



TOURISM PROMOTION COMMITTEE AGENDA

April 05, 2022 at 6:00 PM

Zoom: <https://us02web.zoom.us/j/83829487344>

WELCOME

CONSENT AGENDA

1. [Tourism Committee Minutes - January 13, 2022](#)

COMMITTEE BUSINESS

2. [Tourism Grant Review](#)
3. [FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan](#)

COMMITTEE MEMBER UPDATES

NEXT MEETING

ADJOURN

This meeting is being held online via Zoom.

To submit public comments, email mombert@ci.wilsonville.or.us by 12:00 PM on the day before the meeting date or mail comments to Tourism Promotion Committee, C/O Zoe Mombert, Wilsonville City Hall 29799 SW Town Center Loop East, Wilsonville, OR 97070

Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The city will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting Zoe Mombert, Assistant to the City Manager at mombert@ci.wilsonville.or.us or 503-570-1503: assistive listening devices (ALD), sign language interpreter, bilingual interpreter. Those who need accessibility assistance can contact the city by phone through the Federal Information Relay Service at 1-800-877-8339 for TTY/Voice communication.

Habr  interpretes disponibles para aqu llas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-570-1503.

Wilsonville Tourism Promotion Committee

DRAFT MEETING MINUTES

Thursday, January 13, 2022

Zoom Virtual Meeting

1. Welcome

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

Ex-officio members, staff, consultants and guests attending: Zoe Mombert, Mark Ottenad, Kris Ammerman, Brian Stevenson, Councilor Charlotte Lehan, Alex Domine, Bridget Baeth, Cara Sjogren, Matt Wakefield, Sylke Neal-Finnegan, and Arturo Lopez Mendez.

The meeting was called to order at 1:00pm by Chair Price.

2. Committee Business Updates

b. Approve TPC Meeting Minutes of November 10, 2021

Motion: Rohit Sharma made a motion to approve the November 10, 2021, meeting minutes as presented. Jennifer Gage seconded the motion and it passed unanimously.

c. Review and Recommend Bylaw Amendment. Staff outlined the recommended changes, which were intended to reflect the addition of the City of Wilsonville’s new Arts, Culture and Heritage committee. There were also small updates to include a conflict of interest section, add ongoing Tourism Committee work and the ability to attend meeting virtually. The committee discussed the proposed changes. It was proposed that section 3.C be edited to “a” instead of “an annual” tourism grant program. The committee agreed that the change should be included.

Motion: Brian Everest made a motion to recommend that the City Council approve the revised Tourism Promotion Committee bylaws as revised. Jennifer Gage seconded the motion and it passed unanimously.

d. Review Draft FY 22/2023 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy. Staff presented the draft plan for the committee to review. The committee discussed year three of the five-year strategy. There was discussion regarding the sports complex, conference center and possible hotel feasibility study. Chair Price and Vice Chair Sharma expressed an interested in focusing on existing properties. There was also discussion about the impacts of the new Stafford sports project on the feasibility study. Staff is also recommending that it may be time to update the Tourism Promotion Strategy since the area and needs have changed since the strategy was first established. The plan will be updated based on the committee’s conversation and will be brought back for a recommendation at the April 5 committee meeting.

3. JayRay Updates

e. Highlights. JayRay discussed the Quarter 2 Report, Sept – Dec 2021, which included updates on the plan for the next influencer and a recent visit by writer Adam Sawyer. The JayRay team also discussed their “winding down to winter” blog, a need for updated event packages on the website, as well as the impacts of the fall Facebook promotion that had a reach of 6,500 participants along I-5.

f. Geolocations Projects. JayRay shared highlights of the new geolocation data. It was “hot off the press” as the data had just been received. The committee was very interested in the data and had a number of inquiries. Additional information will be available in the future.

4. Tourism Promotion Program Updates

g. Regional Tourism Updates

Update regarding the 2022 track and field trials in Eugene, OR. Expected impacts along the 1 -5 corridor for lodging.

h. Member Updates

Members are still noticing staffing difficulties due to the pandemic.

Vice Chair Sharma mentioned that the hotels are not back to pre-pandemic levels. Member Everett noted that some wineries on the east side are closed for January and February. Member Owen mentioned that they have pivoted and have live music and dance instruction at Lady Hill. Also, member Gage noted that about 15 – 20% of their restaurant sales are from take-out diners. They are offering full dine-in service.

5. Next Meeting

The next meeting is scheduled for April 5 at 6:00pm.

6. Adjourn

The meeting adjourned at 3:05pm.

Respectfully submitted by Zoe Mombert on February 25, 2022.

March 15, 2022

Wilsonville Tourism Promotion Committee Members –

Attached are the materials for the Tourism Grant Review meeting Tuesday, April 5 at 6pm.

Attached you will find the 2022 Community Tourism Grant Packet (contains 2 applications), the Tourism Grant Guidelines and the history and log of awards.

How the review process will work:

- Committee members should read the grant applications and the grant guidelines prior to the meeting.
- Once the meeting begins, the applicant will be given 3 minutes to tell the Committee about their project.
- After the 3 minutes, the Committee will have the opportunity to ask any clarifying questions they may have. As a Committee, please limit this Q & A to 5-10 minutes per applicant (if you don't have any questions, that's ok too).
- Following the Q & A, the Committee will have an opportunity to discuss and share their thoughts/comments.
- Once all comments are shared the Committee will need to decide if they want to award the available funds and how much. A total of \$25,000 is available.
- The funding allocation has typically been done with one Committee member making a suggestion for funding (including \$ amount), with others then having an opportunity to comment or suggest an adjustment.
- At a point when the Committee appears to be on the same page a motion to award grant funds will be needed. A second of that motion will also be needed. At that time an opportunity for discussion is allowed before taking a vote on the motion. If the vote passes, the process is complete. If the vote does not pass, another motion will be needed and the above process repeated until a passing vote is accomplished.

As you review the grants you should be thinking about:

- Does the application meet the criteria of the Community Tourism Grant as outlined in the Grant Guidelines document?
- Does the budget provided describe how the funds will be spent?
- Does the application and project have a reasonable timeline for completion?

Please feel free to reach out to me if you would like to discuss things further, have questions about the applications or the review process itself. For new members who have not been through the grant process before, I am happy to take some time to walk through how this will look.

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

City of Wilsonville

2022 Community Tourism Grant Guidelines

Grant Information for Applicants

Purpose: This grant is intended to aid organizations that produce projects, programs or events that promote local business and tourism, and for festivals and special events for the benefit of the Wilsonville community.

Funding: Funding for this program is \$25,000.00 which is disbursed to multiple organizations. The funds are made available from the City of Wilsonville transient lodging taxes that are assessed to hotels, motels and bed and breakfasts for guests in the City of Wilsonville.

Process: The online application for the City of Wilsonville Tourism Grant Program will be the primary way of communicating project funding intentions to the grant review committee. Be sure to include all important information you want the board to be aware of in this application.

- Applicants are strongly encouraged to attend the meeting of the City's Tourism Promotion Committee to make a brief presentation. The presentation will be limited to a maximum of three minutes. The best use of this time is to emphasize the importance or impact of your project, service or program; not to recap or review your written material.

This meeting is scheduled on: Tuesday, April 5th, 2022 at 6:00pm

- Please be sure that your request satisfies the conditions of the grant and you provide all the information requested. Incomplete applications will not be considered.

Applicant Criteria

- 1) Applicant must be a qualified tax exempt or non-profit organization.
- 2) Only one City grant per fiscal year (July – June) will be awarded to any one organization.
- 3) Project/event must take place within the City of Wilsonville city limits:
 - Events that are hosted in Wilsonville are eligible for full funding
 - Projects/events that are not hosted in Wilsonville, but have a portion of their program/event taking place in Wilsonville, are eligible for partial funding as determined by the review committee
 - Projects/events outside of Wilsonville city limits are not eligible for funding
- 4) An organization will only be considered for a grant if the previously awarded grant project has complied with grant procedures, including filing a final financial statement and project evaluation.

Types of Projects to be Considered

- 1) A project, event or annual festival that would further tourism in the City of Wilsonville, directly benefiting the economy, culture and image of Wilsonville.
- 2) The production of a new product or event to attract tourism and/or convention business to Wilsonville.
- 3) A one-time festival or event attracting community participation and visitors to Wilsonville.
- 4) An annual Wilsonville event with introduction of new or expanded attractions.

- 5) Media advertising, public relations or marketing projects which are directed towards the consumer travel trade and promote specific event(s) or site(s) for the purpose of destination tourism to Wilsonville.
- 6) Development of Wilsonville destination attractions for tourists and visitors.

Evaluation Criteria

A review committee of the City of Wilsonville Tourism Promotion Committee will review applications and determine awards according to the criteria and the intent of the grant program.

- All decisions of the Tourism Promotion Committee will be final.

Please address each of the following items as you prepare your application:

- 1) The project must demonstrate a clear need for financial assistance. Factors such as all other available financial resources and the organization's total budget will be considered.
- 2) The project must demonstrate potential for tourism promotion and economic development.
- 3) Consideration will be given to the uniqueness and quality of your project.
- 4) Projects receiving grant funds must be completed by December 31, 2022.
- 5) The project must provide evidence of equal matching resources other than the grant.
 - Matched resources may be in the form of in-kind donations, as well as cash.
 - Matching funds must be documented and must be committed prior to the distribution of grant funds.
- 6) Annual events must show continued access to additional supporting funds other than City resources.

Important Financial Information

- 1) The maximum amount to be granted is limited. Full funding is rare due to the number of applicants competing for the available funds.
- 2) If an organization is awarded and accepts funds less than their request, they will be expected to fulfill the project as presented in their application or notify the City of alterations of the goals of the project. If a project is cancelled for any reason, any grant funds must be returned to the City of Wilsonville.
- 3) Upon receipt of grant funds, the administering organization agrees to be bound to the commitments of their application. If it is determined that grant monies are used for any item not specified within the grant application, or in the timeline specified, the funds in question must be returned to the City of Wilsonville.
- 4) The organization receiving grant funds and the officers named in the application are jointly and severally responsible for the final financial report required with approved applications.
- 5) The final report must include financial income and expense statements related to the project and a copy of any publicity or printed materials that include the statement acknowledging the source of funds. List your achievements, and accurately verify attendance and/or people served.

If you have any questions, please contact:

Brian Stevenson, Program Manager – Parks and Recreation Department

(503) 570-1523

stevenson@ci.wilsonville.or.us

Community Tourism/Match Grant

2022 Application/Award Log

| Organization | Event | \$ Request | \$ Award | Funding Agreement |
|------------------------------------|--|-----------------|----------|-------------------|
| Wilsonville Arts & Culture Council | Art Festival and Summer Performance Series | \$8,000 | | |
| Wilsonville Rotary Foundation | Summer Concert Series | \$5,000 | | |
| TOTALS | | \$13,000 | | |

Project Title

WACC Art Festival and Summer Performance Series 2022

Applicant Name

Wilsonville Arts & Culture Council

Contact (Name)

Benjamin Mefford

Title

Interim Executive Director

Project Duration: Start Date

May 1, 2022

Estimated Completion Date

August 31, 2022

Project Budget

Total Project Budget

\$ 20,500.00

Applicant Cash Match (a)

\$ 8,500.00

In-Kind Resources (b)

\$ 4,000.00

Total Applicant Match (a+b)

\$ 12,500.00

Grant Request

\$8,000.00

 –Project Narrative Questions

Provide a project description

WACC will be promoting a new virtual exhibition for launch May 1, and a second virtual exhibition for launch June 1, with a corresponding physical exhibition forming a significant component of a 3-day art festival (June 2-4, 2022) held at the venue known as Frog Pond Church in Wilsonville (the rentable facilities of Meridian United Church of Christ). The art festival itself is integrated into a reboot of what we presented in 2021 as a festival alternative, which we called the Wilsonville Summer Performance Series (WSPS). This was a big success for us as our first attempt at hybrid virtual/in-person events, and we've found a way to fuse the WSPS concept together with a reduced footprint Art Festival to create a single project. The 2022 WSPS content kicks off on the 3rd day of the art festival, with performances from singer/songwriters and poets. This will be followed subsequently in July with a live weekend of performances in dance, theater, and music. These performances will once again have a live audience and will also be recorded, with the performances to be promoted and released virtually on a weekly schedule through July and August. CD's from the July performers will be playing during the project launch at the art festival in June. The live art show for the festival in June will have artwork from professional artists as well as local students at the middle school and high school level, celebrating a diversity of ages, cultures, and talents. In addition, there will be coordinated exhibitions at the gallery of the Wilsonville Library in May and June 2022. This project is also being coordinated with partner non-profit the Charbonneau Art Association, for what we are calling our Art Across the River Weekend (first weekend in June.)

How will your project promote Wilsonville tourism?

The nature of regularly engaging the art community creates a persistently positive image of Wilsonville at great distances by taking advantage of those individuals far-reaching networks [for example, I have had multiple instances recently of speaking to artists in other states who recognized Wilsonville because they knew of its public art program - a program that they remember positively even though it has been inactive for over 10 years]. We will be encouraging attendees to our project to support local restaurants, which also serves both tourism and the improvement of local culture. As our first virtual exhibition of 2022 demonstrates (1500 visitors from 52 different nations and 44 states), promoting the arts inherently builds upon a cities reputation as a destination, putting it "on-the-map" in the minds of potential visitors from across the globe and making them more likely to visit and spend time here when they are in the area.

How will your project benefit the Wilsonville community?

The Wilsonville Festival of Art has been a cornerstone of culture in Wilsonville for more than 20 years. It has been absent for 2 years during the pandemic, and while it will look a little different in 2022, this first year back will be a vital breath of fresh air for residents and visitors who have been starved for the kind of unique experiences presented by independent artists. A vibrant and active arts scene has been demonstrated to increase livability, enhance a cities reputation, bring in additional business and tourism, and increase property values. We are also excited for the collaborative partnership this year with the Charbonneau Art Association, who moved their festival to be the same weekend as ours so that we could support each other and create a larger Art Across the River Weekend to really activate and unify the whole city.

What are your organization's goals for this project (use measureable data)? Consider the question: How will you know that you succeeded in your goals?

Our goals are to provide high quality art experiences in a variety of accessible ways. We expect to engage approximately 1000 in-person visitors, and approximately 3000 unique virtual visitors. Quantitative data will be easier than ever to track, because the in-person components are smaller and indoor with reduced ingress/egress points and other physical 'head-counting' advantages (like quantity of seating that is utilized for performances) vs. the more traditional open air events that were more free flowing and attendance was more challenging to accurately track. Virtual data is tracked through google analytics, built into our website, which especially helps us to see geographic data. For example, our first virtual exhibition of 2022 was very successful at engaging online audiences, helping to attract 1500 unique visitors to our website over 90 days, from 52 different nations and 44 states. This included 2300 site sessions at an above average 5 minutes and 49 seconds per session. We expect to reach even higher numbers of visitors as this project stretches from May-August and has more dynamic and engaging content.

If this is an annual event for which you have received Tourism Grant funding for in the past, what new or expanded attractions have been added?

The Wilsonville Festival of Art has a long history with a traditional festival model presented at Town Center Park, however, the pandemic has caused us to adapt to many constraints and this years event will look different than past years with some typical features not present. At the same time, in other areas we have significantly expanded, namely with virtual presentations. The pandemic forced us to shift to virtual and hybrid (virtual combined with smaller in-person) programming. The in-person components of this project are still relatively smaller and more targeted events compared to past years, but also have new and significant virtual components with substantial geographic reach that was not possible previously. As we rebuild in-person programming, we expect to maintain this valuable virtual reach. In addition to the changes and additions to WACC specific projects, we are additionally cross-promoting, collaborating, and integrating the festival weekend portion of this project with the Charbonneau Art Festival across town. WACC and CAA have been working closely together for months to put on this dual festival weekend, with complementary projects and programming at each location.

How are you/your organization suited to produce this event/project/program? Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.)

WACC is a 501c3 non-profit driven by a highly active volunteer board, most of whom are artists and many of whom are also teachers or former teachers, who collectively contribute hundreds of hours of volunteer labor every year. In spite of the many challenges faced, the board has grown and diversified during the pandemic, representing a diversity of ages, cultural knowledge, and bringing together a rich depth of experience in many forms of visual and performing arts (including music). This project will be further supported by our partner organizations, grantors, sponsors, businesses, and additional event volunteers. We come into this project with an ever-growing awareness of how to use virtual elements and technology to expand our impact, and have a solid track record of more than 20 years of producing live cultural events in Wilsonville. We have the knowledge, experience, and community support needed to be a worthy of this investment of Community Tourism Matching Grant funds.

Project Budget

This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

| Income Sources | Amount |
|---|--------------------|
| WV Community Tourism Grant | \$8,000.00 |
| Regional Arts & Culture Council - Project Grant | \$3,000.00 |
| Argyle Square - major sponsor | \$3,500.00 |
| Sponsors | \$1,500.00 |
| Donations | \$500.00 |
| Facility Rental Discount (in-kind donation) | \$4,000.00 |
| | |
| | |
| Total Project Income | \$20,500.00 |

| Expenses - Must be specifically itemized | Amount |
|--|--------------------|
| Facility Rental (actual \$3000 after in-kind discount) | \$7,000.00 |
| Full service Sound & Lighting - Lost Productions PDX (David Barth) | \$4,000.00 |
| 4 Singers/songwriters fees, 4x\$200, 4 Poets fees, 4x\$50 | \$1,000.00 |
| 5 Performing groups: music, dance, theater | \$5,500.00 |
| Truck rental to transport large display panels to/from storage | \$600.00 |
| Licenses (music fees) | \$400.00 |
| Marketing (advertising/printing/design) | \$1,200.00 |
| Event Insurance | \$300.00 |
| Supplies | \$500.00 |
| | |
| Total Project Expense | \$20,500.00 |

Organization Budget

This budget shows how this project fits into your organization. The project should be shown as a line in this budget.

Fiscal Year: Jan-22 to Dec-22

| Income Sources | Amount |
|--|--------------------|
| Clackamas County Cultural Coalition - Operating Support (staffing) | \$2,500.00 |
| Regional Arts & Culture Council - Build Grant (staffing) | \$3,000.00 |
| Autzen Foundation - Operating Support (staffing) | \$5,000.00 |
| Wilsonville Festival of Art and Summer Performance Series | \$20,500.00 |
| Fundraising/Donations | \$2,500.00 |
| Dia de los Muertos event | \$3,000.00 |
| | |
| | |
| Total Organization Income | \$36,500.00 |

| Expenses | Amount |
|---|--------------------|
| Interim Executive Director | \$10,500.00 |
| Wilsonville Festival of Art and Summer Performance Series | \$20,500.00 |
| Officers and General Liability Insurance | \$1,500.00 |
| Website | \$250.00 |
| Virtual Exhibitions | \$500.00 |
| Dia de los Muertos event | \$3,000.00 |
| Other expenses | \$250.00 |
| | |
| Total Organization Expense | \$36,500.00 |

Project Title

Rotary Summer Concerts 2022

Applicant Name

John Holley

Contact (Name)

Curt Kipp & John Holley

Title

Club President and Co-Chair of Concert

Project Duration: Start Date

July 21, 2022

Estimated Completion Date

August 14, 2022

Project Budget

Total Project Budget

\$ 18,600.00

Applicant Cash Match (a)

\$ 12,100.00

In-Kind Resources (b)

\$ 1,500.00

Total Applicant Match (a+b)

\$ 13,600.00

Grant Request

\$5,000

Provide a project description

The Wilsonville Summer Concert Series will take place the last two Thursdays in July and the first two Thursdays in August. Each concert will feature a well known band: Johnny Limbo and the Lugnuts will kick off the concerts on July 21. Sister Mercy, a local blues band, will perform on July 28. On August 4, Jennifer Batten and Full Steam will perform. The band is led by Jennifer Batten, former lead guitarist for Michael Jackson, with Pat Yadon on lead vocals and top notch musicians rounding out the lineup. They play a mix of pop and rock. And then August 11, Radical Revolution will perform their popular 80s tribute songs, fronted with male and female lead vocals. Each band will play a 2-hour headline set with intermission. Before each headline act, a local opening artist will perform for 45 minutes, resulting in a total event window of 3 hours each evening. Event sponsors will be located around Town Center Park to provide snacks, water, and information, and there may be a food vendor or two. Wilsonville Rotary will make sure that trash is removed and bathrooms are maintained. A portable lavatory will be located on the west side of the park as a backup if the restrooms outside the Park and Rec Building are too busy.

How will your project promote Wilsonville tourism?

Wilsonville Rotary will advertise the concerts in the Spokesman, City event guide, as well as on the Rotary website (www.wilsonvillerotary.com), and our Facebook, LinkedIn, Instagram and Twitter feeds. There will be signs placed in all accepting local businesses as far away as Tigard and Canby.

How will your project benefit the Wilsonville community?

The concerts provide residents and visitors with a fun evening listening to great artists, enjoying a picnic, dancing, and watching their children play in the water features or dance to the music. It will enhance Wilsonville's image as a family friendly community.

What are your organization's goals for this project (use measureable data)? Consider the question: How will you know that you succeeded in your goals?

Our goal is to entertain between 4,000 and 5,000 concert goers at the four concerts and attract visitors from other communities (see attached schedule 1). Additionally, we will be raising money to eradicate polio by passing buckets for donations during the intermissions. Our goal is to raise \$10,000 in 2022.

If this is an annual event for which you have received Tourism Grant funding for in the past, what new or expanded attractions have been added?

We have gone to the trouble this year to stack the lineup with high quality performers who are also proven audience draws. Johnny Limbo is a consistent huge draw, Jennifer Batten is well known locally and nationally, Radical Revolution is among the most popular tribute bands in the region, and Sister Mercy is a highly regarded blues band with an expanding audience. We are planning to start the series with a reception on July 21 where people can interact with the sound down before the music begins, and we are planning to provide small bites in individualized portions so there's no cross-contamination issue.

How are you/your organization suited to produce this event/project/program? Provide the community resources that will be used if applicable (volunteers, local vendors, local contributions, etc.)

The Wilsonville Summer Concerts have been going since 2002, and the only year the shows didn't happen was 2020, due to COVID-19, so this will be our 20th series. We've developed the expertise and dependability to pull the shows off without a hitch and with a strong degree of community participation.

| Project Budget | |
|---|--------------------|
| <p>This budget provides the detail of the project that the grant funds will be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.</p> | |
| | |
| | |
| Income Sources | Amount |
| Rotary Cash | \$12,100.00 |
| In-Kind Contribution | \$1,500.00 |
| Tourism Grant Request | \$5,000.00 |
| | |
| | |
| | |
| Total Project Income | \$18,600.00 |
| | |
| | |
| Expenses - Must be specifically itemized | Amount |
| Talent | \$10,000.00 |
| Sound | \$3,600.00 |
| Fees & Rentals | \$2,500.00 |
| Advertising, Printing, & Promotion | \$1,500.00 |
| Misc | \$1,000.00 |
| | |
| | |
| Total Project Expense | \$18,600.00 |

| Organization Budget | | | | |
|---|--|--|--|--------------------|
| This budget shows how this project fits into your organization. The project should be shown as a line in this budget. | | | | |
| Fiscal Year: 2022 to 2022 | | | | |
| Income Sources | | | | Amount |
| Heart of Gold | | | | \$64,000.00 |
| Summer Concert Grant Request | | | | \$5,000.00 |
| Through a Child's Eyes | | | | \$15,000.00 |
| Misc | | | | \$1,000.00 |
| | | | | |
| | | | | |
| | | | | |
| Total Organization Income | | | | \$85,000.00 |
| | | | | |
| Expenses | | | | Amount |
| Heart of Gold | | | | \$22,750.00 |
| Summer Concerts | | | | \$18,600.00 |
| Scholarships | | | | \$9,000.00 |
| Youth Exchange | | | | \$5,500.00 |
| Through a Child's Eyes | | | | \$13,750.00 |
| Community Projects | | | | \$13,450.00 |
| Misc | | | | \$5,500.00 |
| | | | | |
| Total Organization Expense | | | | -\$3,550.00 |

Community Tourism Grant History and Log of Awards

Purpose:

The funds known as the Community Tourism Grant are drawn from the hotel/motel or ‘transient’ taxes paid to the City of Wilsonville. The amount of \$25,000 is a portion of these funds and is designated to be used for events, programs or products that benefit local businesses and enhance tourism or provide a community enhancement of a cultural, historic or social event or project.

Procedure:

- Applications are competitive with all other applicants for any given year.
- Applicants must be a local Wilsonville organization providing a program or project in the City of Wilsonville or// an organization that is bringing a unique event or project to Wilsonville for the benefit of its residents or visitors.
- Applicants must be a registered 501©(3) organization in the state of Oregon.
- Funds must be used for a specific project or a specific element of a project which is clearly identified in the application.
- Funds will not be awarded for general operating expenses of an organization.
- Applications are submitted online
- The written application is the sole means of communicating the project for review.
- See description of appropriate projects on grant application form.

Projects Funded:

Previous to 2000, funded projects included:

- Historical markers and signage for Boones Ferry Landing
- Boones Ferry Days, a Wilsonville Community Celebration – 1994,95,96,97,98
- Holiday community decorations
- Tourism loop brochures
- Wilsonville Sister City activities
- Oregon Korean War Veterans Historical Memorial for Wilsonville Town Center Park
- Wilsonville Chamber of Commerce for Community Leadership Program. This was an on-going funding commitment.
 - Chamber of Commerce dropped the Leadership Program in 2000 and transferred the funds and responsibility for the grant to the City of Wilsonville.

In 2000, grant funds began to be administered through the Community Services Department, and currently the Parks and Recreation Department, with review by Tourism Promotion Committee. Grant reports are due at the completion of the event or project and all funds must be utilized within the funding year they are received. Funds are to be utilized for projects, products or programs of a nature that promotes tourism, increased business due to event traffic in the city and/or community wide events that bring people together.

Wilsonville Community Tourism Grant Award Log

2001

| | |
|---|-------------|
| • Wilsonville-Boones Ferry Historical Society/Markers | \$ 6,285.00 |
| • Wilsonville Public Library/Genealogy Collection | \$ 4,782.50 |
| • Wilsonville Community Walk/Banners | \$ 2,000.00 |
| • Willamette United Soccer Club/Tournament | \$ 4,782.50 |
| • Wilsonville Celebration Days/Banners | \$ 4,250.00 |
| • Wilsonville Arts & Culture Council/Festival Music | \$ 1,000.00 |
| • (Chamber cancelled Leadership 2001) | |
| • Total | \$23,000.00 |

2002

| | |
|---|-------------|
| • Wilsonville Rotary Club/Concert Series | \$ 4,500.00 |
| • Wilsonville Boones Ferry Hist. Soc./Artwork | \$ 7,600.00 |
| • Wilsonville Public Library Found./Artwork | \$ 5,000.00 |
| • Wilsonville Celebration Days/Fun Day | \$ 2,482.00 |
| • The Boone Society, Inc./Reunion | \$ 400.00 |
| • (Chamber cancelled Leadership 2002) | |
| | \$19,982.00 |

2003 *Chamber drops leadership training – full funding of \$25,000 for community organizations.*

| | |
|--|-------------|
| • Oregon ProArte Chamber Orchestra/Public Free | \$ 2,500.00 |
| • Wilsonville Citizens for Public Art/6 sculptures | \$ 4,000.00 |
| • Wilsonville Rotary Club/Concert Series | \$ 3,500.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$ 2,500.00 |
| • Wilsonville Celebration Days/Fun Day | \$ 8,000.00 |
| | \$20,500.00 |

2004

| | |
|--|-------------|
| • Wilsonville Rotary Club/Concert Series | \$ 4,000.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$ 1,250.00 |
| • Wilsonville Celebration Days/Fun Day | \$ 7,000.00 |
| • ProArte Chamber Orchestra/Public Free Concerts | \$ 3,000.00 |
| • Wilsonville Chamber of Commerce/Displays | \$ 1,250.00 |
| • Wilsonville Kiwanis Club/Kids Run | \$ 5,000.00 |
| • Wilsonville Citizens for Public Art/Sculptures | \$ 3,500.00 |
| | \$25,000.00 |

2005

| | |
|--|-------------|
| • Wilsonville Rotary Club/Concert Series | \$ 3,500.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$ 3,000.00 |
| • Wilsonville Celebration Days/Fun Day | \$ 4,500.00 |
| • ProArte Chamber Orchestra/Public Free Concerts | \$ 4,500.00 |
| • Wilsonville Kiwanis Club/Kids Run | \$ 4,000.00 |
| • Wilsonville Historic Society/Living History Trans. | \$ 2,000.00 |
| • Wilsonville Citizens for Public Art/Sculptures | \$ 3,500.00 |
| | \$25,000.00 |

2006

| | |
|--|--------------------|
| • Wilsonville Rotary Club/Concert Series | \$ 5,000.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$ 5,000.00 |
| • Wilsonville Celebration Days/Fun Day | \$ 8,000.00 |
| • Wilsonville Kiwanis Club/Kids Run | \$ 3,000.00 |
| • Wilsonville Citizens for Public Art/Sculptures | <u>\$ 4,000.00</u> |
| | \$25,000.00 |

2007

| | |
|--|--------------------|
| • Wilsonville Rotary Club/Concert Series | \$ 4,140.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$ 4,340.00 |
| • Wilsonville Celebration Days/Fun Day | \$ 6,200.00 |
| • Wilsonville Kiwanis Club/Kids Run | \$ 4,000.00 |
| • Wilsonville Citizens for Public Art/Sculptures | \$ 2,480.00 |
| • Wilsonville/Boones Ferry Hist. Soc./Markers | <u>\$ 3,480.00</u> |
| | \$25,000.00 |

2008

| | |
|--|-------------------|
| • Wilsonville Rotary Club/Concert Series | \$5,250.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$4,000.00 |
| • Wilsonville Celebration Days/Fun Day | \$8,000.00 |
| • Wilsonville Kiwanis/Kids Fun Run | \$4,000.00 |
| • Wilsonville Citizens for Public Art/Sculptures | <u>\$3,750.00</u> |
| | \$25,000.00 |

2009

| | |
|--|-------------------|
| • Wilsonville Rotary Club/Concert Series | \$6,000.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$5,000.00 |
| • Wilsonville Celebration Days/Fun Day | \$8,000.00 |
| • Wilsonville Kiwanis/Kids Fun Run | \$4,000.00 |
| • Wilsonville Theater Company/Play Prod. | <u>\$2,000.00</u> |
| | \$25,000.00 |

2010

| | |
|--|-------------------|
| • Wilsonville Rotary Club/Concert Series | \$6,000.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$5,000.00 |
| • Wilsonville Celebration Days/Fun Day | \$7,280.00 |
| • Wilsonville Kiwanis/Fun Run | \$4,000.00 |
| • Wilsonville Chamber Parade Committee/Parade | <u>\$2,720.00</u> |
| | \$25,000.00 |

2011

| | |
|--|-------------------|
| • Wilsonville Rotary Club/Concert Series | \$5,000.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$4,000.00 |
| • Wilsonville Celebration Days/Fun in the Park | \$8,000.00 |
| • Wilsonville Kiwanis/Fun Run | \$4,000.00 |
| • Wilsonville Chamber of Commerce/Conference | <u>\$4,000.00</u> |
| | \$25,000.00 |

2012

| | |
|--|-------------------|
| • Wilsonville Rotary Club/Concert Series | \$6,000.00 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$5,018.75 |
| • Wilsonville Celebration Days/Fun in the Park | \$8,018.75 |
| • Wilsonville Kiwanis/Fun Run | \$4,018.75 |
| • Wilsonville-Boones Ferry Historical Society | <u>\$1,943.75</u> |
| | \$25,000.00 |

2013

| | |
|--|----------------|
| • American Cancer Society | \$600 |
| • Korean War Veterans Association | \$5,500 |
| • West Linn, Wilsonville Milwaukie Farm Loop | \$1,500 |
| • Wilsonville Arts & Culture Council/Arts Festival | \$1,000 |
| • Wilsonville Celebration Days/Fun in the Park | \$6,575 |
| • Wilsonville Farmers Market | \$3,250 |
| • Wilsonville Kiwanis/Fun Run | \$3,075 |
| • Wilsonville Rotary Club/Concert Series | <u>\$3,500</u> |
| | \$25,000.00 |

2014

| | |
|--|----------------|
| • Wilsonville Arts & Culture Council/Arts Festival | \$5,000 |
| • Wilsonville Celebration Days/Fun in the Park | \$8,000 |
| • Wilsonville Farmers Market | \$3,000 |
| • Wilsonville Kiwanis/Fun Run | \$4,000 |
| • Wilsonville Rotary Club/Concert Series | <u>\$5,000</u> |
| | \$25,000.00 |

2015

| | |
|--|----------------|
| • Wilsonville Arts & Culture Council/Arts Festival | \$5,665 |
| • Wilsonville Celebration Days/Fun in the Park | \$9,165 |
| • Wilsonville Kiwanis/Fun Run | \$5,165 |
| • Wilsonville Rotary Club/Concert Series | <u>\$5,000</u> |
| | \$24,995.00 |

2016

| | |
|--|----------------|
| • Wilsonville Arts & Culture Council/Arts Festival | \$5,250 |
| • Wilsonville Celebration Days/Fun in the Park | \$9,250 |
| • Wilsonville Kiwanis/Fun Run | \$5,250 |
| • Wilsonville Rotary Club/Concert Series | <u>\$5,250</u> |
| | \$25,000.00 |

2017

| | |
|--|----------------|
| • Wilsonville Arts & Culture Council/Arts Festival | \$5,000 |
| • Wilsonville Brewfest | \$5,000 |
| • Wilsonville Celebration Days/Fun in the Park | \$7,000 |
| • Wilsonville Kiwanis/Fun Run | \$4,000 |
| • Wilsonville Rotary Club/Concert Series | <u>\$4,000</u> |
| | \$25,000.00 |

2018

- Wilsonville Arts & Culture Council/Arts Festival \$5,000
 - Wilsonville Brewfest \$5,000
 - Wilsonville Celebration Days/Fun in the Park \$7,000
 - Wilsonville Kiwanis/Fun Run \$4,000
 - Wilsonville Rotary Club/Concert Series \$4,000
- \$25,000.00

2019

- Wilsonville Arts & Culture Council/Arts Festival \$5,000
 - Wilsonville Brewfest \$5,000
 - Wilsonville Celebration Days/Fun in the Park \$9,000
 - Wilsonville Bicycle Events/Salmon Cycling Classic \$2,000
 - Wilsonville Rotary Club/Concert Series \$4,000
- \$25,000.00

2020

- Wilsonville Arts & Culture Council/Arts Festival
- Wilsonville Brewfest
- Wilsonville Celebration Days/Fun in the Park
- Korean War Memorial Foundation of Oregon
- Me.She.We Women’s Half Marathon
- Wilsonville Rotary Club/Concert Series
- World of Speed Motorsports Museum

No funds awarded - Covid

2021

No funds awarded - Covid



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



April 5, 2022

Table of Contents

| | |
|---|----------|
| A. Introduction | 2 |
| B. Tourism Promotion Committee Members..... | 2 |
| C. Committee Meetings | 3 |
| D. Advancing Tourism Development Priorities | 3 |
| E. Past Year’s Accomplishments, FY 2021/22 | 3 |
| F. Five-Year Action Plan for Tourism Development: FY 2022/23 – 2026/27..... | 6 |
| G. Annual One-Year Implementation Plan: July 2022 – June 2023..... | 8 |
| H. Components of FY22/23 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to the 2014 Tourism Development Strategy | 9 |

Attachment:

- 1. JayRay 2021 Annual Report**

A. Introduction

The Wilsonville Tourism Promotion Committee on April 5, 2022, recommended for adoption to the City Council the seventh rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2022/23. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus time period.

Members of the committee have worked diligently to advance the objectives of the City Council as outlined in the past year’s FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan as provided for under the authority of Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program; and the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Tourism Promotion Committee Members

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

The seven voting members of the committee include:

- **Brian Everest:** Manager at Vitis Ridge Winery in Silverton. Reappointed in July 2021 to Position No. 6 to full three-year term ending 6/30/24.
- **Jennifer Gage:** General Manager of Abella Italian Kitchen; appointed to Position No. 5 in July 2021 to full three-year term ending 6/30/24.
- **Al Levit:** Retired resident, former bike club coordinator and former City of Wilsonville Planning Commissioner; reappointed to Position No. 4 in on July 1, 2020 to full three-year term ending 6/30/23
- **Elaine Owen:** Owner of Lady Hill Winery was appointed to Position No. 3 in July 2021 to a partial term ending 6/30/23
- **Beth Price, Chair:** Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville; reappointed mid-term in July 2021 to Position No. 7 with term ending 6/30/2024.
- **Brandon Roben:** CEO of Oaks Amusement Park, Portland; reappointed mid-term in July 2019 to Position No. 2 with term ending 6/30/22.
- **Rohit Sharma, Vice Chair:** Owner, RR Hotels Portland, LLC; appointed mid-term in March 2020 to Position No.1 with term ending 6/30/22.

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

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

- **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.
- **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
- **City of Wilsonville City Council:** Councilor Charlotte Lehan, who serves as the City Council liaison to the committee.

C. Committee Meetings

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

D. Advancing Tourism Development Priorities

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

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

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

E. Past Year’s Accomplishments, FY 2021/22

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2898 on May 17, 2021.

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

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

In July 2021, Mayor July Fitzgerald appointed with Council consent Jennifer Gage to Position No. 5 and Elaine Owen to Position No. 6. Beth Price was reappointed to Position No. 7.

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

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

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

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

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

JayRay, the City's Tourism Promotion and Destination Marketing Consultant, provided social media posts three times weekly to encourage people to "recreate responsibly." The posts have promoted the updated itineraries, Parks and Recreation programming and local businesses. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville now and explore Wilsonville when they feel comfortable doing so.

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

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

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

Staff worked with the Tourism Promotion and Destination Marketing Consultants to continue to enhance ExploreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified quarterly, itineraries and promotional packages were added as well.

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

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

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

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

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

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

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

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

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

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

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

The committee developed and recommended on April 5, 2022, to City Council adoption of the FY22/23 update to the tourism business plan formally named the FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the "1/5-Year Action/Implementation Plan").

F. Five-Year Action Plan for Tourism Development: FY2022/23 – FY2026/27

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

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

Year 1 FY 2022/23

- 1. Conduct Tourism Promotion Committee Business**
 - **Leadership, Meetings:** Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.
 - **Business and Marketing Plans:** Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan that the committee monitors implementation. The Committee develops and recommends to City Council for adoption the update this business plan as the new FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan.
- 2. Implement the FY22/23 Tourism Promotion Program:** Committee finalizes evaluation criteria for Consultant work performance and Benchmark tourism metrics to establish baseline for future quarterly reports. The visitor profile study (item G 3.1) summer and winter survey report results are analyzed with consideration given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey.
- 3. Advance Study Effort for City to Enhance Tourism Development:** If the COVID-19 pandemic comes to pass timely, consider updating to the *Tourism Development Strategy*.

Year 2 FY 2023/24

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

**Year 3
FY 2024/25**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.
- Commence the destination marketing strategy plan (item G.3.3)
- Feasibility study for a year-round, multi-purpose facility (item G 3.2)

**Year 4
2025/26**

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

**Year 5
2026/27**

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

G. Annual One-Year Implementation Plan: FY22/23, July 2022 – June 2023

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

- 1. Conduct Tourism Promotion Committee Business:** The committee executes all Council-mandated activities, including:
 - **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
 - **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
 - **Business and Marketing Plans:** Work with staff and consultant to draft for City Council adoption an updated version of the Five-Year Action Plan and Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY22/23. The full, complete FY22/23 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant, at a later date due to the uncertainty and timing of the COVID-19 pandemic, likely focusing on a back-to-normal level of activity.
- 2. Implement the FY22/23 Tourism Promotion Program:** The committee works with staff of the City Manager’s Office and Parks & Recreation Dept. and Tourism Promotion and Destination Marketing Consultant to advance both the larger FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan and the more specific FY22/23 Tourism Promotion and Destination Marketing Plan.

Specific components of the FY22/23 Tourism Promotion Program include:

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

The proposed Tourism Promotion budget for FY22/23:

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

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

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

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

H. Components of FY22/23 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to the 2014 Tourism Development Strategy

Following are more details on the top priorities summarized above for FY22/23 Tourism Promotion Program in relation to the *2014 Tourism Development Strategy's* Top Priorities and "Themed Issues" for Additional Work listed on page 3.

1. Tourism Promotion Committee Business

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

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

1.2 Budget Allocation: The City reduced the funding for tourism promotion considerably due to the Covid- 19 pandemic. The budget was \$125,000 for FY 20/21 for the Tourism Promotion Marketing Plan and the Community Tourism Grant Program. The budget is increased to \$150,000 for FY22-23.

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

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

During FY 19/20 and FY 20/21, the grant cycle was put on hold due to the pandemic. It did not appear to be appropriate to offer grants for programs and projects, which could not meet the Governor's Covid-19 gathering restrictions. Community Tourism Matching Grants were awarded in FY 21/22. The new Arts, Culture and Heritage Committee will assume responsibility for this program in FY 22/23.

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

2. Implement the FY 22/23 Tourism Promotion Program

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

3.2 Destination marketing strategy plan: The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City’s larger branding strategy in order to maximize branding integration and marketing expenditures. The committee recommends advancing this study during FY24/25 if funds become available.

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

EXPLORE WILSONVILLE

2021 ANNUAL REPORT

MARCH 10, 2022

EXPLORE
WILSONVILLE COM

A POCKET (OF FUN)



MOVING FORWARD

2021 was another year of adjustment for Wilsonville's travel and tourism industry due to the COVID-19 pandemic and social changes. Our hospitality industry was hit hard with labor shortages, continued event cancellations and reduced venue capacities. Explore Wilsonville's destination marketing program also took a hit with a 50% budget reduction of \$100,000.

As we move forward into recovery, Explore Wilsonville will collaborate closely with local businesses and regional and state tourism partners. A geolocation data and marketing strategy will guide future destination marketing efforts to target visitors most likely to come to Wilsonville. Building activity and overnight lodging packages and digital trip itineraries will inspire overnight stays. A trip to Wilsonville means you can stay in the heart of it all and explore Oregon the "Wilsonville Way." Through content partnerships with social influencers and travel publications, we'll share stories to help travelers picture themselves in Wilsonville to create their own (vacation) story.

MEET THE EXPLORE WILSONVILLE TEAM

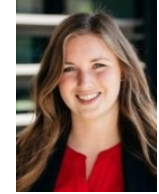
JayRay manages Wilsonville's official destination marketing program.



BRIDGET BAETH
Principal,
Lead Strategist



ALEX DOMINE
Advisor,
Website Manager



CARA SJOGREN
Advisor,
Social Media Manager



JULIA WHITE
Art Director



SEAN ALEXANDER
Senior Art Director



TABLE OF CONTENTS

| | |
|-----------------------------------|-----------|
| Dashboard | 4 |
| 2021 Summary | 5 |
| Website Report | 6 |
| Social Media Report | 11 |
| PR Report | 22 |
| Geolocation Report | 30 |
| STR Report | 35 |
| Tourism Development Report | 40 |



DASHBOARD

2021 was a baseline year—we continued to measure during the pandemic, and at a reduced budget level. The PR program began July 2021.

ANNUAL RESULTS TO DATE 2021

| GOALS | 2021 RESULTS | 2020 RESULTS | YOY % Change |
|--|--------------|--------------|--------------|
| Earned media (number of articles) | 2 | 2 | n/a |
| New website users | 10,544 | 7,611 | +39% |
| Social media reach (Facebook, Instagram and Pinterest) | 71,320 | 69,675 | +2% |
| Social media followers (Facebook, Instagram) | 1,777 | 1,214 | +46% |
| Tourism packages (# developed) | 4 | 1 | +300% |



2021 ACTIVITY SUMMARY

ONGOING

- Website maintenance and social media (homepage design, events and listings, 3 social accounts posting 3x a week)

JANUARY-MARCH

- Developed five new trip itineraries with interactive Google MyMaps
- Designed five landing pages, one for each itinerary
- Created graphic locator itinerary maps, themed icons and suite of banners for foodie itinerary
- Developed media fact-sheet for PR program
- Renewed STR destination report

APRIL-JUNE

- Developed five more interactive trip itineraries
- Designed central itinerary page
- Developed seasonal editorial calendar for PR and blogs
- Updated website to reflect more unique restaurant attractions

JULY-SEPTEMBER

- Pitched PR editorial calendar for FY 21-22
- Hosted content partner: Gemini Connect
- Wrote Four Newly Reopened Activities for Summer Blog
- Wrote Fall Activities You Can't Miss in Wilsonville Blog

OCTOBER-DECEMBER

- Identified locations to geofence to begin collecting geolocation data in January 2022
- Hosted travel writer: Adam Sawyer
- Wrote Winding Down to Winter Blog
- Ran Fall Getaway promo on social media



WEBSITE REPORT



WEBSITE OVERVIEW

- Ongoing event management
- Ongoing listings management
- Alert management, monitoring tourism closures, health and safety impacts
- Itinerary and map development (10)
- Homepage Instagram integration
- Re-organize pocket trip pages as blog
- Updated hotel packages page
- Updated featured events
- Updated featured blogs (3)

EXPLORE WILSONVILLE STAY EXPLORE EAT & DRINK GET HERE

Events & Meetings Press & Media Stay

RESERVE A POCKET TRIP HERE

OUTDOORSY TRIP

Stay in the heart of it all: Wilsonville. Whether you're visiting for a few hours or a few days, you'll find Outdoorsy Trip. Itineraries here packed with ideas to help you plan your trip.

HIGHLIGHTS:

- 500-Acre Family Farm
- Oregon State Parks
- Wetlands with 130+ Bird Species
- Willamette River
- Iconic Mt. Hood

3 days 154 miles 9 stops

DAY 1

Begin your journey outdoors at French Prairie Gardens^(A), a 500-acre working family farm in the beautiful Willamette Valley, with picturesque views in every direction. Each season offers a new experience from flowering annuals to fresh berries and tractor loads of fun.

Outdoorsy Trip Itinerary
Discover the outdoors—the Wilsonville way.
2-3 days | 154+ miles | 9 stops
VIEW MAP LEGEND

Item 3.



SIGNIFICANT INCREASED WEBSITE USERS AND VIEWS. POPULAR PAGES REFLECT NEWLY ADDED CONTENT.

WEBSITE ANALYTICS: SUMMARY

| 2021 | | | | | | | | | | | | | 2021 TOTAL |
|------------|-----|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------------|
| Metric | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Oct | Nov | Dec | |
| New Users | 380 | 394 | 1,372 | 1,151 | 959 | 1,006 | 1,377 | 1,297 | 771 | 712 | 609 | 516 | 10,544 TOTAL |
| Users | 386 | 405 | 1,393 | 1,225 | 976 | 1,025 | 1,522 | 1,322 | 1,513 | 725 | 621 | 527 | 11,640 TOTAL |
| Page Views | 905 | 1,208 | 3,254 | 2,855 | 2,350 | 2,259 | 3,631 | 2,885 | 1,819 | 1,995 | 1,646 | 1,271 | 26,078 TOTAL |

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.

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

2021 MOST POPULAR PAGES

| | |
|--|--|
| 1. / | 6. /wineries/ |
| 2. /restaurants-wilsonville-oregon/ | 7. /pocket-trips/tulip-and-flower-festivals/ |
| 3. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/ | 8. /pocket-trips/shopping-in-wilsonville/ |
| 4. /events/ | 9. /itineraries/ |
| 5. /pocket-trips/wandering-through-wilsonvilles-history/ | 10. /meet/ |

| METRIC | 2020 | YOY CHANGE | 2021 % CHANGE |
|------------|--------|------------|---------------|
| New Users | 7,452 | +3,092 | +41% |
| Users | 7,510 | +4,130 | +55% |
| Page Views | 18,398 | +7,680 | +42% |



WEBSITE ANALYTICS: VISITORS

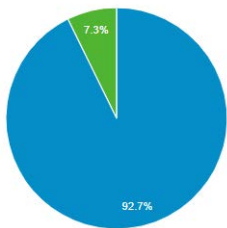
INCREASED RETURNING VISITORS BY ~3%
INCREASED DIRECT TRAFFIC ~7%
INCREASED SOCIAL TRAFFIC ~5%

2020

2021

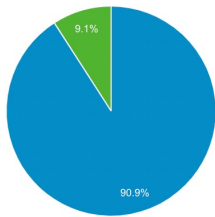
VISITOR TYPE 2020

■ New Visitor ■ Returning Visitor



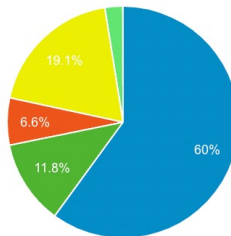
■ New Visitor 92.7%
■ Returning Visitor 7.3%

VISITOR TYPE 2021



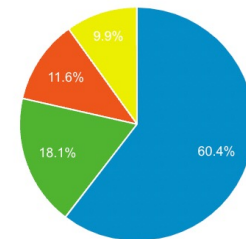
■ New Visitor 90.9%
■ Returning Visitor 9.1%

TOP SOURCES 2020



■ Organic Search 60%
■ Direct 11.8%
■ Social 6.6%
■ Referral 19.1%
■ (Other) nominal
■ Display 2.5%

TOP SOURCES 2021



■ Organic Search 60.4%
■ Direct 18.1%
■ Social 11.6%
■ Referral 9.9%
■ (Other) nominal
■ Display nominal

*other indicates traffic sources that do not fall into other categories



WEBSITE ANALYTICS: TOP CITIES

ADDED SAN FRANCISCO TO
TOP CITIES WEBSITE REACH
AS A DRIVE MARKET GOAL

2020

2021

1. Portland

2. Wilsonville

3. Tualatin

4. Seattle

5. (not set)

6. Beaverton

7. Tigard

8. Salem

9. Sherwood

10. Irvine

1. Portland

2. Wilsonville

3. Tualatin

4. (not set)

5. Seattle

6. Tigard

7. San Francisco

8. Beaverton

9. Salem

10. Sherwood

Most website users were from Oregon.



SOCIAL MEDIA REPORT



SOCIAL MEDIA OVERVIEW

- Posted 3-4 posts per week on Facebook, Pinterest and Instagram
- Provided ongoing social media engagement as part of follower growth strategy
- Developed Wine Country GIF to promote wine country trails near Wilsonville and grow Facebook page followers
- Earned high Facebook reach due to paid promotions
- Instagram page consistently performed in both follower growth and engagement
- Pinterest strategy resumed
- Social media reach more than doubled on every platform compared to 2020 (FB, IG and Pinterest)
- Total social following increased by 32%

Explore Wilsonville is in Wilsonville, Oregon.
October 22, 2021 · 🌐

Want to visit Portland? Can't afford the lodging?
Travel Tip:
Stay in the heart of it all, Wilsonville, OR. Just 16 miles south of Portland in the beautiful Willamette Valley. Lodging in Wilsonville is nicer, more affordable and centrally located. Stay and play for less!
Plan your trip: explorewilsonville.com/packages-deals/

Explore Wilsonville
Sponsored · 🌐

Plan a future trip and getaway to Oregon—the Wilsonville way. Stay in the heart of it all: wine country, bike trails, tax-free ...See More

Explore Wilsonville
February 27 · 🌐

Try a bulgogi burrito from KOI Fusion. This Korean fusion restaurant will be a staple in your take-out rotation.
📍 KOI Fusion

Explore Wilsonville
Make Wilsonville, Oregon your basecamp for ... 🍀

Like Comment Share

Celebrate Oregon Craft Brew Month with a pint of Wilsonville's best beers! Stop by Vanguard Brewing, Ordinance Brewing, Benedictine

EXPLORE WILSONVILLE



FACEBOOK ENGAGEMENT

| Facebook | | | | | | | | | | | | | |
|----------------------------|--------|-------|--------|-------|-------|--------|-------|--------|-------|-------|--------|-------|----------------------|
| Metric | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | RESULTS |
| Engagement* (Engagement %) | 2.44% | 2.94% | 2.73% | 7.83% | 6.00% | 5.67% | 8.88% | 3.83% | 4.44% | 8.05% | 3.30% | 4.81% | 5.08% AVG |
| Post Total Reach** | 16,969 | 9,690 | 25,096 | 460 | 779 | 11,598 | 890 | 32,857 | 1,937 | 882 | 10,761 | 1,415 | 113,334 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

TAKEAWAYS

Between January 1-December 31, 2021:

- Engagement increased 97%
- Followers increased 35%

Change in yearly total:

- Post total reach increased 171%

| Total Followers 2021 | |
|-------------------------|---------------------------|
| Jan | Dec |
| 800 Followers | 1,078 Followers |

*total social follower growth on page 16

| METRIC | 2021 | 2020 | YOY CHANGE | 2021 % CHANGE |
|----------------------------|---------------|--------------|----------------|---------------|
| Engagement* (Engagement %) | 5.08% AVG | 6.20% AVG | -1.12% | -18.12% |
| Post Total Reach** | 113,334 TOTAL | 41,789 TOTAL | +71,545 | +171% |



INSTAGRAM ENGAGEMENT

| Instagram | | | | | | | | | | | | | |
|----------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|---------------------|
| Metric | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | RESULTS |
| Engagement* (Engagement %) | 4.56% | 4.53% | 5.11% | 4.16% | 4.42% | 3.04% | 2.23% | 4.42% | 3.04% | 2.24% | 2.66% | 2.06% | 3.54% AVG |
| Average number of likes | 23.3 | 23.6 | 28.14 | 23.5 | 33.7 | 23.5 | 12.7 | 11 | 13 | 10.7 | 17.6 | 13.1 | 19.5 AVG |
| Post Total Reach** | 3,076 | 3,054 | 3,573 | 3,358 | 4,604 | 4,091 | 2,155 | 5,328 | 2,594 | 2,377 | 2,252 | 2,652 | 39,114 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

TAKEAWAYS

Between January 1-December 31, 2021:

- Instagram followers increased by 27%

Change in yearly total:

- Engagement slightly decreased due to the adverse relationship between engagement and reach
- Post total reach increased 78%

| METRIC | 2021 | 2020 | YOY CHANGE | 2021 % CHANGE |
|----------------------------|--------------|--------------|-----------------|---------------|
| Engagement* (Engagement %) | 3.54% AVG | 5.53% AVG | -1.99% | -36% |
| Average number of likes | 19.5 AVG | 20.4 AVG | -0.9 | -4% |
| Post Total Reach** | 39,114 TOTAL | 22,009 TOTAL | + 17,105 | +78% |



PINTEREST ENGAGEMENT

Pinterest

| Metric | Jan | Feb | Mar | Apr | May | June | July | Aug | Sept | Oct | Nov | Dec | RESULTS |
|-------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------------------------|
| Engagement* (Engagement %) | 2.15% | 1.90% | 0.80% | 3.90% | 8.14% | 3.36% | 2.97% | 2.41% | 3.01% | 1.49% | 6.94% | 3% | 3.34% AVG |
| Post Total Reach** | 605 | 422 | 376 | 666 | 1,155 | 1,190 | 807 | 705 | 1,096 | 739 | 605 | 1268 | 9,634 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

TAKEAWAYS

Between January 1-December 31, 2021:

- Significant increase in Pinterest performance after a year of consistent presence, following a 3-month pause in 2020

| METRIC | 2021 | 2020 | YOY CHANGE | 2021 % CHANGE |
|-------------------------------|----------------|----------------|---------------|---------------|
| Engagement* (Engagement %) | 3.34% AVG | 3.11% AVG | +0.23% | +7.37% |
| Post Total Reach** | 9,634 TOTAL | 5,877 TOTAL | +3,757 | +64% |



SOCIAL MEDIA TOP CONTENT 2021

JANUARY-MARCH

PINTEREST



Wine & Dine

FACEBOOK



KOI Fusion

INSTAGRAM



Tulip Festival

APRIL-JUNE

PINTEREST



Wine & Dine

FACEBOOK



San Blas

INSTAGRAM



Champoeg State Park

JULY-SEPTEMBER

PINTEREST



Fall Fun

FACEBOOK



Clackamas Fair

INSTAGRAM



Canby Rodeo

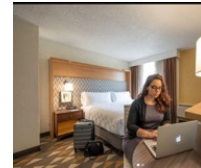
OCTOBER-DECEMBER

PINTEREST



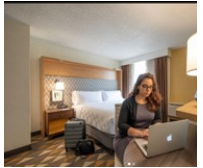
Winter in Wilsonville

FACEBOOK



Travel Packages

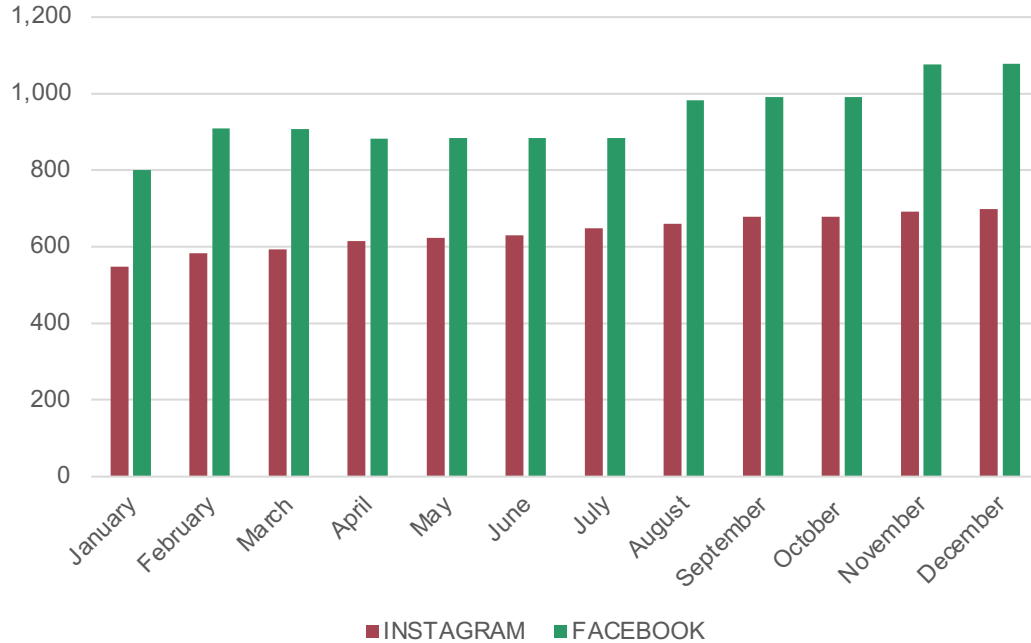
INSTAGRAM



Travel Packages



SOCIAL MEDIA FOLLOWERS 2021



TOTAL FOLLOWERS: 1,777

**as of December 31, 2021*

INCREASE BETWEEN JAN - DEC

Instagram: +27%
Facebook: +35%



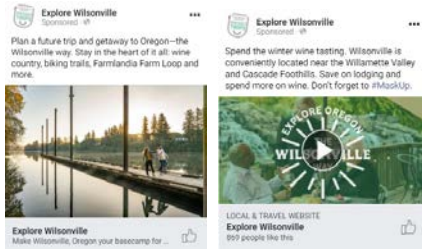
| METRIC | January 2021 | December 2021 | YOY CHANGE | 2021 % CHANGE |
|------------------------|--------------|---------------|------------|---------------|
| Social Media Followers | 1,349 | 1,777 | +428 | +32% |

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



PAID SOCIAL MEDIA (MARKETING)

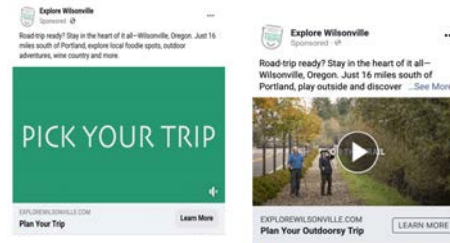
JANUARY-MARCH



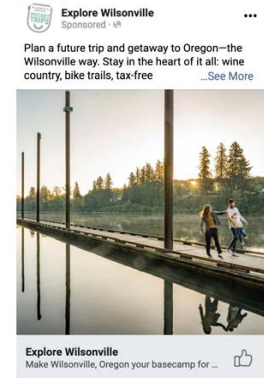
APRIL-JUNE



JULY-SEPTEMBER



OCTOBER-DECEMBER



TOTAL SPEND: \$950

TOTAL REACH & IMPRESSIONS: 78,588

TOTAL ENGAGEMENTS & PAGE LIKES: 14,016

TARGET MARKETS:

- Q1: Adults in Wilsonville and within 50 miles
- Q2: Adults in San Francisco and Seattle and within 25 miles of Wilsonville
- Q3 & Q4: Adults in Wilsonville, Portland, Salem, Eugene and within 25 miles of Wilsonville



FACEBOOK DEMOGRAPHICS

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

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 35-44.

GENDER

Approximately 69% of Explore Wilsonville's Facebook content reached women, and 31% reached men.

COUNTRY

A majority are from the United States, followed by Canada

CITIES

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

1. Wilsonville, OR
2. Portland, OR
3. Hillsboro, OR
4. San Antonio, TX
5. Houston, TX



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 above the age of 24, and between ages 35-44.

GENDER

Approximately 69% of Explore Wilsonville's Instagram followers are women. 26% are men, 5% prefer not to say.

COUNTRY

A majority (96%) are from the United States, followed by Mexico (.6%).

CITIES

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

1. Wilsonville, OR (38%)
2. Portland, OR (12%)
3. Canby, OR (6.7%)
4. Sherwood, OR (3.1%)
5. Oregon City, OR (2.4%)



PINTEREST DEMOGRAPHICS

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

AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 24-44, with ages 25-34 leading at 42% followed by ages 35-44 at 19.5%.

GENDER

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

CITIES

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

1. Portland, OR (11.2%)
2. Los Angeles, CA (7.1%)
3. San Francisco, CA (6.6%)
4. New York, NY (3.8%)
5. Sacramento, CA (3.3%)

CATEGORIES AND INTERESTS

The most popular categories for this audience.

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

| Category | Affinity ↓ ⓘ | % of audience |
|--------------------|--------------|---|
| finance | 3.75x | 16.0%  |
| vehicles | 2.26x | 40.2%  |
| children's fashion | 2.18x | 7.5%  |
| architecture | 1.93x | 39.7%  |
| design | 1.70x | 73.7%  |



PR REPORT

PR OVERVIEW

- Monitored media clips and mentions monthly in Cision Media software
- Developed PR plan and annual editorial calendar
- Active pitching began in the summer
- Published three blogs in fall and winter
- Developed and designed a media fact sheet for media pitching program. Includes facts, figures and story starters for media.
- Hosted Suzi Pratt “Gemini Connect,” Content Partner
- Hosted Adam Sawyer, Travel Writer



Item 3.

DISCOVER TRAVEL
THE WILSONVILLE WAY

Vanguard Brewing
Tollen Farm

EXPLORE WILSONVILLE

ROAD TRIP READY

- 20 minutes from Portland
- 30 minutes from Salem
- 2 hours from Seattle
- 2 hours from Eugene
- 10 hours from San Francisco

WHY WILSONVILLE

- Comfortable and convenient lodging from budget-friendly to upper-class
- 16 miles south of downtown Portland (about a 20-minute drive)
- Easy access to 300+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville

Enjoy tax-free shopping, family fun, affordable accommodations and the gateway to Oregon's wine country.

ITINERARIES FOR EVERYONE

- OUTDOORSY TRIP**
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 500+ acre family farm and the Willamette River.
- FOODIE TRIP**
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even learn to cook for a romantic date ideal! Wash it all down with handcrafted beer, wine and spirits.
- SHOPPING TRIP**
Skip the sales tax. Wilsonville is j Oregon's biggest shopping centers Outlets and Bridgeport Village. H Aurora, named one of the "Best 7
- WINE COUNTRY TRIP**
Get centered in wine country, wll in the Willamette Valley. Expand palate and become a Pinot Noir a
- HISTORY & HERITAGE TRIP**
Push through the boundaries of t history from the Ice Age to presen at Chamboog State Heritage Area and challenge your nerves at hit

Looking for more? EXPLOREWIL

+ Follow

A Weekend in Wilsonville, Oregon

When you think of the state of Oregon in the USA, what comes to mind? You might think of farm-to-table food, Pinot noir wine, and heavily forested nature. You can find all of this and more in the town of Wilsonville. Martin and I packed up our Jeep and took Julian on his first out-of-state road trip for a weekend in Wilsonville. Here's everything we did during our weekend adventure!

WILSONVILLE, OREGON

WHERE IS WILSONVILLE?

Part of the Portland metro, Wilsonville is 20 minutes south of Portland, and 30 minutes north of Salem, the capital of Oregon. Thus, Wilsonville has become a desirable place to be working to commute to Portland or Salem. It is also a good base for travelers who want to explore the region and stay in a small town.

55

EXPLORE WILSONVILLE 23

PUBLIC RELATIONS

| | Number of Articles | Circulation | Earned Media |
|--------------|--------------------|-------------------|--------------|
| January | 3 | 420,304 | - |
| February | 3 | 494,958 | - |
| March | 6 | 661,731 | - |
| April | 2 | 164,986 | - |
| May | 2 | 165,486 | - |
| June | 1 | 6,809,640 | - |
| July | 3 | 329,972 | - |
| August | 14 | 14,664,313 | 1 |
| September | 2 | 13,619,280 | - |
| October | 6 | 13,801,066 | 1 |
| November | 6 | 8,507,386 | - |
| December | 2 | 180,200 | - |
| TOTAL | 50 | 59,819,322 | 2 |

**PR program began in Q1
(July-September)**



CONTENT PARTNER: GEMINI CONNECT

OVERVIEW:

- 2-day itinerary: Sept. 25-26
- Focus on outdoor adventures and farms

ITINERARY:

- Hilton Garden Inn
- Parkway Grille
- Lady Hill Winery
- Historic Butteville General Store
- Boones Ferry Park
- Graham Oaks Park
- Middleground Farms Dinner
- Lux Sucre Bakery
- Frog Pond Farm
- Tollen Farm
- Memorial Park

HELLO! WE'RE SUZI & MARTIN!

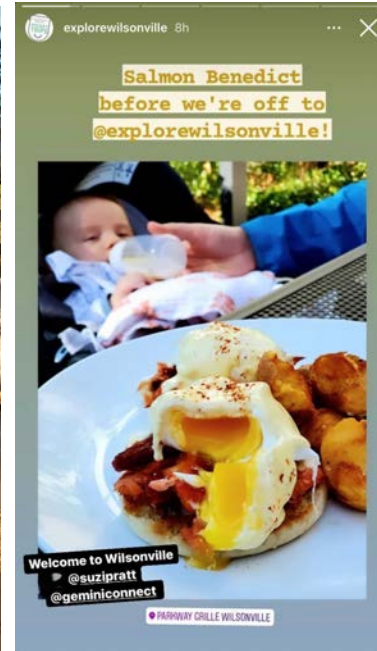
Based in the Pacific Northwest, we are professional photographers turned travel and lifestyle YouTubers. By documenting our journeys with quality, engaging content, we aim to inspire others to lead a life of adventure. We capture a wide variety of experiences in our videos, but our favorite activities are trying new foods and cultural experiences, and seeking out adventure in the outdoors.



[Don't Go to Portland - Go to Here Instead! Wilsonville, Oregon Travel Vlog](#)




CONTENT PARTNER: GEMINI CONNECT



CONTENT PARTNER: GEMINI CONNECT




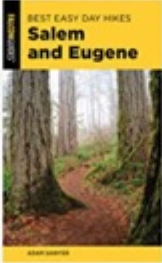




TRAVEL WRITER: ADAM SAWYER



Adam Sawyer

+ Follow

Follow to get new release updates

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

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



TRAVEL WRITER ADAM SAWYER IN WILSONVILLE FOR CHRISTMAS

OVERVIEW:

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

GOAL:

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

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

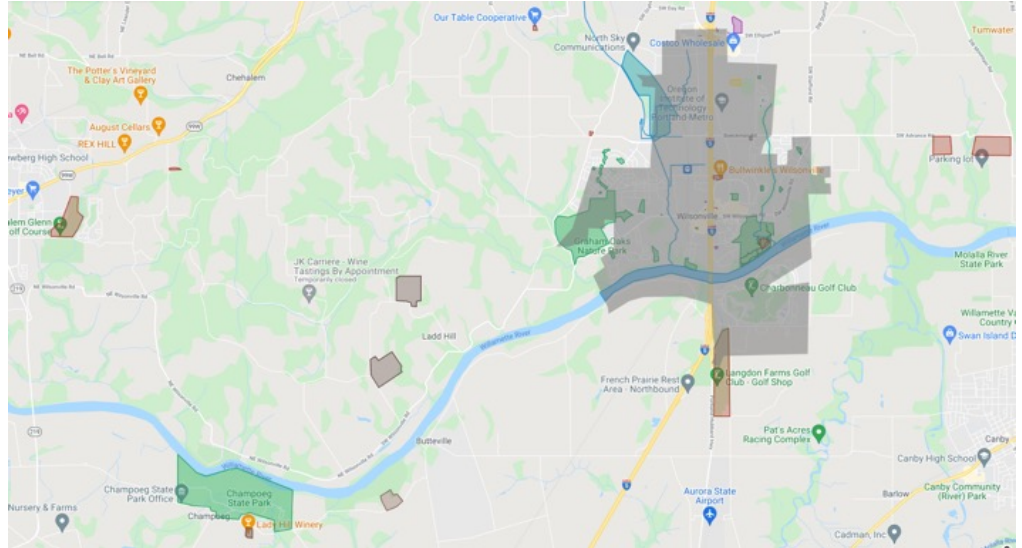


GEOLOCATION REPORT

Item 3.

GEOLOCATION & OVERVIEW

- Identified the most popular points of interests and categories of visitors
- Clusters proposed and approved by Tourism Promotions Committee
- Measurement and data being measured in early 2022



GEOLOCATION & GEOFENCING UPDATE

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

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



GEOLOCATION & GEOFENCING UPDATE

| Liquid Tourism Cluster | | | Business Cluster | |
|---------------------------|---|-----------------|--|---|
| WINERIES | BREWERIES | DISTILLERIES | | |
| Blakeslee Vineyard Estate | McMenamins Wilsonville Old Church & Pub | Vinn Distillery | Mentor Graphics Corporation HQ/Siemens EDA | SSI Shredding Systems |
| Carabella Vineyard | Ordnance Brewing - Taproom | | Xerox Corporation | Express Personnel Services (labor source) |
| Champoeg Wine Cellars | RAM Restaurant & Brewhouse | | Swire Coca-Cola | Precision Countertops |
| J Rallison Cellars | Vanguard Brewing Company | | Sysco | OptiMIM |
| Lady Hill Winery | | | Rockwell Collins | OrePac Building Products |
| Tumwater Vineyard | | | Precision Interconnect | Oregon Glass Company |
| Aurora Colony Vineyard | | | Dealer Spike | ESS Inc. |
| Sineann Winery | | | FLIR Systems | |
| St. Josef's Winery | | | Southern Glazer Wine and Spirits | |
| Terra Wines Vineyard | | | DW Fritz | |
| | | | Rite Aid Distribution Center | |



GEOLOCATION & GEOFENCING UPDATE

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

City Limits Cluster

Wilsonville city limits



STR REPORT

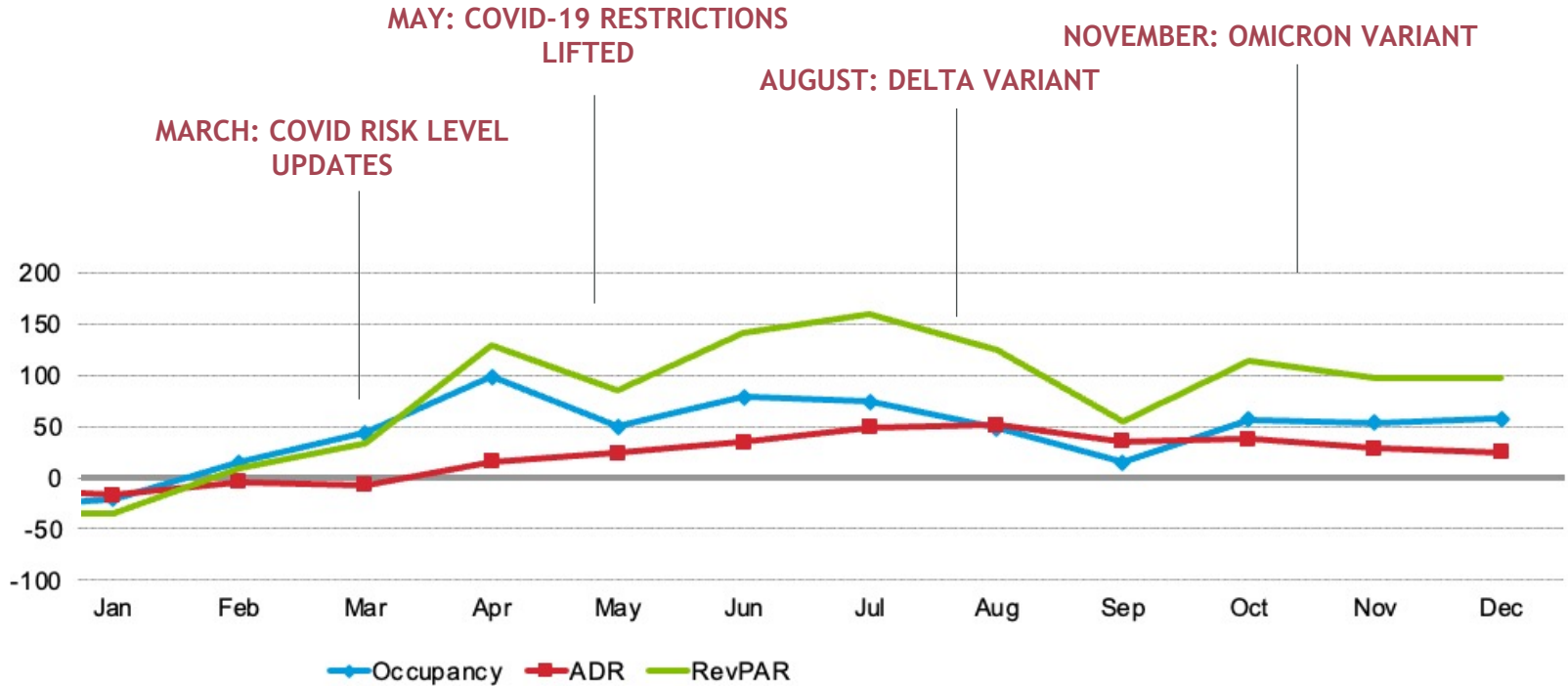


STR REPORT GLOSSARY

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



STR REPORT – WILSONVILLE



STR REPORT – WILSONVILLE



Total Properties Item 3.



Total Rooms: 615

| JAN - DEC 2021 | | JAN - DEC 2020 | |
|--|--------------------------------|--|-------------------------------|
| Occupancy %: 64.5% Avg | Demand: 144,781 Total | Occupancy %: 44.5% Avg | Demand: 86,371 Total |
| RevPAR (revenue per available room): \$61.61 Avg | Revenue: \$13,839,485 Total | RevPAR (revenue per available room): \$34.60 Avg | Revenue: \$6,652,340 Total |

TAKEAWAYS

- Insights on STR report show growth when benchmarked against the first pandemic year, 2020

| METRIC | 2021 | 2020 | YOY CHANGE | % CHANGE |
|---------------------|--------------|-------------|---------------------|--------------|
| Occupancy % Average | 64.50% | 44.50% | +20.00% | +45% |
| RevPAR Average | \$61.61 | \$34.60 | +\$27.01 | +78% |
| Demand Total | 144781 | 86371 | +58,410 | +68% |
| Revenue Total | \$13,839,485 | \$6,652,340 | +\$7,187,145 | +108% |

**detailed monthly breakdown can be found on page 38*



STR REPORT – WILSONVILLE

Occupancy

| | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| 2021 | 42.4% | 64.9% | 59.9% | 63.6% | 65.5% | 75.9% | 77.6% | 73.5% | 69.0% | 63.9% | 61.2% | 57.0% |
| 2020 | 53.7% | 56.7% | 41.7% | 32.0% | 43.7% | 42.4% | 44.6% | 49.6% | 60.2% | 40.9% | 39.9% | 36.1% |
| % change | -20.9% | +14.6% | +43.8% | +98.5% | +49.7% | +79.1% | +74.0% | +48.2% | +14.7% | +56.4% | +53.5% | +57.7% |

RevPAR

| | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 2021 | \$29.65 | \$51.18 | \$46.43 | \$52.05 | \$57.98 | \$79.31 | \$91.33 | \$85.55 | \$74.58 | \$63.51 | \$57.54 | \$50.25 |
| 2020 | \$45.11 | \$46.56 | \$34.68 | \$22.64 | \$31.17 | \$32.92 | \$35.20 | \$38.18 | \$48.09 | \$29.57 | \$29.19 | \$25.47 |
| % change | -34.3% | +9.9% | +33.9% | +130% | +86% | +140.9% | +159.5% | +124.1% | +55.1% | +114.8% | +97.1% | +97.3% |

Demand

| | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-------------|--------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| 2021 | 8,089 | 11,176 | 11,425 | 11,736 | 12,482 | 14,000 | 14,793 | 14,008 | 12,734 | 12,181 | 11,298 | 10,859 |
| 2020 | 8,267 | 7,884 | 6,422 | 4,778 | 6,736 | 6,317 | 6,871 | 7,636 | 8,975 | 7,790 | 7,360 | 6,885 |
| % change | -2.2% | +41.8% | +77.9% | +145.6% | +85.3% | +121.6% | +115.3% | +83.4% | +41.9% | +56.4% | +53.5% | +57.7% |

Revenue

| | Jan | Feb | March | April | May | June | July | Aug | Sept | Oct | Nov | Dec |
|-------------|------------------|------------------|------------------|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|------------------|
| 2021 | \$565,210 | \$881,370 | \$885,226 | \$960,357 | \$1,105,386 | \$1,463,298 | \$1,741,255 | \$1,631,032 | \$1,375,987 | \$1,210,793 | \$1,061,555 | \$958,017 |
| 2020 | \$695,014 | \$647,866 | \$534,354 | \$337,502 | \$480,234 | \$490,812 | \$542,362 | \$588,288 | \$717,074 | \$563,662 | \$538,496 | \$485,624 |
| % change | -18.7% | +36% | +65.7% | +184.5% | +130.2% | +198.1% | +221.1% | +177.3% | +91.9% | +114.8% | +97.1% | +97.1% |



TOURISM DEVELOPMENT REPORT



TOURISM DEVELOPMENT

CONTINUED TO ADD AND PROMOTE PACKAGES ON
EXPLOREWILSONVILLE.COM AND SOCIAL MEDIA CHANNELS

ADVANCE SAVINGS



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

[LEARN MORE](#)

FALL GETAWAY



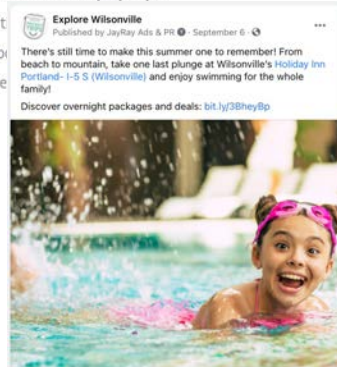
Book now to enjoy exclusive savings on your next visit. Stay longer and save more. Three nights required.

[LEARN MORE](#)

GOVERNMENT RATE



As a government employee you are entitled to special rates. Book your stay now to take advantage of your rate.



WE'RE ALWAYS LOOKING FOR TRAVEL PACKAGES!

An ideal package includes an overnight stay and an experience, such as:

- Overnight stay + tasting at Vanguard Brewing
- Overnight stay + nearby winery package
- Overnight stay + dinner or shopping credit

Includes promotion on social media and ExploreWilsonville.com.

If you're willing to collaborate in a package promotion, please email Bridget at bbaeth@jayray.com for details





JAYRAY A PLACE TO THINK




Branding | Advertising | Strategic Communications

THANK YOU!

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Item 3.