

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, May 21, 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

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

Brandon Roben
CEO, Oaks Park

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 Brailard
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, and March 21, 2019 * *page 2*
 - c. Meeting Notes of April 21, 2019 * *page 6*
 - d. Open Positions for Appointment/Re-appointment:
 - #1: Dave Pearson, term expires 6/30/2019; new term until 6/30/2022
 - #2: Brandon Roben, term expires 6/30/2019; new term until 6/30/2022
 - #6: formerly held by David Stead; term expires 6/30/2021
 - e. Real-time Expense Reporting Online by Vertigo Marketing:
https://docs.google.com/spreadsheets/d/1jRTxmd7s4UTCrMfgK_TWqJGLwByc-wbZ_Kt5T4H2ouU/edit?usp=sharing
 - f. Q1 2019 Vertigo Marketing Report ■
 - g. Draft Committee Memo to City Council, RE Request for Dedicated Staffing Resource for Tourism Program *page 8*
- 3. Review and Approve FY19-20 Tourism Business Plan 1:45**
 - h. About Explore Wilsonville and Tourism Promotion Committee:
A 2-page summary of FY18-19 page 9
 - i. Review and Approve Draft FY19/20 1/5-Year Action/ Implementation Plan *Presented initially at April 21 meeting * page 11*
- 4. Review and Approve FY19-20 Tourism Promotion Plan 2:15**
 - j. Review and Approve Draft 2, May 21, FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan * *page 26*
- 5. Adjourn 3:00**

Next Meeting Date: Doodle Poll Survey to Determine Date, possibly September

* materials in packet or online ■ materials at meeting

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.

Wilsonville Tourism Promotion Committee
SPECIAL GRANT REVIEW MEETING MINUTES

Thursday, March 21, 2019 • 6 pm
Wilsonville City Hall – Council Chambers

Voting members attending: Jeff Brown, Al Levit, Vice Chair Dave Pearson, Beth Price and Brandon Roben

1. Welcome

2. 2019 Clackamas County Community Partnership Program – Grant Award

Organization	Project	\$ Request	\$ Award
Battle at the Bridge Chris Young Chris351young@gmail.com (503) 351-2096	Youth Lacrosse Tournament	\$5,000	\$2,500
MeSheWe Women’s ½ Marathon Kiri Tomasco Meshewerun@gmail.com (503) 201-3866	Race Marketing	\$5,000	\$5,000
Salmon Cycling Classic Steven Van Wechel Stevevw.55@gmail.com 503-682-5048	Fun in the Park Marketing	\$15,213	\$12,500
TOTALS		\$25,213	\$20,000

3. 2019 Wilsonville Community Tourism Grant Award

Organization	Event	\$ Request	\$ Award
Brews for Community Inc Erin Telles, President 29650 SW Courtside Drive #21 Wilsonville OR 97070 erin.telles@hotmail.com	Wilsonville Brewfest 503-577-6692	\$5,000	\$5,000
Fun in the Park Brady Mordhorst, President PO BOX 1511 Wilsonville OR 97070 letscreate@events37.com	Fun in the Park Festival 503-277-9238	\$9,000	\$9,000
Wilsonville Arts & Culture Council Sarah Wolfe, Festival President PO Box 2510 Wilsonville OR 97070 festivaldirector@WilsonvilleArts.org	Festival of the Arts 919-220-6292	\$5,000	\$5,000
Wilsonville Bicycle Events Steve Van Wechel, Executive Director PO BOX 652 Wilsonville OR 97070 Stevevw.55@gmail.com	Salmon Cycling Classic 503-682-5048	\$6,013	\$2,000
Wilsonville Rotary Foundation John Holley, Concert Co-Chair 31447 SW Country View Ln Wilsonville OR 97070 holleyjc46@gmail.com	Summer Concert Series 503-407-0308	\$4,000	\$4,000
TOTALS		\$29,013	\$25,000

4. Adjourn

The meeting adjourned at 6:33 pm.

Wilsonville Tourism Promotion Committee

MEETING NOTES

Thursday, April 11, 2019 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

Note: Lack of a quorum at meeting to conduct business

1. Welcome

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

Ex-officio members, staff, consultants and guests attending: Lynnette Brillard, Trev Naranche, Kevin Ferrasci O'Malley, Mark Ottenad, Samara Phelps and Brian Stevenson.

2. Committee Business and Updates

b. Approve Prior Meeting Minutes of Feb. 21; March 21, 2019: Agenda item tabled; lack of quorum prevented action on the meeting minutes.

c. Committee recruitment: Mark Ottenad reported that Beth Price, Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville, was appointed by Mayor Knapp and confirmed by Council for Position 7. Mark Ottenad noted that terms of office of Position 1, held by Dave Pearson, and Position 2, held by Brandon Roben, expire 6/30/2019 and are available for re-appointment for three-year terms of service until 6/30/2022. Mark Ottenad reported that David Stead, Position 6, had submitted his resignation, creating an opening for Position 6 with a term ending 6/30/2021.

d. Results of March 21 Tourism Grants Awards: Brian Stevenson reviewed the March 21 tourism grant review and awards process. Committee members discussed that the process this year was good, faster than last year's process – Committee members reported feeling better prepared, and congratulated Brian Stevenson on a well-run, well-organized process.

Committee members wondered if for next year should an emphasis be placed on funding new events, and especially new events that occur in the shoulder-season months rather than the prime summer months of June through August.

e. Financial report: FY 2018/19 YTD Revenues and Expenses: Mark Ottenad presented a Finance Dept. report of FY18/19 YTD aggregated tourism promotion revenues and expenses. Darren Harmon and Kevin Ferrasci O'Malley asked about obtaining financial reports formatted in a chamber of commerce/tourism bureau monthly cash-flow format. Mark Ottenad indicated that Finance Dept. was not prepared to recreate financial reports in a different accounting method or manner; he indicated that he would work with Vertigo Marketing to see about some kind of financial expense tracking report.

3. Update for FY19-20 Tourism Business Plan

f. g. FY18-19 1/5-Year Action/Implementation Plan: Mark Ottenad reviewed briefly with committee members a two-page summary "About Explore Wilsonville and Tourism Promotion Committee" and the current FY18-19 1/5-Year Action/Implementation Plan that serves as model for the FY19/20 plan.

h. Draft FY19/20 1/5-Year Action/Implementation Plan: Mark Ottenad reviewed more in-depth, page-by-page, the updated Draft FY19/20 1/5-Year Action/Implementation Plan.

Committee members indicated that the draft plan appeared to meet the goals and objectives of the committee and tourism promotion program for the next year. Several issues were raised and discussed further:

- **Dedicated staffing:** Committee members agreed that a staff person dedicated to tourism promotion would be more beneficial than the current arrangement of “other duties as assigned” to current staff with other job responsibilities. Mark Ottenad agreed that considerably more work could be accomplished on the tourism promotion program with dedicated staff; he noted that the pending Arts, Culture and Heritage Strategy suggests creation of a “Tourism and Cultural Affairs Coordinator” position. He indicated that committee members should communicate their thoughts to the City Manager, Parks and Recreation Director and City Council members. Committee members requested that staff draft a letter or memo to Council requesting dedicated staffing.
- **Tourism studies:** Committee members wondered if the two proposed studies in the Tourism Development Strategy that are included the Draft FY19/20 1/5-Year Action/Implementation Plan could be combined into one study? That is, rather than study a year-round sports venue separately from a hotel/conference center, should the two studies be combined. Brian Stevenson said that staff would consult and return with a recommendation to the committee.

4. Update for Vertigo Marketing – Tourism Promotion

i. FY18-19 Vertigo Marketing Advertising & Marketing Scope of Work: Lynnette Braillard and Trev Naranche reviewed briefly the FY18-19 Vertigo Marketing Advertising & Marketing Scope of Work that covered the current year’s work.

j. Review of New Draft FY19-20 Vertigo Marketing Tourism Promotion & Destination Marketing Services Plan and Scope of Work, dated April 11, 2019. Lynnette Braillard and Trev Naranche reviewed in greater detail components of the Tourism Promotion & Destination Marketing Services Plan and Scope of Work. Items discussed include Key Marketing Initiatives and Strategies, Goals and Objectives, and tourism promotion program evaluation performance criteria. Committee members reviewed the FY19/20 scope of work and budget detail, and indicated support for brief monthly reports and more in-depth quarterly reports.

Committee members discussed idea of a visitor map. Mark Ottenad noted that several City departments make city maps and that it might be possible to combine resources of various departments to make a map for print and online products. Kevin Ferrasci O'Malley noted that the Chamber intended to start producing a city and regional map product again that might serve the need for a tourism map.

5. Adjourn

The meeting adjourned at 3:00 pm. Respectfully submitted by Mark Ottenad on April 26, 2019.

Wilsonville Tourism Promotion Committee

May 15, 2019

DRAFT

To: Mayor Tim Knapp and City Councilors, Wilsonville City Council

From: Voting members of the Tourism Promotion Committee:
Jeff Brown, Chair Darren Harmon, Al Levit, Vice Chair Dave Pearson,
Beth Price and Brandon Roben

cc: Bryan Cosgrove, City Manager; Mike McCarty, Parks & Recreation Director

RE: Dedicated Staffing Resource for Tourism Promotion Program

We write to express our appreciation to Mayor Knapp and City Council members for your support of the City's *Tourism Development Strategy* and the Tourism Promotion Program and Committee that grew from Council adoption of the Strategy in May 2014. We have come a long way since that time!

We also write to encourage your consideration of a component of the "FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy" that you are to consider for adoption. For the next year, FY 2019/20, the committee seeks to advance consideration of a dedicated staffing resource to the City's tourism promotion program, and a potential new arts and culture strategy.

The Committee understands that a draft plan, *Community Investment Strategy for Arts, Culture and Heritage*, undertaken as part of the City's FY 2017-19 Community Enhancement Program, reflects a potential City Council priority to create 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 who have tourism programs as "extra duties as assigned" and would 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/international cultural organizations and tourism partners to create new promotional campaigns that generate economic activity in the Wilsonville area.

The committee seeks your permission to work with staff and the Committee's 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.

Thank you for your time and consideration.



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

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City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson,
Community Services
Manager (designee)
Erica Behler, Parks &
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**Clackamas County
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Samara Phelps,
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**Washington County
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Communications
(designee)

**Wilsonville Area
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Kevin Ferrasci O'Malley,
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STAFF

Mark Ottenad,
Public/Government
Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

Vertigo Marketing, LLC
Lynnette Brailard
and Trev Naranche,
Principals

**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"**
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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 Brillard and
Trev Naranche, Principals

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.



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



DRAFT - 3 May 15, 2019 DRAFT-3

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A. Introduction

The Wilsonville Tourism Promotion Committee on **May 21**, 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 2019/20. 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; resigned April 2019.
- **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 six 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 and May 21, 2019. A meeting held on April 11, 2019, did not constitute a quorum for committee action.

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 – FY2023/24

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. The envisioned facility would be capable of handling court sport tournaments (basketball, volleyball, etc), conferences, trade shows and live entertainment.
-

- 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.
 - 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 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
2023/24**
- 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: FY19/20, July 2019 – June 2020

The fourth, 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:
- Complete in FY19/20 a feasibility assessment and accompanying pro-forma of a hybrid, indoor facility aimed at drawing tourists to Wilsonville. The envisioned facility would be capable of handling court sport tournaments (basketball, volleyball, etc), conferences, trade shows and live entertainment.

Notes:

- Visitor Profile Study to be completed towards end of 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.



**EXPLORE
WILSONVILLE**.com

A POCKET (OF FUN)



**FY2019/2020 CITY OF WILSONVILLE TOURISM
PROMOTION & DESTINATION MARKETING
SERVICES PLAN**



DRAFT 2 - MAY 21, 2019

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EXPLORE
WILSONVILLE.COM
 A POCKET (OF FUN)



VERTIGO MARKETING is a full-service innovative marketing agency dedicated to enhancing Wilsonville's economy by attracting as many visitors as possible to the City, and once they're here, ensuring those visitors spend as much money as possible with local businesses.



32% PLAN TO TAKE MORE TRIPS

BUSINESS INTENT TO TRAVEL DOMESTICALLY IN THE NEXT 12 MONTHS

43% OREGON VISITORS ARE AAA MEMBERS

21% PLAN TO TAKE MORE TRIPS

LEISURE INTENT TO TRAVEL DOMESTICALLY IN THE NEXT 12 MONTHS

42% SEARCHED FOR CHEAPER ITINERARIES

VALUE & PRICE IS GROWING

92% OREGON TRAVELERS

STATED "EXPLORATION" AS PRIMARY MOTIVATION FOR TRAVEL

79% OREGON TRAVELERS

STATED EXPERIENCING "NEW CUISINES" AS MOTIVATION FOR TRAVEL

41% OREGON TRAVELERS

SEEK OFF-THE-BEATEN TRACK PLACES WHEN VISITING NEW DESTINATIONS

42% OF TRAVELERS

CONSIDER SEARCH ENGINE RESULTS WHEN BOOKING TRAVEL (UP 4% OVER 2017)

100+ BILLION

GOOGLE SEARCHES PER MONTH

74% OREGON VISITORS

USE SOCIAL MEDIA FOR TRAVEL PURPOSES

FOR 54% OF MILLENNIAL WOMEN

EXPERIENCES WILL DRIVE BIGGEST PURCHASES



MISSION

Explore Wilsonville's mission is to enhance the economic vitality of the community by promoting Wilsonville as a year-round visitor and event destination by maximizing collaborative partnerships, efficiently activating lodging tax revenue into effective marketing programs, and cultivating an exceptional visitor experience.

VISION

The vision is to provide the best delivery of tourism promotion services and information to Wilsonville visitors, to be the tourism marketing resource of choice for businesses in Wilsonville, and to establish sound financial management practices for public tourism tax dollars.

PURPOSE

Explore Wilsonville is a non-membership economic development extension of the City funded by lodging tax collections from overnight visitors. Our purpose is to enhance the economy of the City of Wilsonville through tourism marketing that increases business revenues, meeting and event revenues, lodging tax revenues and creates jobs. Visit Wilsonville promotes the entire City and works in partnership with all sectors of Washington and Clackamas Counties and Travel Oregon.

VALUES

- Stewardship of Public Funds
- Optimum Trust and Relationship with the Citizens of Wilsonville, the City Staff, the Tourism Promotion Committee, and Wilsonville City Council
 - Innovation, Creativity and Excellence in All That We Do
 - Collaboration with Key Partners
 - Highest Level of Ethical Standards
- Reflect the Family-Friendly, Inclusive, and Welcoming Nature of the Community

GOALS & OBJECTIVES ACCOMPLISHED IN FY18/19

- Established lodging tax measurement reporting and comp cities to track hotel occupancy, demand, revenue and REVPAR (revenue per available room).
- Positioned the City as a compelling tourist destination between Portland, Salem and Northern Willamette Valley wine country where you pay less for lodging and there is plenty to do. We market the area within a 25-mile radius of Wilsonville.
- Launched Explore Wilsonville's tourism advertising campaign. Developed original content and articles for Explore Wilsonville Pocket Trip itineraries.
- Developed a comprehensive budget, print and digital media schedule to advertise the City and its events to potential visitors.
- Created the Explore Wilsonville 'Pocket Guide' Visitor Guide and fulfillment plan with regional distribution points.
- Redesigned website to enhance the visitor experience, promote local businesses and events, and align with destination branding.
- Launched branded social media channels (Facebook, Instagram, Twitter & Pinterest).
- Launched paid and organic social media campaigns and social media promotions to drive awareness and email collection.
- Developed a high-quality database of owned photography to be used in marketing efforts, pr, and City publications.
- Increased lodging tax collections.
- Worked with community partners, organizations, and event producers to increase visitor traffic during key events throughout the year.
- Launched public relations plan and distributed three press releases on the wire, which resulted in feature articles, social media shares, press pick-ups, and a radio interview.
- Managed a comprehensive City of Wilsonville Visitor Profile Study for summer 2018 and winter 2019 where we collected valuable visitor information and data.
- Worked with City staff and the City's Tourism Promotion Committee to maximize exposure to visitors at a reasonable cost.
- Improved communication and collaboration with Clackamas County Tourism & Cultural Affairs, Washington County Visitors Association, Travel Oregon and Oregon Destination Marketing Organizations (ODMO).
- Launched email marketing campaigns to opt-in list. Compiled email addresses from various media buys, visitor profile study, and online forms to market to potential visitors.
- Increased visitor count during the shoulder and winter seasons.
- Developed a comprehensive quarterly marketing report to prove marketing successes to committee, stakeholders and the City.
- Partnered with Mt. Hood Territory on a social media campaign rebate program and received \$250 in grant funds.



KEY MARKETING INITIATIVES FY19/20

Vertigo Marketing is firmly focused on achieving the goals and objectives for FY2019/2020. The following **KEY INITIATIVES** provide a summary of Vertigo's primary efforts that will be activated to achieve our objectives.

1: DESTINATION BRAND MARKETING

Continue with expanding the compelling tourism strategy and brand for Explore Wilsonville. Promoting the Wilsonville tourism experience through mass media represents Vertigo's largest expenditure & a primary driver of traffic to ExploreWilsonville.com.

2: CITYWIDE EVENTS, CONVENTIONS, AND CONFERENCES

Promoting citywide events will continue to be a priority. We will continue to promote meeting venues in Wilsonville to improve off-season tourism & introduce new visitors to the destination. Increasing the length of stay with the business traveler is a priority.

3: DIRECT MARKETING

Design a less expensive visitor brochure for Wilsonville to increase distribution points throughout the region. Continue with marketing messaging to grow our opt-in email database (lead generation), which will cultivate long-term customer relationships, awareness, and positive word-of-mouth. Consistent email marketing communications will continue throughout FY19/20. Work in partnership with the City to turn our local residents into our most compelling brand evangelists by communicating events, things to do, new restaurants and lodging.

4: PUBLIC RELATIONS

Working with our regional DMO partners to host journalists is an effective way to market Wilsonville. Explore Wilsonville will also continue its own PR efforts which include strategy, research, pitching, press release writing (2), and wire distribution.

5: WEBSITE AND DIGITAL MARKETING

The ExploreWilsonville.com website is the most important part of Vertigo's marketing mix. Ensuring Wilsonville tourism is supported by a robust and informative tourism website is Vertigo's most important job. Wilsonville's social media strategy, campaign, engagement, and search engine optimization (SEO), and search engine marketing (SEM) efforts extend and reinforce the Wilsonville campaign and brand.

6: VISITOR RESEARCH DATA

Continue to use various sources of quality research data to guide our marketing decisions and strategies. We utilize data from a variety of sources to make innovative and informed marketing decisions for Explore Wilsonville. Primary data comes from the City of Wilsonville's Visitor Profile Study 2018/2019, Travel Oregon, *2018/19 MMGY Global Portrait of American Travelers*, Google analytics from ExploreWilsonville.com, and additional sources.



7: COMMUNITY COLLABORATIONS, PARTNERSHIPS & PROMOTION

Establish relationships with community partners, event producers and tourism stakeholders that will extend Wilsonville's marketing reach and validate the destination. Continue to look for ways to improve efficiencies and cost in marketing expenses by collaborating when we can across City departments.

8: TOURISM LEADERSHIP

Allocating time & resources to make the City an active participant in the community, region, and state enables Wilsonville to be of broader value to the community, and ensures Wilsonville's tourism industry is represented in important regional tourism conversations and planning. We will continue to work with area organizations and regional initiatives (Wilsonville Arts initiatives, Willamette Paddle Trail, bike bridge, etc.)

9: FINANCIAL MANAGEMENT

Vertigo is focused on achieving excellence in transparent financial management & stewardship of public funds. This is an ongoing and unwavering priority for the City of Wilsonville and Vertigo Marketing. An up-to-date marketing budget is available online at all times. City lodging tax marketing dollars are spent in a fiscally responsible way by getting the "best bang for our buck".

FY19/20 GOALS & OBJECTIVES

- Work with the City to collect TLT data in a timely manner for performance metrics and quarterly reporting.
- Develop a comprehensive budget, print and digital media schedule to advertise the City and its events to potential visitors.
- Analyze and extract valuable marketing data from the final Visitor Profile Survey report and use insights to guide marketing decisions.
- Work with the City on the new Signage and Wayfinding Plan for Visitor/Info Kiosks. Assist with guidance and expertise.
- Continue to use search engine optimization (SEO) and SEO-social strategies to improve rankings and increase visitation to ExploreWilsonville.com.
- Leverage highly searched vacation locales (like Portland and Willamette Valley) to gain exposure for Wilsonville online with our pocket trip articles.
- Continue with crafting highly targeted digital campaigns to our identified "target personas" and geotargeted locations. Use remarketing pixel data to tap into summer visitors for off-season visits.
- Increase visitor count during the shoulder and winter seasons.
- Continue working with community partners, organizations, and event producers to increase visitor traffic during key events throughout the year.
- Create a less-expensive tri-fold Explore Wilsonville brochure to extend brochure distribution.
- Look for more collaborations and grant opportunities to stretch the Explore Wilsonville marketing budget (co-ops with regional DMOs, providing materials and assistance to the City on their relocation campaign, etc.).
- Grow website traffic by using SEO and content marketing strategies.
- Grow social media engagement via paid and organic social media campaigns.
- Continue crafting engaging "Pocket Trip" itineraries featuring area attractions.
- Continue public relations efforts, FAM trip planning, and distribute two press releases on the wire.
- Continue adding new photos to our owned photography database for marketing, PR and City use.
- Continue growing the opt-in email list for email marketing purposes. Six email newsletters will be sent in FY19/20.
- Continue collaboration with state and regional stakeholders and tourism organizations.

EVALUATION PERFORMANCE CRITERIA

We use metrics to evaluate the effectiveness of Explore Wilsonville's marketing efforts. Listed below are the primary **EVALUATION PERFORMANCE CRITERIA** Vertigo Marketing uses with a brief description of each. Quarterly marketing reports include these performance metrics:

TRANSIENT LODGING TAX (TLT) TLT collections serve as the primary metric Wilsonville uses to measure the ebb and flow of the tourism industry. Due to the demand driven nature of lodging pricing (the higher the demand, the higher the lodging rates), TLT collections provide a **BLENDED METRIC** of rate and occupancy that effectively approximates the overall demand for a destination's lodging inventory.

CITYWIDE LODGING OCCUPANCY Citywide lodging occupancy is the percentage of available lodging units occupied for a defined period of time. Smith Travel Research (STR) occupancy data is the industry standard used by most lodging companies, including Vertigo Marketing. Along with TLT data, citywide occupancy data helps Vertigo measure the health of the City's tourism industry.

WEBSITE TRAFFIC TO EXPLOREWILSONVILLE.COM Vertigo's marketing model is designed to drive potential visitors and leads to ExploreWilsonville.com where they are converted to customers for local businesses and attractions. As a result, the volume of visitors to the Explore Wilsonville website is a key metric used to evaluate interest in the destination and the effectiveness of our marketing.

SOCIAL MEDIA ENGAGEMENT & IMPRESSIONS Vertigo rebranded and launched new social media channels for Explore Wilsonville in order to build awareness of the tourism assets found within and outside of the City. Multiple social media channels allow us to monitor what is being said about Wilsonville—good or bad—and engage with not only potential visitors, but writers, bloggers and media for public relations opportunities.

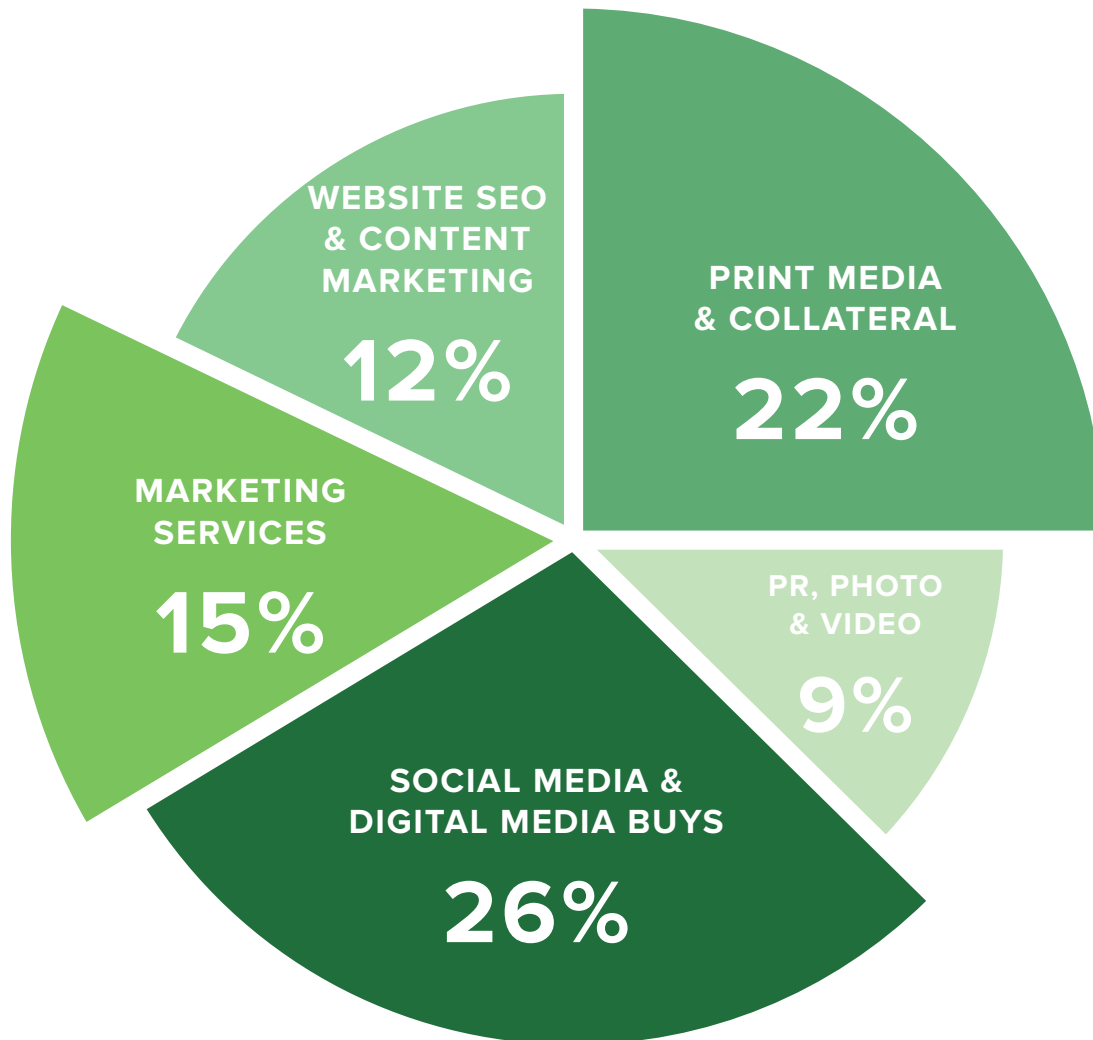
OVERALL CAMPAIGN IMPRESSIONS Impression is a term that refers to the point in which an ad is viewed once by a visitor. It is sometimes called a view, an ad view, or an "opportunity to see". Impression data comes from media kits provided by each publication or provider. All digital marketing and PR campaigns are tracked and measured for optimal effectiveness. Vertigo Marketing tracks impressions and engagement from all paid media buys.

REFERRAL TRAFFIC FROM TOURISM SITE TO STAKEHOLDER WEBSITES

ExploreWilsonville.com is designed to convert Vertigo's marketing efforts to revenue for local businesses. Therefore, the volume of website referrals sent from ExploreWilsonville.com to tourism stakeholders' websites is a primary metric used to evaluate the effectiveness of Vertigo's marketing.

LEAD GENERATION & LIST GROWTH Direct marketing is key to driving awareness and visits to a destination. Collecting "opt-in" email addresses, mobile phone numbers and mailing addresses for future marketing is built into our marketing strategy .

FY19/20 BUDGET ALLOCATION & TARGET MARKETS



MEDIA & EXECUTIONAL CONSIDERATIONS

Website, Print Ads, Paid and Organic Social Media, Digital Marketing, Search Engine Optimization (SEO)/Search engine marketing (SEM), Google Ads, Email Marketing, and Visitor Guide/Brochure

TARGET MARKET AUDIENCE & LOCATION

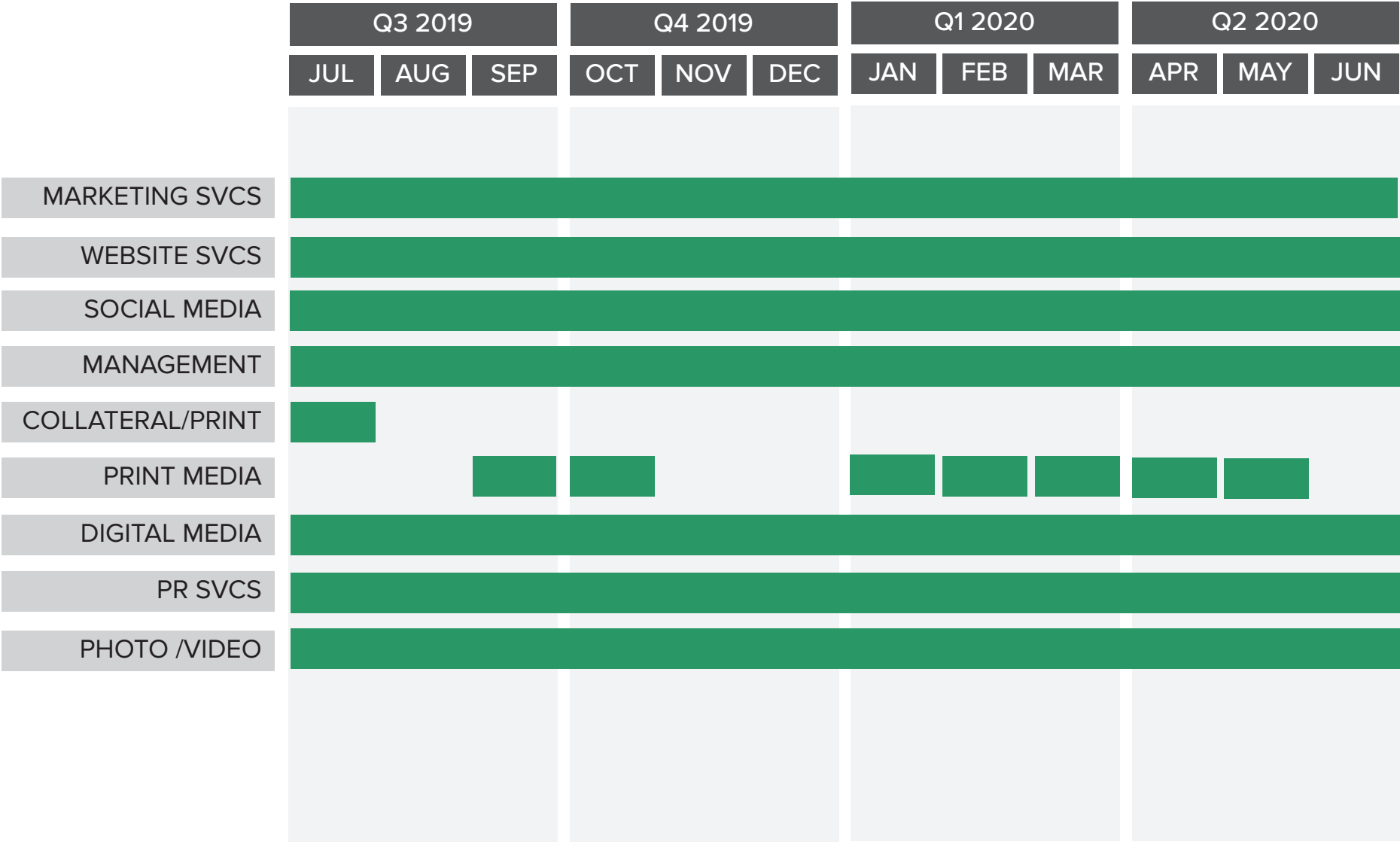
Active "explorer" type of travelers with children and singles or empty nesters with spouse/partner ages 35-64

Oregon I-5 Corridor & Bend
Washington (Seattle/Tacoma Metro)
California (LA, SF)
British Columbia, Canada

OTHER BUDGET ITEMS
MANAGEMENT 9%
RESERVE 3%

GANTT CHART - FY19/20

TOURISM ADVERTISING AND MARKETING SERVICES



FY19/20 SCOPE OF WORK & BUDGET DETAIL

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: \$29,550

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:** Email Blast (6x) includes email campaign development, list management, graphic design and copywriting
- **Committee Meeting Administration:** Travel costs, meeting time, and preparation

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

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**

Completion date: Throughout 2019/2020

D. MANAGEMENT: \$17,500

A. To include the following services and deliverables:

- **Accounting**
- **Memberships:** Travel Portland, ODMO
- **Software Subscriptions:** STR, ISSUU (Digital Visitor Guide)
- **Management**
- **Meetings:** (4 meetings) Additional meetings, if needed, will be invoiced separately

Completion date: Throughout 2019/2020

E. RESERVE: \$6,930

F. COLLATERAL, PRINTING & SHIPPING: \$22,194

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:** 85,000
- **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
- **Postage:** \$1,000 of stamps for Visitor Center fulfillment
- **Freight, Shipping & Distribution**

Completion date: Summer 2019

FY19/20 SCOPE OF WORK & BUDGET DETAIL

G. MEDIA BUYS: \$36,376

A. Travel Oregon Visitor Guide - 2020 Annual	1,650,000 impressions	\$4,095
B. Travel Portland Visitor Guide - 2020 Annual	907,500 impressions	\$4,725
C. Sunset - September 2019: PNW Travel Planner	991,200 impressions	\$3,070
D. Sunset - October 2019: Travel Chronicles FP	991,200 impressions	PAID
E. AAA - Sept/Oct 2019: River Cruising With the Family	2,983,500 impressions	\$3,162
F. AAA - Jan/Feb 2020: Portland's Parks	2,983,500 impressions	\$3,162
G. AAA - Mar/Apr 2020	2,983,500 impressions	\$3,162
H. AAA - May/Jun 2020	2,983,500 impressions	PAID
I. Paid Digital Media	1.8 Million+ impressions	\$15,000

H. 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

Completion date: Throughout 2019/2020

I. PHOTO & VIDEO: \$8,000

A. To include the following services and deliverables:

- New Photography and Videography
- Event Photography
- Usage & Rights Renewals *if applicable

Completion date: Throughout 2019/2020

J. OPTIONAL EXTRAS \$8,700

A. To include the following services and deliverables:

- Local brochure distribution through Wilsonville Chamber of Commerce (one year)
- Two Additional Committee Meetings: (1 Vertigo representative)
- Committee Meeting Administration: (2 additional trips to include travel costs, meeting time and meeting preparation)
- Does NOT include the following and would be invoiced separately: Consulting for visitor kiosk/signage project, ANY map (TBD) design, printing, production, shipping & distribution

Completion date: Throughout 2019/2020

2019/2020 TOTAL: \$200,000



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1863
BUTTEVILLE
STORE

OPEN

Vertigo
MARKETING

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