, attractions, activities, events and services.

4. Adjourn

Meeting was adjourned at 7:45 pm

CEO Announcement

A MESSAGE FROM OUR CHAIRMAN OF THE BOARD

I am thrilled to share with you The Oaks Park Association board of directors has unanimously selected Brandon Roben as our new Chief Executive Officer. Brandon has worked with the Evergreen Aviation and Space Museum since 2011, with the last two years as Executive Director. He will begin his new role as CEO on April 3rd, 2018.

After an extensive national search, we couldn't be more pleased to have found such a respected, seasoned leader to guide Oaks Park into its next chapter. Brandon has an outstanding record of leadership, innovation, strategic vision, and staff development. He has proven capacity to grow and make an impact, which will make him the perfect fit for our organization.

Brandon lives in Wilsonville, with his wife and their three children and is deeply rooted in the community. He comes to Oaks Park with a deep commitment to building healthy relationships within our community, beautifying the park and maintaining the mission of Oaks Park.

Brandon succeeds Joseph Norling, who passed away last July after 26 years as CEO with our organization.

Thank you for your support during this transition period. We are excited to work with Brandon in the coming years to deepen and grow Oaks Park.



Sincerely,
Rick Gustfason
Oaks Park Chairman of the Board



STR Hotel/Motel Participation List

Wilsonville 25mi radius

Job Number: 950959_PRAIM Staff: RL Created: January 31, 2018

Sorted by Zip Code, then alpha by Name of Establishment

STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms	City Rm Count	Chg in Rms	Dist to W'ville
22896	Quality Inn Aloha Beaverton	Aloha, OR	97003	Midscale Class	Apr 2015	Jun 1985	52		Y	13.44
10276	Comfort Inn & Suites Beaverton Portland West	Beaverton, OR	97005	Upper Midscale Class	Jun 2003	Jun 1977	102		Y	12
25749	Courtyard Portland Beaverton	Beaverton, OR	97008	Upscale Class	Feb 1989	Feb 1989	149			9.67
35284	DoubleTree Beaverton	Beaverton, OR	97006	Upscale Class	Nov 2012	Mar 1997	98			15.03
35206	Extended Stay America Portland Beaverton	Beaverton, OR	97006	Economy Class	Oct 2012	Sep 1997	143			13.88
37178	Extended Stay America Portland Beaverton Eider	Beaverton, OR	97006	Economy Class	Oct 1998	Oct 1998	122			15.61
33271	Fairfield Inn & Suites Portland West Beaverton	Beaverton, OR	97006	Upper Midscale Class	Mar 1997	Mar 1997	106		Y	14.87
38150	Hilton Garden Inn Portland Beaverton	Beaverton, OR	97006	Upscale Class	Apr 1999	Apr 1999	150			14.8
36733	Homewood Suites Hillsboro Beaverton	Beaverton, OR	97006	Upscale Class	Jul 1998	Jul 1998	123			14.87
3353	Motel 6 Beaverton	Beaverton, OR	97005	Economy Class	Nov 2009		58	1,051	Y	11.87
33051	Motel 6 Canby	Canby, OR	97013	Economy Class	Sep 2017	May 1986	35			5.35
38881	Comfort Suites Clackamas	Clackamas, OR	97015	Upper Midscale Class	Aug 1999	Aug 1999	50			11.25
35450	Courtyard Portland Southeast Southeast Clackama	Clackamas, OR	97015	Upscale Class	Jul 1999	Jul 1999	136			12.36
22467	Days Inn Clackamas Portland	Clackamas, OR	97015	Economy Class	Jun 1986	Jun 1986	110		Y	12.71
25860	Hampton Inn Portland Clackamas	Clackamas, OR	97015	Upper Midscale Class	Sep 1996	Jun 1988	113		Y	11.44
23115	Monarch Hotel & Conference Center	Clackamas, OR	97015	Midscale Class	Jun 1985	Jun 1985	192			12.46
60632	Sunnyside Inn & Suites	Clackamas, OR	97015	Midscale Class	Jan 2017	Oct 2009	115	716	Y	12.56
36339	Best Western University Inn & Suites	Forest Grove, O	97116	Midscale Class	May 1999	May 1999	54			20.51
60986	The Grand Lodge	Forest Grove, O	97116	Midscale Class	Jun 2000	Jun 2000	90		Y	20.83
38962	Holiday Inn Express Portland Southeast Clackama	Gladstone, OR	97027	Upper Midscale Class	Dec 2013	Sep 1999	101		Y	9.96
22400	Clarion Inn Gresham	Gresham, OR	97030	Upper Midscale Class	Jul 2015	Jun 1985	74			21.22
43112	Days Inn Gresham	Gresham, OR	97030	Economy Class	Aug 2002	Jan 1999	53			22.07
17739	Motel 6 Gresham	Gresham, OR	97030	Economy Class	Jan 2016	Jun 1978	73			21.3
37683	Quality Inn Gresham Portland East	Gresham, OR	97030	Midscale Class	Jan 2015	Dec 1998	168			22.05
35697	Super 8 Gresham	Gresham, OR	97230	Economy Class	Jan 2003	Jul 1997	44	412		19.97
65099	aloft Hotel Hillsboro Beaverton	Hillsboro, OR	97006	Upscale Class	Jun 2017	Jun 2017	137		Y	15.81
22998	Comfort Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	May 2010	Jun 1985	118			17.04
31730	Courtyard Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	Jun 1996	Jun 1996	155			16.2
17662	Econo Lodge Inn & Suites Hillsboro Portland West	Hillsboro, OR	97123	Economy Class	Jul 2007	Jun 1978	60			16.87
63210	Embassy Suites Portland Hillsboro	Hillsboro, OR	97124	Upper Upscale Class	Dec 2014	Dec 2014	165		Y	16.68
37097	Extended Stay America Portland Hillsboro	Hillsboro, OR	97124	Economy Class	Sep 2012	Sep 1998	136			15.82
63201	Hampton Inn & Suites Portland Hillsboro Evergree	Hillsboro, OR	97124	Upper Midscale Class	Jul 2014	Jul 2014	106		Y	16.65
38177	Holiday Inn Express Portland West Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	Oct 2006	Dec 2000	86			16.51
65235	Holiday Inn Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	Aug 2016	Aug 2016	110		Y	16.34
13241	Larkspur Landing Hillsboro	Hillsboro, OR	97124	Upscale Class	Jan 2005	Jun 1997	124			17.58
30166	Residence Inn Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	Aug 1994	Aug 1994	122			16.1
64995	Residence Inn Portland Hillsboro Brookwood	Hillsboro, OR	97124	Upscale Class	Jun 2016	Jun 2016	146		Y	17.55
52137	Springhill Suites Portland Hillsboro	Hillsboro, OR	97124	Upscale Class	Apr 2004	Apr 2004	106			16.49
38767	TownePlace Suites Portland Hillsboro	Hillsboro, OR	97124	Upper Midscale Class	Aug 2001	Jun 1999	136	1,707		16.5
26993	Crowne Plaza Portland Lake Oswego	Lake Oswego, C	97035	Upscale Class	Nov 1993	Oct 1989	161			7.06
37253	Fairfield Inn & Suites Portland South Lake Oswego	Lake Oswego, C	97035	Upper Midscale Class	Feb 1999	Feb 1999	124			6.93
39455	Hilton Garden Inn Portland Lake Oswego	Lake Oswego, C	97035	Upscale Class	Feb 2000	Feb 2000	179			7.01
3376	Holiday Inn Express Portland South Lake Oswego	Lake Oswego, C	97035	Upper Midscale Class	Jun 2008	Jun 1972	94			6.1
29255	Phoenix Inn Lake Oswego	Lake Oswego, C	97035	Upper Midscale Class	Dec 2002	Nov 1993	62			6.94
5303	Residence Inn Portland South Lake Oswego	Lake Oswego, C	97035	Upscale Class	Dec 1984	Dec 1984	112	732		6.84
56376	Comfort Inn & Suites McMinnville	McMinnville, OR	97128	Upper Midscale Class	Jul 2007	Jul 2007	66			21.12
29644	GuestHouse Inn Vineyard Inn	McMinnville, OR	97128	Economy Class	Oct 2012	Feb 1993	65			23.24
53603	Hotel Oregon	McMinnville, OR	97128	Upper Midscale Class	Jun 1905	Jun 1905	42			22.06
17701	Motel 6 McMinnville	McMinnville, OR	97128	Economy Class	Dec 2009	Jun 1970	55			23.25
42236	Red Lion Inn & Suites McMinnville	McMinnville, OR	97128	Midscale Class	Jun 2001	Jun 1998	67	295		21.08
23150	Econo Lodge Southeast Milwaukie	Milwaukie, OR	97267	Economy Class	Jul 1991	Jul 1991	27			9.14
34831	Best Western Newberg Inn	Newberg, OR	97132	Midscale Class	Jun 1997	Jun 1997	51			9.24
12676	Holiday Inn Express Newberg Wine Country	Newberg, OR	97132	Upper Midscale Class	Jun 2017	Jun 1989	61		Y	9.36
60110	The Allison Inn & Spa	Newberg, OR	97132	Luxury Class	Sep 2009	Sep 2009	85			8.61
35571	Travelodge Suites Newberg	Newberg, OR	97132	Economy Class	Jun 1997	Jun 1997	41	238	Y	8.95
17729	Best Western Plus Rivershore Hotel	Oregon City, OR	97045	Upper Midscale Class	Aug 2010	Jun 1970	114			8.77
65919	AC Hotels by Marriott Portland Downtown	Portland, OR	97204	Upscale Class	Feb 2017	Feb 2017	204		Y	14.41
35455	Ace Hotel Group Portland	Portland, OR	97205	Upper Upscale Class	Jan 2007	Dec 1912	78		Y	14.66
57791	aloft Hotel Portland Airport @ Cascade Station	Portland, OR	97220	Upscale Class	Sep 2008	Sep 2008	136			20.26
64236	Autograph Collection Hi Lo Hotel	Portland, OR	97204	Upper Upscale Class	May 2017	May 2017	120		Y	14.64
27022	Best Western Inn At The Meadows	Portland, OR	97217	Midscale Class	Aug 1989	Aug 1989	146			19.51
28322	Best Western Pony Soldier Inn Airport	Portland, OR	97220	Midscale Class	Aug 1990	Aug 1990	100		Y	19.48
58916	Candlewood Suites Portland Airport	Portland, OR	97220	Midscale Class	Oct 2009	Oct 2009	98			20.29
34605	Clarion Hotel Portland International Airport	Portland, OR	97220	Upper Midscale Class	Jan 2006	Jul 1996	101			20.44
37684	Comfort Inn & Suites Portland East Airport	Portland, OR	97220	Upper Midscale Class	Jun 2007	Mar 1999	70			19.54
40094	Comfort Inn Portland	Portland, OR	97220	Upper Midscale Class	Aug 2002	Jul 2000	66			17.42
31459	Comfort Suites Portland Airport	Portland, OR	97220	Upper Midscale Class	Jun 1995	Jun 1995	80		Y	20.43
40027	Comfort Suites Southwest Portland	Portland, OR	97219	Upper Midscale Class	Sep 2000	Sep 2000	53		Y	8.7
23090	Country Inn & Suites Portland Delta Park	Portland, OR	97217	Upper Midscale Class	Jun 2017	Jun 1983	171		Y	19.55
37679	Country Inn & Suites Portland International Airport	Portland, OR	97218	Upper Midscale Class	Jan 2003	Jan 1998	153			19.82
22438	Courtyard Portland Airport	Portland, OR	97220	Upscale Class	Jun 1993	Feb 1989	150			20.33
58838	Courtyard Portland City Center	Portland, OR	97204	Upscale Class	May 2009	May 2009	256			14.71
37926	Courtyard Portland Lloyd Center Downtown	Portland, OR	97232	Upscale Class	May 1999	May 1999	202			15.66
35361	Courtyard Portland North	Portland, OR	97217	Upscale Class	Jun 1999	Jun 1999	133			20.25



STR Hotel/Motel Participation List

Wilsonville 25mi radius

Job Number: 950959_PRAIM Staff: RL Created: January 31, 2018

Sorted by Zip Code, then alpha by Name of Establishment

STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms	City Rm Count	Chg in Rms	Dist to W'ville
7444	Crowne Plaza Portland Downtown Convention Center	Portland, OR	97232	Upscale Class	Jun 2008	Jan 1980	241			15.69
60390	Crystal Hotel	Portland, OR	97205	Upscale Class	May 2011	May 2011	51		Y	14.66
35694	Days Inn Gresham Portland	Portland, OR	97230	Economy Class	Jul 2007	Nov 1997	75			20.71
17732	Days Inn Portland Central	Portland, OR	97220	Economy Class	Nov 1999	May 1959	40			17.51
38350	Dossier Hotel	Portland, OR	97205	Luxury Class	Aug 2017	Aug 1999	205			14.56
9656	Doubletree Portland	Portland, OR	97232	Upscale Class	Jun 1997	Jun 1964	477			15.63
23528	Econo Lodge @ Port Of Portland	Portland, OR	97220	Economy Class	Oct 1991	Oct 1991	36			19.26
23105	Econo Lodge City Center Portland	Portland, OR	97201	Economy Class	Oct 2006	Jan 1960	19			13.88
17736	Econo Lodge East Portland	Portland, OR	97266	Economy Class	Nov 1991	Jun 1975	38			14.99
36977	Embassy Suites Portland Airport	Portland, OR	97220	Upper Upscale Class	Sep 1998	Sep 1998	251			20.4
35172	Embassy Suites Portland Downtown	Portland, OR	97204	Upper Upscale Class	Oct 1997	Jun 1912	276			14.76
36031	Extended Stay America Portland Gresham	Portland, OR	97230	Economy Class	Jan 1998	Jan 1998	104			20.76
32966	Fairfield Inn & Suites Portland Airport	Portland, OR	97220	Upper Midscale Class	May 1996	May 1996	104		Y	20.46
57323	Fairfield Inn & Suites Portland North	Portland, OR	97217	Upper Midscale Class	May 2008	May 2008	93			20.16
37859	Four Points by Sheraton Portland East	Portland, OR	97230	Upscale Class	Mar 1999	Mar 1999	74			20.62
65996	Hampton Inn & Suites Portland Pearl District	Portland, OR	97209	Upper Midscale Class	Sep 2017	Sep 2017	243		Y	14.93
33294	Hampton Inn Portland Airport	Portland, OR	97220	Upper Midscale Class	Aug 1996	Aug 1996	129			20.54
31335	Hampton Inn Portland Gresham	Portland, OR	97230	Upper Midscale Class	Jul 1995	Jul 1995	60			21.05
37242	Hilton Garden Inn Portland Airport	Portland, OR	97220	Upscale Class	Feb 1999	Feb 1999	121			20.5
9880	Hilton Portland Downtown	Portland, OR	97204	Upper Upscale Class	Jan 1963	Jan 1963	455		Y	14.39
66395	Hilton The Duniway Portland	Portland, OR	97204	Upper Upscale Class	May 2017	May 2017	327		Y	14.43
32451	Holiday Inn Express & Suites Portland Airport	Portland, OR	97220	Upper Midscale Class	Dec 1995	Dec 1995	75		Y	20.39
38241	Holiday Inn Express & Suites Portland Jantzen Beach	Portland, OR	97217	Upper Midscale Class	May 1999	May 1999	74			20.84
41908	Holiday Inn Express & Suites Portland Northwest	Portland, OR	97210	Upper Midscale Class	May 2001	May 2001	90			15.47
433	Holiday Inn Portland Airport I 205	Portland, OR	97220	Upper Midscale Class	Apr 1979	Apr 1979	284			19.41
17751	Hotel deLuxe	Portland, OR	97205	Luxury Class	Jun 1912	Jun 1912	130			14.51
64186	Hotel Eastlund	Portland, OR	97232	Luxury Class	Jun 2015	Jun 2015	168		Y	15.53
17750	Hotel Lucia	Portland, OR	97205	Luxury Class	Aug 2000	Jun 1908	127			14.65
9013	Hotel Modera	Portland, OR	97201	Luxury Class	May 2008	Jun 1962	174			14.13
9014	Hotel Rose	Portland, OR	97204	Upper Upscale Class	Dec 2007	Jun 1952	142		Y	14.47
27798	Hotel Vintage Portland a Kimpton Hotel	Portland, OR	97205	Upper Upscale Class	Mar 2015		117		Y	14.63
17737	Howard Johnson Portland Airport	Portland, OR	97220	Economy Class	Aug 2008	Jun 1977	120		Y	18.68
65457	Hyatt House Portland Downtown	Portland, OR	97201	Upscale Class	Aug 2016	Aug 2016	203		Y	13.82
59619	Hyatt Place Portland Airport Cascade Station	Portland, OR	97220	Upscale Class	Nov 2009	Nov 2009	136			20.26
3375	Inn @ The Convention Center	Portland, OR	97232	Midscale Class	Aug 2002	Jun 1968	97			15.5
27168	Jupiter Hotel	Portland, OR	97214	Upper Upscale Class	Oct 2004	Jun 1963	80			15.08
47678	Kennedy School	Portland, OR	97211	Upper Upscale Class	Oct 1997	Oct 1997	57			18.25
33032	Kimpton Hotel Monaco Portland	Portland, OR	97204	Upper Upscale Class	May 1996	May 1996	221			14.6
20699	Kimpton RiverPlace	Portland, OR	97201	Upper Upscale Class	Feb 2012	Nov 1985	85		Y	14.08
38702	La Quinta Inns & Suites Portland Airport	Portland, OR	97220	Midscale Class	Jun 2001	Aug 1999	98			20.33
22558	La Quinta Inns & Suites Portland Northwest	Portland, OR	97210	Midscale Class	Jan 2002	Jun 1991	84			16.31
20701	Mark Spencer Hotel	Portland, OR	97205	Upper Upscale Class	Jun 1907	Jun 1907	102			14.66
38406	Marriott Portland City Center	Portland, OR	97205	Upper Upscale Class	Aug 1999	Aug 1999	249			14.59
6867	Marriott Portland Downtown Waterfront	Portland, OR	97201	Upper Upscale Class	Apr 1980	Apr 1980	506		Y	14.13
38669	Motel 6 Portland	Portland, OR	97233	Economy Class	Nov 2008	Jul 1999	42		Y	19.9
6527	Motel 6 Portland Central	Portland, OR	97202	Economy Class	Dec 1970	Dec 1970	69		Y	13.92
5705	Motel 6 Portland Downtown	Portland, OR	97232	Economy Class	Jan 2009	Jun 1962	36			15.5
33855	Motel 6 Portland Mall 205	Portland, OR	97216	Economy Class	Sep 2002	Sep 1996	63			16.93
44601	Motel 6 Portland North	Portland, OR	97217	Economy Class	Aug 2002	Aug 2002	65			19.23
5947	Motel 6 Portland Tigard West	Portland, OR	97224	Economy Class	Dec 2006		80			5.37
29822	Oxford Suites Portland Jantzen Beach	Portland, OR	97217	Upper Midscale Class	Apr 1992	Apr 1992	200			20.69
23089	Park Lane Suites & Inn	Portland, OR	97205	Upscale Class	Jun 1960	Jun 1960	86		Y	14.5
23114	Portland Expo Center Inn	Portland, OR	97211	Economy Class	May 2016	Jan 1982	50			18.89
38933	Portland Suites Airport East	Portland, OR	97230	Midscale Class	Jan 2017	Jun 2000	84		Y	20.55
51764	Portlander Inn & Marketplace	Portland, OR	97217	Economy Class	Jun 2000	Jun 2000	100			19.85
55038	Quality Inn & Suites Airport Portland	Portland, OR	97220	Midscale Class	Sep 2006	Sep 2006	65			19.41
17741	Quality Inn Downtown Convention Center Portland	Portland, OR	97232	Midscale Class	Feb 2012	Jun 1965	80		Y	15.63
31821	Radisson Hotel Portland Airport	Portland, OR	97218	Upscale Class	Mar 2001	Dec 1994	190			19.5
8914	Ramada Portland Airport	Portland, OR	97220	Midscale Class	Apr 1991	Jun 1965	200		Y	19.53
27119	Ramada Portland East	Portland, OR	97216	Midscale Class	Jun 2010	Jun 1986	84			17.07
9657	Red Lion Hotel On The River Jantzen Beach	Portland, OR	97217	Upper Midscale Class	Apr 2005	Jun 1978	320			20.83
10277	Red Lion Hotel Portland Airport	Portland, OR	97220	Upper Midscale Class	Sep 2006	Jun 1975	135		Y	19.9
11184	Red Roof Inn Portland	Portland, OR	97220	Economy Class	Sep 2014	Jun 1972	52			18.49
59977	Residence Inn Portland Airport @ Cascade Station	Portland, OR	97220	Upscale Class	Aug 2009	Aug 2009	124			20.41
28464	Residence Inn Portland Downtown Convention Center	Portland, OR	97232	Upscale Class	Dec 1990	Dec 1990	168			15.78
62804	Residence Inn Portland Downtown Pearl District	Portland, OR	97209	Upscale Class	Apr 2014	Apr 2014	223		Y	15.3
42405	Residence Inn Portland Downtown Riverplace	Portland, OR	97201	Upscale Class	Jun 2001	Jun 2001	258			13.75
54593	Residence Inn Portland North	Portland, OR	97217	Upscale Class	Jul 2006	Jul 2006	102			20.21
42389	River's Edge Hotel & Spa	Portland, OR	97201	Luxury Class	Jun 2001	Jun 2001	100		Y	12.66
17743	Rodeway Inn & Suites Portland	Portland, OR	97225	Economy Class	Dec 2009	Jun 1969	52			13.12
14829	Rodeway Inn & Suites Portland	Portland, OR	97230	Economy Class	Aug 2010	Jul 1993	68		Y	20.76
9660	Rodeway Inn & Suites Portland Jantzen Beach	Portland, OR	97217	Economy Class	Mar 2017	Jun 1970	126		Y	20.87
3373	Rodeway Inn @ Portland Airport	Portland, OR	97220	Economy Class	Feb 2005	Jun 1962	70		Y	19.41
23587	Rodeway Inn Convention Center Portland	Portland, OR	97227	Economy Class	Dec 2016	Jun 1962	20			15.66



STR Hotel/Motel Participation List

Wilsonville 25mi radius

Job Number: 950959_PRAIM Staff: RL Created: January 31, 2018

Sorted by Zip Code, then alpha by Name of Establishment

STR Code	Name of Establishment	City & State	Zip Code	Class	Aff Date	Open Date	Rooms	City Rm Count	Chg in Rms	Dist to W'ville
9363	Sentinel Hotel	Portland, OR	97205	Luxury Class	Aug 1997	Jun 1909	100			14.55
3037	Sheraton Hotel Portland Airport	Portland, OR	97220	Upper Upscale Class	Jun 1974	Jun 1974	215		Y	20.55
10275	Shilo Inn Hotel & Suites Portland Beaverton	Portland, OR	97225	Upper Midscale Class	Jan 1993	Jun 1938	142			12.05
11185	Shilo Inn Rose Garden	Portland, OR	97232	Upper Midscale Class	Mar 2005	Jun 1977	44			15.71
27766	Shilo Inn Suites Hotel Portland Airport	Portland, OR	97220	Upper Midscale Class	Dec 1990	Dec 1990	200			20.42
31861	Silver Cloud Inn Portland Downtown	Portland, OR	97210	Upper Midscale Class	Jun 1993	Jun 1993	82			15.41
52064	Springhill Suites Portland Airport	Portland, OR	97220	Upscale Class	Feb 2004	Feb 2004	82			20.38
39640	Staybridge Suites Portland Airport	Portland, OR	97220	Upscale Class	Mar 2000	Mar 2000	106			20.48
3374	Studio 6 Portland	Portland, OR	97220	Economy Class	Jun 2015	Jun 1974	52		Y	18.96
8783	Super 8 Portland Airport	Portland, OR	97220	Economy Class	May 1984	May 1984	78			20.35
10449	The Benson a Coast Hotel	Portland, OR	97205	Upscale Class	Mar 2003	Jun 1912	287			14.69
20700	The Heathman Hotel	Portland, OR	97205	Luxury Class	Jun 1984	Jun 1927	150			14.35
47230	The Inn @ Northrup Station	Portland, OR	97209	Luxury Class	Jun 1975	Jun 1975	70			15.14
55268	The Nines A Luxury Collection Hotel Portland	Portland, OR	97204	Luxury Class	Oct 2008	Oct 2008	331			14.52
37162	The Portland Paramount Hotel	Portland, OR	97205	Luxury Class	Apr 2013	Jan 2000	154			14.41
17735	Travelodge Hotel Portland	Portland, OR	97201	Economy Class	Oct 1999	Apr 1968	40			13.57
9658	University Place Hotel & Conference Center	Portland, OR	97201	Midscale Class	Mar 2004	Jun 1972	234		Y	13.71
64785	White Eagle Saloon & Hotel	Portland, OR	97227	Midscale Class	Apr 1998	Apr 1998	11	14,845		15.99
33190	Best Western Sandy Inn	Sandy, OR	97055	Midscale Class	Jul 1996	Jul 1996	45			24.51
36895	Best Western Plus Northwind Inn & Suites	Tigard, OR	97224	Upper Midscale Class	Apr 2011	Jan 1999	71			6.02
32586	Courtyard Portland Tigard	Tigard, OR	97224	Upscale Class	Apr 1996	Apr 1996	110			6.22
31864	DoubleTree Tigard	Tigard, OR	97223	Upscale Class	Nov 2014	Mar 1994	101			8.88
26183	Embassy Suites Portland Washington Square	Tigard, OR	97223	Upper Upscale Class	Jan 1987	Jan 1987	356			9.48
35207	Extended Stay America Portland Tigard	Tigard, OR	97223	Economy Class	Sep 2012	Mar 1998	137			7.44
6529	Motel 6 Portland South Lake Oswego	Tigard, OR	97224	Economy Class	Jun 1967	Jun 1967	117			5.32
17749	Quality Inn Tigard Portland Southwest	Tigard, OR	97223	Midscale Class	Jun 2008	Jun 1978	115	1,007		8.54
36658	Best Western Plus Cascade Inn & Suites	Troutdale, OR	97060	Upper Midscale Class	Mar 2011	Nov 1998	60			22.62
35695	Comfort Inn Columbia Gorge Gateway Troutdale	Troutdale, OR	97060	Upper Midscale Class	Jun 2012	Sep 1997	77		Y	24.18
44295	Edgefield	Troutdale, OR	97060	Upper Midscale Class	Jun 1990	Jun 1990	114			23.14
29064	Holiday Inn Express Portland East Troutdale	Troutdale, OR	97060	Upper Midscale Class	Jun 2012	May 1992	73			23.92
6528	Motel 6 Portland East Troutdale	Troutdale, OR	97060	Economy Class	Jun 1983	Jun 1983	123			23.57
13184	Travelodge East Portland Gresham	Troutdale, OR	97060	Economy Class	May 1988	Jan 1986	44	491		23
39376	Comfort Inn & Suites Tualatin Portland South	Tualatin, OR	97062	Upper Midscale Class	Apr 2004	Jun 2000	59			4.19
24861	Best Western Inn Of Vancouver	Vancouver, WA	98684	Midscale Class	Oct 1998	May 1991	59			23.46
64345	Candlewood Suites Vancouver Camas	Vancouver, WA	98683	Midscale Class	Jan 2016	Jan 2016	83		Y	24.37
11189	Comfort Inn & Suites Vancouver	Vancouver, WA	98660	Upper Midscale Class	Dec 2008	Jun 1978	115		Y	22.09
35162	DoubleTree Vancouver	Vancouver, WA	98684	Upscale Class	Jul 2014	Nov 1996	98			23.6
7528	Econo Lodge Vancouver	Vancouver, WA	98660	Economy Class	Nov 2005	Jun 1960	40			21.77
35420	Extended Stay America Portland Vancouver	Vancouver, WA	98684	Economy Class	Sep 1997	Sep 1997	116			23.42
63202	Hampton Inn & Suites Portland Vancouver	Vancouver, WA	98684	Upper Midscale Class	Sep 2014	Sep 2014	99		Y	23.88
34078	Heathman Lodge	Vancouver, WA	98662	Upscale Class	Nov 1997	Nov 1997	179		Y	24.67
53071	Hilton Vancouver Washington	Vancouver, WA	98660	Upper Upscale Class	Jun 2005	Jun 2005	226			21.68
59419	Holiday Inn Express & Suites Vancouver Mall Port	Vancouver, WA	98662	Upper Midscale Class	Mar 2009	Mar 2009	91			24.41
35157	Homewood Suites Vancouver Portland	Vancouver, WA	98661	Upscale Class	Aug 1997	Aug 1997	104			21.3
21111	Motel 6 Vancouver	Vancouver, WA	98684	Economy Class	Aug 2007	Jun 1986	118		Y	23.39
23720	Sonesta ES Suites Portland Vancouver	Vancouver, WA	98662	Upper Midscale Class	Sep 2017	Mar 1987	120			24.73
56030	Springhill Suites Vancouver Columbia Tech Cente	Vancouver, WA	98683	Upscale Class	May 2007	May 2007	119			23.99
40677	Staybridge Suites Vancouver Portland Metro	Vancouver, WA	98662	Upscale Class	Nov 2000	Nov 2000	117			24.43
64078	TownePlace Suites Portland Vancouver	Vancouver, WA	98683	Upper Midscale Class	Jul 2015	Jul 2015	115	1,799	Y	24.51
39054	Best Western Wilsonville Inn & Suites	Wilsonville, OR	97070	Midscale Class	Aug 2012	Jan 1998	56			0.91
29025	GuestHouse Inn & Suites Wilsonville	Wilsonville, OR	97070	Economy Class	Jan 2011	Oct 1992	64		Y	1.02
434	Holiday Inn Portland I 5 South Wilsonville	Wilsonville, OR	97070	Upper Midscale Class	May 2001	Mar 1978	169			1.2
13102	La Quinta Inns & Suites Wilsonville	Wilsonville, OR	97070	Midscale Class	Nov 2004	Jun 1987	78		Y	1.2
23453	Motel 6 Wilsonville	Wilsonville, OR	97070	Economy Class	Jan 2016	Dec 1985	72			1.18
19114	Quality Inn Wilsonville	Wilsonville, OR	97070	Midscale Class	Jan 2011	Dec 1936	63	502		1.5
31145	Best Western Woodburn	Woodburn, OR	97071	Midscale Class	Jul 2007	Apr 1995	80			12.67
20671	La Quinta Inns & Suites Woodburn	Woodburn, OR	97071	Midscale Class	Jan 2002	Oct 1988	60			12.84
37487	Super 8 Woodburn	Woodburn, OR	97071	Economy Class	Jan 1998	Jan 1998	81	221		12.85
Total Properties:							206	24593		

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

DRAFT-2, 4/5/18 May 31, 2018 DRAFT-2, 4/5/18

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A. Introduction

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

B. Tourism Promotion Committee Members

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

The seven voting members of the committee include:

1. **Jeff Brown, Chair:** General Manager of Holiday Inn Wilsonville and member of the Tourism Development Strategy Task Force; Position No. 3, term ends 6/30/20.
2. **Darren Harmon:** General Manager of Family Fun Center and member of Tourism Development Strategy Task Force; Position No. 5, term ends 6/30/18.
3. **Al Levit:** Retired resident who is a Bike Club Coordinator; Former Commissioner on the Wilsonville Planning Commission; Position No. 4, term ends 6/30/20.
4. **David Stead:** General Manager of Langdon Farms Golf Club and member of the Tourism Development Strategy Task Force; Position No. 6, term ends 6/30/18.
5. **Brandon Roben:** CEO of Oaks Amusement Park, Portland; formerly Executive Director of Evergreen Aviation and Space Museum, McMinnville; Position No. 2, term ends 6/30/19.
6. **Dave Pearson:** Executive Director, World of Speed Motorsports Museum; Position No. 1, term ends 6/30/19.
7. **Vacant:** Position No. 7, term ending 6/30/2018.

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

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

11. **City of Wilsonville Parks and Recreation Dept.** Director or designee: Mike McCarty, Director, or Brian Stevenson, Recreation Manager.

12. **City of Wilsonville City Council:** Councilor Charlotte Lehan, who also serves as the City Council liaison to the committee.

C. Committee Meetings

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

D. Advancing Tourism Development Priorities

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

Top Priorities and “Themed Issues” for Additional Work

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

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

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

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

The Committee lost two members and gained two members over the course of the fiscal year. New appointed committee members include Dave Pearson, Executive Director of the World of

Speed Motorsports Museum in Position No. 1, term ending 6/30/19; and Brandon Roben, CEO of Oaks Amusement Park and formerly Executive Director of Evergreen Aviation and Space Museum in Position No. 2, term ending 6/30/19. Position No. 7 remained vacant.

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

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

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

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

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

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

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

- World of Speed Motorsports Museum: \$10,000 towards out-of-area marketing efforts to promote this summer's exhibit, "Porsche 911—55 Years of Driving Greatness."
- Wilsonville Celebration Days: \$5,000 to increase out-of-area marketing efforts for the annual Fun in the Park festival, including radio, magazine and newspaper ads.
- Willamette Falls Heritage Coalition: \$4,000 for new marketing materials highlighting the Willamette Falls Heritage Area, including attractions, activities, events and services.

- **Tourism Development and Operations Consultant contractor commences first annual contract to advance Tourism Promotion Program as outlined in the RFP and Plan, including development of business and marketing plans.**

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- Year 1, 2018/19**
- Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee.
 - Elect chair/vice-chair leadership positions.
 - Committee continues to oversee tourism grant programs.
 - Tourism Development and Operations Consultant contractor advances components of the Tourism Promotion Marketing Plan.
 - The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.
 - Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.
 - New tourism promotional programs are implemented with key partners.
 - Committee develops and recommends to City Council for adoption the update this business plan as the new FY 19/20 Five-Year Action Plan and Annual One-Year Implementation Plan.
 - The visitor profile study (item G 3.1) is completed and results analyzed; consideration is given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey.
 - The committee advances a feasibility study for all-weather or indoor, multi-purpose athletic facility (item G 3.2) this year or next.
 - Committee monitors and participates in Town Center Plan redevelopment effort.

- Year 2, 2019/20**
- Tourism Development and Operations Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
 - New tourism promotional programs are implemented with key partners.
 - Two recommended studies are commenced, including destination marketing strategy plan (item G.3.3) and hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project (item G 3.4)

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

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

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

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

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

- 1. Implement the Tourism Promotion Marketing Plan:** The committee works with staff of the City Manager's Office and Parks & Recreation Dept. and Tourism Development and Operations Consultant contractor Vertigo Marketing to advance the March 2017 Council-adopted FY17/18 and 18/19 Tourism Promotion Marketing Plan. Specific components include refining as needed the tourism branding strategy, developing marketing and online/Internet website products and processes, creating a specific set of themed day trips, producing promotional print products, and finalizing specific metrics to gauge effectiveness of tourism marketing efforts.
- 2. Advance Study Efforts for City to Advance Tourism Development:** The committee works with staff of the City Manager's Office and Parks & Recreation Dept. to work with Tourism Development and Operations Consultant contractor Vertigo Marketing four specific recommendations to the City Council for study efforts to advance tourism:
 - Visitor profile study to be undertaken in FY 17/18 and 18/19.
 - Feasibility study for an all-weather or indoor, multi-purpose athletic facility for sports tournaments and recreational and entertainment activities to be undertaken in FY 18/19 or 19/20.
 - Destination marketing strategy plan that could be undertaken in FY 18/19 or 19/20.
 - Hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project that could be undertaken in FY 19/20.
- 3. Tourism Promotion Committee Business:** The committee executes all Council-mandated activities, including electing a chair and vice chair at the first meeting of the new fiscal year, holding at last four meetings during the fiscal year, overseeing the applications and awards of the tourism grant programs, and drafting an updated version of the Five-Year Action Plan and Annual One-Year Implementation Plan.

Following are more details on the top priorities summarized above.

1. Implement the Tourism Promotion Marketing Plan

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

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

1.2 Tourism Website: The committee has worked to launch an initial tourism website known as ExploreWilsonville.com that is scheduled for a redesign to match the new branding and to offer improved content by Tourism Development and Operations Consultant contractor Vertigo Marketing. Improvement of the tourism website responds to a primary weakness for Wilsonville tourism promotional efforts — namely, a lack of an “authoritative website” on

Wilsonville tourism recognized by Google and other Internet search engines. The committee believes improvement of a tourism website and associated marketing efforts as outlined in the Plan are continuing priorities in this upcoming fiscal year.

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

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

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

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

Tourism Development and Operations Consultant contractor Vertigo Marketing is looking at options for the integration of online video and use of linking strategies to drive traffic and search-engine optimization. Integral to developing an image and video content collection is obtaining services of a contracted photographer/videographer(s).

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

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

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

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

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

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

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

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

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

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

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

2. Advance Study Efforts for City to Advance Tourism Development

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

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

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

2.3 Destination marketing strategy plan: The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City's larger branding strategy in order to maximize branding integration and marketing expenditures. The committee recommends advancing this study during FY 18/19 or 19/20.

2.4 Hotel/conference center feasibility study as part of Town Center Master Plan redevelopment project: The committee requests that the pending Town Center Master Plan

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

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

3. Tourism Promotion Committee Business

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

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

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

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

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

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

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