

RESOLUTION NO. 2898

A RESOLUTION OF THE CITY OF WILSONVILLE ADOPTING THE FY 2021/22 FIVE-YEAR ACTION PLAN AND ANNUAL ONE-YEAR IMPLEMENTATION PLAN FOR THE WILSONVILLE TOURISM DEVELOPMENT STRATEGY.

WHEREAS, the City Council adopted on May 5, 2014, Resolution No. 2468 approving the *Wilsonville Tourism Development Strategy* (“Strategy”), which set forth a blueprint for implementing a tourism strategy for the greater Wilsonville community, including forming a Destination Marketing Organization (DMO) or committee to develop and promote tourism; and

WHEREAS, the City Council adopted on June 15, 2015, Resolution No. 2541 to establish the Tourism Promotion Committee that, among other duties, is to oversee the implementation of the Strategy and develop an annual business plan; and

WHEREAS, the City Council adopted on April 4, 2016, the first annual *FY 2016/17 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted on June 19, 2017, the second annual rolling *FY 2017/18 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted on Feb. 22, 2018, Resolution No. 2669, which approved the *FY 2017/18 & 18/19 Tourism Promotion Marketing Plan* composed of the “FY 2017/18 & 18/19 Marketing Playbook” Plan, dated February 2018, and supporting “Scope of Work 2018/2019 Advertising & Marketing Services,” dated January 19, 2018, to implement the *Wilsonville Tourism Development Strategy*; and;

WHEREAS, the City Council adopted on July 16, 2018, Resolution No. 2699 the third annual rolling *FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted on July 15, 2019, Resolution No. 2758 the fourth annual rolling *FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program; and

WHEREAS, The City Council adopted on June 15, 2020, Resolution No. 2825 fifth annual rolling *FY 2020/21 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program; and

WHEREAS, the Tourism Promotion Committee has fulfilled during FY 201/21 all of the requirements set forth in the founding charter of the Tourism Promotion Committee as described in Resolution No. 2468 with the exception of awarding Tourism Promotion Grants due to the Covid – 19 pandemic; and

WHEREAS, the Tourism Promotion Committee worked to produce and voted unanimously on April 27, 2021, to recommend to the City Council adoption of the updated, sixth annual rolling *FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program;

NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

1. The City Council adopts *FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, attached hereto as Exhibit 1.
2. This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 17th day of May, 2021, and filed with the Wilsonville City Recorder this date.

DocuSigned by:

8A974AF3ADE042E...
Julie Fitzgerald, Mayor

ATTEST:

DocuSigned by:
Kimberly Veliz
E781DE10276B498

Kimberly Veliz, City Recorder

SUMMARY OF VOTES:

Mayor Fitzgerald

Council President Akervall

Councilor Lehan

Councilor West

Councilor Linville

Exhibit:

1. FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, April 27, 2021



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



April 27, 2021

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Attachment:

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

A. Introduction

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

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

B. Tourism Promotion Committee Members

Supported by the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of 12 members total, with seven voting positions and five ex-officio advisory positions, as established by Resolution No. 2541, sorted descending alphabetically by last name.

The seven voting members of the committee include:

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

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

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

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

C. Committee Meetings

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

D. Advancing Tourism Development Priorities

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

This sixth, rolling annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections’—especially given the COVID-19 pandemic—the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

Year 1 FY 2021/22

1. Conduct Tourism Promotion Committee Business

- **Leadership, Meetings:** Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.
- **Tourism Grant Programs:** Committee continues to oversee City and County tourism grant programs.
- **Business and Marketing Plans:** Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan that the committee monitors implementation. The Committee develops and recommends to City Council for adoption the update this business plan as the new FY21/22 Five-Year Action Plan and Annual One-Year Implementation Plan.
- **Request for Proposal (RFP):** An RFP may be needed to continue contract services with a Tourism Promotion and Destination Marketing Consultant.
- **Staffing Resource:** Committee to consider in conjunction with City Council and management potential addition of dedicated staffing for tourism and cultural affairs, as per recommendation of *Tourism Development Strategy* and pending *Arts, Culture and Heritage Strategy*. Related to staffing or organizational development, committee to discuss potential evolution to independent, nonprofit Destination Marketing Organization (DMO) as called for in the *Tourism Development Strategy*.

2. **Implement the FY22/23 Tourism Promotion Program:** Committee finalizes evaluation criteria for Consultant work performance and Benchmark tourism metrics to establish baseline for future quarterly reports. The visitor profile study (item G 3.1) summer and winter survey report results are analyzed with consideration given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey.

3. **Advance Study Effort for City to Enhance Tourism Development:** If the COVID-19 pandemic comes to pass timely, consider rekindling the potential RFP for proposed year-round event facility with potential lodging addition.
-

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

**Year 2
FY 2022/23**

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

**Year 3
FY 2023/24**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.
- Commence the destination marketing strategy plan (item G.3.3)

**Year 4
2024/25**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Website is further refined and major marketing promotion continues.
- New tourism promotional programs are implemented with key partners.
- Committee recommends to Council to advance formation of nonprofit DMO.

**Year 5
2025/26**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
 - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO called “Explore Wilsonville”; creates bylaws.
-

G. Annual One-Year Implementation Plan: FY21/22, July 2021 – June 2022

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

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

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

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

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

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

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

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

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

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

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

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

1. Tourism Promotion Committee Business

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

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

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

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

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

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

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

2. Implement the FY 20/21 Tourism Promotion Program

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

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

3.2 Destination marketing strategy plan: The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City's larger branding strategy in order to maximize branding integration and marketing expenditures. The committee recommends advancing this study during FY21/22 if funds become available.

Authority for recommendation: Wilsonville Tourism Development Strategy, May 2014, Action Item 4.9: Support the development of all-weather, multi-purpose playing fields for sports tournaments.

EXPLORE WILSONVILLE

2020 ACTIVITY REPORT

MARCH 22, 2021

JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications

EXPLORE WILSONVILLE
A POCKET (OF FUN)

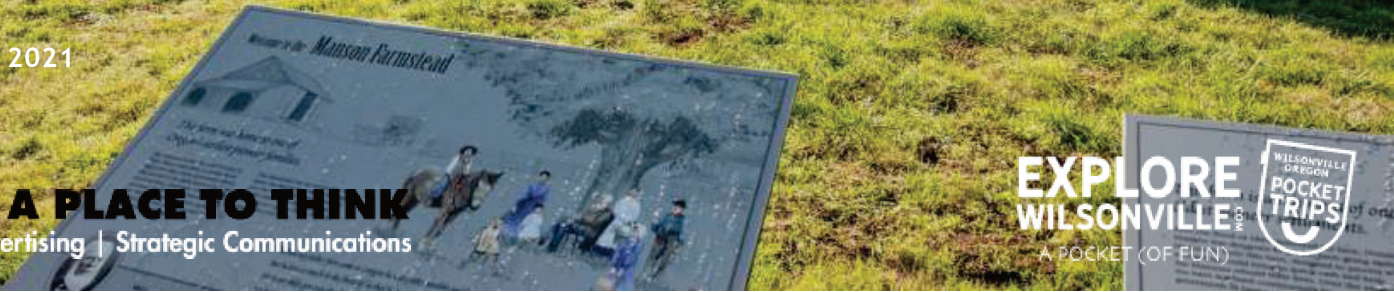


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DASHBOARD

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

2020 ANNUAL RESULTS

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



2020 RECAP

JANUARY 2020

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

APRIL 2020

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

MAY 2020

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

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

JUNE – DECEMBER 2020

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

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



EXPLORE WILSONVILLE



2020 TAKEAWAYS

DESPITE A CHALLENGING YEAR, EXPLORE WILSONVILLE HAD SOME WINS:

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



MARKETING

Q3 (Jan-March 2020)

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

Q4 (April-June 2020)

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

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

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



*Pre-paid in February 2020, before pandemic hit

From the Trail to the Tasting Room in Wilsonville, Oregon

By Amanda Partridge | 08/11/2017



Channing Black Farm

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

Northwest Travel & Life sponsored e-newsletter Q1, Q2



Wine country. Family fun. Wide-open spaces.
STAY IN THE HEART OF IT ALL. JUST 16 MILES SOUTH OF PORTLAND.

Plan a future trip:
GetawaytoOregon.com

EXPLORE WILSONVILLE

Northwest Travel & Life Magazine, Q1

EXPLORE WILSONVILLE
A POCKET (OF FUN)

WILSONVILLE POCKET TRIPS

SAVE ON LODGING. SPEND MORE ON

Fill in the Blank!

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

Email marketing, Q3

MARKETING



Poster at French Prairie, Q1



Travel Oregon VG print ad, Q3



Northwest Travel & Life print ad, Q3



Northwest Travel & Life updated digital and print ads, Q4



Travel Oregon digital ad, Q3



2020 ADVERTISING PLAN & SCHEDULE

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



*Pre-paid in February 2020—Advertising in NW Travel & Life Magazine part of Travel & Words Conference registration

EXPLORE WILSONVILLE

WEBSITE

Ongoing

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

Q3 (Jan-March 2020)

- Transferred site host
- Updated all website plug-ins

Q4 (April-June 2020)

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

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

- Content management
- Refreshed photography



WEBSITE



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



[SEE ALL EVENTS](#)

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



[SEE ALL PACKAGES](#)

FEATURED BLOG
5 Tips to Recreate Wilsonville
As reopening begins, we're working hard to guide you...



[SEE ALL BLOGS](#)

DREAM STAYCATION FROM HOLIDAY INN



GETAWAY TO OREGON
THE WILSONVILLE WAY

STAY IN THE HEART OF THE WILSONVILLE WAY

Enter for a chance to win a weekend getaway to Wilsonville way. Try our most popular shops.

WINE COUNTRY SWEEPSTAKES

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

TAX-FREE SHOPPING SWEEPSTAKES

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

WILDFIRE CONDITIONS

Extreme winds and high heat have caused major wildfires in the area. Please avoid travel and give space to responding personnel.

For the latest updates:

- Oregon Wildfire Resources
- Clackamas County Incident Map
- City of Wilsonville wildfire resources

TRAVEL ADVISORY

Extreme winds and high heat have caused major wildfires in the area. Please avoid travel and give space to responding personnel.

For the latest updates:

- Oregon Wildfire Resources
- Clackamas County Incident Map
- City of Wilsonville wildfire resources



[YEAR ROUND TRIP](#)



Spring Campaign landing page (postponed)



WEBSITE ANALYTICS

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

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

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

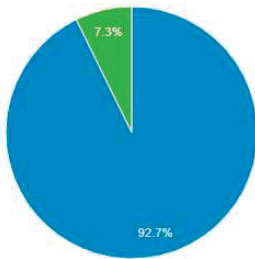
2020 MOST POPULAR PAGES

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

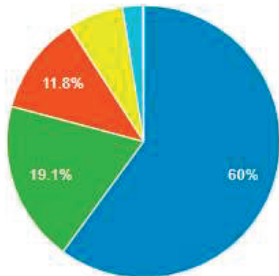


WEBSITE ANALYTICS

■ New Visitor ■ Returning Visitor



TOP CHANNELS



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

AUDIENCE DEMOGRAPHICS: CITY

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



SOCIAL MEDIA

Ongoing

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

Q3 (Jan-March 2020)

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

Q4 (April-June 2020)

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

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

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



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When the food tastes as good as it looks! Grab a bite at Dar Essalam Moroccan Restaurant a Moroccan eatery ranked #1 in Wilsonville by TripAdvisor. Try authentic Moroccan mint tea, hummus, kebabs, tajines and more. Order to-go or mask-up and eat inside!

@chashmicheats on Instagram



explorewilsonville Aurora, Oregon

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

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

@strainsidwhet

explorewilsonville
#explorewilsonville
#willamettevalleyoregon
#bestoforegon
#bestoforegon
#traveloregon #visitoregon

Liked by andreajmeyers and 24 others



explorewilsonville Willamette, Oregon

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

@lanorchenick

Liked by slakstgimnebbj and 41 others



explorewilsonville Find the Flower power in Wilsonville

@gragastalencia

explorewilsonville
#explorewilsonville #Oregon
#Wilsonville
#traveloregon
#photography
#bestoforegon #traveloregon
#willamettevalley #flowerpower
#oregon

Liked by mthodsterritory and 41 others

Explore Wilsonville
Followed by Camryn Sheehy on November 20, 2020

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

3 Tips to Recreate Responsibly in Wilsonville

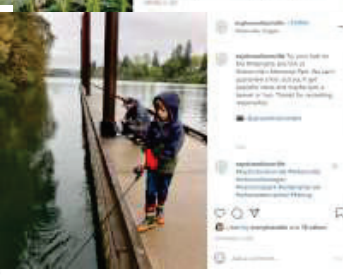
3 Tips to Recreate Responsibly

SAFE FAMILY FRIENDLY ACTIVITIES

Travel Inspiration Wils...

101 Pins

746 Impressions

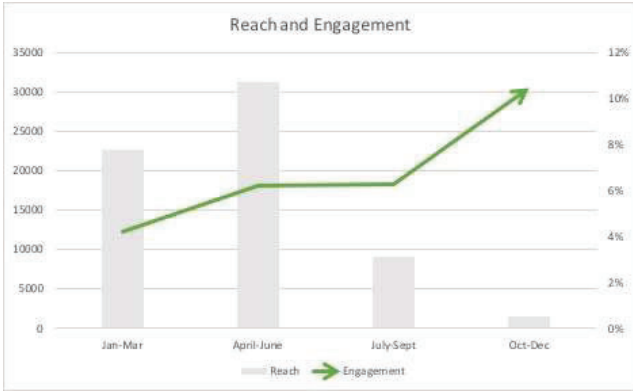


FACEBOOK ENGAGEMENT

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

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

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



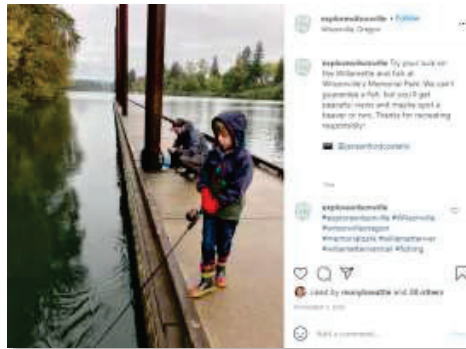
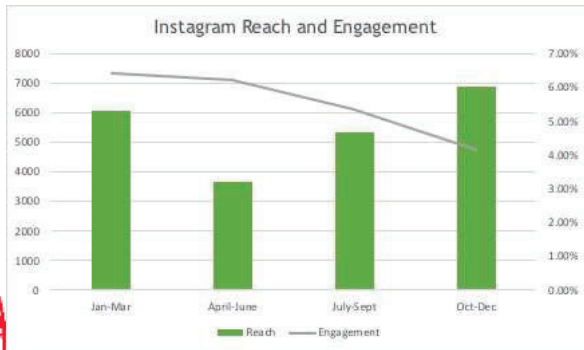
ENGAGEMENT RATE SIGNIFICANTLY INCREASED & FOLLOWERS GREW FROM 199 TO 622 👍

Total Followers 2020	
Jan	Dec
199 Followers	662 ↑ Followers

INSTAGRAM ENGAGEMENT

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

*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%
 **Reach is the total number of people the page's posts were served to



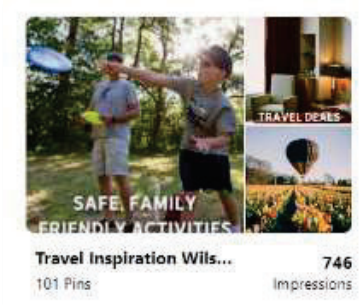
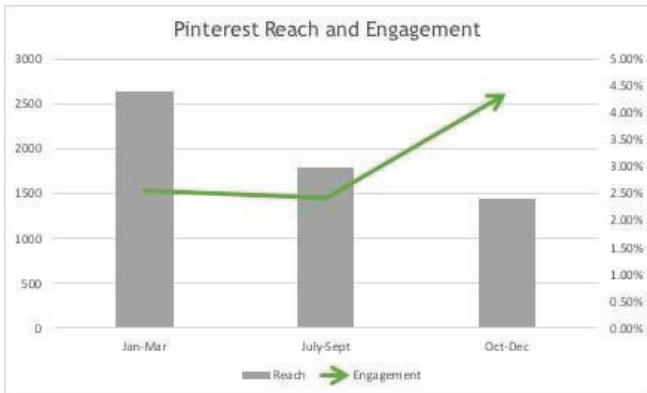
REACH & AVERAGE LIKES INCREASED.

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

PINTEREST ENGAGEMENT

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

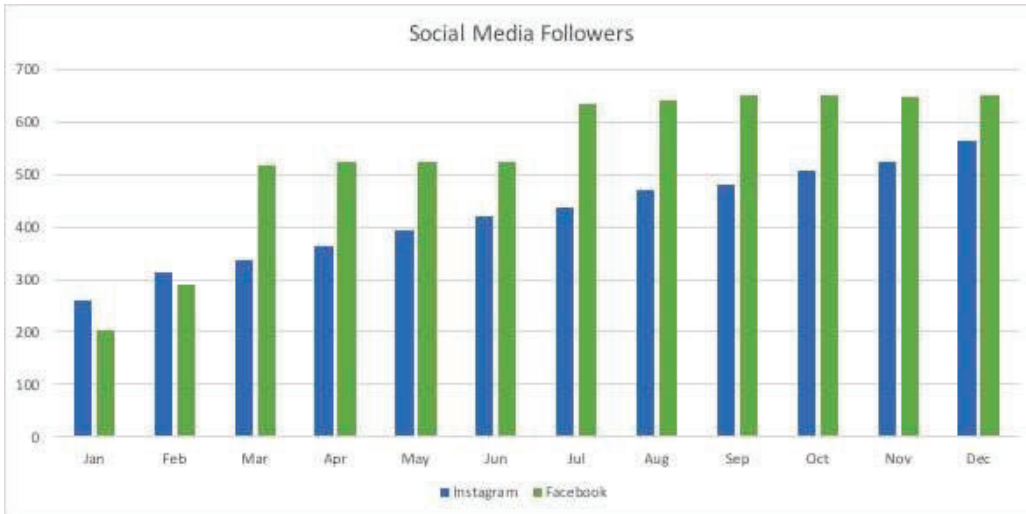
*Engagement is the percentage of your pins with at least one repin
 **Reach is the total number of people the page's posts were served to



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



SOCIAL MEDIA FOLLOWERS 2020



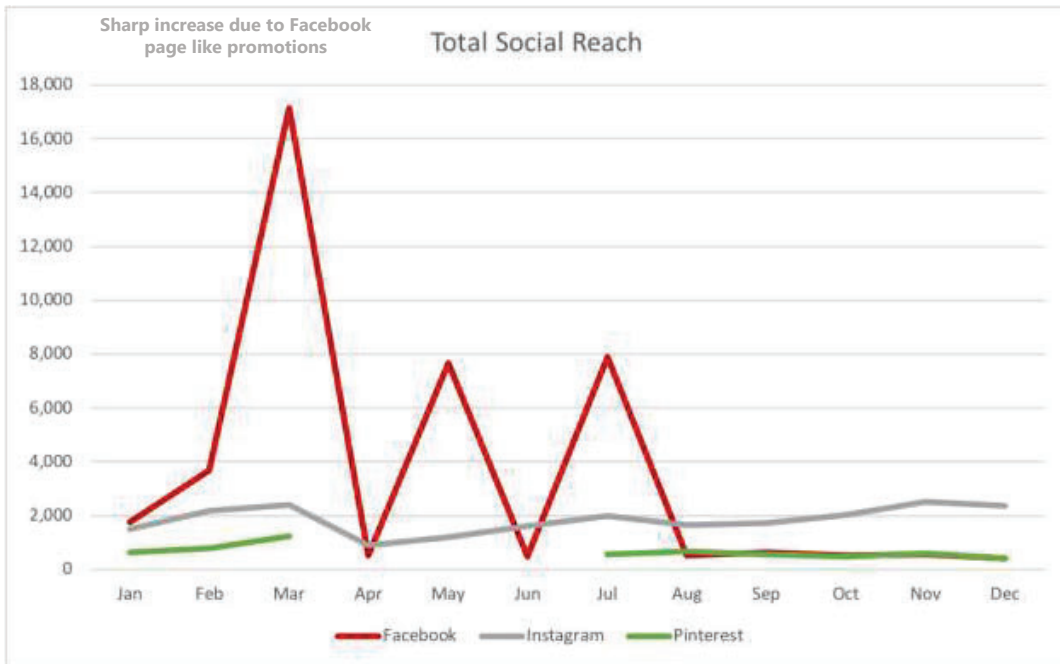
TOTAL FOLLOWERS: 11,526

IG INCREASE: 118% ↑
FB INCREASE: 220% ↑

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



SOCIAL MEDIA REACH



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SOCIAL MEDIA DEMOGRAPHIC DATA

Updated March 1, 2021



FACEBOOK DEMOGRAPHICS

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

AGE RANGE

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

GENDER

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

COUNTRY

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

CITIES

The top five cities for Explore Wilsonville Facebook content are:

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



INSTAGRAM DEMOGRAPHICS

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

AGE RANGE

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

GENDER

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

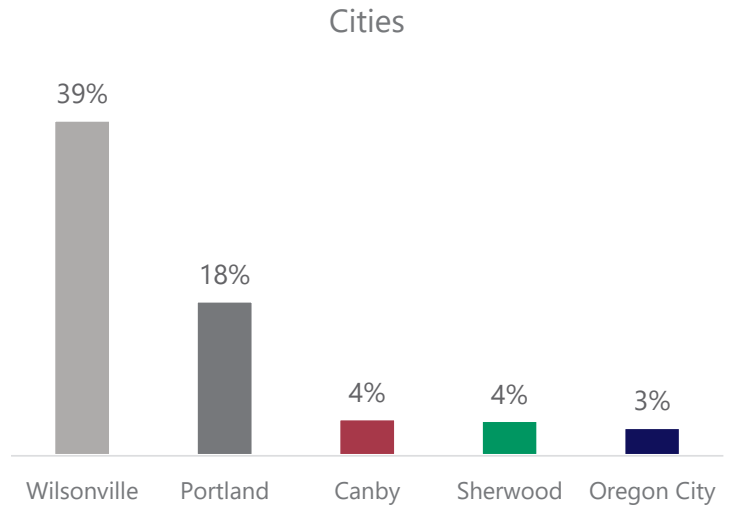
COUNTRY

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

CITIES

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

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



PINTEREST DEMOGRAPHICS

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

AGE RANGE

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

GENDER

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

CITIES

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

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

CATEGORIES AND INTERESTS

The most popular categories for this audience.

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

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



PUBLIC RELATIONS

Ongoing

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

Q3 (Jan-March 2020)

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

Q4 (April-June 2020)

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

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

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



Hilton Garden Inn opens in Wilsonville

Corey Buchanan October 19 2020

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



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

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

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

PUBLIC RELATIONS

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

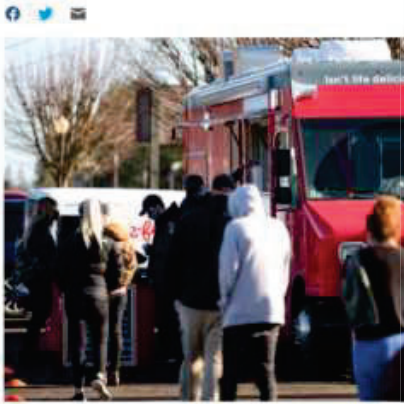


Proactive media pitching did not start in 2020 due to budget reductions

NOTABLE MEDIA COVERAGE

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

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



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

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

OREGON BREWERIES BEER-TO-GO OPTIONS

by Christina L. | Nov 19, 2020 | Uncategorised

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

Wilsonville officials grapple with tourism impacts of pandemic

▲ Cory Buchanan | Thursday, May 21, 2020

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



PHOTO: PHIL PHOTON | Local officials say World of Speed's revenue is dropping.

Entertainment options and regional draws in Wilsonville have seen the closure of Wilsonville Lanes, the ol

Local Breweries Are Beginning to Offer Store-to-Door Delivery Service Leikam, Little Beast and StormBreaker are among the first beer producers in Portland to bring their product to your home.



Little Beast Brewing offers beer delivery.

By Josh Powell | Published: Dec 17, 2020 4:43 PM
Seemingly every form of entertainment in Oregon and Washington shut down for the past four weeks, from bars and restaurants to movie theaters to museums. But nothing, it seems, can stop our beer industry entirely.

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

Wilsonville Farmers Market returning Thursday

▲ Cory Buchanan | Monday, June 15, 2020

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



Vesta Hospitality to Manage New Hilton Garden Inn Wilsonville Portland



Frog Pond Farm to host Safari Farm Tour

▲ Cory Buchanan | Tuesday, May 19, 2020

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



Frog Pond Farm owner has been closed for months due to restrictions to generate the kind of the same experience. It's looking a little different this year.

PHOTO SHOOT

OVERVIEW:

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

GOAL:

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

SCHEDULE:

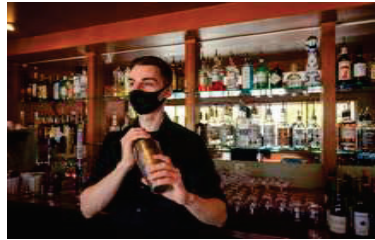
	Wednesday, October 14	Thursday, October 15	Friday, October 16
8 a.m.	Town Center	Memorial Park (along water)	Boones Ferry Park/Marina
	Corner Coffee Shoppe	Tollen Farm & Garden Shop	Champoeg State Park
	Oregon Korean War Memorial	Kitchen at Middleground Farms	Aurora Colony Museum
	Dar Essalam	Abella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



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PHOTO SHOOT

October 14-16, 2020



DocuSign Envelope ID: 1338597B-8A6C-4BA7-859B-404A36F3E8A9

STR REPORT



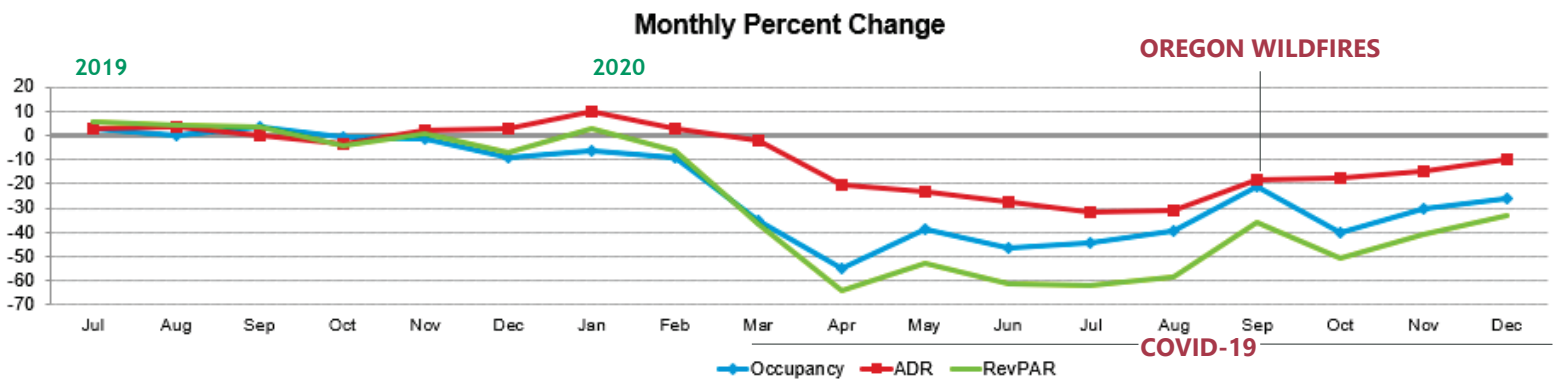
STR REPORT GLOSSARY

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



Source: <https://str.com/data-insights/resources/glossary/>

STR REPORT – WILSONVILLE



STR REPORT – WILSONVILLE

COVID-19

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

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

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

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



STR REPORT – TROUTDALE (FOR COMPARISON)

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



STR REPORT – WILSONVILLE

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



Total Properties: 9



Total Rooms: 615

OCCUPANCY AVERAGE DOWN 23.9% COMPARED TO 2019

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

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



Total Properties: 8



Total Rooms: 491

TROUTDALE PERFORMED 10-20% HIGHER THAN WILSONVILLE






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Contact us

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

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