



TOURISM PROMOTION COMMITTEE AGENDA

May 01, 2024 at 1:00 PM

Wilsonville City Hall & Zoom: <https://zoom.us/webinar/81618970997>

PARTICIPANTS MAY ATTEND THE MEETING AT:

City Hall, 29799 SW Town Center Loop East, Wilsonville, Oregon

Zoom: <https://zoom.us/webinar/81618970997>

TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Administration:

TPC@ci.wilsonville.or.us

Individuals may submit comments by 12:00 PM on the day before the meeting date via email to the address above, or may mail written comments to:

Administration - Wilsonville City Hall
29799 SW Town Center Loop East, Wilsonville, OR 97070

CALL TO ORDER

1. Roll Call

CONSENT AGENDA

2. [Tourism Meeting Minutes 2/28/24](#)

COMMITTEE BUSINESS

3. [1/5 Year Plan](#)

MARKETING UPDATES

4. JayRay Marketing Updates

TOURISM PROMOTION PROGRAM

5. Tourism Development Strategy Project

CITY UPDATES

COMMITTEE MEMBER UPDATES

Tourism Promotion Committee
May 01, 2024

ADJOURN

NEXT MEETING

Weekday, September 11, 2024 @ 9:00 am

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 the Assistant to the City Manager at 503-570-1503 or TPC@ci.wilsonville.or.us: assistive listening devices (ALD), sign language interpreter, and/or 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.



TOURISM PROMOTION COMMITTEE MINUTES

February 28, 2024 at 1:00 PM

CALL TO ORDER

1. **ROLL CALL**

PRESENT

Chair Brandon Roben
Councilor Caroline Berry
Member Elaine Owen
Member Jennifer Gage
Member Lin Anderson
Member Sungmin Park
Ex Officio Brian Stevenson

ABSENT

Vice-Chair Rohit Sharma
Lynn Sanders

STAFF

Mark Ottenad
Zoe Mombert
Brian Stevenson

GUEST

Matthew Landkamer, Whereabout Travel
Greg Netzer, Whereabout Travel
Bridget Baeth, JayRay
Cara Sjogren, JayRay
Jen Willey, JayRay

CONSENT AGENDA

2. **Tourism Committee Minutes – November 9, 2023** – Jennifer Gage made a motion to approve the November 9, 2023 Minutes. Lin Anderson seconded the motion. Motion passed.
3. **Tourism Committee Minutes – November 29, 2023** – Jennifer Gage made a motion to approve the November 29, 2023 Minutes. Lin Anderson seconded the motion. Motion passed.

COMMITTEE BUSINESS

4. 1/5 Year Plan

Staff shared the proposed one year implementation plan, five year action plan with the committee. The document is developed annually. This year, the action plan is omitted since the committee is in the process of updating the tourism promotion strategy. Jennifer Gage expanded on the accomplishments and confirmed the Five-Year Plan did not include those accomplishments because they are working on new strategy. There were no concerns. The final plan will be brought to the committee for final review and recommendation to City Council in May.

Bridget Baeth from JayRay discussed the work that was accomplished over the past year. The annual plan (discussed below) will be included in the 1/5 year plan that is reviewed in May.

TOURISM PROMOTION & DESTINATION MARKETING UPDATES

5. 2023 JAYRAY ACTIVITY SUMMARY

JANUARY-MARCH

- Cozy season geolocation campaign ran January-February
- Attended Oregon Destination Association Conference
- Finalized new logo
- Developed and distributed spring media pitch

APRIL-JUNE

- Ran spring blog ad on social media March 1-May 31
- Developed summer blog and media pitches
- Travel Oregon Visitor Guide ad through Oregon Mt. Hood Territory Co-Op
- Created teaser brochure
- Secured Portland Mom Collective article
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism
- Conference with refreshed media fact sheet

JULY-SEPTEMBER

- Launched visual identity
- Launched new website
- Ran summer blog ad on social media June 1-August 31
- Developed and distributed fall media pitch

OCTOBER-DECEMBER

- Coordinated photo/video shoot
- Launched winter geolocation marketing campaign with new videos
- Refreshed winter blog and developed media pitch

ONGOING

Website management and hosting, social media management, STR and geolocation data analysis

6. **JAYRAY MARKETING UPDATE**

- Overview of annual marketing work
- New logo/website
- Media pitches in spring & fall
- Geolocation overview
 - California market grew
- Photo-worthy experience - top performer (links to be emailed to the committee since they were not playing correctly during the meeting.)
- Previewed videos and reels
- Current - video ad and retargeting past visitors
- Video – Pacific Northwest (PNW) Adventures ad. Highly targeted. It’s hard to say why they performed so well. Will have info by mid-March

TOURISM PROMOTION PROGRAM

7. **Tourism Development Strategy Project**

- Overview of approach
 - Survey is going on now
 - Looking to visit in early summer
 - Goals and what gets us there/measurements
 - Send link to committee

CITY UPDATES

- RFP to go out to study for non-materialized at Boones Ferry Park
- Korean War Memorial - end of March installation
- June 29 event Korean War Commemoration and Grand Opening
- Boones Ferry - bathroom and accessible park
- Stein Boozer Barn - open house coming up this spring
- Memorial Park skate park mural

City working with ODOT on:

- Boone Bridge – seismically resilient
- French Prairie Bridget - bike and pedestrian facility
- Greater funding available
- Could join Ice Age Scenic to Scenic Byway
- I-5 pedestrian bridge - Grant request to fund.

COMMITTEE MEMBER UPDATES

- Elaine Owen noted that a new pastry chef was hired at Lady Hill Winery and the Oregon ballet to open at the winery
- 95th Avenue (construction February - August)
- Vanguard open during Hillman and Boones Ferry
- Oaks Park is working on changing age requirement for amusement ride operators from age 18 to age 16 (this will help with staffing). Should be adopted April 11.

ADJOURN

Meeting adjourned at 2:15 pm

NEXT MEETING

Wednesday, May 1, 2024 at 1:00pm



FY 2024/25 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy

DRAFT May 1, 2024

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Attachment:

- 1. JayRay 2023 Annual Report



A. Introduction

The Wilsonville Tourism Promotion Committee met on May 1, 2024, and recommended for adoption to the City Council the ninth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2024/25. 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 2023/24 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:

- **Lin Anderson:** Owner of Vanguard Brewing, Wilsonville. Appointed in May 2022 to fill Brian Everest’s unexpired term in Position No. 6 ending June 30, 2024 following his resignation.
- **Jennifer Gage:** Former General Manager of Abella Italian Kitchen restaurant, Wilsonville; appointed to Position No. 5 in July 2021 to full three-year term ending June 30, 2024.
- **Elaine Owen:** Owner of Lady Hill Winery, St. Paul, was reappointed to Position No. 3 in July 2023 to a term ending June 30, 2026.
- **Sungmin Park:** Owner of the Holiday Inn Hotel & Convention Center Portland South/Wilsonville; appointed in July 2023 to Position No. 7 with term ending June 30, 2026.
- **Brandon Roben, Chair:** CEO of Oaks Amusement Park, Portland; reappointed in July 2022 to Position No. 2 with a term ending June 30, 2025.
- **Lynn Sanders:** Former Marketing Director for Saint Louis Galleria shopping center appointed mid-term to Position No. 4 in on January 2024 with a term ending June 30, 2026
- **Rohit Sharma, Vice-Chair:** Owner, RR Hotels Portland, LLC, including Hilton Garden Inn, Wilsonville; reappointed in July 2022 to Position No.1 with term ending June 30, 2025.

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:** City Councilor Caroline Berry was appointed January 2023, replacing prior City Council liaison Charlotte Lehan, who serves as the City Council liaison to the committee since 2014.

C. Committee Meetings

The committee met on five occasions in FY 2023/24, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 6, November 9, November 29, 2023, and February 28, and May 1, 2024.

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).
1.7	Initiate ongoing partnership and relationship-building programs.
2.1	Develop a destination branding strategy for Wilsonville.
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 2023/24

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 3047 on May 15, 2023.

Following is an accounting of accomplishments achieved towards meeting FY 23/24 objectives.

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

In July 2023, Mayor Fitzgerald reappointed with Council consent Elaine Owen to Position No. 3 and appointed with Council consent Sungmin Park to Position No. 7. In January 2024, Mayor Fitzgerald appointed with Council consent Lynn Sanders to Position No. 4.

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

Brandon Roben, was elected Chair and Rohit Sharma, was elected Vice Chair during the first meeting of the new fiscal year in September 2023.

- **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 stay in "the heart of it all" The posts have promoted the updated itineraries, Parks and Recreation programming, local businesses and area attractions. 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.

Additionally, the committee worked with JayRay to refresh the "Explore Wilsonville" visual identity. Following the update all print and electronic materials were revised with the new brand. JayRay spent three days in Wilsonville during the fall to capture post covid photography and videography to create short advertisements to be used in future online posts and campaigns.

- **Geolocation Data.**

The Tourism Promotion and Destination Marketing Consultant has continued to work with geolocation sub-consultant Datafy to focus on key areas including liquid tourism and shopping since these activities seem to be popular among overnight visitors. The data has been used to target marketing efforts. The data will continue to be evaluated and used to continue to improve our marketing efforts in FY 24/245.

- **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. Seasonal blog posts and itineraries were also added to the website.

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

The itineraries continue to be promoted on the ExploreWilsonville.com website. JayRay has created new seasonal itineraries to help visitors plan their visit in advance. JayRay has continued to focus on increasing the social media posts and growing the number of social media followers. Reels were used as a way to increase social media engagement.

One social-media Influencer visited Wilsonville in FY 23/24 and an increase in website traffic was directly linked to the visit. Influencers were 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 location for family fun, outdoor adventures and foodies alike.

- **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, and researched additional brochure-placement programs, including all official State of Oregon Travel Oregon visitor information centers, including at Portland International Airport (PDX).

- **March 2024 Governor’s Conference on Tourism in Salem**

City tourism staff and principles of the Tourism Promotion and Destination Marketing Consultant and the Tourism Development Strategy Consultant attended the annual Travel Oregon tourism conference in Salem. The event highlighted how destinations can be more attractive, inclusive, and better accommodate visitors with limitations (physical, developmental, etc.) or who are of a minority ethnic group.

- **Committee starts Tourism Destination Strategy Update Project**

The committee developed a scope of work for the first half of the Tourism Development Strategy update before publishing a request for proposals in September 7, 2023. The committee received three proposals by the October 27, 2023, deadline. The committee reviewed the proposals at their November 9, 2023, meeting and interviewed two finalists on November 29, 2023. The Committee selected Whereabouts to prepare the strategy. The firm’s knowledge of the knowledge of the local tourism industry and work experience with our partners made them an excellent choice for this project. The contract was complete and preliminary work began on the project in January 2024. Whereabouts has started their research including interviews, surveys, and reviewing existing materials. Whereabouts will visit Wilsonville in June to get a better understanding of the visitor experience.

F. Five-Year Action Plan for Tourism Development: FY2024/25 – FY2028/29

Since the committee is working with the Tourism Development Strategy contractor to update the guiding ‘master plan’ Strategy, creating a five-year plan at this time is inappropriate. A five-year action plan was not developed since the committee is currently working on an updated Tourism Development Strategy which will set future priorities and work plans.

However, the committee developed and recommended on April 5, 2023, to City Council adoption of the FY24/25 the Annual One-Year Implementation Plan.

G. Annual One-Year Implementation Plan: FY24/25, July 2024 – June 2025

The ninth, rolling one-year implementation plan seeks to focus on updating the Tourism Development Strategy. Next fiscal year’s work plan is segmented into two main sections since the committee will not be implementing the previous strategy:

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.
- **Marketing Plans:** Work with staff and consultant to draft for City Council adoption an Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY24/25. The full, complete FY24/25 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant.

2. Complete Update of the ‘Explore Wilsonville’ Tourism Development Strategy:

The Tourism Development Strategy that guides the work of the Tourism Promotion Committee is now 10 years old, having been researched and developed during 2013 and adopted by City Council in May 2014. Considerable changes in both the tourism market over time and vast improvement in the City’s destination-marketing efforts require that the City update the Strategy.

The Strategy was split over two fiscal years at \$50,000 per year, for a total budget amount of \$100,000. The second half of the work will be conducted in FY 24/25 with a final product approved for recommendation by the Committee to the City Council for adoption, tentatively November 2024.

• **The proposed Tourism Promotion budget for FY24/25:**

Tourism Promotion and Destination Marketing Contract\$ 200,000

Expenses are estimated based on the following itemization Marketing: \$88,310

- Geolocation data and marketing campaigns
- Geofencing
- Art and Creative Design
- Ad Design
- Advertising allowance
- Brochure printing and distribution with Certified Folders
- Special project ((Destination Marketing Strategic Plan)
- Public Relations: \$30,934
 - Editorial calendar
 - Media pitching and follow up (quarterly)
 - Cision® media database subscription
 - Micro-influencer/ travel blogger marketing
 - Media hosting allowance
- Management: \$29,940
 - Manage program
 - STR® subscription

- Memberships (Travel Oregon, Oregon Destination Association, Travel Portland)
 - Monthly dashboard of KPIs
 - Quarterly reports (fiscal year)
 - Annual report (calendar year)
 - Tourism Promotion Committee meetings (quarterly, virtual)
 - Conference attendance at ODA or Oregon Governor’s Conference on Tourism
 - Social Media: \$25,496
 - Manage Facebook, Instagram and Pinterest
 - Write copy and curate content for 3-5 posts per week
 - Community engagement
 - Boosted posts
 - Website: \$25,320
 - Manage and host website
 - Plug-in/software subscriptions
 - Refresh content, events, hero images
 - Develop campaign landing pages for marketing campaigns
 - Quarterly blog
 - Tourism Development Strategy Update (Year 2 of 2).....\$ 50,000
- TOTAL Tourism Promotion Budget FY2024-25\$ 250,000

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2024.

The FY 24/25 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.

2023 ANNUAL REPORT

Jan. 1-Dec. 31, 2023



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2023 ACTIVITY SUMMARY

ONGOING

- Website management and hosting, social media management, STR and geolocation data analysis

JANUARY-MARCH

- Cozy season geolocation campaign ran January-February
- Attended ODA conference
- Finalized new logo
- Developed and distributed spring media pitch

APRIL-JUNE

- Ran spring blog ad on social media March 1-May 31
- Developed summer blog and media pitches
- Travel Oregon Visitor Guide ad through OMHT co-op
- Created teaser brochure
- Secured Portland Mom Collective article
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism Conference with refreshed media fact sheet

JULY-SEPTEMBER

- Launched visual identity
- Launched new website
- Ran summer blog ad on social media June 1-August 31
- Developed and distributed fall media pitch

OCTOBER-DECEMBER

- Coordinated photo/video shoot
- Launched winter geolocation marketing campaign with new videos
- Refreshed winter blog and developed media pitch

DASHBOARD

ANNUAL RESULTS CY 2023

January-December 2023

PR budget reduced for video and photo content

Metrics	2023 Results	2022 Results	YOY % Change
Influenced articles (number of articles earned)	11	4	+175%
New website users	20,956	18,243	+15%
Social media reach (Facebook, Instagram, Pinterest)	246,246	160,466	+53%
Social media followers (Facebook, Instagram)	2,722	2,485	+10%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	5,649	4,382	+29%





WEBSITE

2023 Highlights

WEBSITE OVERVIEW

- Launched refreshed website on July 31, 2023
- Added 24 articles to the [media room](#)
- Ongoing event maintenance: 374 events added
- New users increased YOY 15%
- Total users increased YOY 12%
- Page views increased YOY 49%



EVENTS

Management sample: not an exhaustive list

Item 3.



EVENTS

Management sample: not an exhaustive list

Item 3.

AURORA COLONY VINEYARDS PRESENTS
• DINNER & CONCERT •
2024
NEW YEAR'S EVE PARTY
SUN, DEC 31 | 6-9 PM
• AURORA COLONY VINEYARDS •
21336 OAK LAKE ME, AURORA, OR 97003
LIVE MUSIC BY THE HIGHWATER JOHNNY BAND
DINNER & A GLASS OF WINE
TICKETS \$65
WINE CLUB MEMBERS \$50

First Thursday NIGHT MARKET
Downtown Canby

Winter Fair & Holiday Market
DECEMBER 1-23
5PM-9PM
TICKETS ON SALE SOON!!

Aurora Wine & Chocolate Walk!
Local Wines
Hand Made Chocolate
Multiple Locations
All for a Good Cause!
www.winesandchocolate.com

PUMPKIN PATCH
EVERY WEEKEND IN OCTOBER
DELICIOUS TREATS
WINE & CIDER TASTINGS
Hay Fort
KIDS CRAFTS (SUNDAYS 12-3PM)

LAST CHANCE Holiday MARKET
DEC 16TH 10 AM-4 PM
SANTA MAKERS FOOD DRINKS
Triskelee Farm
29700 SW MOUNTAIN RD WEST LINN
Curt Raffle

Hunt for the Holiday Symbols
12/4-12/15
Clubs in each area's location will be posted on Wilsonville Parks and Rec. Facebook and Instagram

Hollywood Night ADULT PROM
SATURDAY, OCTOBER 14, 2023
IN THE 4-H HALL 7PM TO 11PM

Wilsonville HARVEST FESTIVAL
Saturday, October 21 | Stein-Bossier Barn | 10 am - 1 pm
Live Music
Pumpkins
Face Painting
Donut Truck
Custom Parade
Horse & Carriage

LEE FARMS TUALATIN, OR
Winter Festival
2 WEEKENDS ONLY!
NOVEMBER 24TH-26TH
DECEMBER 1ST-3RD
10AM-4PM
ACTIVITIES \$15/PARTICIPANT:
MEGA SLIDE
HAYMAZES
BOUNCE PILLOW
BARREL WAGON RIDES
FOOD AND BAR
BAKERY
COOKIE HITS
FARM ANIMALS
HOLIDAY GIFT SHOP
REAL TREE FARM
CHRISTMAS TREES FOR SALE
WREATHS AND CENTERPIECES
KIDS CRAFTS



AURORA COLONY Vineyards & Winery
Friday Dinner & Concert Series

SHOP SMALL
NOVEMBER 25th
Small Business Saturday
Come support your favorite shops, restaurants, and specialty service providers in Aurora, OR.

LIVE MUSIC @ LADY HILL
October 2023

WEBSITE ANALYTICS

2023 CALENDAR YEAR WITH YOY CHANGE

2023 January-December

Metrics	2023												2023 Total	2022 Total	2023 % Change
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec			
New Users	1,700	1,525	1,191	1,520	1,219	1,571	2,235	2,422	1,822	1,805	1,726	2,220	20,956	18,243	+15%
Users	1,737	1,552	1,214	1,546	1,252	1,594	2,320	2,466	1,874	1,849	1,765	2,259	21,428	19,071	+12%
Page Views	3,424	2,726	2,564	3,240	2,891	3,133	10,337	15,646	5,606	7,183	4,699	7,845	69,294	46,486	+49%

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

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



WEBSITE MOST POPULAR PAGES

Item 3.

2023 MOST POPULAR PAGES

1. (not set) *
2. Explore Wilsonville, Oregon
3. Homepage
4. Wind Down This Winter in Wilsonville
5. Itineraries

* “Not set” can occur when users click on a page and then leave the tab open longer than 30 minutes OR when the link is set up to track through a different Google Analytics account. It is likely the landing page here is the “itineraries page” and the arrival source is the winter geolocation campaign link.

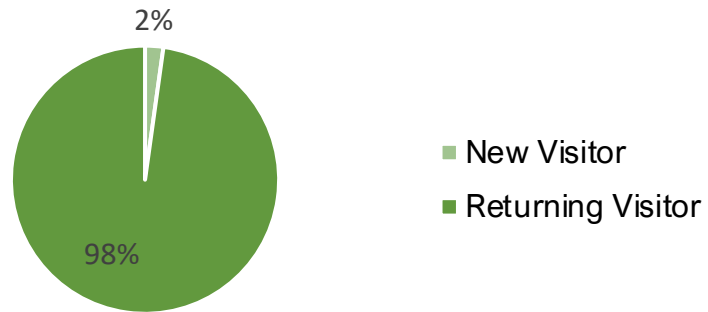
2022 MOST POPULAR PAGES

1. Homepage
2. Wind Down This Winter in Wilsonville
3. Restaurants & Dining
4. Wine Country Trip
5. Shopping Trip

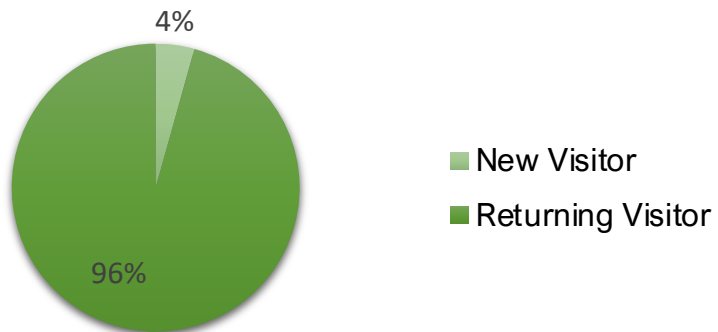


WEBSITE ANALYTICS: VISITORS

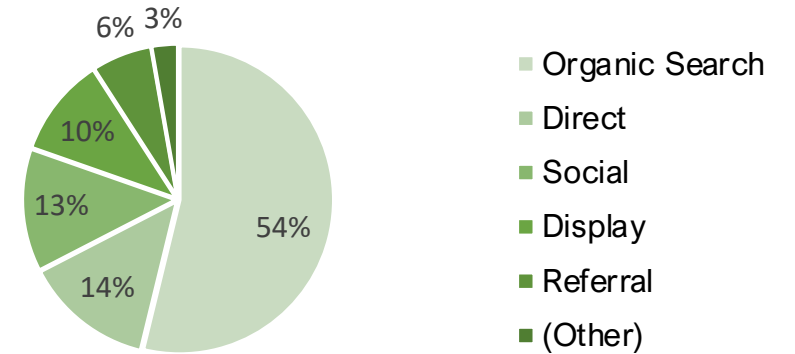
VISITOR TYPE 2023



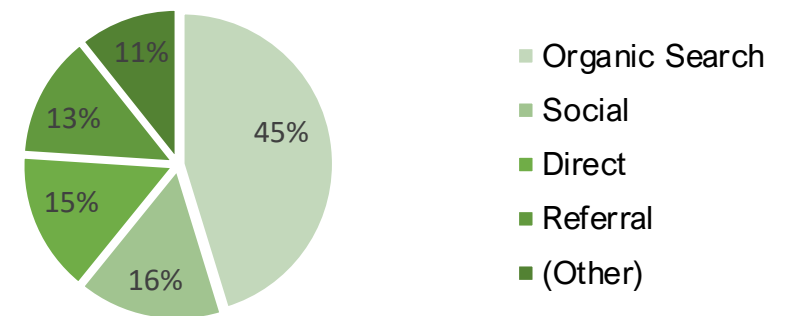
VISITOR TYPE 2022



TOP SOURCES 2023



TOP SOURCES 2022



*other indicates traffic sources that do not fall into other categories.
**color code reflects traffic rank (ex. green is second place), not coded by channel.





SOCIAL MEDIA REPORT

2023 Highlights

SOCIAL MEDIA OVERVIEW

Item 3.

- 246,246 total reach (FB, IG, & Pinterest) during 2023
- Added 237 followers (FB & IG) during 2023
- Combined engagement is up 20% YOY
- Combined total reach is up 53% YOY
- Combined engagements is up 29% YOY



2023 COMBINED SOCIAL MEDIA ANALYTICS

Item 3.

Combined Engagement* (Engagement %)														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	AVG	YOY Change
2023	2.87%	2.14%	2.38%	4.67%	4.09%	4.58%	5.44%	4.91%	4.38%	3.21%	3.97%	3.94%	3.88%	+20%
2022	3.66%	3.70%	3.61%	3.51%	3.55%	3.44%	3.25%	2.68%	5.28%	2.52%	1.77%	1.65%	3.22%	N/A

Combined Post Total Reach**														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2023	21,571	23,729	21,615	45,815	28,425	24,284	24,588	31,379	5,499	5,996	7,328	6,017	246,246	+53%
2022	4,289	8,011	14,971	17,199	18,043	9,455	12,113	10,561	4,744	18,596	21,238	21,246	160,466	N/A

Combined Total Engagements & Link Clicks														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2023	339	391	459	876	409	425	580	837	342	302	386	303	5,649	+29%
2022	366	662	342	406	339	262	473	326	296	326	297	287	4,382	N/A

*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



FACEBOOK ANALYTICS OVERVIEW

Item 3.

Facebook Engagement* (Engagement %)														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	AVG	YOY Change
2023	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	2.25%	-53%
2022	6.00%	6.48%	5.00%	3.54%	7.90%	3.55%	4.04%	3.99%	10.92%	3.46%	2.17%	1.21%	4.86%	N/A

Facebook Post Total Reach**														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	17,098	19,274	17,529	42,062	24,044	19,199	20,059	25,271	915	751	3,428	1,835	191,465	+87%
2022	564	4,349	5,821	8,803	12,808	6,512	8,012	6,712	1,419	14,729	16,166	16,088	101,983	N/A

Facebook Total Engagements & Link Clicks														
FACEBOOK	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	94	166	175	620	123	71	170	422	82	42	131	46	2,142	+50%
2022	92	299	229	47	217	83	167	56	91	65	41	38	1,425	N/A

*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

FACEBOOK FOLLOWER DEMOGRAPHICS

AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 45-54.

GENDER

Approximately 74% of Explore Wilsonville's Facebook content reached women, and 26% 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. Salem, OR
4. Eugene, OR
5. Vancouver, WA



FACEBOOK TOP CONTENT

JANUARY-MARCH

- January 25, 2023
- 29 likes, 2 comments, and 4 shares
- 1.2k accounts reached



Explore Wilsonville is with Aurora Vineyards in Wilsonville, OR. Published by Travis W. Roth · January 25, 2023 · Recently engaged? Plan the wedding of your dreams in Wilsonville! From gorgeous venues and cozy accommodations, to talented photographers and caterers, Wilsonville has everything you need for a fairytale wedding weekend. Plan your wedding: explorewilsonville.com/meetings-and-event-venues Joni Loraine Photography

APRIL-JUNE

- April 3, 2023
- 241 likes, 13 comments, and 15 shares
- 11.2k accounts reached



Explore Wilsonville is with Wooden Shoe Tulip Farm and Swan Island Dahlias in Wilsonville, OR. Published by Travis W. Roth · April 3, 2023 · They say April showers bring May flowers, but in Wilsonville the flowers are already blooming! From spring tulips and irises to summer dahlias, experience some of the most magnificent flower festivals in the country throughout the year. Find your flower festival: <http://explorewilsonville.com/tulp-and-flower-festivals>

JULY-SEPTEMBER

- August 7, 2023
- 217 likes, 16 comments, and 20 shares
- 9.1k accounts reached



Explore Wilsonville is with Swan Island Dahlias. Published by Travis W. Roth · August 7, 2023 · Bucket list flowers are in bloom! Now through the end of September at Swan Island Dahlias Festival, stroll through 50 acres of colorful blooms and enjoy food carts, live music and over 375 varieties of flowers. Plan your trip: <http://explorewilsonville.com/2023-annual-dahlia...> Swan Island Dahlias

OCTOBER-DECEMBER

- November 24, 2023
- 40 likes, 8 comments, and 2 shares
- 2.7k accounts reached



Explore Wilsonville Published by Travis W. Roth · November 24, 2023 · Turns out, Santa Claus has no shortage of connections when it comes to Christmas trees. From Scotch Pine to Fraser Fir, Kris Kringle's got you covered. Save this post for a handy guide to source your cedar, cypress and spruce in the Willamette Valley this holiday season. Yesteryear Farms - Pre-cut trees, garland and wreaths Frog Pond Farm - Trees, wreaths, Santa Claus and farm animals Lee Farms - Pre-cut trees, u-cut trees and farm store Windsong Christmas Trees - U-cut trees on Saturdays and Sundays Keep up with more holiday happenings at ExploreWilsonville.com/events

INSTAGRAM ANALYTICS OVERVIEW

Instagram Engagement* (Engagement %)														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	6.02%	+218%
2022	2.88%	2.23%	2.09%	1.96%	1.97%	1.70%	1.60%	1.60%	1.54%	1.46%	1.93%	1.75%	1.89%	N/A

Instagram Post Total Reach**														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	4,123	4,087	3,563	3,210	3,844	4,620	3,667	5,208	3,808	4,588	3,314	3,689	47,721	+.66%
2022	2,733	2,643	7,823	7,054	3,941	2,086	2,960	2,908	2,822	3,453	4,149	4,832	47,404	N/A

Instagram Average Number of Likes														
INSTAGRAM	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	12.5	14.3	14.8	16.7	16.4	20.31	21.7	21.3	12.86	11.9	14.54	15.54	16.07	+29%
2022	18.9	14.7	14.6	22.6	13.9	11.7	11.7	12.3	10.7	11.3	15.5	14.2	14.34	N/A

*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

INSTAGRAM FOLLOWER DEMOGRAPHICS

AGE RANGE

Most of Explore Wilsonville's Instagram content reaches people who are between 25-54 with people aged 35-44 being the top demographic.

GENDER

Approximately 77% of Explore Wilsonville's Instagram content reached women, and 23% reached men.

COUNTRY

A majority are from the United States, followed by Mexico.

CITIES

The top four cities outside of Wilsonville for Explore Wilsonville Instagram content are:

1. Wilsonville, OR
2. Portland, OR
3. Canby, OR
4. Sherwood, OR
5. West Linn, OR




INSTAGRAM TOP CONTENT

JANUARY-MARCH

- February 20, 2023
- 32 likes, 2 comments, 0 saves and 962 impressions
- 819 accounts reached




 explorewilsonville Wilsonville is full of sweet spots for sweethearts. Let spring in Wilsonville mark a new season in your relationship with these heartwarming picks.

#LinkinBio

APRIL-JUNE

- June 28, 2023
- 40 likes, 6 comments, 2 saves and 568 impressions
- 509 accounts reached



 explorewilsonville Cue the sparklers! 🇺🇸 July 4 is just around the corner, do Independence Day the Wilsonville way with festivities throughout the area.

- 🕒 10 a.m. – Parade, music and food at Sofia Park in Villebois neighborhood
- 🕒 9-30 p.m. – Second annual laser light show at Town Center Park
- 🎫 \$2 tickets to family movies at Regal Wilsonville for the first showing of the day
- 🎆 The final day of the @waterfrontblues in Portland ends with a fireworks extravaganza at 10 p.m. to close out the event.

#LinkinBio to explore more events in Wilsonville.



JULY-SEPTEMBER

- July 28, 2023
- 34 likes, 3 comments, 1 saves and 506 impressions
- 446 accounts reached



 explorewilsonville Summer is the season of abundance – just ask the next vendor you see at @wilsonvillefarmersmarket. There's a new harvest every week, and each one's better than the last. What will you bring home with your next farmers market haul? 🍅🍆🥕 Open every Thursday, now through September 29.


#LinkinBio to learn more!



OCTOBER-DECEMBER

- October 9, 2023
- 21 likes, 3 comments, 3 saves and 604 impressions
- 540 accounts reached



 Liked by auroracolonyvineyards and 20 others explorewilsonville Pumpkins are just the beginning of Wilsonville's farm-fresh bounty. Celebrate the season all month long with Instagram-worthy pumpkin patches as far as the eye can see. Save this post for a handy pocket guide to the most gorgeous gourds in Wilsonville.

- 
- 
- 
- 

#LinkinBio to find more of fall's best in Wilsonville.



View all 3 comments

frogpondfarmoregon Thanks for the feature! 🍂

leefarmssunflowers 🍂🍂🍂

October 9, 2023

PINTEREST ANALYTICS OVERVIEW

Item 3.

Pinterest Engagement* (Engagement %)														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Average	YOY Change
2023	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	3.37%	44%
2022	1.71%	3.27%	1.58%	2.31%	1.78%	1.63%	4.12%	2.45%	3.39%	2.65%	1.2%	1.98%	2.34%	N/A

Instagram Post Total Reach**														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	350	368	523	543	537	465	862	900	776	657	586	493	7,060	-36%
2022	992	1,019	1,327	1,342	1,294	857	1,141	941	531	414	923	326	11,107	N/A

Pinterest Total Engagements & Link Clicks														
PINTEREST	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nou	Dec	Total	YOY Change
2023	28	12	30	36	27	36	64	52	36	20	16	18	375	-18
2022	17	39	42	37	41	25	79	39	32	76	19	13	459	N/A

*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

PINTEREST AUDIENCE DEMOGRAPHICS

AGE RANGE

Most of Explore Wilsonville’s Pinterest content reaches people who are between 18-44 with people aged 25-34 being the top demographic.

GENDER

Approximately 68% of Explore Wilsonville’s Pinterest content reached women, and 16% reached men. 16% reached unspecified & custom.

CITIES

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

1. Portland, OR
2. Los Angeles, CA
3. Dallas-Ft. Worth, TX
4. Seattle-Tacoma, WA
5. Nashville, TN

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.

CATEGORIES AND INTERESTS

The most popular categories for this audience.

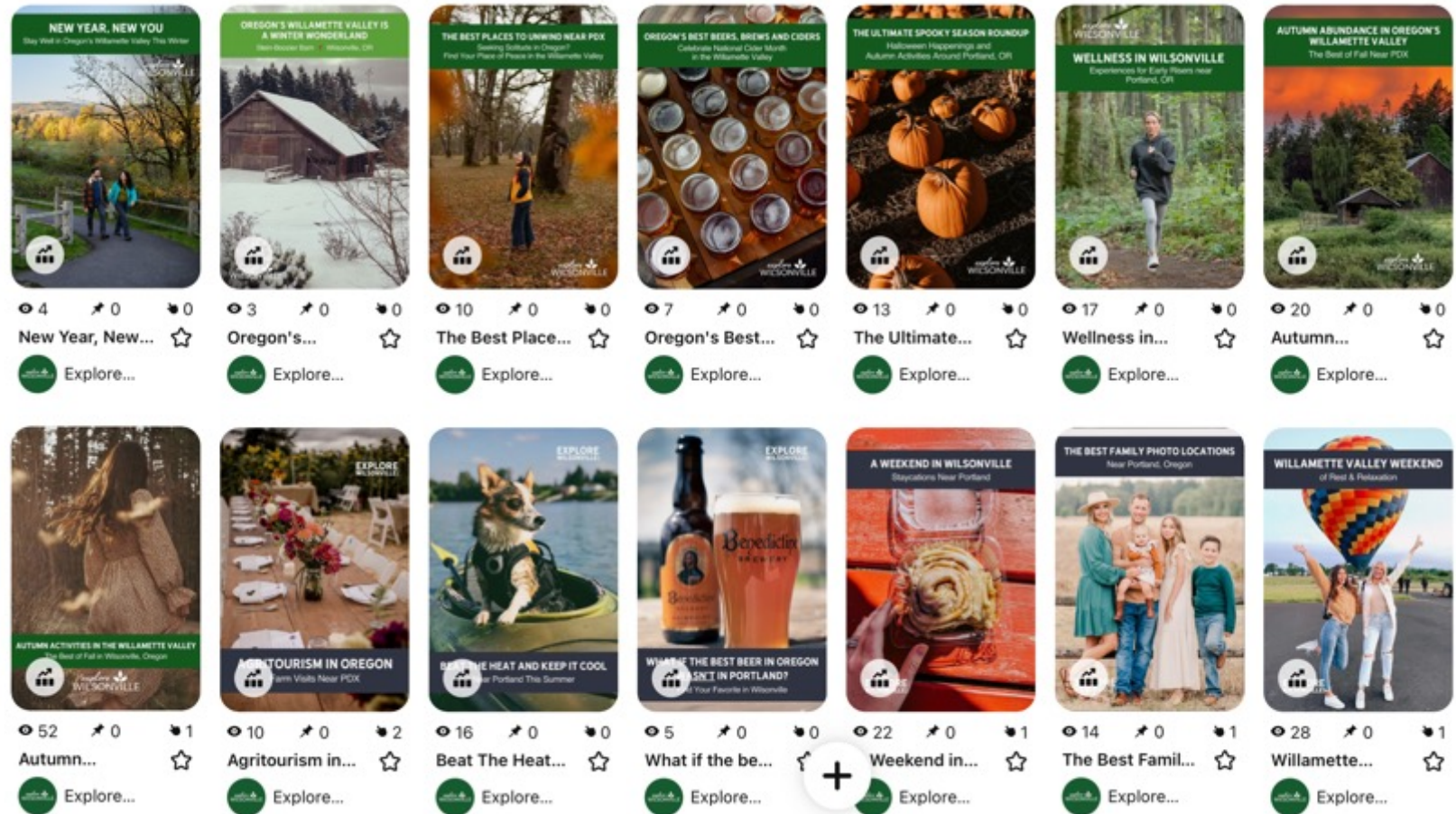
**Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity ↓ ⓘ	% of audience
finance	2.85x	12.4%
gardening	2.35x	62.0%
architecture	1.86x	65.7%
travel	1.73x	75.1%
wedding	1.69x	60.6%
animals	1.65x	41.9%
food and drinks	1.62x	86.4%
sport	1.51x	70.1%
health	1.48x	79.2%
vehicles	1.41x	18.9%
event planning	1.41x	81.7%
parenting	1.34x	45.1%
men's fashion	1.34x	28.8%
design	1.24x	88.9%

PINTEREST TOP BOARD*

Item 3.

- Explore Wilsonville, OR
 - 319 pins
 - 1,847 impressions
 - 72 engagements
 - 20 outbound link clicks
 - 55 pin clicks
 - 3 saves

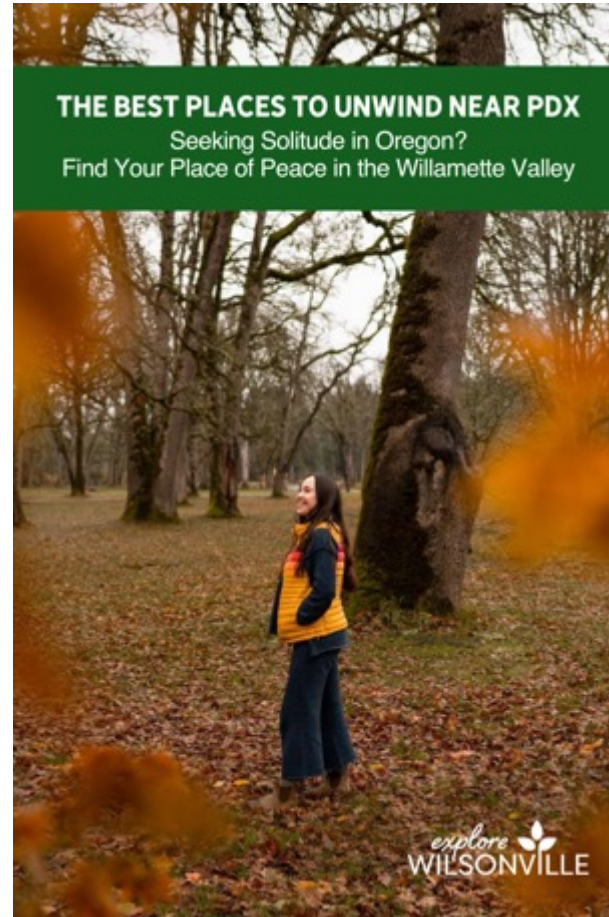
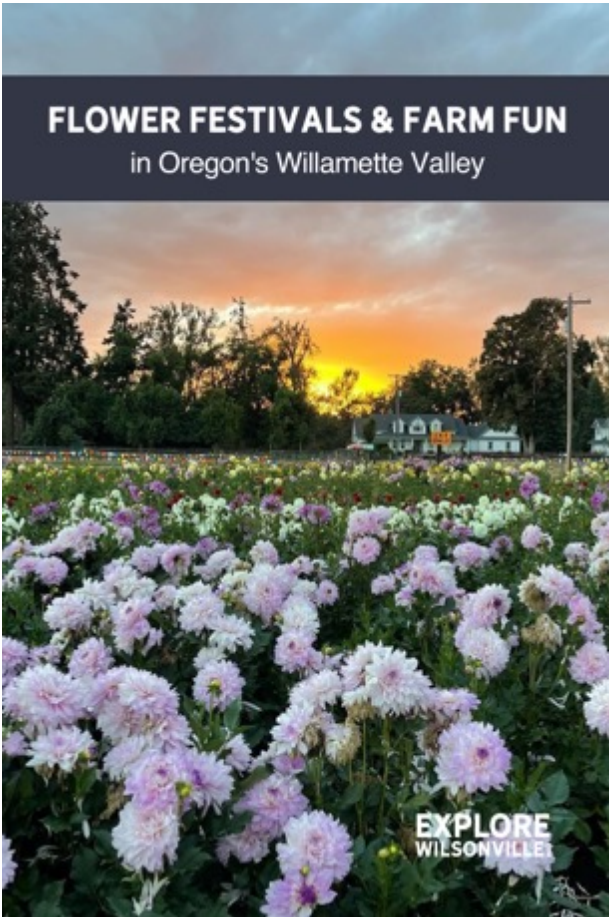


*Pinterest data can only be viewed up to six months past, data for top board represents data between 7/29/23-12/31/23



PINTEREST POST SAMPLES

Item 3.

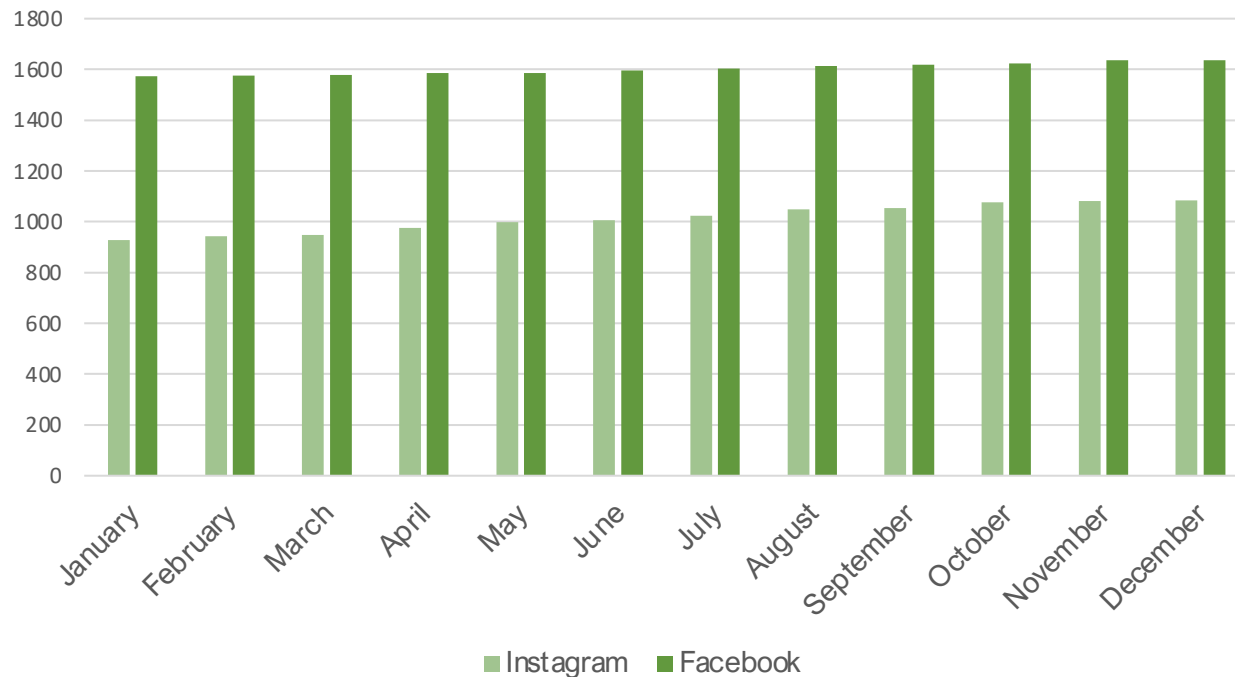


2023 SOCIAL MEDIA ANALYTICS OVERVIEW

Item 3.

FACEBOOK	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	2.86%	2.39%	2.84%	3.16%	1.79%	1.97%	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%	2.25%
Post Total Reach	17,098	19,274	17,529	42,062	24,044	19,199	20,059	25,271	915	751	3,428	1,835	191,465
Total Engagements & Link Clicks	94	166	175	620	123	71	170	422	82	42	131	46	2,142
INSTAGRAM	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	1.59%	1.71%	1.76%	7.77%	7.91%	8.04%	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%	6.02%
Average Number of Likes	12.5	14.3	14.8	16.7	16.4	20.31	21.7	21.3	12.86	11.9	14.54	15.54	16.07
Post Total Reach	4,123	4,087	3,563	3,210	3,844	4,620	3,667	5,208	3,808	4,588	3,314	3,689	47,721
Total Engagements & Link Clicks	217	216	254	210	259	318	346	363	224	240	239	239	3,125
PINTEREST	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	4.15%	2.31%	2.54%	3.08%	2.57%	3.73%	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%	3.37%
Post Total Reach	28	12	30	36	27	36	64	52	36	20	16	18	375
Total Engagements & Link Clicks	28	12	30	36	27	36	64	52	36	20	16	18	375

2023 SOCIAL MEDIA FOLLOWERS OVERVIEW



TOTAL FOLLOWERS: 2,722

- Instagram and Facebook growth are both steady with nearly 10% increase YOY
- Total followers 2022: 2,485

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





PR REPORT

2023 Highlights

PR OVERVIEW

Item 3.

- 11 influenced articles in CY 2023
- Added 24 articles to the [media room](#)
- Updated the winter, spring, summer and fall blogs and customized for media pitches
- Refreshed media fact sheet
- Hosted content partner: Rachel Jane Lloyd
- Attended PRSA Travel & Tourism Conference
- Continued PR monitoring



MEDIA COVERAGE SAMPLES

Item 3.

IN THE NEWS

The latest stories about Wilsonville.

2023

[PEARL BAKERY OPENS UP WILSONVILLE STOREFRONT – NOVEMBER 10, 2023 >](#)

[MAPLE BOURBON APPLE CIDER RECIPE FROM KITCHEN AT MIDDLEGROUND FARMS – OCTOBER 14, 2023 >](#)

[BLAZE A NEW TRAIL: EXPLORE WINERIES IN THE MOUNT HOOD TERRITORY – OCTOBER 4, 2023 >](#)

[‘FASHION EMPOWERS US’: PORTLAND FASHION WEEK MOVES TO WILSONVILLE – AUGUST 21, 2023 >](#)

[10 WOODBURN, OREGON HOTELS TO BOOK FOR A COZY FALL GETAWAY – AUGUST 16, 2023 >](#)

[DAHILIA FESTIVAL PRIMED TO AMAZE – AUGUST 14, 2023 >](#)

[10 CHEAP SMALL TOWNS THAT OFFER FAST WIFI & ARE GREAT FOR REMOTE WORK – AUGUST 6, 2023 >](#)

[WHERE TO FIND FULLY LOADED LOBSTER ROLLS IN PORTLAND AND BEYOND – AUGUST 4, 2023 >](#)

[PHOTOS: FLEETWOOD MAC TRIBUTE BAND TAKEN BY THE SKY PLAYS AT TOWN CENTER PARK – JULY 24, 2023 >](#)

[WILSONVILLE BREWFEST IS BACK WITH 18 LOCAL VENDORS – JULY 24, 2023 >](#)

[CANBY FERRY: CLACKAMAS COUNTY’S GATEWAY TO ADVENTURE – JULY 5, 2023 >](#)

[SIP THROUGH THE SUMMER AT VANGUARD POP-UP PUBS – JUNE 23, 2023 >](#)

[EXPLORING WILSONVILLE, OREGON: CHARMING GETAWAY FROM PORTLAND – JUNE 14, 2023 >](#)

[EXPERIENCE A DEN OF DELICIOUSNESS AT BLACK BEAR DINER – MAY 25, 2023 >](#)

[See Updated Media Room](#)



‘Blessed with a bounteous lineage’: Evergreen & Oak Trio at Lady Hill Winery

Mezzo-composer Lisa Neher, flutist Rose Bishop, and pianist Abbie Brewer performed a concert of “innovative yet beautiful” chamber music in Saint Paul.

OCTOBER 18, 2023 | LORIN WILKERSON

MUSIC



Evergreen & Oak Trio (L to R: Abbie Brewer, Lisa Neher, Rose Bishop) at Lady Hill Winery. Photo by Kristin Sterling.

We drove through a night under heavy autumn cloud, Kristin and I, out past the glowing towers of the city, and then the comforting, well-lit street mazes of the suburbs and exurbs were behind us. Down dark country roads, past pumpkin patches and old country stores shuttered for the night, we drove past the ghost town of Champoeg on our right in the hour just before it became pitch black. Rounding a corner on a dirt road we came upon a hall with windows both tall and broad, blazing with a warm light, the windows of a cupola shining like a light-house beacon, and from the welcoming hall, a woman’s voice lifted in song. It was a night where it felt good to come in out of the dark.

The [Lady Hill Winery](#) was a suitable—no, a perfect spot for an autumn concert. As Kristin took photos of the rehearsal before the concert, I enjoyed a fine glass



STATES CITIES

A Neighborhood Gathering Place Every Day Any Seat

VISIT ST

Posted in Oregon | Festivals April 02, 2023 by Catherine Armstrong updated on April 07, 2023

Explore 40 Acres Of Vibrant Blooms At The Wooden Shoe Tulip Festival In Oregon

Spring has sprung all over the Beaver State, and we love everything about it. Our favorite spring festival is coming up soon, and we’re already getting our cameras ready to capture the 40 acres of vibrant, beautiful tulips at the Wooden Shoe Tulip Festival. Check it out:

The fields at Wooden Shoe Tulip Farm are filling with brilliant blooms right now, and its annual festival will soon get underway.



MEDIA COVERAGE SAMPLES

Item 3.

PDX PARENT



SW 'Burbs: WILSONVILLE

Originally called Boone's Landing after a descendant of Daniel Boone, Wilsonville got a name change in 1880. The name hasn't been the only change in its history. Wilsonville has transformed from ferry site to port to train depot, and finally to the southernmost suburb in the Portland-metro area with a major freeway artery running right through its center.

Wilsonville families can easily access so many of the state's rural highlights: Willamette Valley wine country; farms that run the gamut of tulips to Christmas trees; the bikeable Ice Age Tonquin Trail; and more. And Niche.com ranks West Linn-Wilsonville as the No. 2 school district in the state. While residents are predominantly white (80% per the 2020 census), the city is growing more diverse with each passing year — and neighbors say that diversity is embraced.



play here

Plenty of suburban family fun awaits in Wilsonville. The city boasts one of our area's most spectacular splash pads at **Memorial Park**. **Memorial Park** also features a skatepark, soccer and baseball fields, a boat dock, picnic areas, sand volleyball, disc golf and pickleball areas, playgrounds, and more. Plus there's 50 acres of native forest to explore in the park — a perfect way to view wildlife. **Graham Oaks Nature Park** (pictured above) is another great spot for wildlife viewing — and much of the park is wheelchair-accessible. If your crew is looking for indoor excitement, there's also a **Bullwinkle's Family Fun Center** that features bowling, an arcade, mini golf, bumper boats and much more.

get around

- 30 Walk Score
- 55 Bike Score
- 26 Transit Score

SOURCE: MAP SCORE



eat here
Wilsonville resident Lauren Foltz says her 4-year-old daughter's favorite bakery is **Lux Sacre** (pictured left). "It's a family-owned business that has made just about every birthday cake for her, so this place and the owners are special to us," says Foltz. "It's a great breakfast and lunch place. I love their apple galette and tartines." The Foltz family also likes the kababs at **Dar Essalam**, a Moroccan restaurant, **Perfect Pizza** and **Oswego Grill**.

what neighbors say

Lauren Foltz and her family moved to Wilsonville from Northern California in 2017. "Wilsonville feels like home to us," she says. "The people here are friendly and it is a family-friendly town, which is one of the reasons why we were drawn to this town."

As a stay-at-home mom, she appreciates that there is always something for her to do with her 4-year-old and ways for her to connect with other parents. "We enjoy the concerts in the park, the summer farmers market, and the holiday events," Foltz says. "I love that Parks and Rec does an annual toy drive and senior stockings donation as a way to give back to the community each year." She also values the library's storytimes and visiting **Yesteryear Farm and Frog Pond Farm**.

Additionally, Foltz notes that living in Wilsonville allows her family to easily venture to other parts of the state. "Geographically, we love that we are close to the coast and the mountains, making it an excellent day trip or quick family weekend getaway," she says.

One downside of living in the commuter town is traffic. Luckily, Foltz's husband works from home and avoids a downtown commute. "I think we can all agree that traffic during commute hours is a bit much. One thing I appreciate is the option to use the **WEB Commuter Park**," says Foltz.

—Denise Castorlan



live here

\$679,900
Median home price

\$2,096
Median rent for a 2-bedroom apartment

SOURCE: REALTOR.COM AND ZIPCAR



PDX Parent Reader Favorites NOMINEES FOR 2023

Vote for your favorite family-focused people, places and spaces in the Portland-metro area. When your kid spikes a scarily high fever, kid-specific urgent cares can save the day. Vote for one of these nominees for favorite **Pediatric Urgent Care** — or fill in your favorite. Vote in all categories at pdxparent.com/vote.

NOMINEES:

- Brave Care
- Columbia Clinic Urgent Care
- Legacy Go-Health Urgent Care
- Shriners Hospital's Walk-in Fracture & Sports Injury Clinic
- ZoomCare

PORTLAND MOM COLLECTIVE

Portland Mom Collective

In + Around PDX | Travel + Adventure

The Nearby Tourist: The Whimsy of Wilsonville

By **Emily** - April 17, 2023

Facebook | Twitter | Pinterest | Reddit

In the quest to visit nearby towns with fresh eyes and a disruption to my everyday routine, I hit up Wilsonville. I stopped by once on my own, and then again with my whole family. We had more than enough to fill an entire day of discovery and exploration, and we will undoubtedly be back!

PUBLIC RELATIONS OVERVIEW

2023 RESULTS

PR budget reduced for video and photo content

2023													
Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Articles	8	11	11	17	13	15	21	33	12	18	20	7	186
Circulation	7,504,388	798,174	20,818,105	5,201,407	916,706	11,671,630	607,901	3,873,774	260,437	1,961,670	1,619,399	518,559	55,752,150
Number of Influenced Articles	1	0	1	1	0	1	0	0	0	1	4	2	11

Influenced articles are those that resulted from JayRay’s media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media effort from JayRay.



KXL FM (PORTLAND) INTERVIEW

- Mayor Fitzgerald was interviewed by morning show co-host Veronica Carter on March 9
- Aired two pieces (click the icons to listen):

March 10, Jobs in Wilsonville



March 23, Cities Around Portland, Explore Wilsonville



KXL has been a trusted source for local news, knowledge and information for over 87 years and is home to the national talk superstars – Lars Larson and Markley, Van Camp & Robbins.



CONTENT PARTNER: RACHEL JANE LLOYD

Item 3.

Explore Wilsonville contracted Rachel Jane Lloyd as a content partner to visit Wilsonville under a content partner agreement that allowed her to follow a pre-determined itinerary in exchange for an authentic review of the different points of interest in and around Wilsonville. Rachel is a travel blogger who focuses on food and travel in the Pacific Northwest.

OVERVIEW:

2-day itinerary: June 2-4

GOAL:

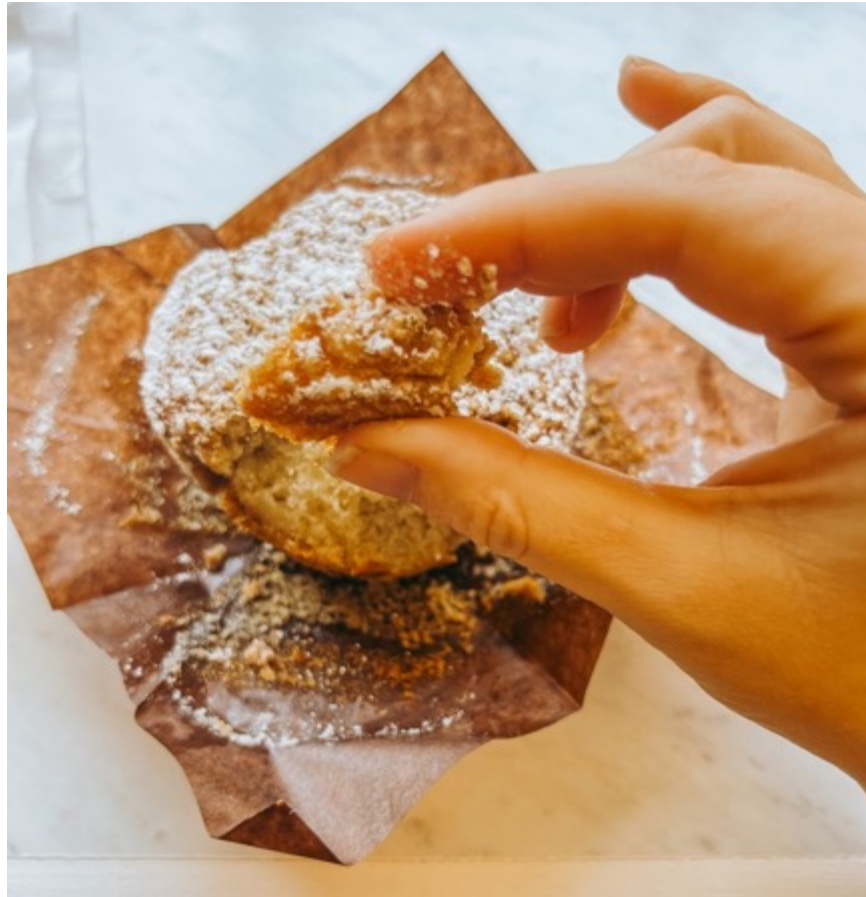
To inspire a trip to Wilsonville.
Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the content partner's followers.



ITINERARY

Item 3.

CONTENT PARTNER ITINERARY
www.racheljanemacauley.com



FRIDAY, JUNE 2, 2023		TIME	NOTES	COST
Afternoon	Hilton Garden Inn	4 p.m.	Confirm arrival and stipend via phone	Complimentary
Evening	Parkway Bar and Grille	6 p.m.	Dine-in dinner for two at Hotel	Complimentary
Optional ideas	Bullwinkle's	Misc.	Indoor games and drinks	Stipend
	McMenamins		Kid-friendly, drinks and desserts	Stipend
	Oswego Grill		Happy Hour 3 – 6 p.m. 9 p.m. – close	Stipend
	Breweries		Vanguard Brewery Ordnance Brewery	Stipend
Overnight	Hilton Garden Inn		Room for 2	Complimentary
SATURDAY, JUNE 3		TIME	NOTES	COST
Afternoon	Fir Point Farms	10 a.m.	Cinnamon rolls and Country Market	Stipend
Morning	Town Center Park	11 a.m.	Oregon Korean War Memorial, historic site	Free
Afternoon	Abella Italian Kitchen	Noon	Reservation under Rachel	Complimentary
Afternoon	Graham Oaks Nature Park	2 p.m.	Audio tour or walk	Free
Evening	FREE TIME			
SUNDAY, JUNE 4		TIME	NOTES	COST
Morning	Memorial Park	5 a.m.	Sunrise walk	Free
Afternoon	Hilton Garden Inn	11 a.m.	Check-out before noon	Complimentary
Afternoon	Lux Sucre	Noon	Lunch	Complimentary



CONTENT SAMPLE: BLOG

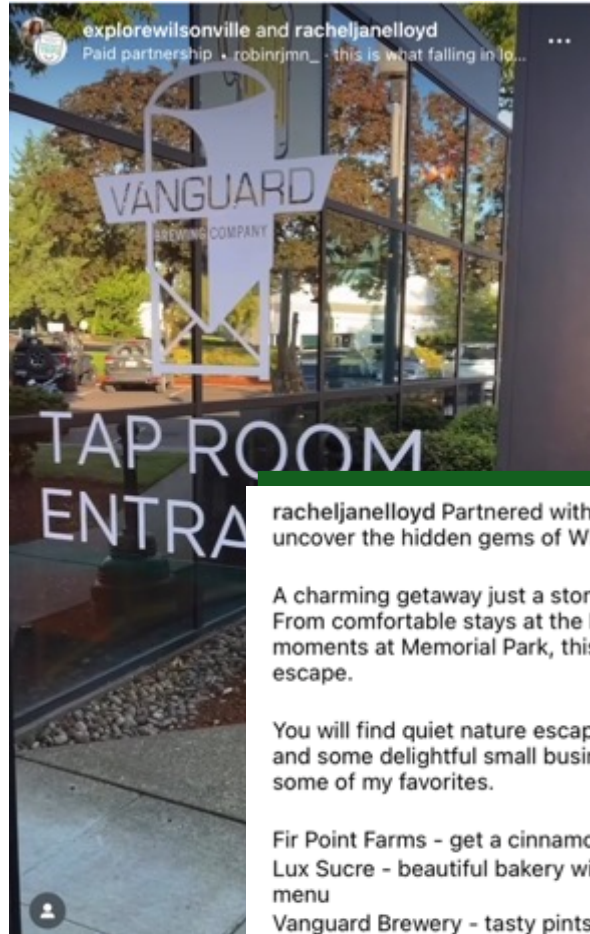


“ Wilsonville, Oregon, is a destination that offers a harmonious blend of natural beauty, delectable dining, and comfortable accommodations. From the tranquil Memorial Park to the flavorful experiences at Vanguard Brewery and Lux Sucre, every moment spent in Wilsonville is sure to leave a lasting impression.

Read full blog [here](#)



CONTENT SAMPLE: INSTAGRAM



racheljanelloyd Partnered with @ExploreWilsonville to uncover the hidden gems of Wilsonville, Oregon.

A charming getaway just a stone's throw from Portland. From comfortable stays at the Hilton Garden Inn to serene moments at Memorial Park, this little city offers a peaceful escape.

You will find quiet nature escapes, delicious food options, and some delightful small businesses to try. Here were some of my favorites.

Fir Point Farms - get a cinnamon roll!
Lux Sucre - beautiful bakery with full coffee bar and lunch menu
Vanguard Brewery - tasty pints and a fun outdoor patio

Watch reel [here](#)



racheljanelloyd still thinking about that cinnamon roll from Fir Point farms!

sharing a couple more snaps from my trip with @explorewilsonville in case you need any ideas for the weekend. 😎

TGIF y'all!





MARKETING

2023 Highlights

MARKETING OVERVIEW

- Managed geolocation data
- Ran 2022-23 Cozy Season winter geolocation campaign
- Launched 2023-24 Can You Picture It - winter geolocation campaign with new video
- Participated in OMHT Co-Op ad in 2023 Travel Oregon Visitor Guide
- Ran spring and summer blog ads on social media
- Boosted reel promoting the refreshed website
- Printed new brochure maps with annual distribution contract with Certified Folders in July
- Refreshed poster display at French Prairie Rest Area
- Conducted video/photoshoot



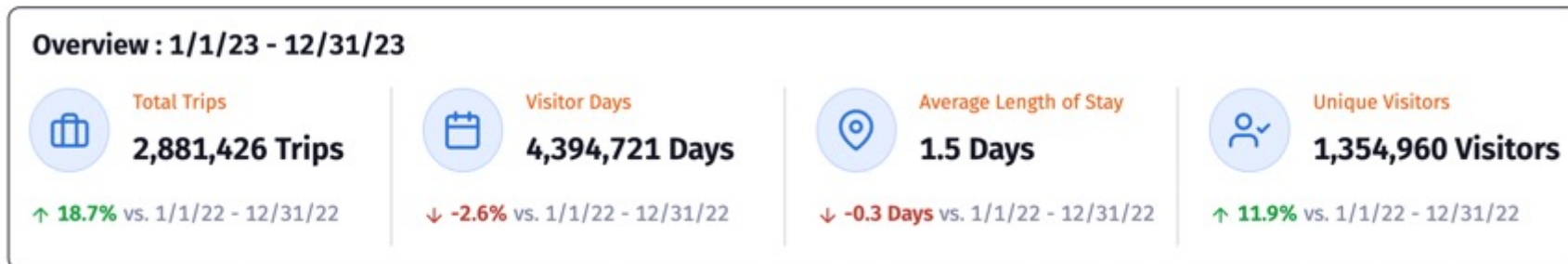
GEOLOCATION DATA SUMMARY

TAKEAWAYS

- Total trips in 2023 were up over 18% compared to 2022
- While more people took trips, they didn't stay as long in 2023 (total visitor days were down 2.6% and average length of stay was down by 0.3 days)
- Unique visitors increased 12% in 2023 compared to 2022

JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22



2023 GEOLOCATION DATA TOP MARKETS

TAKEAWAYS

- Most visitors continued to be from a drive market, but we're seeing growth in the fly-in markets
- California market grew substantially, with large visit increases from LA, Sacramento and San Francisco
- Opportunity to target drive and fly-in markets in future campaigns

JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
 POIs: All Included
 Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Top Markets

DMA	Share of Trips 1/1/2023 - 12/31/2023	Change in Share of Trips vs 1/1/2022 - 12/31/2022	% Change in Trips vs 1/1/2022 - 12/31/2022
Eugene	19.09%	- 3.9	↓ 1.3%
Seattle-Tacoma	17.92%	- 1.5	↑ 9.3%
Portland- OR	12.62%	- 3.4	↓ 6.3%
Medford-Klamat...	4.69%	- 0.6	↑ 4.6%
Los Angeles	4.22%	+ 0.7	↑ 43.1%
Yakima-Pasco-Rc...	3.52%	- 0.4	↑ 5.8%
Sacramnto-Stkto...	3.29%	+ 0.3	↑ 31.4%
Bend- OR	3.17%	- 0.4	↑ 5.5%

DMA	Share of Trips 1/1/2023 - 12/31/2023	Change in Share of Trips vs 1/1/2022 - 12/31/2022	% Change in Trips vs 1/1/2022 - 12/31/2022
Spokane	2.61%	- 0.1	↑ 12.3%
Phoenix -Prescott	2.53%	+ 0.6	↑ 53.9%
San Francisco-Oa...	2.3%	+ 0.3	↑ 38.0%
Boise	1.52%	- 0.1	↑ 9.5%
Salt Lake City	1.35%	+ 0.3	↑ 55.9%
Denver	1.09%	+ 0.4	↑ 77.5%
Dallas-Ft. Worth	1.02%	+ 0.3	↑ 66.1%
Honolulu	0.98%	0.0	↑ 15.6%



JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included

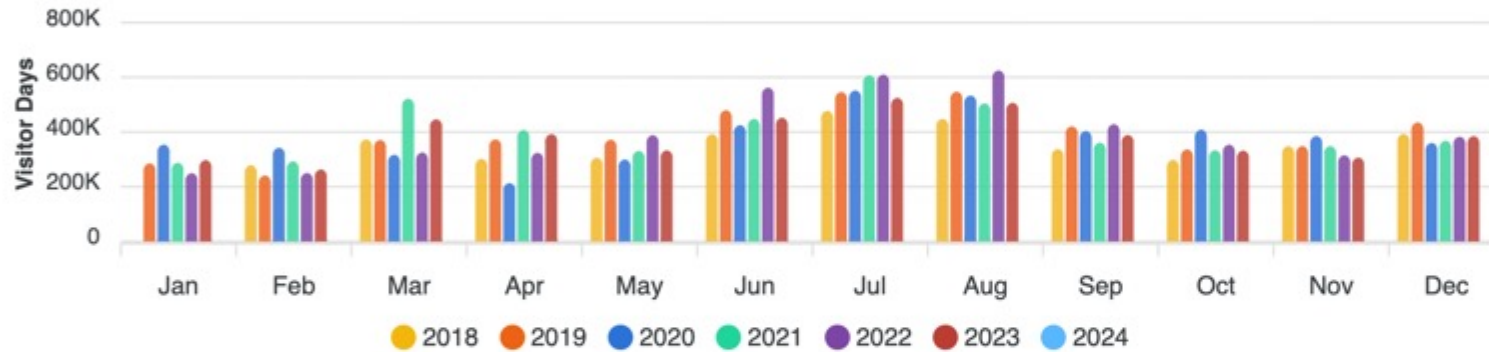
POIs: All Included

Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Item 3.

Monthly Volume by Visitor Days

All Main Dates vs Compare Dates



Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2018	0	279.4K	373.4K	302.5K	306.5K	392.5K	478.0K	448.5K	338.0K	299.1K	348.8K	393.4K
2019	286.1K	242.0K	371.2K	373.7K	372.6K	480.2K	546.7K	548.0K	421.3K	337.2K	349.1K	435.7K
2020	354.5K	343.2K	317.5K	213.9K	300.2K	425.7K	552.5K	533.9K	404.1K	409.3K	385.8K	360.7K
2021	288.2K	293.5K	522.5K	408.1K	331.6K	448.6K	607.8K	505.3K	361.5K	334.0K	349.1K	368.5K
2022	250.3K	251.0K	325.8K	324.6K	389.1K	562.7K	610.5K	625.7K	429.1K	354.3K	315.7K	383.2K
2023	298.1K	264.0K	447.2K	392.9K	333.7K	452.8K	525.6K	507.5K	389.7K	332.8K	307.3K	385.7K
2024	0	0	0	0	0	0	0	0	0	0	0	0

Visitor Days by Length of Stay



- 1 Day 62.9%
- 2 Days 10.3%
- 3 Days 6.42%
- 4 Days 4.83%
- 5 Days 4.29%
- 6+ Days 11.3%

In 2023, July had the highest visitation and most visitors stayed one day, followed by 6+ days.



JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

Item 3.

Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
POIs: All Included
Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Top Clusters

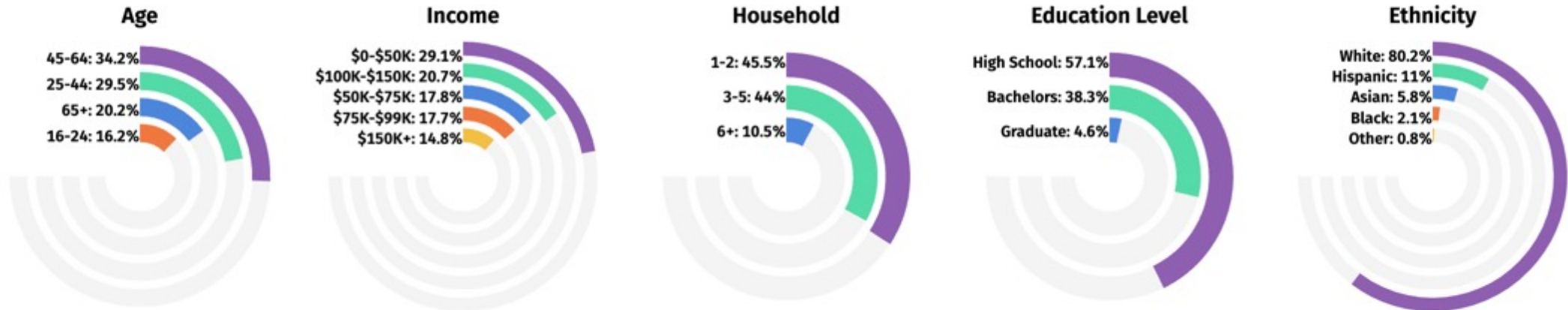
Cluster	Share of Trips 1/1/2023 - 12/31/2023	Percent Change in Trips vs 1/1/2022 - 12/31/2022
Wilsonville OR	54.57%	↑ 39.3%
Shopping	46.61%	↓ 18.4%
Attractions	13.94%	↓ 23.3%
Hotels	7.33%	↑ 7.8%
Outdoor Rec	6.44%	↑ 38.6%
Golf	1.43%	↑ 24.4%
Business Travel	1.24%	↑ 54.7%
Liquid Tourism	1.13%	↑ 11.1%

JayRay - Wilsonville Annual Report (Jan 1, 2023 - Dec 31, 2023) Geolocation Data

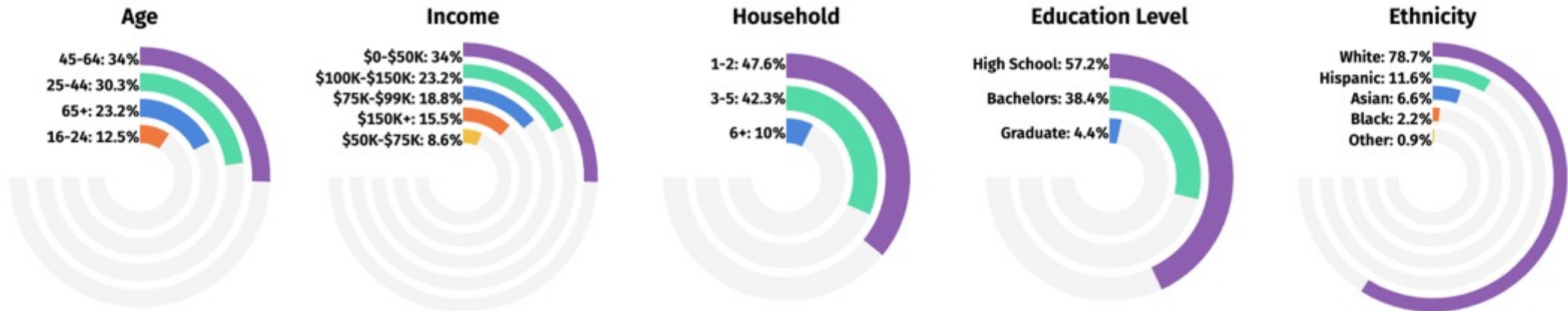
Global Filters In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included
 POIs: All Included
Dashboard Filters Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Item 3.

Top Demographics for 1/1/2023 - 12/31/2023



Top Demographics for 1/1/2022 - 12/31/2022



Galicia | © Datafy - All Rights Reserved



Census Demographics - Calculated using the Home Zip Code of the Unique Device, and then matching the zip code to the corresponding data from the US Census and American Community Survey (ACS).

Cluster - A grouping of POIs based on venue type, visit purpose, etc.

Home Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.

Household Level Demographics - Calculated based on a positive match between a device and a household with a demographic profile. For example, if a college student lives at home with a parent and visits an attraction, then the household profile would report the income, education levels, and age brackets of everyone in the household, including the parent. These are aggregated, weighted, and averaged across all the household members and all of the POIs visited and dates observed within the selected filters. Most of the values reported are at the household level, with a few exceptions that are device-level.

Point of Interest (POI) - A physical boundary drawn on a map and utilized to capture mobile device activity within the boundary.

Repeat vs One Time Visitors - A calculation of repeat Visitors based on observations of Unique Devices and Trips taken within the selected time frame. Once a Unique Device is observed a second time at any of the selected POIs across the date range in the filters, then that device is "flagged" as a repeat visitor. This analysis is dynamic and can span multiple years. For example, if a Visitor visits in March 2020, they would contribute to the yellow line in the chart if the date range covers March 2020. If that Visitor returns and visits again in September of 2021 and the date range in the filters spans March 2020 through September 2021, then that Visitor shifts from a one-time visitor, to a repeat visitor for all of the observations. Therefore, now this Visitor would contribute to the purple line in both March and September and any subsequent visits.

Trips - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Trip Length - The number of distinct trips to a destination by a Visitor or POI. Utilizes a combination of observation patterns, distance traveled, etc. For example, if a Visitor visits on Thursday through Sunday, that would be considered one single trip. If the visitor returns later that month, it would be counted as a second trip.

Unique Device - A unique mobile device determined by unique identifiers.

Unique Visitors - An estimate of the number of visitors to a given POI or Cluster of POIs that factors in logic for Trips. For example, if one visitor visited the same attraction three days in a row, they would count as three Visitor Days, but only one Unique Visitor. If that same visitor returned one month later and was observed at that same attraction for three more days in a row, then the cumulative results would be 6 Visitor Days, 2 Unique Visitors, and 2 Trips.

Visitor Days - An estimate of the number of Visitors to a given POI or Cluster of POIs based on our proprietary volume estimate methodology. The Visitor Days calculation uses Unique Device identifiers as a baseline, and a daily estimate is generated factoring in many points of data including year-over-year changes in mobile device data availability, device behavior, local factors, unique POI characteristics, etc. The daily estimate is added up for whichever date range is selected by the filters.

Zip Code vs Postal Zip Code - The inferred home zip code of observed devices. This is determined by a history of observations and patterns of behavior. Our database includes home zip codes for more than 200 million devices. Home Zip Codes are updated monthly based on the historical pattern of behavior, and our process is capable of determining when someone moves to a new zip code.



2022-23 COZY SEASON CAMPAIGN

OVERVIEW

Focus:

- Pairing cozy adventures and tastings that feature:
 - Liquid Tourism
 - Outdoors
 - General Wilsonville/Travel interest/Relaxation

Objectives:

- Generate lift in leisure travel
- Encourage visitors to base themselves in Wilsonville for travel & vacations

Measurements of Success:

- Destination Attribution: Wilsonville, OR POI, Liquid Tourism cluster, Outdoor cluster
- Hotel Attribution: Hotel cluster
- Advertising Engagement: Traditional Engagement metrics including Click Through Rate will be monitored to ensure traction in targeted audiences

Audience and Targeting:

- Re-engage past visitors to Willamette Valley Wine Country; Geoconquest Washington's Wine Country (Walla Walla, Tri-Cities wineries) from past 4 years who live 50+ miles away and have not been Willamette Valley
- Outdoor Recreation Audience; Wine audience
- Look-a-Likes of past visitors who live in Key Markets
- Target visitors to Salem, Tualatin, Oregon City and Newberg who have not stayed in Wilsonville the past 4 years

Creative:

- Prospect display (HTML-5)
- Retargeting display – to events calendar (HTML-5)

Campaign Timeframe:

- November 10, 2022 - February 28, 2023
- Geolocation ad budget: \$16,000



Past Visitor Data

FILTER Item 3.

Dates: 1/31/08 - 8/21/22

Clusters: Hotels, Outdoor Rec, Liquid Tourism

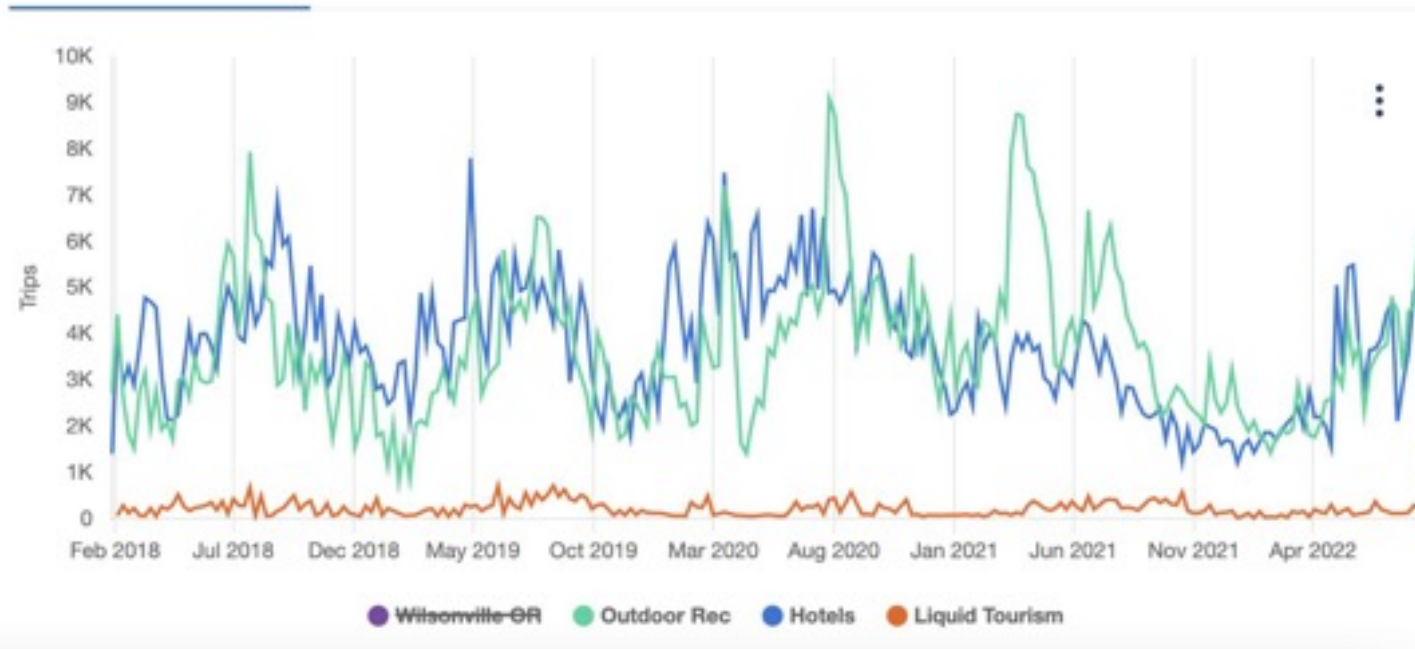
Geo: 50+ miles; In State, Out of State

Top Clusters

Cluster	Trips
Hotels	834,285
Outdoor Rec	638,275
Liquid Tourism	165,728

Weekly Trips by Cluster

Cluster Trend Year Over Year

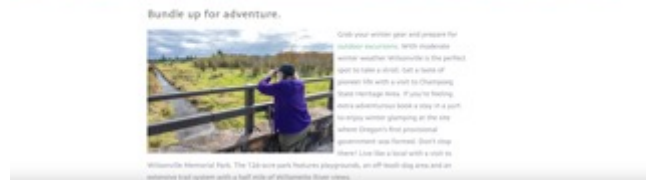
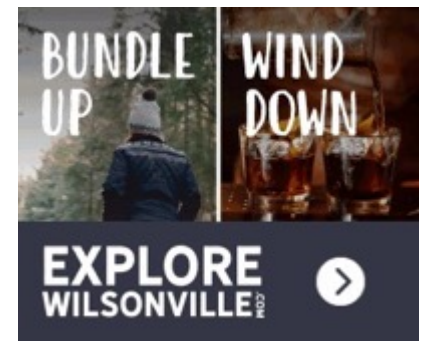
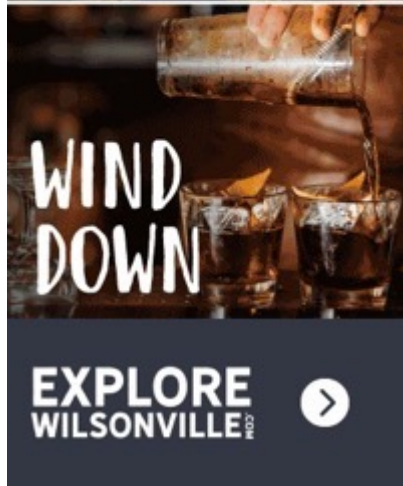


Top Markets

DMA	% of Trips
Seattle-Tacoma	14.18%
Eugene	13.64%
Portland- OR	10.07%
Sacramnto-Stkton-Modesto	5.32%
Medford-Klamath Falls	5.06%
Los Angeles	4.6%
Bend- OR	3.18%
Yakima-Pasco-RchInd-Knnwck	3.01%
Phoenix -Prescott	2.83%



COZY SEASON CAMPAIGN



Cozy up with cold weather comforts.

Find hygge in the little things. Bring a book and warm up in Wilsonville with a visit to one of the many cozy coffee shops in town. Delight in a morning cup o' joe from the Corner Coffee Shoppe. Pro-tip: stop by Wild Grains Bakery next door and surprise the gluten-free friend in your life with delicious baked goods. Sweet tooth? For food as good as their photo-ops stop visit every Instagrammer's favorite bakery, Lux Sucre Desserts and snap a pic in their pink phone booth. Pair your cozy morning with a toasty evening around a firepit on Mt. Hood Territory's Tap Trail. Try some of Oregon's famous craft beer at local favorites Ordinance Brewing and Vanguard Brewing. Sip on Vanguard's popular Good Day IPA and if you're feeling nostalgic for summer nights order a creamside, fruit sour.



Curl up with a spa day.



Whether you're seeking solitude or spending quality time with loved ones, indulge in rest and relaxation this winter with a spa day in Wilsonville. Release the weight of the world with a salt float at Soak Box Spa or treat your body to a fire and ice treatment to reap the benefits of both saunas and cold therapy. Feeling fancy? Pamper yourself at Oregon's premiere resort and spa, The Allison Inn & Spa. Soak in luxury with a mimosa massage and divine wine facial.

Pair your spa day with wine tasting in the Willamette Valley. Within just a few minutes' drive you'll be sampling Lady Hill Winery's Rhône-style blends, savoring Terra Vina Wines' zesty and fruity Carménère at their winery in Wilsonville or from their tasting room in McMinnville, and toasting Tumwater vineyards sparkling rose brut. With more than 300 wineries to choose from, you can't go wrong.

Cozy season is calling. Plan your trip.

Trip-tips: Before booking your trip browse local packages & deals. Once you've warmed up take advantage of budget friendly tax-free shopping. Start with local farm stores like Graham + Toozie, plan time for the Woodburn Premium Outlets and don't miss out on antiquing in Aurora.

Be sure to tag #ExploreWilsonville in your vacation photos for a chance to be featured on our page.

PACKAGES & DEALS

explorewilsonville.com/cozy-season

2022-23 COZY SEASON CAMPAIGN RESULTS

November 10, 2022 - February 28, 2023

- We reached 96,612 unique people in our key markets, resulting in 135 booked room nights.
- The **return on ad spend for this campaign: \$21.94 for every \$1.** (Cost per visitor day = \$3.01)
- Ads met the benchmark average for people who saw the ad and clicked the link for more information with 3,325 clicks and a click-through rate of .16%.

Campaign Impact	1,465		\$100		\$146,500
	Total trips	x	Avg. spend per visitor	=	Destination impact
	132		\$100	=	\$13,249
	Room nights booked	x	Avg. daily rate (estimated)	=	Hotel impact



2023-24 WINTER CAMPAIGN

OVERVIEW

Focus:

- Promote spring and early summer travel to Wilsonville

Objectives:

- Visitation to Wilsonville
- Increase room nights in Wilsonville lodging properties

Measurements of Success:

- Destination Attribution: Wilsonville POI
- Hotel Attribution: Hotel Cluster
- KPIs: Impressions, CTR

Creative:

- Prospect display (HTML-5)
- Online video
- Retargeting display – to events calendar (HTML-5)

Campaign Timeframe:

- December 15, 2023 - March 15, 2024
- Geolocation ad budget: \$16,000
- Social media ad budget: \$4,000

Results not available yet.



WINTER-SPRING CAMPAIGN – TARGET AUDIENCES

Item 3.

Past Visitor Re-Engagement



Past Visitation

Seen in Wilsonville since 1/1/2021

Ideally seen as an overnight visitors



Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



Reference POIs

1. Wilsonville, OR POI
2. Hotels Cluster
3. Liquid Tourism Cluster
4. Outdoor Recreation Cluster
5. Golf Cluster
6. Attractions Cluster

Look-a-Like Audience

Target those who most closely resemble past visitors in winter months



Key Geo Markets

1. Seattle-Tacoma DMA
2. Eugene DMA
3. Portland DMA
4. Los Angeles DMA
5. Medford-Klamath Falls
6. Bend OR DMA
7. Yakima-Pasco DMA
8. Sacramento DMA



Behavioral Targeting

- Known Travelers
- Outdoor Recreation
- Attractions
- Wineries
- Golf



Household Demographics

- **Age:** 25-64
- **HHI:** \$75k+

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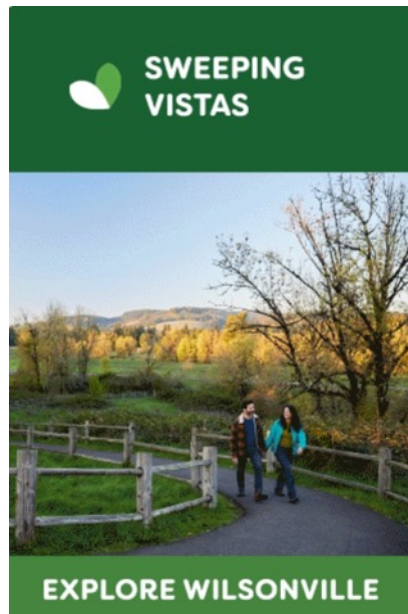


WINTER CAMPAIGN

GENERAL AWARENESS, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Landing page: ExploreWilsonville.com/Explore

Screenshots below:

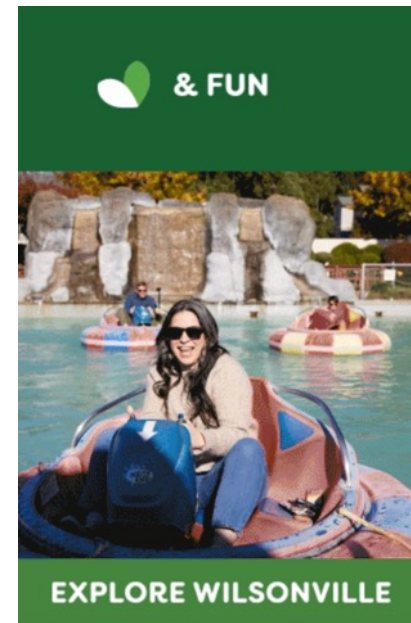
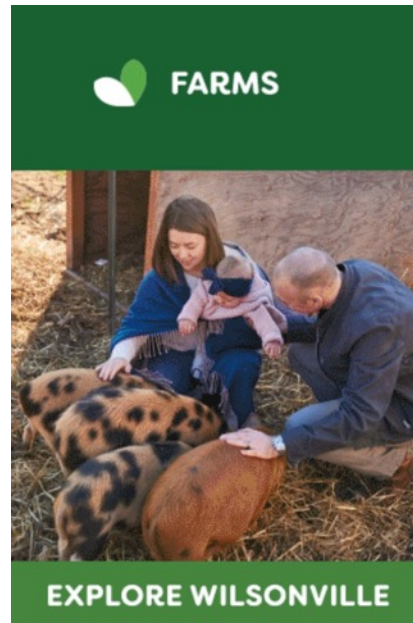


WINTER CAMPAIGN

RETARGETING, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Served to audience, 2 weeks after they've interacted with the general awareness ad – providing a stronger “plan your trip” call to action. Landing page: ExploreWilsonville.com/Events

Screenshots below:



WINTER CAMPAIGN

VIDEO, GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Pacific Northwest Adventures video: [ExploreWilsonville.com/Events](https://www.explorewilsonville.com/events)

Screenshot below:



PNW Adventures Near Portland, OR



TRAVEL OREGON VISITOR GUIDE AD

OMHT CO-OP AD

Participated in OMHT's co-op ad program in the 2023 Travel Oregon Visitor Guide: 1/3-page ad for \$1,830 (valued at \$4,100).



 **TRIPS CURATED JUST FOR YOU—
16 MILES SOUTH OF PORTLAND.**

STAY IN THE HEART OF IT ALL.

- ✓ Arts & Culture
- ✓ Family Fun
- ✓ Farmlandia
- ✓ Foodie
- ✓ History & Heritage
- ✓ Outdoorsy
- ✓ Rest & Relaxation
- ✓ Shopping
- ✓ Sports
- ✓ Wine Country



EXPLORE WILSONVILLE [GetawaytoOregon.com](https://www.getawaytooregon.com) 



MAP BROCHURE DISTRIBUTION

TEASER BROCHURE & MAP

- Printed brochures (10,000 quantity)
 - 5,000 – Oregon Welcome Centers
 - 2,000 – Portland Visitor Center
 - 3,000 – Wilsonville hotels and attractions
- Annual brochure distribution contract with Certified folders began in July

DISTRIBUTION AT 9 OREGON WELCOME CENTERS

- Portland International Airport – baggage claim
- Portland International Airport – car rentals
- Oregon City - end of the Oregon Trail Interpretive Center
- Seaside – Hwy 101 visitor center
- Boardman – SAGE Center on I-84
- Ontario – rest area on I-84
- Brookings – Hwy 101 Crissey Field State Recreation Site
- Klamath Falls – rest area on Hwy 97
- Ashland – Northbound I-5, south of Ashland

\$1,380 per year



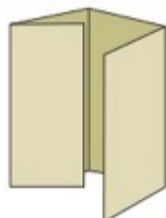
PORTLAND VISITOR CENTER – NEW!

\$600 per year



VISUAL IDENTITY SAMPLES

Item 3.



Model of how teaser brochure will fold.



PAID SOCIAL MEDIA

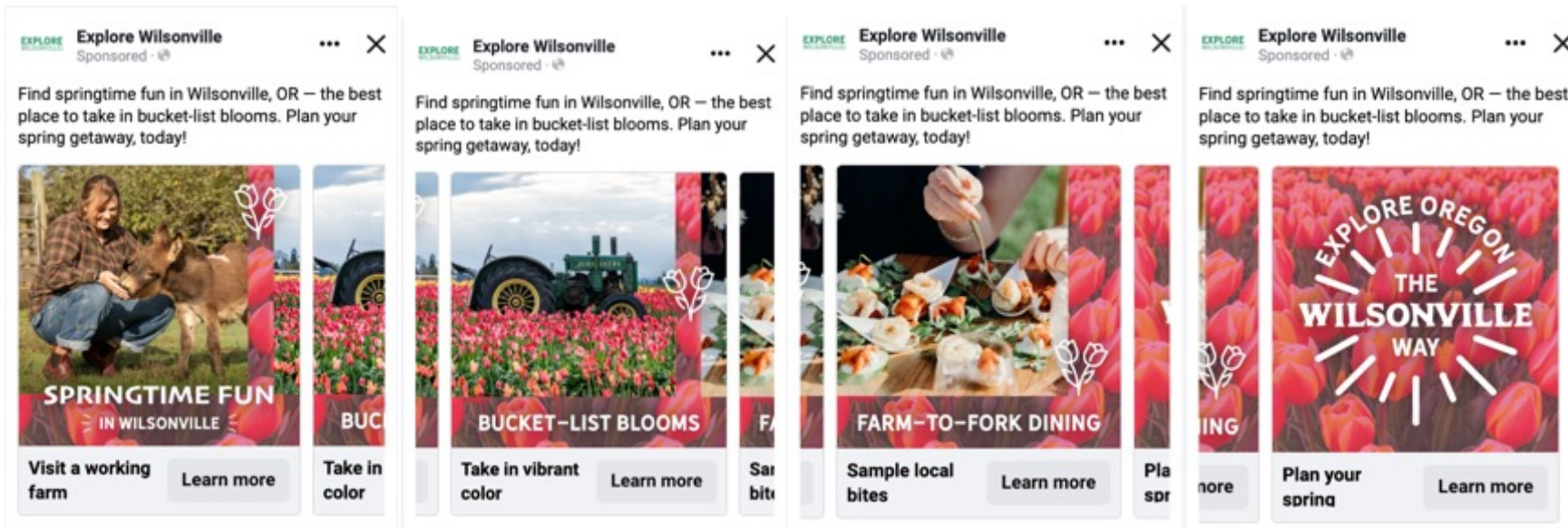
DATES: March 9–May 31

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to spring blog

AUDIENCE: Ages 25–65+ United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

INTERESTS: Outdoors, Outdoor recreation, Gardening, Wine, Festival, Food & Wine, Farm-to-table, Hot air balloon, Shopping, Outlet store, Oregon, Cycling, Tourism, Farm or Garden festival



OVERVIEW & RESULTS

- Spend: \$250
- Reach: 31,984
- Impressions: 72,130
- Landing page views: 722

PAID SOCIAL MEDIA

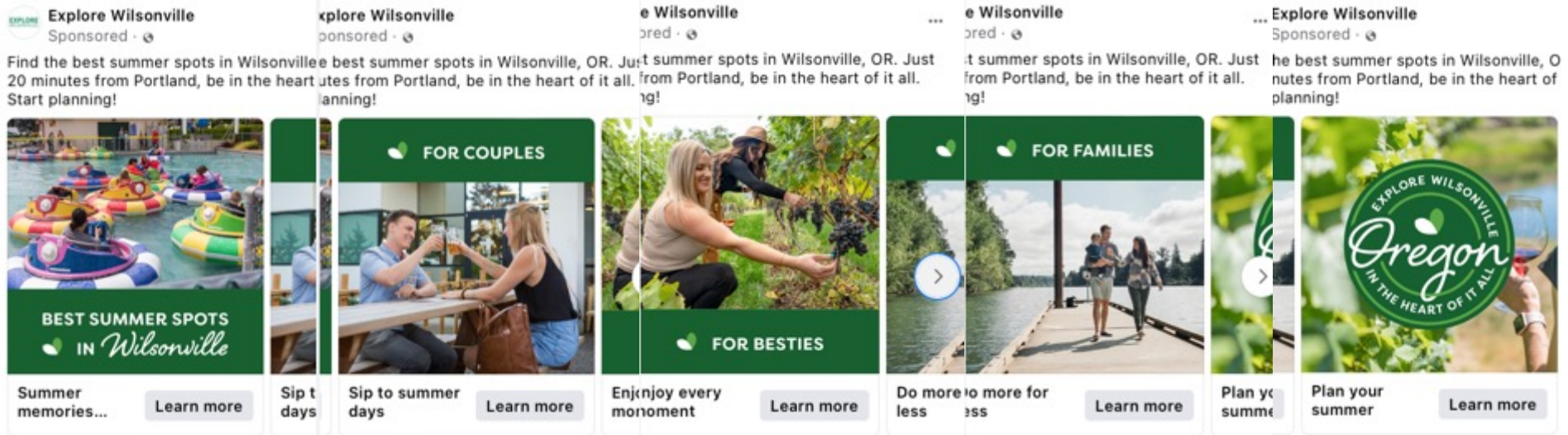
DATES: June 1-August 31

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to summer blog

AUDIENCE: **Ages 25-65+** United States: Sacramento (+25 mi) California; Boise (+35 mi) Idaho; Las Vegas (+25 mi) Nevada; Bend (+25 mi), Grants Pass (+25 mi) Oregon; Seattle (+50 mi), Tacoma (+25 mi) Washington

INTERESTS: Tourism, Frequent Travel, Outdoors, Outdoor Recreation, Gardening, Wine, Tulip Festival, Food & Wine, Flowers, Flower Festivals, Farm-to-Table, Hot Air Balloon, Shopping, Outlet Store (Retail), Oregon, Cycling, Farm or Garden Festival



OVERVIEW & RESULTS

- Spend: \$250
- Reach: 34,812
- Impressions: 68,105
- Landing page views: 1,128



PAID SOCIAL MEDIA

DATES: August 22 - 29

CHANNEL: Facebook & Instagram

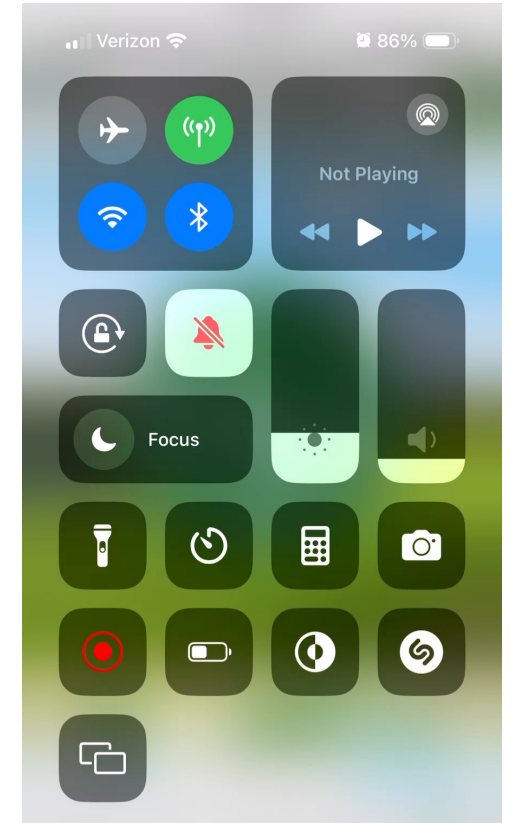
OBJECTIVE: Traffic to new website

AUDIENCE: Ages 25-65+ United States: Arizona; Los Angeles (+50 mi), San Francisco (+43 mi) California; Boise (+25 mi) Idaho; Vegas Dr, Las Vegas (+25 mi) Nevada; Bend (+50 mi), Eugene (+50 mi), Portland (+50 mi) Oregon; Texas; Spokane (+50 mi) Washington

INTERESTS: Adventure Travel, Outdoor Recreation, Wine Festival, Outdoor Adventure, Outdoor Enthusiast, Festival, Cycling, Agriculture or Travel and Behaviors: Frequent Travelers

OVERVIEW & RESULTS

- Spend: \$50
- Reach: 2,245
- Impressions: 3,916
- ThruPlays*: 2,471
- Cost per ThruPlay: \$0.02
- Post engagements: 2,681



*The number of times your video was played to completion, or for at least 15 seconds.



VIDEO & PHOTOSHOOT

October 26-29, 2023

VIDEO & PHOTOSHOOT DETAILS

GOALS

- High-quality, compelling content that showcases Wilsonville well
- Brand storytelling that positions Wilsonville in the heart of it all
- Visually promote itineraries
- Use videos and photos in future ad campaigns
 - Production ready – edited/produced video to use immediately
- Fresh images, filling in our image library gaps
- Capture people adventuring in the heart of it all from sunrise to sunset, across wineries, breweries, farms, parks and more!

VIDEO/PHOTO DELIVERABLES

- Series of four, 30-second shorts – vertical and horizontal formats based on top visitor profiles from geolocation data
- Series of 10, 15-second Instagram reels without voiceover – vertical only
- Photographer on site to capture stills alongside video drone and b-roll to produce a video library for future use, unlimited rights
- JayRay on site for creative direction
- Developed story board, directed voiceover and music
- Volunteer models from the community
- Business film location coordination
- Film permit requirements



FOUR, 30-SECOND SPOTS, VISITOR PERSONAS

Item 3.



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PNW Adventures Near Portland, OR

[WATCH VIDEO](#)



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)



FILMING & PHOTO LOCATIONS

1. Champoeg State Heritage Area
2. Memorial Park
3. French Prairie Gardens
4. Our Table Cooperative
5. Soak Box Spa
6. Terra Vina Vineyard
7. Aurora Mills Architectural Salvage
8. Lux Sucre
9. Lady Hill
10. Vanguard Brewing
11. Bullwinkle's
12. Frog Pond Farm
13. Hilton Garden Inn
14. Holiday Inn
15. Graham & Tooze Farm Store
16. Butteville General Store





SMITH TRAVEL RESEARCH REPORT

2023 Highlights

STR REPORT GLOSSARY

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



STR REPORT – WILSONVILLE

2023 Results

2023													
METRICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Occupancy %	55.3%	61.9%	63%	59.1%	61.6%	74.6%	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%	63.3% AVG
RevPar	\$56.01	\$63.91	\$67.90	\$66.16	\$70.79	\$98.77	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55	\$73.77 AVG
Demand	10,539	10,654	12,011	10,909	11,736	13,761	13,691	14,503	12,314	12,281	10,067	9,593	142,059 TOTAL
Revenue	1,067,770	1,100,579	1,294,584	1,220,615	1,349,665	1,822,355	1,855,275	1,920,552	1,500,102	1,411,631	1,052,036	963,759	\$16,558,924 TOTAL



Total Properties: 9

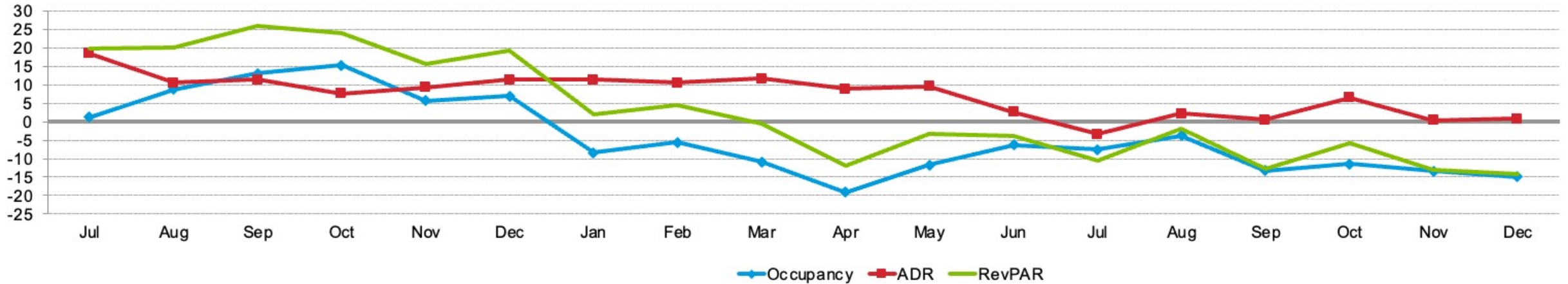


Total Rooms: 615



STR REPORT - WILSONVILLE

Monthly Percent Change



Occupancy (%)	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	77.6	79.1	77.0	72.8	63.0	59.1	55.3	61.9	63.0	59.1	61.6	74.6	71.8	76.1	66.7	64.4	54.6	50.3
Last Year	76.7	72.8	68.1	63.1	59.6	55.3	60.4	65.5	70.7	73.2	69.7	79.7	77.6	79.1	77.0	72.8	63.0	59.1
Percent Change	1.2	8.7	13.0	15.3	5.7	7.0	-8.5	-5.5	-10.9	-19.2	-11.7	-6.4	-7.5	-3.9	-13.3	-11.5	-13.4	-14.9

ADR	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	140.25	129.62	121.25	107.91	104.16	99.65	101.32	103.30	107.78	111.89	115.00	132.43	135.51	132.42	121.82	114.94	104.50	100.46
Last Year	118.37	117.29	108.80	100.31	95.26	89.46	91.00	93.37	96.53	102.74	104.97	129.11	140.25	129.62	121.25	107.91	104.16	99.65
Percent Change	18.5	10.5	11.4	7.6	9.3	11.4	11.3	10.6	11.7	8.9	9.6	2.6	-3.4	2.2	0.5	6.5	0.3	0.8

RevPAR	2022						2023											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
This Year	108.88	102.56	93.31	78.56	65.65	58.92	56.01	63.91	67.90	66.16	70.79	98.77	97.31	100.74	81.31	74.04	57.02	50.55
Last Year	90.81	85.36	74.08	63.32	56.79	49.43	54.95	61.16	68.22	75.17	73.17	102.84	108.88	102.56	93.31	78.56	65.65	58.92
Percent Change	19.9	20.2	26.0	24.1	15.6	19.2	1.9	4.5	-0.5	-12.0	-3.2	-4.0	-10.6	-1.8	-12.9	-5.7	-13.1	-14.2



STR REPORT - WILSONVILLE

Occupancy (%)

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	63.4	70.7	63.3	63.4	70.7	63.3
LAST YEAR	45.0	63.4	70.7	45.0	63.4	70.7
PERCENT CHANGE	40.9	11.4	-10.4	40.9	11.4	-10.4

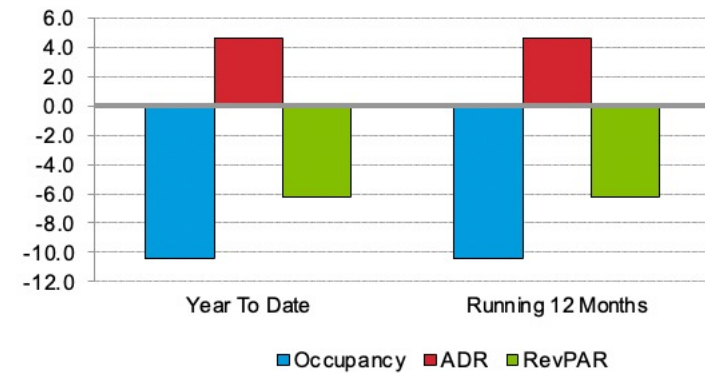
ADR

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	96.70	111.37	116.56	96.70	111.37	116.56
LAST YEAR	77.49	96.70	111.37	77.49	96.70	111.37
PERCENT CHANGE	24.8	15.2	4.7	24.8	15.2	4.7

RevPAR

	Year To Date			Running 12 Months		
	2021	2022	2023	2021	2022	2023
THIS YEAR	61.34	78.70	73.77	61.34	78.70	73.77
LAST YEAR	34.88	61.34	78.70	34.88	61.34	78.70
PERCENT CHANGE	75.9	28.3	-6.3	75.9	28.3	-6.3

Overall Percent Change



STR REPORT – WILSONVILLE

Takeaways

- 2023 hotel occupancy down nationwide – corporate business budget limitations due to price increases and recession concerns
- According to TripAdvisor, a higher cost of living due to inflation has caused travelers to alter plans by taking shorter trips closer to home

2023 RESULTS WITH YEAR OVER YEAR COMPARISON

Metrics	2023	2022	YOY CHANGE	YOY %CHANGE
Occupancy %	63.3% AVG	70.7% AVG	N/A	-7.4%
RevPar	\$73.77 AVG	\$78.70 AVG	-\$4.93	-6.3%
Demand	142,059	158,614	-16,555	-10.4%
Revenue	\$16,558,924	\$17,665,608	-\$1,106,684	-6.3%



Total Properties: 9



Total Rooms: 615



