

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, April 11, 2019 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall



VOTING MEMBERS

Jeff Brown, General Manager, Hotel Eastlund

Darren Harmon, Chair
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Dave Pearson,
Vice Chair
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,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA) "Oregon's
Mt Hood Territory"**
Danielle Cowan, Director
Samara Phelps,
Development Lead
(designee)

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

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

STAFF

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC
Lynette Braillard
and Trev Naranche,
Principals

- 1. Welcome** **1:00**
 - a. Committee members and guests introductions
- 2. Committee Business and Updates** **1:10**
 - b. Approve Prior Meeting Minutes of Feb. 21, 2019 * *page 3*
 - c. Terms expiring 6/30/2019; positions for reappointment/recruitment for three-year terms of service until 6/30/2022:
 - Position #1: Dave Pearson
 - Position #2: Brandon Roben
 - d. Results of March 21 Tourism Grants Awards *page 5*
- 3. Update for FY19-20 Tourism Business Plan** **1:20**
 - e. About Explore Wilsonville and Tourism Promotion Committee
A 2-page summary of FY18-19 *page 7*
 - f. Review of FY18-19 1/5-Year Action/Implementation Plan * *page 9*
 - g. Review of Draft FY19/20 1/5-Year Action/Implementation Plan * *page 20*
- 4. Update for Vertigo Marketing – Tourism Promotion** **1:45**
 - h. Review of FY18-19 Vertigo Marketing Advertising & Marketing Scope of Work * *page 35*
 - i. Review of Draft FY19-20 Vertigo Marketing Advertising & Marketing Scope of Work, Feb. 19, 2019 * *page 42*
- 5. Adjourn** **3:00**

Next Meeting Date: Tuesday, May 21, 1-3 pm, City Hall

* materials in packet or online ■ materials at meeting

Wilsonville Tourism Promotion Committee

Upcoming Events of Note

State Heritage “Cable Trees” Dedication – City of Wilsonville and Oregon Travel Information Council

**Friday, April 26, 2 pm
Memorial Park - River Shelter
8100 SW Memorial Drive
Wilsonville, OR 97070**

The City of Wilsonville and Oregon Travel Information Council are hosting a celebration at Memorial Park to dedicate two trees along the Willamette River that – quite literally – bear the scars of the role they played in facilitating the success of Oregon’s logging industry. From the mid-1800s until the 1980s, log rafts were floated down the Willamette River by tugboats, with “cable trees” on the river’s edge used to tie-down log rafts until the logs were to be delivered to the mill.

Travel Oregon’s 2019-2021 Draft Plans Open for Comment

**Online comment periods close Wednesday,
May 1, 5 p.m.**

The 2019-2021 Draft Strategic Tourism Management Plans for each of the RDMOs are now available for your review and public comment online through May 1, 2019. These biennial draft strategic plans were developed in alignment with Travel Oregon’s strategic planning process, RCTP Guidelines and extensive input from regional stakeholders.

To view your region’s draft plan and provide comment, click on the respective regional page, join the Focus Group and create a login. Once complete, you will have the option to make comments on the various sections of the plan listed on the left hand side under “Topics.”

Online comment periods close Wednesday, May 1, 2019 at 5 p.m.

Travel Oregon will approve the Portland Region Strategic Tourism Management Plan and Willamette Valley’s Strategic Tourism Management Plan by June 30, 2019. The Oregon Tourism Commission will approve Travel Oregon’s Strategic Plan on June 11, 2019.

Registration is now open for the 2019 Oregon Outdoor Recreation Summit,

**May 13-14
Riverhouse on the Deschutes, Bend, Ore.**

Hosted by Travel Oregon, Oregon State University, Oregon Department of Fish and Wildlife, the Oregon Office of Outdoor Recreation and the Office of Governor Brown, the summit is an opportunity for all sectors of Oregon's outdoor recreation community to come together to build connections and inspire action to advance outdoor recreation.

Attendees will have opportunities to engage with local stakeholders, industry professionals, elected officials, conservation leaders, researchers, land managers and those who play a key role in Oregon’s outdoor recreation industry. Keynote speakers include endurance athlete and world-record holder Colin O’Brady and CEO of Outdoor Afro, Rue Mapp.

See www.OregonOutdoorSummit.com for more information.

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Thursday, February 21, 2019 • 1 – 3 pm

World of Speed Motorsports Museum, 27490 SW 95th Avenue, Wilsonville

1. Welcome

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

Ex-officio members, staff, consultants and guests attending: City Councilor Charlotte Lehan, Erica Behler, Lynnette Braillard, Trev Naranche, Kevin Ferrasci O'Malley, Sylke Neal-Finnigan, Beth Price, Mark Ottenad, and Brian Stevenson.

2. Committee Business and Updates

b. Upcoming Events of Note: Mark Ottenad reviewed events on page 2 of the agenda.

c. Approve Meeting Minutes of Prior Meetings: Committee members reviewed the draft meeting minutes of Dec. 20, 2018. Brandon Roben moved and Dave Pearson seconded the motion to adopt the meetings minutes as presented. Motion approving minutes passed unanimously.

d. Committee recruitment for Position 7 term ending 6/30/2021: Mark Ottenad indicated that guest Beth Price, Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville, was interested in applying for the position.

e. City Updates: Mark Ottenad provided brief updates on various City projects proposed or underway, including the Town Center Plan, Signage and Wayfinding Plan, Arts, Culture and Heritage Strategy and Proposed Arts & History Walking Tour.

f. City and County Tourism Grant Programs: Brian Stevenson reviewed the March 21 meeting for tourism grant awards that could total \$45,000, composed of the City Community Tourism Grant. Brian Stevenson asked the committee members how they felt about an application being submitted slightly late; he indicated that previously the Parks and Recreation Advisory Board, which had made tourism grant awards, had set a precedent by accepting applications that were just a few days late.

Chair Harmon commented that being able to consider supporting five events rather than four was beneficial to the committee and Wilsonville. Councilor Lehan noted that the committee can award less than the full amount requested by any applicant. Al Levit agreed with Chair Harmon. Dave Pearson noted that all of the applicants are community organizations seeking to benefit Wilsonville.

3. Vertigo Marketing Report

g. Vertigo Marketing Quarterly Reports on Advertising and Marketing: Lynnette Braillard and Trev Naranche provided 2018 Q3 Report and 2018 Q4 Reports that included information on current media campaigns, advertising promotions, website traffic and more information. The address listed for WCVA is incorrect on the report.

Sylke Neal-Finnigan reported that Washington County was mostly up in revenue and demand during prior quarter and Clackamas County was up 10%. Jeff Brown noted that Portland was down in most metrics due to large new supply of rooms on the market.

Jeff Brown of Hotel Eastlund and Councilor Lehan, who operates a VRBO rental, report good bookings for March and May onward, but not April.

Kevin Ferrasci O'Malley requested that AAA leads origination be added to the report. Lynnette Braillard noted that AAA leads are entered into an email campaign database and requestors are sent the Pocket Trips brochure.

Councilor Lehan asked about Explore Wilsonville presence in the popular French Prairie Rest Area just south of Wilsonville on northbound I-5. Trev Naranche indicated that Vertigo Marketing had not yet made contact with Oregon Travel Information Council or Oregon's Mt Hood Territory about promotion or placing or large number of the new proposed brochure.

Committee members discussed the current and next fiscal year budget, and indicated interest in quarterly financial TLT and expense reports. Mark Ottenad indicated that both revenue and expenses are accounted for in accrual mode, resulting in a delay in reporting; thus, quarterly data will usually be past and not reflective of current situation. Expenses are according to the budget that the Committee recommends to City Council for adoption.

h. Summer Visitor Profile Survey Report Highlights: Lynnette Braillard reviewed highlights from the 2018 Summer Visitor Profile Survey conducted by RRC Associates. Highlights include a relatively good net promoter score for an undeveloped destination, a higher than statewide average income for visitors, a bit longer overnight stay in Wilsonville compared to the Portland region and a confirmation of an emphasis on family activities. The states originating the most summer overnight lodging visitors were from Oregon, California and Washington. Five percent of overnight visitors reported bringing a pet with them traveling.

Committee members agreed that the summary highlighted the need for visitor kiosk(s) and visitor map of Wilsonville.

i. Promotion of Explore Wilsonville, Website and 'Pocket Trips': Lynnette Braillard reviewed components of the print advertising and online promotion of the various pocket trips.

Due to the press of time, the last two agenda items were not addressed:

- j. Simple "Pocket Guide" brochure plan discussion
- k. FY19-20 Advertising and Marketing Proposal Scope-of-Work

4. Adjourn

The meeting adjourned at 3:10 pm. Next meeting set for Thur, March 21, 6 pm, at City Hall for tourism grant reviews.

Respectfully submitted by Mark Ottenad on March 26, 2019.

City of Wilsonville NEWS RELEASE

For Immediate Release

March 25, 2019



CONTACT: Brian Stevenson, Parks and Recreation Program Manager
503-570-1523; stevenson@ci.wilsonville.or.us

City Awards \$45,000 in Grants to Local Organizations to Support Community Tourism Efforts

WILSONVILLE, OR — On March 21, the City of Wilsonville’s Tourism Promotion Committee awarded \$45,000 in grants to assist seven local organizations in hosting events and attractions that celebrate community and bring visitors to town.

These awards come from two programs, both funded by lodging taxes paid by overnight visitors: \$25,000 from the City of Wilsonville Community Tourism Matching Grant program and \$20,000 from the Clackamas County Tourism Community Partnership Program.

“The seven organizations we are funding this year have successfully drawn visitors in past years to Wilsonville and Clackamas County,” said Parks and Recreation Program Manager Brian Stevenson, who administers the grant programs. “We’re proud to support community efforts to provide athletic events, entertainment and cultural enrichment opportunities for residents and visitors to enjoy.”

The complete list of award recipients funded by the City and County tourism grant programs:

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

- **Fun in the Park:** \$9,000 to produce the 18th annual Fun in the Park festival on Aug. 3.
- **Brews for Community:** \$5,000 to produce the Wilsonville Brewfest summer event showcasing Oregon breweries on Aug. 10.
- **Wilsonville Arts & Culture Council:** \$5,000 for hosting the Wilsonville Festival of the Arts on June 1-2.
- **Wilsonville Rotary Foundation:** \$4,000 to support Wilsonville Rotary’s production of a four-show Summer Concert Series, July 18-Aug. 8.
- **Wilsonville Bicycle Events:** \$2,000 to produce the Salmon Cycling Classic, a bike ride/dinner event on June 29 to support construction of a bike/pedestrian bridge over I-5.

Clackamas County Tourism Community Partnership Awards: \$20,000

- **Salmon Cycling Classic:** \$12,500 to provide event advertising and marketing support for the June 29 cycling event, which begins and ends at Memorial Park and includes 50K, 60K and 80K courses.
- **MeSheWe run:** \$5,000 to provide marketing support for an untimed womens’ running event in Wilsonville on June 1 that offers participants a half-marathon, 10k or team relay run.

- **Battle at the Bridge:** \$2,500 for marketing and additional support for Wilsonville Lacrosse to support a youth tournament at Wilsonville High School on June 8.

Enhancing tourism in Wilsonville is a primary objective of City Council, which has adopted a Tourism Development Strategy and a Signage and Wayfinding Plan to make the City more accessible to visitors. More information about Wilsonville-area tourism attractions and events can be found online at ExploreWilsonville.com.

For information on the grant programs, visit WilsonvilleParksandRec.com/GrantPrograms or contact Brian Stevenson, Program Manager, at 503-570-1523, stevenson@ci.wilsonville.or.us.

— # # # —

Wilsonville Tourism Promotion Committee

VOTING MEMBERS

Jeff Brown

General Manager,
Hotel Eastlund, Portland

Darren Harmon, Chair

General Manager,
Bullwinkles Family Fun Center,
Wilsonville

Al Levit

Former Commissioner,
City of Wilsonville Planning
Commission

Dave Pearson, Vice Chair

Executive Director,
World of Speed Motorsports Museum,
Wilsonville

Beth Price

Director of Sales and Marketing,
Holiday Inn Hotel & Convention
Center Portland South/Wilsonville

Brandon Roben

CEO, Oaks Park, Portland

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, Community
Services Manager (designee)
Erica Behler, Parks & Recreation
Coordinator (designee)

Clackamas County Tourism & Cultural Affairs (TCA) "Oregon's Mt Hood Territory"

Danielle Cowan, Director
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

TOURISM PROMOTION & DESTINATION MARKETING COORDINATOR

Vertigo Marketing, LLC

Lynnette Brailard and
Trev Naranche, Principals

EXPLORE WILSONVILLE.COM

A POCKET (OF FUN)

www.ExploreWilsonville.com



Explore Wilsonville and Tourism Promotion Committee

Budget, FY18-19

\$200,000	Tourism promotion marketing program (Vertigo Marketing)
60,000	Visitor profile survey study, summer and winter
<u>25,000</u>	City community tourism grant program
<u>\$285,000</u>	TOTAL City of Wilsonville
<u>20,000</u>	Clackamas County partnership tourism grant program
<u>\$305,000</u>	TOTAL Resources for Explore Wilsonville

Annual One-Year Implementation Plan, FY18-19

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 City Council-adopted FY17/18 and 18/19 Tourism Promotion Marketing Plan.

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

2. Advance Study Efforts for 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 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.

Tourism Promotion Marketing Plan Components, FY18-19

Specific components include refining as needed:

- Tourism branding strategy
- Developing marketing collateral
- ExploreWilsonvill.com website design and Internet analytics
- Marketing via social media websites
- Creating a specific set of themed day trips
- Building mailing request-fulfillment process by City staff
- Finalizing specific metrics/evaluation criteria to gauge effectiveness of tourism marketing efforts

Pocket Trips themes:

1. Eat & Drink
 2. Family Time
 3. Shopper's Delight
 4. Farmlandia Fun
 5. History & Heritage
 6. Inside Fun
 7. Outside Fun
 8. Art & Music
 9. A Lil' Bit of Country
 10. Finer Things
 11. Unique Meeting Spots
 12. Build-Your-Own Pocket Trip
- 

Tourism Marketing

Focus on promoting visiting during and developing shoulder-season programs/events.

Promote attractions 25 miles in all directions of Wilsonville, an accessible lodging location with free parking.

Tourism Grant Programs

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

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

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

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

- **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.

Wilsonville Tourism Promotion Committee



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



May 31, 2018

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A. Introduction

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

B. Tourism Promotion Committee Members

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

The seven voting members of the committee include:

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

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

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

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

C. Committee Meetings

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

D. Advancing Tourism Development Priorities

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

Top Priorities and “Themed Issues” for Additional Work

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Following are more details on the top priorities summarized above.

1. Implement the Tourism Promotion Marketing Plan

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

2. Advance Study Efforts for City to Advance Tourism Development

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

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

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

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

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

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

3. Tourism Promotion Committee Business

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

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

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

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

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

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

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



FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



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A. Introduction

The Wilsonville Tourism Promotion Committee on **DATE**, 2019, recommended for adoption to the City Council the fourth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2019/18. 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 Council as outlined in the past year’s FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan; 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

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:

- **Jeff Brown:** General Manager of Hotel Eastlund, Portland; reappointed to Position No. 3 in August 2017 to full three-year term ending 6/30/20.
- **Darren Harmon, Chair:** General Manager of Family Fun Center; reappointed to Position No. 5 in August 2018 to full three-year term ending 6/30/21.
- **Al Levit:** Retired resident, former bike club coordinator and former City of Wilsonville Planning Commissioner; reappointed to Position No. 4 in August 2017 to full three-year term ending 6/30/20.
- **David Stead:** General Manager of Langdon Farms Golf Club; reappointed to Position No. 6 in August 2018 to full three-year term ending 6/30/21.
- **Brandon Roben:** CEO of Oaks Amusement Park, Portland; appointed mid-term in December 2017 to Position No. 2 with term ending 6/30/19.
- **Dave Pearson, Vice-Chair:** Executive Director, World of Speed Motorsports Museum; appointed mid-term in January 2018 to Position No. 1 with term ending 6/30/19.
- **Beth Price:** Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville; appointed mid-term in March 2019 to Position No. 7 with term ending 6/30/2021.

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

- **Clackamas County Tourism and Cultural Affairs**, dba Oregon’s Mt Hood Territory: Danielle Cowan, Executive Director, or designee, including Samara Phelps, Tourism Development Lead; or Jim Austin, Community Relations Lead.
- **Washington County Visitors Association (WCVA):** Carolyn McCormick, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.

- **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.
- **City of Wilsonville Parks and Recreation Dept.** Mike McCarty, Director, or designee Brian Stevenson, Recreation Manager; or Erica Behler, Recreation Coordinator.
- **City of Wilsonville City Council:** Councilor Charlotte Lehan, who also serves as the City Council liaison to the committee.

C. Committee Meetings

The committee met on seven occasions in FY 2018-19, surpassing the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on Sept. 21, Nov. 20, and Dec. 20, 2018; and Feb. 21, March 21, April 11, and May 21, 2019.

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 2018/19

The Tourism Promotion Committee had a successful year, advancing key objectives as set-out in the prior fiscal year's plan, the FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2699 on July 16, 2018.

Following is an accounting of accomplishments achieved towards meeting FY18/19 objectives.

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

In March 2019, the committee membership reached full voting membership participation with appointment of Beth Price to Position No. 7, which had been vacant during the fiscal year.

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

Darren Harmon was elected as Chair and Dave Pearson as Vice Chair during the first meeting of the new fiscal year in September 2018.

- **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 reviewed grant applications, interviewed applicants and awarded a total of \$45,000 in grants to assist seven local organizations in hosting events and attractions that attract visitors.

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

- *Fun in the Park*: \$9,000 to produce the 18th annual Fun in the Park festival on Aug. 3.
- *Brews for Community*: \$5,000 to produce the Wilsonville Brewfest summer event showcasing Oregon breweries on Aug. 10.
- *Wilsonville Arts & Culture Council*: \$5,000 for hosting the Wilsonville Festival of the Arts on June 1-2.
- *Wilsonville Rotary Foundation*: \$4,000 to support Wilsonville Rotary's production of a four-show Summer Concert Series, July 18-Aug. 8.
- *Wilsonville Bicycle Events*: \$2,000 to produce the Salmon Cycling Classic, a bike ride/dinner event on June 29 to support construction of a bike/pedestrian bridge over I-5.

Clackamas County Tourism Community Partnership Program Grant Awards — \$20,000

- *Wilsonville Bicycle Events*: \$12,500 to provide event advertising and marketing support for the June 29 Salmon Cycling Classic event, which begins and ends at Memorial Park and includes 50K, 60K and 80K courses.
- *MeSheWe Run*: \$5,000 to provide marketing support for an untimed women's running event in Wilsonville on June 1 that offers participants a half-marathon, 10k or team relay run.
- *Wilsonville Lacrosse*: \$2,500 for marketing and additional support for Wilsonville Lacrosse to support the "Battle at the Bridge" youth lacrosse tournament at Wilsonville High School on June 8.

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

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, to guide tourism promotion efforts through FY 2018/19. 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, and subsequently amended in part on January 19, 2018, for the remainder of FY 17/18 and all of FY 18/19.

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.

- **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.**

The committee has been instrumental in both monitoring the implementation of the larger marketing plan, and also specifically the www.ExploreWilsonville.com website. Committee members have made along the way key observations and recommendations for improvement of the marketing plan and website.

Vertigo Marketing developed and launched a new marketing campaign during 2018 that includes a new brand and tagline, “A Pocket (of Fun),” an extensive website, www.ExploreWilsonville.com, and a “Pocket Trip” set of visitor guides promoting a variety of themed day trips within a 25-mile radius that feature Wilsonville as the base from which to explore regional attractions.

Committee members suggested potential destinations, and Vertigo Marketing conducted additional research to devise a variety of pre-planned itineraries that revolve around a particular interest or activity.

A total of 12 themed “Pocket Trip” categories include detailed stories with suggested itineraries featuring things to do in and around the Wilsonville area, ranging from “Plan a Family Fun Day in Wilsonville” to “Frolicking Through French Prairie” to “A Day on the Willamette River.”

The 12 current “Pocket Trip” themes are:

1. Eat & Drink
2. Family Time
3. Shopper’s Delight
4. Farmlandia Fun
5. History & Heritage
6. Inside Fun
7. Outside Fun
8. Art & Music
9. A Lil’ Bit of Country
10. Finer Things
11. Unique Meeting Spots
12. Build-Your-Own Pocket Trip

The tourism website, ExploreWilsonville.com, has continued to be revised and updated. Vertigo Marketing completed a re-design of the website in September 2019. Major revisions to the website include creating and populating custom directories of events, hospitality businesses and tourism attractions (rather than using outside commercial sites like Yelp.com) that provide greater functionality and also a consistent style and look based on the adopted Marketing Playbook.

As part of the process to develop marketing collateral, Vertigo Marketing retained professional models and photographers for several picture-taking sessions at Wilsonville-area attractions and events. This process provided Explore Wilsonville with high-quality, original photos that are free of license fees and other royalty payments and have not been used by others.

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

The committee is currently in the process of working with Vertigo Marketing to develop a standardized quarterly report with specific performance metrics. The committee is looking at various metrics to measure Explore Wilsonville’s success at effectively promoting the brand and Wilsonville as a visitor’s destination, increasing website and social media traffic, generating leads for follow-up, growing overall lodging occupancy and revenue, and ultimately increasing the generation of transient lodging tax to the City.

Vertigo Marketing has commenced a subscription for the City to Smith Travel Research (STR), which provides monthly overnight lodging industry metrics on occupancy and revenue based on aggregated data of participating hotels and motels. In addition to obtaining STR data for Wilsonville lodging properties, the committee worked with Vertigo Marketing to identify a ‘comparable’ market, Troutdale, by which to compare Wilsonville’s metrics.

Vertigo Marketing is also working with the Finance Department to obtain regular, quarterly reports of transient lodging tax revenue. The City’s lodging tax collection data is generally available on quarterly basis one month after the close of the quarter.

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

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

Additionally, Vertigo Marketing is working with private vendors such as AAA and Sunset Magazine to place advertisements in print and online products that also generate lead-requests for information about visiting Wilsonville.

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

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

The committee developed and recommended to City Council adoption of the FY18/19 update to the tourism business plan known as the FY18/19 Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”). The Council adopted this plan through Resolution No. 2699 on July 16, 2018.

- **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 City budgeted an additional \$60,000 to undertake the Visitor Profile Study project in FY18-19. The City contracted with Vertigo Marketing to work with subcontractor RRC Associates, which City Parks and Recreation Department has use previously for other parks studies that fed into parks master plans. Vertigo Marketing and RRC Associates worked together to strategize with committee members for questions and locations for on-site intercept questionnaires of visitors to Wilsonville-area attractions and events.

The Visitor Profile Survey is composed of two components:

1. Summer months survey that occurred April through September 2018
2. Winter months survey that is occurring November 2018 through April 2019.

The final, cross-tabulated results and report of the summer survey was released in December 2018; the winter survey is anticipated to be released initially as raw data in May 2019 and a final summer and winter surveys report in June 2019.

The summer survey has provided significant insight and confirmation of key components of the May 2014 *Tourism Development Strategy* and the subsequent marketing-promotion plans developed by the committee and Vertigo Marketing. Some of the key take-aways include: Higher-than-average visitor income for visitors to Wilsonville compared to the state average; Families with children compose a significant percentage of visitors (54%), confirming a focus to promote family-oriented activities; and the 35- to 44-year-old demographic comprises the largest share of overnight visitors.

- **The committee advances a feasibility study for all-weather or indoor, multi-purpose athletic facility (item G 3.2) this year or next.**

The committee, staff and consultants' plates were full, and this next study was tabled until the following fiscal year, FY19-20.

- **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. Members of the committee were invited to Town Center Plan meetings, including a major conference held with businesses and developers at the Town Center movie theatre on October 11, 2018.

F. Five-Year Action Plan for Tourism Development: FY2019/20 – FY24/25

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 such as the visitor profile survey.

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 FY 2019/20

- Leadership: Continue recruitment efforts to maintain occupancy of all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.
- Tourism Grant Programs: Committee continues to oversee City and County tourism grant programs.
- Business and Marketing Plans: Tourism Development and Operations Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan. The committee monitors implementation of the Tourism Promotion and Destination Marketing Plan. Committee develops and recommends to City Council for adoption the update this business plan as the new FY 20/21 Five-Year Action Plan and Annual One-Year Implementation Plan.
- Staffing: Committee to consider in conjunction with City Council potential addition of dedicated staffing for tourism and cultural affairs, as per recommendation of *Tourism Development Strategy* and pending *Community Investment Strategy for Arts, Heritage and Culture*.
- Implement the FY19/20 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.
- Advance Study Effort for City to Enhance Tourism Development: The committee advances through Parks and Recreation a feasibility study for all-weather or indoor, multi-purpose athletic facility (item G 3.2) this year.

- Year 2
FY 2020/21**
- Potential new staff position works with Tourism Development and Operations Consultant contractor to advance Tourism Promotion Program.
 - New tourism promotional programs are implemented with key partners.
 - One of two recommended studies are commenced, either destination marketing strategy plan (item G.3.3) or hotel/conference center feasibility study as follow-up to Town Center Master Plan redevelopment project (item G 3.4)

- Year 3
FY 2021/22**
- 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
2022/23**
- 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
2024/25**
- 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. Tourism Promotion Committee Business: The committee executes all Council-mandated activities, including:

- **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
- **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
- **Tourism Grant Programs:** Oversee the application process and grant awards of the tourism grant programs, including the City Community Tourism Grant Program and Clackamas County Tourism Community Partnership Program.
- **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 FY20/21.
- **Staffing:** A draft plan, *Community Investment Strategy for Arts, Culture and Heritage*, undertaken as part of the City's 2017-19 Community Enhancement Program that reflects a City Council priority recommends creating a full-time staff position tentatively called Tourism and Cultural Affairs Coordinator in the Parks and Recreation Department. This new position would assume extra duties carried by current staff and provide additional horsepower for Wilsonville tourism and related cultural affairs. Specifically, duties for the new position could include staffing the committee; managing the tourism grants process; working more intensely with the Tourism Development and Operations Consultant contractor to extend work-product impact; and interacting with local businesses and regional/state cultural organizations and tourism partners to create new promotional campaigns that generate economic activity in the Wilsonville area.

The committee works with staff and City Council Liaison to refine the position description and job duties for a potential Tourism and Cultural Affairs Coordinator position for consideration by City Council to be added in the FY19/20 or FY20/21 budget cycle.

2. Implement the FY19/20 Tourism Promotion Program: 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 both the larger FY19/20 Five-Year Action Plan and Annual One-Year Implementation Plan and the more specific FY19/20 Tourism Promotion and Destination Marketing Plan.

Specific components include:

- **Target Marketing Refinement:** Refining as needed the marketing promotional elements and online/Internet website products and processes.
- **More Featured Day Trips:** Creating additional sets of themed "Pocket Trips," possibly with community input.

- **Marketing and Promotion:** Producing print and online marketing deliverables and developing promotional products.
 - **Performance Metrics:** Finalizing 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.
- 3. Advance Study Effort for City to Enhance 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 on one of four specific recommendations to the City Council for study efforts to advance tourism:
- 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 19/20.

Notes:

- Visitor profile study to be completed during FY18/19.
- Subsequent study efforts to follow in subsequent fiscal years include:
 - Destination marketing strategy plan that could be undertaken in FY20/21.
 - Hotel/conference center feasibility study as follow-up to Town Center Plan redevelopment project that could be undertaken in FY 21/22.

H. Components of FY19/20 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to 2014 Tourism Development Strategy

Following are more details on the top priorities summarized above for FY19/20 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 Development and Operations Consultant contractor Vertigo Marketing to advance the tourism promotion program.

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

1.2 Budget Allocation: The committee recognizes the City intends to dedicate 50% of transient lodging tax revenues for tourism promotion and has budgeted \$225,000 for FY 19/20 for the Tourism Promotion Plan and the Community Tourism Grant Program. The committee recommends that the City Council continue to 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.

2. Implement the FY 19/20 Tourism Promotion Program

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

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

2.2 Tourism Website: Vertigo Marketing worked to re-launch the ExploreWilsonville.com tourism website with a redesign to match the new branding motifs and to offer improved content with a focus on day trips and directories of attractions and area events. Improvement of the tourism website responds to a primary weakness previously identified 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 implemented custom, improved online directories of local area tourism businesses and attractions (rather than relying on commercial services like Yelp) that may eventually offer 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.

2.3 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. Vertigo Marketing employed professional models and photographers in 2018 to create a suite of copyright/royalty-free images for marketing use.

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 contracted models and 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.

2.4 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 utilizing 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.

2.5 Social Media: Social media is a component of the larger online marketing promotional effort. Tourism Development and Operations Consultant contractor Vertigo Marketing is utilizing social media platforms and programs that are targeted to specific niche markets.

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

2.6 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 has integrated 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.

2.7 Internet Marketing Campaigns: Tourism Development and Operations Consultant contractor Vertigo Marketing is using 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.

2.8 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 helpful to visitors and marketers.

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

2.9 Public Awareness: City staff are to work with the committee and Tourism Development and Operations Consultant contractor Vertigo Marketing to produce information that increases local residents’ knowledge and interest in learning more about local attractions and the value of tourism to the economy and community-development efforts.

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

3. Advance Study Efforts for City to Enhance 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 prior fiscal years, FY15/16 and FY16/17, while the City's tourism program was being developed by the committee and be approved by City Council with a separate budget adjustment.

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

3.2 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 FY19/20 with a separate budget adjustment.

3.3 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 FY20/21.

3.4 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 FY20/21.

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.



**SCOPE OF WORK
CITY OF WILSONVILLE 2018/2019 ADVERTISING &
MARKETING SERVICES
THROUGH JUNE 30, 2019**

GLOSSARY OF TERMS

(CDN) Content Delivery Network

A content delivery network or content distribution network is a geographically distributed network of proxy servers and their data centers.

Email “Blast”

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing

Hackalert

HackAlert is a cloud-based service that identifies hidden zero-day malware and drive-by downloads in websites and online advertisements. Its greatest strength lies in its early-warning function- it sends out an immediate warning to the website owner, before search engines blacklist the website.

Hosting

The activity or business of providing storage space and access for websites.

(KPI) Key Performance Indicator

A Key Performance Indicator is a measurable value that demonstrates how effectively a company is achieving key business objectives.

Maintenance

Performing all the tasks necessary to keep a website up to date and in good, working order so that it works and shows up correctly with the latest web browsers and mobile devices.

(ODMO) Oregon Destination Marketing Organization

Plug-ins

Plug-ins are apps that allow you to add new features and functionality to your website. Exactly the same way as apps do for your smartphone.

(SEO) Search Engine Optimization

The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

Social Media

Websites and applications that enable users to create and share content or to participate in social networking.

SSL Certificate

SSL Certificates are small data files that digitally bind a cryptographic key to an organization’s details. When installed on a web server, it activates the padlock and the https protocol and allows secure connections from a web server to a browser.

(VIC) Visitor Information Center

A physical location that provides tourist information to the visitors who tour the place or area locally.

Final costs are based on approved client budget and treated as “do not exceed”. Per contract, line items for the following goods and services can be reallocated to cover unanticipated needs upon mutual agreement between Vertigo Marketing and the City of Wilsonville and may be reallocated at the direction of the Public/Government Affairs Director.

SECTION ONE

Deliverables that require retainer-fee services provided by Vertigo or subcontractors.

A. WEBSITE RETAINER SERVICES: \$19,000

A. To include the following services and deliverables:

- **Hosting & Maintenance:** hosting with CDN
- **SSL Certificate Renewal**
- **Security/Hackalert Scanning**
- **Paid Plug-ins**
- **Content Creation**
- **Campaign Landing Page Development**
- **Ongoing Updates for Listings**
- **Event Calendar Updates**
- **Design & Development**
- **SEO + Ranking Software Subscription**
- **Adding Graphics/Photos/Videos**
- **Reporting:** Quarterly KPI report

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2018/19

B. WEBSITE REDESIGN: \$15,000

A. To include the following services and deliverables:

- **Custom Development for Plugins**
- **Enhanced Event Calendar**
- **Directory Listings**
- **Graphics/Design enhancements to match the new brand**

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Spring 2018

C. DISTRIBUTION: \$4,401

A. To include the following services and deliverables:

- **Distribution of Visitor Guide to Willamette Valley Regional DMO’s (34):** Local City and County Chambers of Commerce, Convention & Visitors Bureaus, Visitor Information Centers (VIC’s)
- **Distribution of Visitor Guide to Greater Portland State Welcome Centers (24):** Local City and County Chambers of Commerce, Convention & Visitors Bureaus, VIC’s
- **Distribution of Visitor Guide to Mt. Hood/Columbia River Gorge Regional DMO’s (11):** Local City and County Chambers of Commerce, Convention & Visitors Bureaus, VIC’s

- **Travel Portland (2):** VIC in Pioneer Courthouse Square and the Oregon Convention Center
- **Distribution Services:** Storage, Management, Count, Bundle, Box, Label, Shipping and Delivery

B. Team Members assigned to this Task:

- Trev

C. Completion date: Spring 2018

D. DESIGN SERVICES:

\$16,680

A. To include the following services and deliverables:

- **Pocket Trips Visitor Guide:** (1) folio / rack card, (12) pocket cards
- **Print Ad Design:** Creative services for print advertising campaigns
- **Digital Ad Design & Development:** Creative services for digital advertising campaigns
- **Copy writing:** Develop copy for marketing collateral, print and digital advertising
- **Media Buying:** Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, upload ads
- **Art & Creative Direction:** Develop creative that aligns and enhances current marketing efforts
- **Photography Selections:** Online search for desirable photography that reflects the image being developed for Wilsonville, locate and communicate with photographer, negotiate rates, usage, archival of imagery, contracts and licensing
- **Production:** Non-creative production services

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2018/19

E. SOCIAL MEDIA RETAINER SERVICES:

\$36,000

A. To include the following services and deliverables:

- **Social Media Strategy:** Create master editorial calendar, develop and align SEO social strategies to assist with SEO efforts for the website, identify trending hashtags, review and analyze to improve the campaign performance.
- **Management & Implementation:** Manage day-to-day social media posting and community management, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination and communication with event producers and businesses for events and happenings
- **Monitoring**
- **Reporting:** Quarterly KPI report
- **Establish Channels:** TW @SeeWilsonville, YouTube ExploreWilsonville
- **Customize Channels**
- **Post 2x per week**
- **Paid Social Media ads with deep targeting**
- **Social media contest promotion for lead generation**

B. Team Members assigned to this Task:

- Lynnette, Trev, sub-contractor TBD and approved per City regulations

C. Completion date: Throughout 2018/19

F. PR RETAINER SERVICES:

\$15,000

A. To include the following services and deliverables:

- **Press Release Writing:** (4 releases with regional wire AP distribution)

- **Meltwater Software Subscription:**
 - Full Monitoring Suite
 - Premium Social Coverage (Facebook, Twitter, Instagram, YouTube, 23 million blogs)
 - Analytics & Dashboards
 - Full Media Contact Database with unlimited press distribution
 - **NOTE:** Meltwater is the global leader in online media intelligence. Their product suite allows us to monitor, distribute, publicize and analyze business critical information posted online, in both mainstream media and social media, as well as build media contact lists to assist with press outreach
- **Pitching Story Ideas**
- **Responding to Writers with Content & Photos**
- **Set Up and Manage Meltwater Software**
- **List Building**
- **Monitoring**
- **Reporting:** Quarterly KPI report
- **Research/Interviews**
- B. Team Members assigned to this Task:**
 - Lynnette, sub-contractor TBD and approved per City regulations
- C. Completion date:** Throughout 2018/19

G. PHOTO & VIDEO:

\$15,000

A. May include the following services and deliverables:

- New photography and videography rights for print and digital usage
- Custom photo/video shoots at various “pocket trip” locations throughout the seasons
- Event photography
- Scouting
- Creative Direction
- Shotlist
- Storyboard
- Models/Talent/Props
- Filming
- Editing
- Travel
- Production

B. Team Members assigned to this Task:

- Lynnette, Trev, sub-contractors TBD and approved per City regulations

C. Completion date: Throughout 2018/19

H. EMAIL MARKETING SERVICES FY18/19:

\$3,000

A. To include the following services and deliverables:

- Email Blasts (6)
- Template Design & Development
- Content Creation/Copywriting
- List Management
- Production
- **Reporting:** Quarterly KPI report

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: FY2018/2019

I. FINANCIAL: **\$6,490**

A. To include the following services and deliverables:

- Accounting
- Quarterly Reports
- Membership Management: ODMO, ISSUU, Travel Portland
- Software Subscriptions Management & Implementation: STR

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2018/19

SUBTOTAL SECTION ONE: **\$130,571**

SECTION TWO

Media buys, sub-contractor services, memberships & subscriptions, printing, postage, and distribution services that will be invoiced directly from vendors that are in effect pass-through expenses.

J. RESERVE/CONTINGENCY: **\$7,500**

K. PRINT MEDIA BUYS*: **\$20,090**

1. Travel Oregon - 2018	2,100,000 impressions	\$3,900
2. Travel Portland - 2018	1,155,000 impressions	\$4,500
3. Portland Monthly - Oct: Long Weekends & Wine Guide	492,075 impressions	\$2,000
4. AAA (VIA) - July/Aug: Willamette River	1,058,000 impressions	\$3,720
5. AAA (VIA) - Nov/Dec: Insiders Guide to Portland	1,058,000 impressions	\$3,720
6. Co-ops with regional partners	impressions TBD	\$2,250

**Impression data comes from media kits provided by each publication or other documents*

L. PAID DIGITAL MEDIA BUYS: **\$13,500**

1. Facebook/Instagram	impressions TBD
2. Google Adwords	impressions TBD
3. Misc. digital (Travel Oregon, etc.)	impressions TBD

M. CURRENT WEBSITE SERVICES: **\$6,000**

A. To include the following services and deliverables:

- Hosting & Maintenance: (provided by MediaPhysics through June 2018)
- Event Calendar

B. Team Members assigned to this Task:

- Lynnette, MediaPhysics (approved service provider for City of Wilsonville)

C. Completion date: Current contract with MediaPhysics expires June 30, 2018

N. FINANCIAL: **\$3,505**

A. To include the following services and deliverables:

- **Memberships:** ODMO \$500, Travel Portland \$585
- **Software subscriptions:** STR \$2000, ISSUU \$420

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2018/19

O. POCKET TRIPS VISITOR GUIDE: **\$17,320**

A. To include the following services and deliverables:

- **Pocket Adventures - Folio / Rack Card:** 23.5" x 9" (flat) sheet printed on 65# Cougar Opaque Smooth Cover. Printed in four (process) colors on both sides of sheet (4/4), full bleed. Die cut per-diagram - contains, 4 (four) 3.25" slits with relief holes. 4 (four) glue strips to create two pockets on far left and right panels. 6 (six) scores with a .25" capacity score in center. Folded to create 2 pockets and packaged as a flat piece.

Quantity: 15,000

- **Pocket Cards:** 12 (twelve) different 3" x 4" cards printed on 111# Dull Cover. Printed in four (process) colors on both sides of sheet (4/4), full bleed. Trimmed and boxed.
Quantity: 15,000 (180,000 cards)
- **Assembly:** Collate 12 cards into 4 sets of 3. Hand insert each set into slit on pocket folder. Hand fold folio shut to finish size of 4" x 9". Box.
- **Postage:** Reserve 1,000 finished pieces to be made available per request for mailing. Current 3 ounce rate is \$0.91 per piece via First Class stamp. Mailing services (stuffing, addressing and stamping envelope) to be provided by City Staff.
- **#10 Envelopes:** 1,000 #10 Regular 24 lb. bright white envelopes with logo and/or return address printed on front.

B. Team Members assigned to this Task:

- Trev, print sub-contractor TBD and approved per City regulations, City Staff

C. Completion date: Spring 2018

P. DISTRIBUTION: **\$1,214**

A. To include the following services and deliverables:

- **Certified Folder: Corporate/Industrial program** (10 sites throughout Aloha, Beaverton, Clackamas, Hillsboro, Lake Oswego, Portland), **Portland International Airport, Oregon City State Welcome Center**

B. Team Members assigned to this Task:

- Trev, Certified Folder to be approved per City regulations

C. Completion date: Spring 2018

SUBTOTAL SECTION TWO: **\$69,129**

TOTAL BUDGET FY18/19 (ONE + TWO): **\$199,700**



SCOPE OF WORK
**CITY OF WILSONVILLE 2019/2020 ADVERTISING &
MARKETING SERVICES**

Final costs are based on approved client budget and treated as “do not exceed”. Per contract, line items for the following goods and services can be reallocated to cover unanticipated needs upon mutual agreement between Vertigo Marketing and the City of Wilsonville. Line items may be reallocated if requested by Vertigo Marketing and approved by the Public/Government Affairs Director.

A. MARKETING SERVICES:

\$24,600

A. To include the following services and deliverables:

- **Media Buying:** Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, upload ads
- **Art & Creative Direction:** Develop creative that aligns and enhances current marketing efforts
- **Production:** Non-creative production services
- **Ad Design:** Creative services for print advertising campaigns
- **Digital Ad Design:** Creative services for digital advertising campaigns
- **Copywriting:** Develop copy for marketing collateral, print and digital advertising
- **Quarterly Reports:** Provide quarterly KPI data in report form
- **Email Marketing Campaign:** Quarterly Email Blast (4x) includes email campaign development, list management, graphic design and copywriting

B. Team Members assigned to this Task:

- Lynnette, Trev

C. Completion date: Throughout 2019/2020

B. WEBSITE SERVICES:

\$24,000

A. To include the following services and deliverables:

- **Hosting & Maintenance**
- **Domain Name Renewals:** www.ExploreWilsonville.com
- **SSL Certificate Renewals:** www.ExploreWilsonville.com
- **Security/Hackalert Scanning**
- **Paid Plug-in Renewals**
- **Ongoing Updates for Listings**
- **Event Calendar Listings & Management**
- **Content Development**
- **Ongoing SEO (Search Engine Optimization) work**
- **Site Development**
- **Adding Graphics/Photos**
- **Reporting:** Quarterly KPI report

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2019/2020

C. SOCIAL MEDIA:

\$36,000

A. To include the following services and deliverables:

- **Strategy:** Promote off-season tourism by promoting attractions and events. Develop master editorial calendar for 2019, develop SEO-cial, strategies to assist with SEO efforts for the website, identify trending hashtags, review and analyze past posts to improve the campaign
- **Management & Implementation:** Strategy, design & management of all paid social media. Manage all channels and post 3-5x per week. Create events (or add existing events) to FB

page, Manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination and communication with event producers for events and happenings

- **Monitoring**
- **Reporting**

B. Team Members assigned to this Task:

- Lynnette, local social media sub-contractor

C. Completion date: Throughout 2019/2020

D. FINANCIAL: \$15,585

A. To include the following services and deliverables:

- **Accounting**
- **Memberships:** Travel Portland, ODMO
- **Software Subscriptions:** STR, ISSUU (Digital Visitor Guide)
- **Management**
- **Meetings**

B. Team Members assigned to this Task:

- Trev

C. Completion date: Throughout 2019/2020

E. RESERVE: \$7,000

F. PRINTING & SHIPPING: \$11,000

A. To include the following services and deliverables:

- **Tri-fold Rack Brochure:** 12” x 9” (flat) brochure printed on 100# gloss book. Printed in four (process) colors plus flood gloss AQ on both sides of sheet (4+fAQ/4+fAQ), full bleed. Trimmed, roll folded to finish size of 4” x 9”. Boxed. **Quantity:** 80,000
- **Shipping & Distribution**

B. Team Members assigned to this Task:

- Trev, printing printing sub-contractor

C. Completion date: Spring 2019

G. ADDITIONAL TOURISM DEVELOPMENT: \$10,994

A. To include the following services and deliverables:

- **Certified Folder:** brochure distribution at Portland International Airport + (10) Portland Corporate + all (8) State Welcome Centers + (6) Rest Stops: Multnomah Falls, French Prairie South Bound, French Prairie North Bound, Santiam, Oak Grove, Mt. Hood + (235) Portland Supercities
- **Shipping:** 65,000 pieces

B. Team Members assigned to this Task:

- Trev, Certified Folder

C. Completion date: Spring 2019

H. MEDIA BUYS: \$46,480

A. Travel Oregon Visitor Guide - Annual 1,650,000 impressions **\$4,095**

B. Travel Portland Visitor Guide - Annual 907,500 impressions **\$4,725**

C. Sunset - September: PNW Travel Planner	991,200 impressions	\$3,070
D. Sunset - October: Travel Chronicles FP	991,200 impressions	\$6,800
E. AAA - Sept/Oct: River Cruising With the Family	2,983,500 impressions	\$3,850
F. AAA - Jan/Feb: Portland's City Parks	2,983,500 impressions	\$3,850
G. Portland Monthly - Oct: Wine	342,504 impressions	\$2,545
H. Portland Monthly - OPEN	342,504 impressions	\$2,545
I. Paid Digital Media	1.8 Million+ impressions	\$15,000

• **NOTE:** *Impression is a term that refers to the point in which an ad is viewed once by a visitor. It is sometimes called a view, an ad view, or an "opportunity to see". Impression data comes from media kits provided by each publication or provider.*

I. PR: \$10,750

A. To include the following services and deliverables:

- Press Release Writing: (2)
- Pitching Story Ideas
- Responding to Writers with Content & Photos
- Press Release Online Distribution to AP Wire
- Software Subscription: Meltwater
- Manage Media Contacts Data & Reporting in Meltwater Software

B. Team Members assigned to this Task:

- Lynnette

C. Completion date: Throughout 2019/2020

J. PHOTO & VIDEO: \$9,750

A. To include the following services and deliverables:

- New Photography and Videography rights for print and digital usage
- Usage & Rights Renewals with 2018 photographers and videographers for their images
- Event Photography: TBD

B. Team Members assigned to this Task:

- Lynnette, Trev, sub-contractor

C. Completion date: Throughout 2019/2020

K. MERCHANDISE AND PROMOTIONS: \$3,500

A. To consider the following items:

- **Hats:** www.ExploreWilsonville.com
- **Patch Stickers:** www.ExploreWilsonville.com
- **Shirts:** www.ExploreWilsonville.com

And include the following services and deliverables:

- **Contest Promotion:** Unique prize package to drive PR, social sharing, website traffic and email addresses. Will promote with media buys, PR and social media.

B. Team Members assigned to this Task:

- Lynnette, Trev, local event coordinators, various service providers

C. Completion date: Fall 2019

2019/2020 TOTAL: \$199,659