

## TOURISM PROMOTION COMMITTEE MINUTES

January 25, 2023 at 1:00 PM

Wilsonville City Council Chambers & Zoom

(<https://us02web.zoom.us/j/82621232043>)

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**CALL TO ORDER** – Meeting was called to order at 1:02 pm

**1. Roll Call**

**In Attendance: Voting Members**

Albert Levit  
Brandon Roben  
Elaine Owen  
Jennifer Gage  
Rohit Sharma

**Absent:**

Lin Anderson (Excused)

**Ex-officio members attending:**

City Councilor Caroline Berry  
Jim Austin, Oregon's Mt. Hood Territory  
Brian Stevenson, Park and Recreation Department designee

**Staff:**

Mark Ottenad  
Erika Valentine  
Zoe Mombert

**Guests:**

Alex Domine, JayRay  
Bridget Baeth, JayRay  
Cara Sjogren, JayRay  
Jen Willey, JayRay  
Julia White, JayRay  
Bob Ziel, Community Member

**2. Public Comment** - No public comment.

**CONSENT AGENDA**

- 3. Tourism Committee Minutes – November 9, 2022.** Motion made by Elaine Owen and seconded by Albert Levit to approve the November 9, 2022, Minutes. Motion passed unanimously.

## COMMITTEE BUSINESS

4. Selection of a Vice-Chair. Motion made by Jennifer Gage to appoint Rohit Sharma as Vice-Chair of the Tourism Promotion Committee. Albert Levit seconded the motion. Motion passed unanimously.
5. Visual Identity Project Update and Selection

Staff of destination-marketing contractor, JayRay, presented on the process and considerations for designing a new logo. The design and final product should be considered artwork. Two logo designs were presented and discussed.

Logo A: Clean font, modern and compliments our City logo. It is simple and ties in with the trees on our City Logo. Recommended we include the addition of the color blue for one of the leaves.

Logo B: State of OR outline, transfer the heart that identifies where Wilsonville is located. It was suggested that the font is too retro, taking us back to the '70s.

Jenifer Gage moved to approve the concept of Logo A with the potential addition of the color blue to the logo, such as for one of the leaves or the word "explore." Rohit Sharma seconded the motion. Motion approved unanimously.

## TOURISM PROMOTION & DESTINATION MARKETING UPDATES

6. JayRay staff presented a Tourism Marketing Update and the 2<sup>nd</sup> Quarter 2022 report.

## TOURISM PROMOTION PROGRAM

7. Review Draft Tourism 1/5 Year Action and Implementation Plan

Staff reviewed the draft plan, and indicated that the primary additional objective over the next fiscal year will be to update the 10-year-old Tourism Development Strategy, including reviewing and issuing a Request for Proposals and interviewing and selecting a contractor. The Plan is to be brought back to the committee for approval at the April 5 meeting.

## CITY UPDATES

Staff introduced City Councilor Caroline Berry, the committee's new City Council Liaison. Staff also informed the committee upgrades to the Stein-Boozier Barn facility and the progress on the planned Korean War Memorial interpretive center. Finally, staff introduced the City's new Arts & Culture Coordinator, Erika Valentine to the committee.

## COMMITTEE MEMBER UPDATES

Vice Chair Sharma reported that there has been an increase in hotel stays since this time last year.

**ADJOURN** – Meeting adjourned at 3:15 pm

## NEXT MEETING

Wednesday, April 5, 2023 1:00 pm

**Tourism Promotion Committee**  
**January 25, 2023**

**Page 2 of 2**



## TOURISM PROMOTION COMMITTEE MINUTES

November 09, 2022 at 1:00 PM

Wilsonville City Council Chambers & Zoom  
(<https://us02web.zoom.us/j/82621232043>)

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### CALL TO ORDER

1. **Roll Call** – Meeting was called to order at 1:04 pm.

**In Attendance:**

Lin Anderson  
Jennifer Gage  
Al Levit  
Brandon Roben, Chair  
Rohit Sharma, Vice - Chair

**Absent:**

Elaine Owen  
Liz Price

**Staff:**

Zoe Mombert  
Mark Ottenad  
Bridget Baeth, Consultant  
Alex Domine, Consultant  
Jen Willey, Consultant  
Cara Sjogren, Consultant

### CONSENT AGENDA

2. **September 14, 2022 Tourism Promotion Committee Minutes.** Jennifer Gage made a motion to approve the September 14, 2022 Minutes. Lin Anderson seconded the motion. Motion passed with unanimous consent.

### TOURISM PROMOTION & DESTINATION MARKETING UPDATES

3. **Tourism Marketing - JayRay Updates**

Feature appeared in *Travel & Life* and the “Best of Wilsonville” seasonal blogs are available on the website. The committee expressed an interest in additional early marketing of staying in Wilsonville for the Tulip Festival.

Results were shared regarding the summer campaign was also shared. The estimated impact was 176 visitors x \$435 average spend = \$76,560 destination impact. This includes 83 room nights.

The current campaign will run from November 7 – February 28. They will be targeting look-a-likes and past visitors.

The next influencer will be in Wilsonville in December.

The committee previously expressed an interest in exploring advertising at PDX. The costs were shared and the committee will need to advise staff if this should be included in the work plan and marketing budget in 2023.

## **TOURISM PROMOTION PROGRAM**

### **4. Visual Identity Project Update & Timeline**

This project will update the look and feel of the logo and move away from the pocket trips. There are currently 18 responses to the surveys and JayRay shared the early results.

## **CITY UPDATES**

Council Lehan will be term limited in December and the committee will have a new City Council representative in January.

Staff suggests adding an update to the Tourism Strategy in the 2023/2024 work plan and budget.

## **COMMITTEE MEMBER UPDATES**

- Oaks Park is closed for the season.
- Inflation and staffing continues to be an issue.
- Optimistic about Q4.
- Holiday Inn will host a New Year's Eve party this year.

## **ADJOURN**

The meeting was adjourned at 2:22pm.

## **NEXT MEETING**

Wednesday, January 25, 2023 1:00 pm

*Respectfully submitted by Zoe Mombert.*

# EXPLORE WILSONVILLE

Q2 REPORT (Oct-Dec.)  
FY 2022-2023

January 17, 2023

EXPLORE  
WILSONVILLE  
A POCKET (OF FUN)



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# DASHBOARD

## ANNUAL RESULTS TO DATE FY 2022-23

OCTOBER - DECEMBER 2022

| METRICS  | FY 22-23 RESULTS | % TO GOAL | FY 22-23 GOAL |
|--|------------------|-----------|---------------|
| <b>Influenced articles</b><br>(number of articles earned)                      | 2                | 20%       | 5             |
| <b>New website users</b>   | 9,646            | 64.3%     | 15,000        |
| <b>Social media reach</b><br>(Facebook, Instagram,<br>Pinterest)               | 88,498           | 59%       | 150,000       |
| <b>Social media followers</b><br>(Facebook, Instagram)                         | 2,295            | 76.5%     | 3,000         |
| <b>Total engagements &amp; link clicks</b> (Facebook, Instagram,<br>Pinterest) | 2,005            | benchmark | benchmark     |

*Tracking social media engagements began in July, 2022. Social media engagements defined as likes, comments, shares and saves to measure instances when users interact with Explore Wilsonville's social media content on Facebook, Instagram and Pinterest.*



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## Q2 RECAP

- Visual identity project
  - Logo redesign
  - Points of interest for teaser brochure map
- Visiting content partner: Kara Patajo
- Cozy season geolocation ads
- Winter blog and media pitch
- Ongoing social media
- Winter social media promotions
- Ongoing website maintenance and events calendar







# WEBSITE REPORT

*Updated January 11, 2023*

Item 6.

# WEBSITE RECAP

- [Winter blog](#)
- Updated homepage banner
- Updated [media room](#) with 7 articles
- Added 71 events to the events calendar



Item 6.

2023:

PDX Parent: The Neighborhood Guide January 2023

2022:

- 10 Wonderful Things to do in Wilsonville that You'll Cherish Forever December 13, 2022
- Two New Donut Shops Coming to Wilsonville December 1, 2022
- Wilsonville's Burgeoning Housing, Business Plans November 14, 2022
- Why Oregon is a Great Place for Residents and Visitors November 2022
- Northwest Travel & Life's Discover: Winter in Wilsonville (p. 24) November/December 2022
- More Treats Than Tricks at Wilsonville's Fall Harvest Festival October 24, 2022



The Kitchen at Middleground Farms Winemaker's Dinner Series featuring Hyland Estates  
January 12 @ 6:00 pm - 9:00 pm | \$50 - \$230



Christmas Trees Arrive at Yesteryear!  
November 17, 2022 @ 9:30 am - 7:00 pm

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# WINTER BLOG

Item 6.

## WINTER WONDER IN WILSONVILLE: BEST PLACES TO SHOP AND SAVE FOR THE HOLIDAYS AND INTO THE NEW YEAR

Whether you celebrate the tradition of gift giving that comes with winter holidays or like to save a bundle, 'tis the season to shop your heart out. Wilsonville, located in the heart of it all, provides the best backdrop to shop and save while you're in Oregon. Plus, during this cozy season, Wilsonville offers plenty of respite if you need a break from the hustle and bustle of malls:



Decking the halls? We've got you, Rudolph and Santa's entire village covered! Check out the [Best of Wilsonville: Winter Edition Itinerary](#) that includes a stop at Yesteryear Pumpkin Patch & Christmas Trees. Here you can pick a pre-cut tree and then swing by their store to stock up on gifts and décor. If you need some jolly Instagramable shots, check out Yesteryear's outdoor "Christmas Crate Wall." If all this shopping and holiday spirit has your tummy feeling ho-ho-hum, Yesteryear offers a complimentary beverage cart as well as donuts, churros, kettle corn and tamales available for purchase. Oh, and be sure to watch for special guest appearances from Grinch, Santa and Frosty!

[Our Table Cooperative](#) offers a festive experience with local farm-produced goods and fresh treats. On December 3, they will host a night market and holiday craft fair, featuring local artisans, custom gift baskets, live music, food and drinks and more. Keep Our Table Cooperative on your list year-round, as they offer cooking classes, farm-to-table dinners and other homegrown events.

[Read More](#)

### FEATURED BLOG

## Winter Wonder in Wilsonville:

Best places to shop and save for the holidays and into the new year.



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# EVENTS

## Christmas Trees & Holiday Market



## Fir Point Farms Harvest Festival



## Yesteryear Tree Farm Pumpkin Patch



## Wilsonville Harvest Festival



## HALLOWEEN WEEKEND AFTER DARK



## Country Christmas Bazaar



## Aurora Open House Weekend



## HARVEST DINNER



## Community Tree Lighting



*\*Maintenance sample: not an exhaustive list*



# WEBSITE ANALYTICS

- INCREASES ACROSS THE BOARD ON ALL USER MEASUREMENTS. COZY SEASON ADDED TO TOP PAGES DUE TO GEOLOCATION ADS

Item 6.

| FY 2022-2023 Q1 |       |       |       |        | FY 2021-2022 Q1 |       |       |       | Change |
|-----------------|-------|-------|-------|--------|-----------------|-------|-------|-------|--------|
| Metric          | Oct   | Nov   | Dec   | Total  | Oct             | Nov   | Dec   | Total |        |
| New Users       | 1,123 | 1,739 | 1,679 | 4,541  | 712             | 609   | 516   | 1,837 | 147%   |
| Users           | 1,144 | 1,773 | 1,703 | 4,620  | 725             | 621   | 527   | 1,873 | 147%   |
| Page Views      | 3,400 | 3,783 | 3,729 | 10,912 | 1,995           | 1,646 | 1,271 | 4,912 | 122%   |



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.

## FY 22-23 Q2 MOST POPULAR PAGES

1. </cozy-season/>
2. </>
3. </restaurants-wilsonville-oregon/>
4. </events/>
5. </pocket-trips/shoppers-delight/winter-wonder-in-wilsonville-best-places-to-shop-and-save-for-the-holidays-and-into-the-new-year/>

## FY 22-23 Q1 MOST POPULAR PAGES

1. </>
2. </restaurants-wilsonville-oregon/>
3. </eat-drink/all-restaurants/perfect-pizza-company/>
4. </events/>
5. </farmlandia-trip/>



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# FY 2022-23 TO DATE WEBSITE ANALYTICS

| FY 2022-23 (JULY-JUNE) |       |       |       |       |       |       |     |     |     |     |     |     |        |
|------------------------|-------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|-----|--------|
| Metric                 | July  | Aug   | Sept  | Oct   | Nov   | Dec   | Jan | Feb | Mar | Apr | May | Jun | Total  |
| <b>New Users</b>       | 2,709 | 1,300 | 1,096 | 1,123 | 1,739 | 1,679 | -   | -   | -   | -   | -   | -   | 9,646  |
| <b>Users</b>           | 2,609 | 1,400 | 1,109 | 1,144 | 1,773 | 1,703 | -   | -   | -   | -   | -   | -   | 9,738  |
| <b>Page Views</b>      | 5,435 | 3,685 | 3,486 | 3,400 | 3,783 | 3,729 | -   | -   | -   | -   | -   | -   | 23,518 |



# SOCIAL MEDIA REPORT


*Updated January 10, 2023*

# SOCIAL MEDIA RECAP

- Updated social media strategy
- Total reach is up 260% from last year
- Facebook reach increased by 123%
- Instagram reach increased by 71%
- One paid FB and IG promotions
- Instagram growth is steady, sharp increase in FB due to paid promotions
- Continued benchmarking engagements

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville? Throw on that chunky sweater, kick on your boots and grab your favorite ...See more



**FALL IN LOVE**  
WITH WILSONVILLE

**Celebrate autumn** **Learn more** **Farm to dining**

👍❤️ Jackie Soler Zils and 23 others · 8 shares

👍 Like    💬 Comment    ➦ Share





\*Engagement percentage 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 seen by.  
 \*\*\* Total engagements defined as likes, comments, shares  
 \*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website

Item 6.

# FACEBOOK ENGAGEMENT

| FY 2022-2023 Q2      |        |        |        |                 | FY 2021-2022 Q2 |           |           |                 | CHANGE    |
|----------------------|--------|--------|--------|-----------------|-----------------|-----------|-----------|-----------------|-----------|
| Metric               | Oct    | Nov    | Dec    | Total           | Oct             | Nov       | Dec       | Total           |           |
| Engagement* (%)      | 3.46%  | 2.17%  | 1.21%  | 2.28%<br>AVG    | 8.05%           | 3.30%     | 4.81%     | 5.39%<br>AVG    | -58%      |
| Post Total Reach**   | 14,729 | 16,166 | 16,088 | 46,983<br>TOTAL | 882             | 10,761    | 1,415     | 13,058<br>TOTAL | +260%     |
| Total Engagements*** | 33     | 22     | 13     | 68<br>TOTAL     | Benchmark       | Benchmark | Benchmark | Benchmark       | Benchmark |
| Link Clicks****      | 32     | 19     | 25     | 76<br>TOTAL     | Benchmark       | Benchmark | Benchmark | Benchmark       | Benchmark |

## TOP CONTENT: AUGUST 5, 2022

|   |                               |
|---|-------------------------------|
| <p><b>17</b><br/>Reactions, Comments and Shares</p> | <p><b>159</b><br/>Reached</p> |
|---|-------------------------------|



- Total reach is up 260% from last year
- However, FB engagement is down due to the inverse relationship between reach and engagement
- Continued benchmarking engagements and clicks



\*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 seen by

\*\*\* Total engagements defined as likes, comments, shares

\*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website

Item 6.

# INSTAGRAM ENGAGEMENT

| FY 2022-2023 Q2         |       |       |       |                 | FY 2021-2022 Q2 |           |           |                | CHANGE    |
|-------------------------|-------|-------|-------|-----------------|-----------------|-----------|-----------|----------------|-----------|
| Metric                  | Oct   | Nov   | Dec   | Total           | Oct             | Nov       | Dec       | Total          |           |
| Engagement* (%)         | 1.46% | 1.93% | 1.75% | 1.71%<br>AVG    | 2.24%           | 2.66%     | 2.06%     | 2.32%<br>AVG   | -26.15%   |
| Average number of likes | 11.3  | 15.5  | 14.2  | 13.67<br>AVG    | 10.7            | 17.6      | 13.1      | 13.8<br>AVG    | -0.01     |
| Post Total Reach**      | 3,453 | 4,149 | 4,832 | 12,434<br>TOTAL | 2,377           | 2,252     | 2,652     | 7,281<br>TOTAL | +71%      |
| Total Engagements ***   | 176   | 225   | 211   | 612<br>TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark      | Benchmark |
| Link Clicks****         | 9     | 12    | 25    | 46<br>TOTAL     | Benchmark       | Benchmark | Benchmark | Benchmark      | Benchmark |

| TOP CONTENT: DECEMBER 7, 2022 |                |
|-------------------------------|----------------|
| 37<br>Likes                   | 998<br>Reached |
| 2<br>Comments                 | 3<br>Shares    |



- Total reach is up 71% from last year
- However, IG engagement is down due to the inverse relationship between reach and engagement
- Roughly maintained avg number of likes
- Continued benchmarking engagements



# PAID SOCIAL MEDIA: CAROUSEL AD

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more

**FALL IN LOVE WITH WILSONVILLE**

**Celebrate autumn** Learn more **Farm to table dining**

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more

**10 ACTIVITIES TO CELEBRATE AUTUMN**

**Farm to table dining** Learn more **Harvest festivals**

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more

**HARVEST FESTIVALS TO CELEBRATE AUTUMN**

**Harvest festivals** Learn more **Plan your fall getaway!**

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more

**EXPLORE OREGON THE WILSONVILLE WAY**

**Plan your fall getaway!** Learn more

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share



# PAID SOCIAL MEDIA (MARKETING)

EXPLORE WILSONVILLE **Explore Wilsonville**  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more

**FALL IN LOVE**  
WITH WILSONVILLE

**Celebrate autumn** Learn more **Farm to dining**

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share

## OVERVIEW

**Dates:** October 6 – December 1, 2022

**Channel:** Facebook and Instagram

**Objective:** Traffic to Website

**Audience:** Adults in United States: 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, Halloween, Wine, Food & Wine, Farm-to-table, Tourism, Farm or Foodie

**Behaviors:** Frequent Travelers

## RESULTS

- Spend: \$249.50
- Reach: 16,712
- Impressions: 31,331
- **Landing page views: 391**



\*Engagement is the percentage of your pins with at least one repin  
 \*\*Reach is the total number of people the page's posts were seen by  
 \*\*\* Total engagements defined as likes, comments, shares

Item 6.

\*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website

# PINTEREST ENGAGEMENT

| FY 2022-2023 Q2      |       |       |       |             | FY 2021-2022 Q2 |           |           |             | CHANGE    |
|----------------------|-------|-------|-------|-------------|-----------------|-----------|-----------|-------------|-----------|
| Metric               | Oct   | Nov   | Dec   | Total       | Oct             | Nov       | Dec       | Total       |           |
| Engagement* (%)      | 2.65% | 1.20% | 1.98% | 1.94% AVG   | 1.49%           | 6.94%     | 3.00%     | 3.81% AVG   | -49%      |
| Post Total Reach**   | 414   | 923   | 326   | 1,663 TOTAL | 739             | 605       | 1,268     | 2,612 TOTAL | -36%      |
| Total Engagements*** | 14    | 16    | 11    | 41 TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark   | Benchmark |
| Link Clicks****      | 62    | 3     | 2     | 67 TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark   | Benchmark |

**FY 22-23 Q2 TOP BOARD**

**1,435**  
Impressions

n/a Saves

**8**  
Link Clicks



**Explore Wilsonville,...**  
291 Pins

**1,44k**  
Impressions

- Pinterest rates continue to exceed standard averages. However, we've seen a drop in post total reach and engagement due to a 2022 algorithm change in which Pinterest is prioritizing "Idea Pins" (previously known as story pins).



# PINTEREST POSTS



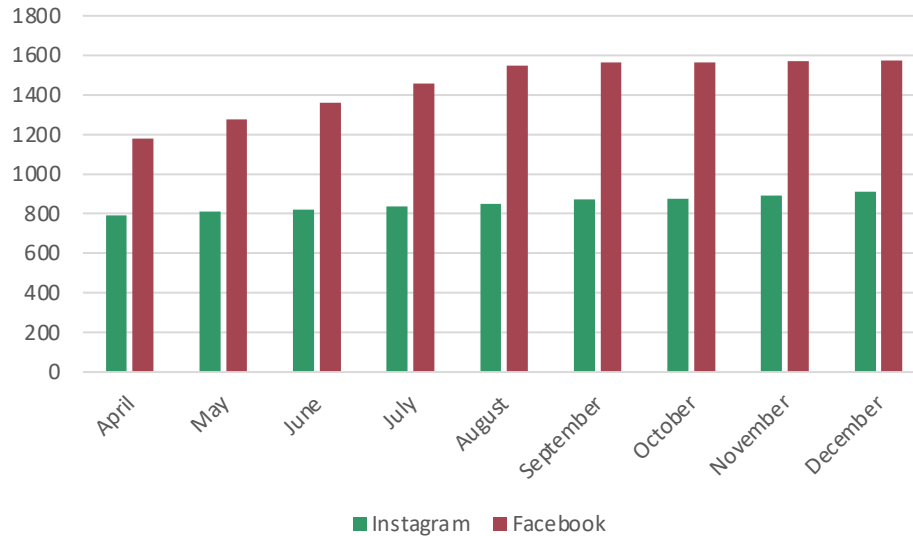
*\*Pin sample: not an exhaustive list*

# FY 2022-2023 SOCIAL MEDIA ENGAGEMENT

| FACEBOOK                        | July  | Aug   | Sept   | Oct    | Nov    | Dec    | Jan | Feb | Mar | April | May | June | TOTAL           |
|---------------------------------|-------|-------|--------|--------|--------|--------|-----|-----|-----|-------|-----|------|-----------------|
| Engagement (%)                  | 4.04% | 3.99% | 10.92% | 3.46%  | 2.17%  | 1.21%  | -   | -   | -   | -     | -   | -    | 4.30%<br>AVG    |
| Post Total Reach                | 8,012 | 6,712 | 1,419  | 14,729 | 16,166 | 16,088 | -   | -   | -   | -     | -   | -    | 63,126<br>TOTAL |
| Total Engagements & Link Clicks | 167   | 56    | 91     | 33     | 22     | 13     | -   | -   | -   | -     | -   | -    | 382<br>TOTAL    |
| INSTAGRAM                       | July  | Aug   | Sept   | Oct    | Nov    | Dec    | Jan | Feb | Mar | April | May | June | TOTAL           |
| Engagement (%)                  | 1.60% | 1.60% | 1.54%  | 1.46%  | 1.93%  | 1.75%  | -   | -   | -   | -     | -   | -    | 1.65%<br>AVG    |
| Average number of likes         | 11.71 | 12.3  | 10.67  | 11.3   | 15.5   | 14.2   | -   | -   | -   | -     | -   | -    | 12.61<br>AVG    |
| Post Total Reach                | 2,960 | 2,908 | 2,822  | 3,453  | 4,149  | 4,832  | -   | -   | -   | -     | -   | -    | 21,124<br>TOTAL |
| Total Engagements & Link Clicks | 227   | 231   | 173    | 176    | 225    | 211    | -   | -   | -   | -     | -   | -    | 1,243<br>TOTAL  |
| PINTEREST                       | July  | Aug   | Sept   | Oct    | Nov    | Dec    | Jan | Feb | Mar | April | May | June | TOTAL           |
| Engagement (%)                  | 4.12% | 2.45% | 3.39%  | 2.65%  | 1.20%  | 1.98%  | -   | -   | -   | -     | -   | -    | 2.63%<br>AVG    |
| Post Total Reach                | 1,141 | 941   | 531    | 414    | 923    | 326    | -   | -   | -   | -     | -   | -    | 4,276<br>TOTAL  |
| Total Engagements & Link Clicks | 79    | 39    | 32     | 14     | 16     | 11     | -   | -   | -   | -     | -   | -    | 191<br>TOTAL    |



# SOCIAL MEDIA FOLLOWERS



**TOTAL FOLLOWERS: 2,485**

INSTAGRAM GROWTH IS STEADY, FACEBOOK SLIGHTLY FASTER PACE OF INCREASE DUE TO PAID PROMOTIONS

APRIL-SEPTEMBER 2022  
(END OF PRIOR 6 MONTHS):  
Total Followers: 2,434

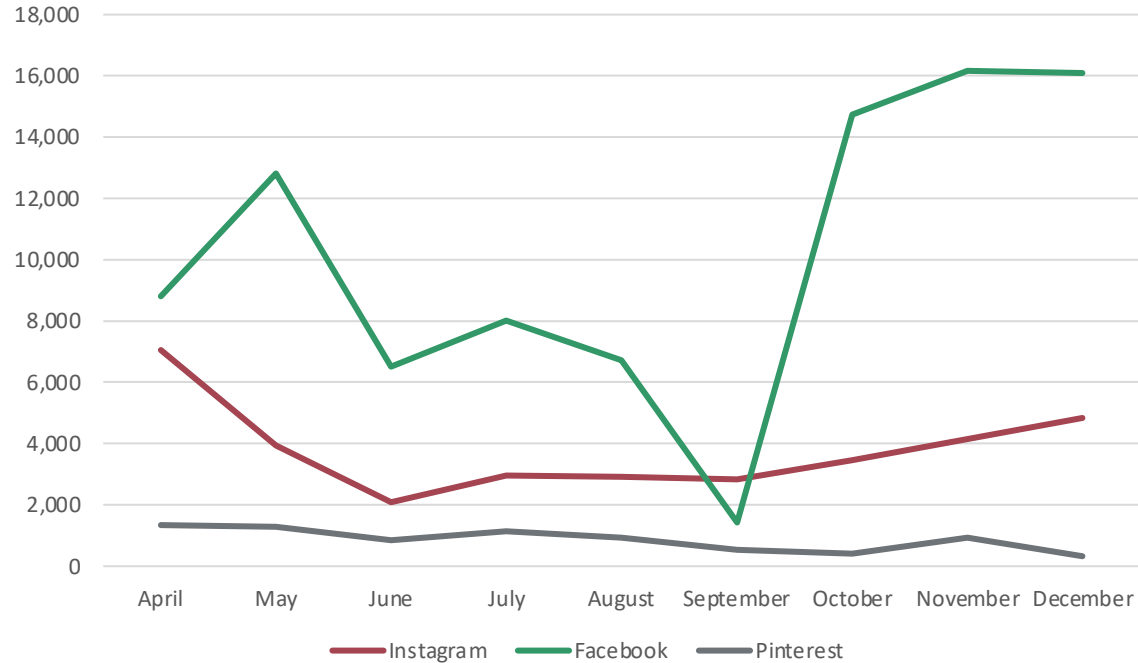
**2.1% INCREASE**

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





# SOCIAL MEDIA REACH



**TOTAL REACH: 61,080**

LARGE INCREASE IN FACEBOOK REACH DUE TO PAID ADS. CONSISTENT REACH ON PINTEREST AND INSTAGRAM SINCE LAST QUARTER.

JULY-SEPT 2022  
(LAST QUARTER):  
Total Reach: 27,446

**123% INCREASE**



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# 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 45, with the largest segment 65+, consistent with last quarter's measurements.

## GENDER

Approximately 65% of Explore Wilsonville's Facebook content reached women, and 34% reached men. This is a departure from last quarter's measurements of 82% of Explore Wilsonville's Facebook content reaching women, and 16% reaching men

## COUNTRY

A majority are from the United States (12,373), followed by Mexico (8). This is a departure from last quarter's measurements showing Morocco as the second country.

## CITIES

The top five cities for Explore Wilsonville's Facebook content are:

1. Las Vegas, NV (1,766)
2. Sacramento, CA (825)
3. Henderson, NV (413) *newly added*
4. Elk Grove, CA (319) *newly added*
5. Enterprise, NV (317) *newly added*



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# INSTAGRAM DEMOGRAPHICS

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

## AGE RANGE

Most of Explore Wilsonville's Instagram followers are between the ages of 35-44. Consistent with last quarter's report.

## GENDER

Approximately 75% of Explore Wilsonville's Instagram followers identify as women. 25% identify as men. Consistent with last quarter's report.

## COUNTRY

A majority (97%) are from the United States, followed by Canada (.4%).

## CITIES

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

1. Wilsonville, OR (32.6%)
2. Portland, OR (7.8%)
3. Canby, OR (5.3%)
4. Oregon City, OR (2.8%)
5. Tigard, OR (2.6%) *newly added*

Updated January 11, 2023



# 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 47% followed by ages 35-44 at 18.7%.

## GENDER

Approximately 64.1% of Explore Wilsonville's Pinterest audience identify as women. 26.7% identify men and approximately 9.2% are unspecified & custom.

## CITIES

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

1. Portland, OR (13.2%)
2. Seattle-Tacoma, WA (4.8%)
3. Los Angeles, CA (4.8%)
4. Eugene, OR (3.9%) *newly added*
5. Dallas – Ft. Worth, TX (3.9%) *newly added*

## 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*



Updated January 11, 2023



# PR REPORT

*Updated January 12, 2023*



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## PR RECAP

- Northwest Travel & Life feature by Adam Sawyer Winter blog to 117 contacts + 65 outlets
- PDX Parent: January neighborhood guide
- Kara Patajo content partner
- Ongoing updates to website [media room](#)



Item 6.



# NW TRAVEL & LIFE



QUICK PICKS 17

DISCOVER

LONG WEEKEND 34

TASTE 90

POUR 95

OFF THE GRID 104

## WINTER IN WILSONVILLE, OREGON

BY ADAM SAWYER

Winter in the Willamette Valley is wondrous. Even without alitization, the slower pace of the "off-season" allows visitors to enjoy its sought-after offerings at a more purposeful and luxurious pace. Whether that's a forested kroll, wine tasting or shopping, who doesn't enjoy those things with fewer crowds and at a more leisurely pace?

As Willamette Valley destinations go, the town of Wilsonville is underrated and flanked by the undiscovered. With some of the best and most eclectic shopping options in the valley, you might want to have it on your radar come the holiday season. Add to that, some delightful close-in hiking options and a sneaky-good food and drink scene, and you've got yourself a pretty solid option for a winter retreat. Here are some ideas.

Consider the Hilton Garden Inn for home base. It's a stone's throw from the Willamette River and steps away from the multitude of outdoor recreation options of Memorial Park. On top of that, the onsite restaurant, the Parkway Grille is a splendid option for breakfast, dinner or a nightcap.

Now, let's talk shopping. The neighboring township of Aurora is a contender for one of the best spots to go antiquing in Oregon. Check out Main Street Mercantile Antiques, Mill Creek Antique and Vintage and Aurora Antiques, among others. Meanwhile, just a few minutes south, the Woodburn

Premium Outlets features 110 stores just waiting to deck out anyone in the family from head to toe.

With regard to food and drink, start off with a tasting of the chardonnays and pinot noirs at the Tumwater Vineyard & Barrel House Tasting Room, or enjoy an approachable tasting experience at Oles Vineyards. If you're more of a craft-beer fan, check out the Ordinance Brewing Taproom at Vanguard Brewing Company for extensive beer and food options. For dinner proper, the world is quite literally your oyster with enticing ethnic offerings from Dar Essalam Moroccan Cuisine, Abella Italian Kitchen, Kimi Ramen or the New Mexican Restaurant.

In addition to Memorial Park, walkers and hikers can find a proper leg stretch at the Graham Oaks Nature Park, the Beekman Creek Crossing Trail, or the combination of nature, history and recreation found at the Champoug State Heritage Area.

And if you're in the mood for family fun, Bullwinkle's Wilsonville offers bowling, mini golf, go-karts, an arcade, laser tag, the Kidopolis Playland and more.

Wilsonville is less than 20 miles from Portland, making it an easy spot for a day's diversion or an overnight getaway. Learn more about Wilsonville at [explorewilsonville.com](http://explorewilsonville.com).



Memorial Park, Wilsonville

- WINTER FEATURE BY ADAM SAWYER
- [NOV/DEC 2022 ISSUE](#)
- REGIONAL DISTRIBUTION: WA, OR, ID, MT, AK, NORTH CA
- MONTHLY IMPRESSIONS: 435,000
- MAGAZINE CIRCULATION: 205,000
- NEWSLETTER: 52,000



---

# FALL CONTENT PARTNER: KARA PATAJO



Explore Wilsonville contracted Kara Patajo as a content partner to visit Wilsonville with her family 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. Kara Patajo is a travel blogger focused on the Pacific Northwest, outdoor recreation and café dining.

## OVERVIEW:

- 2-day itinerary: Nov. 29-Dec. 1
- Focus on Outdoorsy Itinerary

## 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



## POINTS OF INTEREST

|  |                              |
|--|------------------------------|
|  | Lux Sucre                    |
|  | Champoeg State Heritage Area |
|  | Parkway Grille               |
|  | Hilton Garden Inn            |
|  | Corner Coffee Shoppe         |
|  | Wild Grains Bakery           |
|  | Town Center Park             |
|  | Abella Italian Kitchen       |
|  | Coffee Lake Wetlands         |
|  | Vanguard Brewing             |
|  | Memorial Park                |



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## CONTENT SAMPLE: BLOG

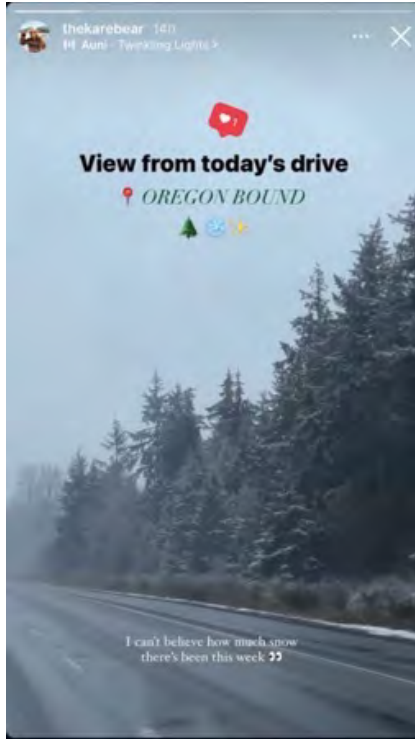


“ Renowned Chef Dolan Lane is known for staying in touch with local harvests and collaborating with farmers. So, you can expect seasonal-inspired dishes like Autumn Ravioli – homemade ravioli, roasted squash, autumn spices, parmesan, sage, & spiced pumpkin seeds.

Read full blog [here](#)



# CONTENT SAMPLE: STORIES



# CONTENT SAMPLE: STORIES



# CONTENT SAMPLE: INSTAGRAM FEED



**thekarebear** · Follow  
Paid partnership  
Wilsonville, Oregon

**thekarebear** Want a weekend getaway that's relaxing, refreshing, & not too far away? 🍂🍁 #ad

🚗 Road trip to Wilsonville, Oregon!  
@explorewilsonville

It's a charming riverfront town just south of Portland.

Between scenic parks, historic sites, & delicious bites, it's impossible not to make good memories here 🌟

Head over to [thekarebear.com](https://thekarebear.com) to read my 2-night itinerary & begin planning your trip! 📖  
#ExploreWilsonville

PS We enjoyed an awesome stay with Hilton and I can't recommend it enough! (See blog for details)



👤 Liked by [emmasediton](#) and others  
DECEMBER 14, 2022

😊 Add a comment...

Post



**thekarebear** · Follow

**thekarebear** My dream cafe and maybe the most instagrammable?! 🍩

Follow @thekarebear for more Pacific Northwest adventures 🌟

📍 @luxsucredesserts located in the Charbonneau neighborhood of @explorewilsonville Oregon

Besides how cute it is, their food and drinks are SO delicious! No way your sweet tooth isn't satisfied here 🍩🍪

Plus, I appreciate their sustainable practices like offering glass cups & paper straws 🌱

Would you visit this coffee shop? 🗳️

⋮

#pnwcoffee #pnwcollective #pnwlifestyle #wilsonville #thatpnwife #traveloregon #oregonblogger #pnwblogger #is/loreign #portlandblogger #pdxcoffee #pdx eats #coffeeshops

2w

[emmasediton](#) Omg this coffee spot is SO CUTE 🍩

2w Reply

[jensenkental](#) This cafe looks amazing!! I'd love to visit 🍩

2w 1 like Reply

— View replies (1)



👤 Liked by [emmasediton](#) and 196 others  
DECEMBER 13, 2022

😊 Add a comment...



# PR COVERAGE

10 Wonderful Things to do in Wilsonville that You'll Cherish Forever December 13, 2022

Two New Donut Shops Coming to Wilsonville December 1, 2022

Wilsonville's Burgeoning Housing, Business Plans November 14, 2022

Why Oregon is a Great Place for Residents and Visitors November 2022

Northwest Travel & Life's Discover: Winter in Wilsonville (p. 24) November/December 2022

More Treats Than Tricks at Wilsonville's Fall Harvest Festival October 24, 2022

[SEE UPDATED MEDIA ROOM](#)



Item 6.

## More treats than tricks at Wilsonville's Fall Harvest

Kaelyn Cassidy Oct 24, 2022 Updated Dec 13, 2022



Wilsonville Parks and Recreation Coordinator Erica Behler dressed as a witch and led the costume parade at the Fall Harvest Festival.

## Two new donut shops coming to Wilsonville

Kaelyn Cassidy Dec 1, 2022 Updated Dec 23, 2022



Mr. Maple Donuts is set to open in Wilsonville in early 2023.

# PUBLIC RELATIONS

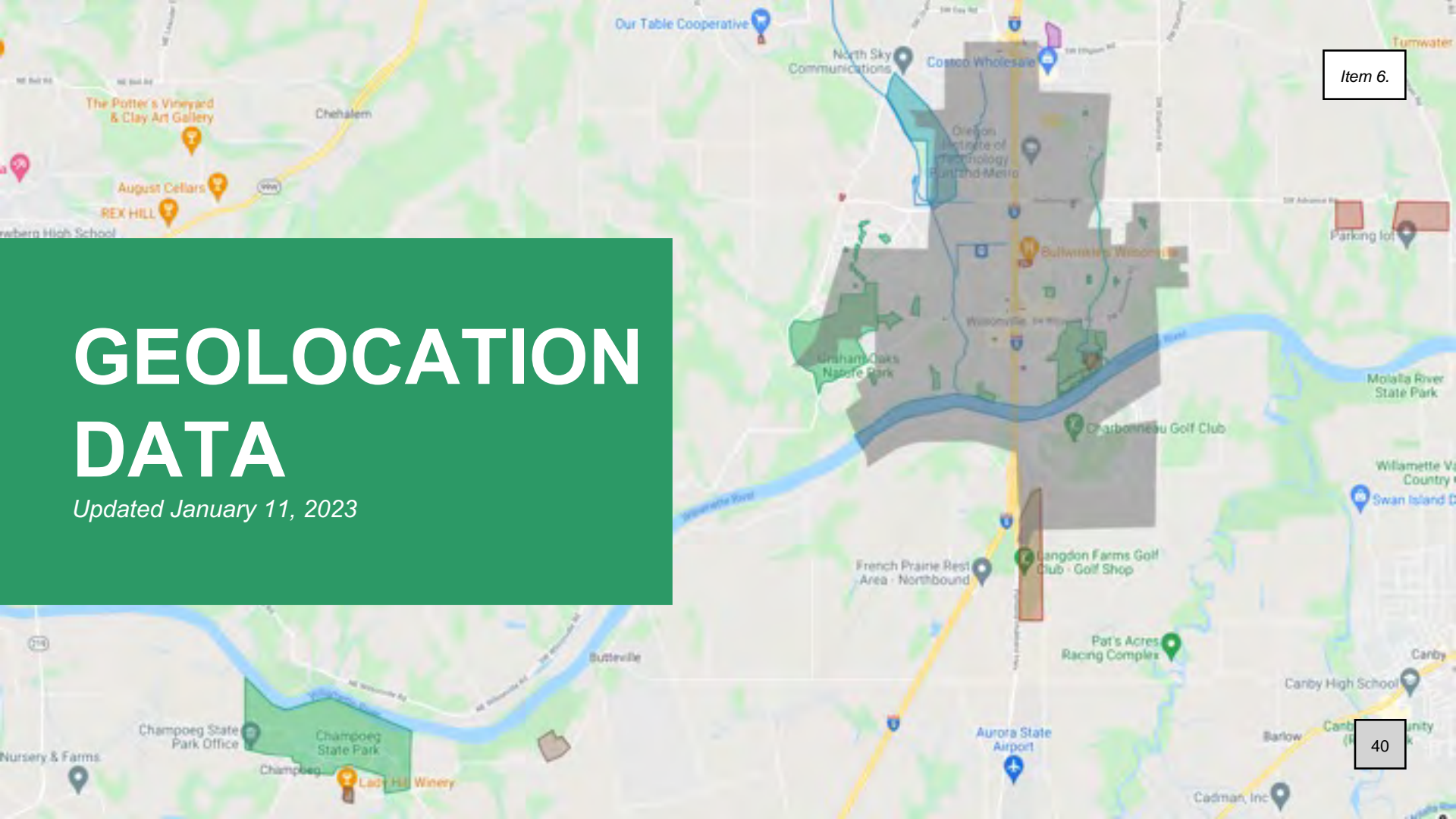
| FY 2022-23   |                    |                   |                               |
|--------------|--------------------|-------------------|-------------------------------|
|              | Number of Articles | Circulation       | Number of Influenced Articles |
| July         | 22                 | 6,839,552         | -                             |
| August       | 4                  | 5,627,705         | -                             |
| September    | 19                 | 7,076,372         | 1                             |
| October      | 14                 | 2,550,354         | -                             |
| November     | 13                 | 4,694,322         | 1                             |
| December     | 13                 | 4,493,820         | -                             |
| January      | -                  | -                 | -                             |
| February     | -                  | -                 | -                             |
| March        | -                  | -                 | -                             |
| April        | -                  | -                 | -                             |
| May          | -                  | -                 | -                             |
| June         | -                  | -                 | -                             |
| <b>TOTAL</b> | <b>85</b>          | <b>31,282,125</b> | <b>2</b>                      |

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 Jay



# GEOLOCATION DATA

Updated January 11, 2023



Item 6.

40



# COZY SEASON CAMPAIGN OVERVIEW

- **Campaign Dates**
    - Nov. 7, 2022 – Feb. 28, 2023
  - **Areas of Focus**
    - Paring 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
  - **Strategies:**
    - Past visitor re-engagement
    - Look-a-likes
    - Geo-Conquest (target those who have visited WA's wine country but not Oregon's, AND match Wilsonville audience demographics)
  - **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
- Budget:** \$16,000 over four months
- Assets/Creative:**
- HTML5 Prospecting and Retargeting ad



# Past Visitor Data

Item 6.

## Top Clusters

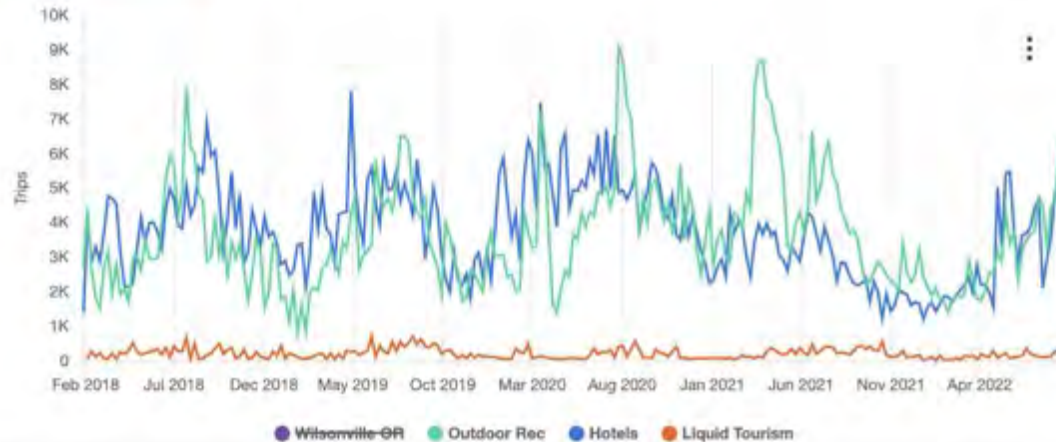
| Cluster        | Trips   |
|----------------|---------|
| Hotels         | 834,285 |
| Outdoor Rec    | 638,275 |
| Liquid Tourism | 165,728 |

Dates: 1/31/08 - 07/27/22

Clusters: Hotels, Outdoor Rec, Liquid Tourism  
Geo: 50+ miles; In State, Out of State

## Weekly Trips by Cluster

## Cluster Trend Year Over Year

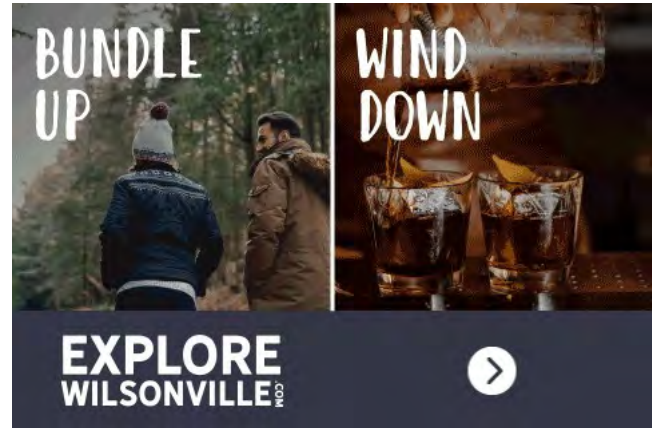
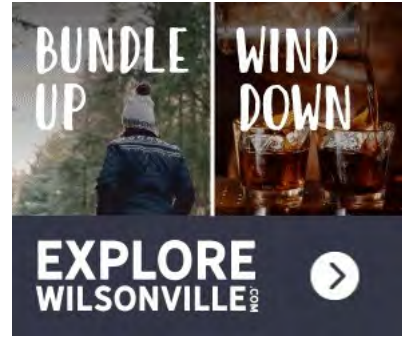
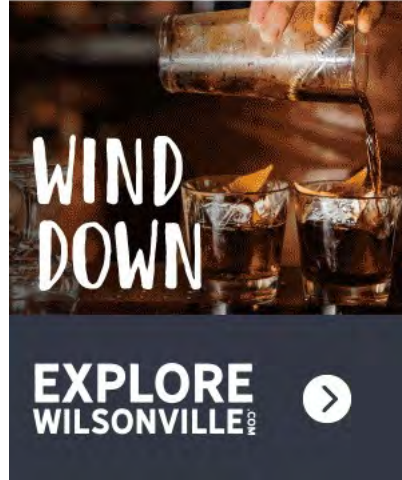


## Top DMA's

| 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-Rchld-Knwck | 3.01%      |
| Phoenix -Prescott        | 2.83%      |



# COZY SEASON CAMPAIGN





## WIND DOWN TO WINTER IN WILSONVILLE

Pairings aren't just for wine and cheese. Sunny days and chilly nights make for magical winter getaways in the heart of it all — Wilsonville, OR. Put on your cozy season attire and get ready for toasty times! We've paired the best winter activities with decadent food and drinks so you can spend less time planning and more time experiencing the Willamette Valley.

### Bundle up for adventure.



Wilsonville Memorial Park. The 126-acre park features playgrounds, an off-leash dog area and an extensive trail system with a half mile of Willamette River views.

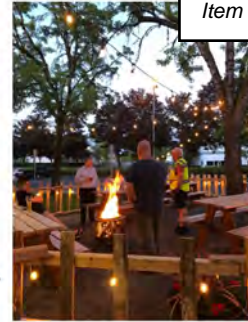
Grab your winter gear and prepare for outdoor excursions. With moderate winter weather Wilsonville is the perfect spot to take a stroll. Get a taste of pioneer life with a visit to Champoege State Heritage Area. If you're feeling extra adventurous book a stay in a yurt to enjoy winter glamping at the site where Oregon's first provisional government was formed. Don't stop there! Live like a local with a visit to

### 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 Ordance Brewing and Vanguard Brewing. Sip on Vanguard's popular Good Day IPA and if you're feeling nostalgic for summer nights order a creamicle, fruit sour.



Item 6.

### Curl up with a spa day.



& Spa. Soak in luxury with a mimosa massage and divine wine facial.

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 sauna and cold therapy. Feeling fancy? Pamper yourself at Oregon's premiere resort and spa, The Allison Inn

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.

Trips-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 + Tootie, 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!

[explorewilsonville.com/cozy-sea](https://explorewilsonville.com/cozy-sea)

# Cozy Season Campaign

ADR

\$169.67

Spend per visitor

\$435

Campaign Run Dates: 11.10.2022 - 02.28.2023

Report Period 11.10.22 - 12.31.22

Attribution Mileage 50 - 4000 mile radius

Item 6.

## Attribution



### Destination

Total Trips/ Visits

744

Est. Campaign Impact

\$323,640.00

### Wine & Outdoor Rec

Total Trips/ Visits

105

Est. Campaign Impact

\$45,675.00

### Hotels

Total Trips/ Visits

22

Est. Campaign Impact

\$11,676.78

Attribution reflects visitation between  
11.17.2022 - 12.31.2022



Est. Campaign Impact

\$323,640.00



Est. ROAS

\$42.78 : \$1



Est. Room Nights

69

Total Impressions

970,438



Total Clicks

1,690



Spent \$8,582.52 of \$16,000

# Cozy Season Campaign

Item 6.

ADR

\$169.67

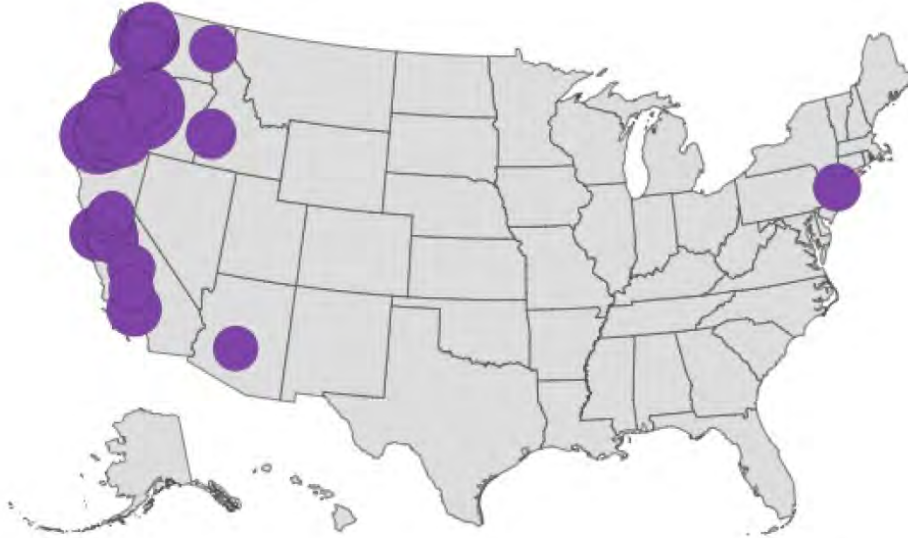
Spend per visitor

\$435

Campaign Run Dates: 11.10.2022 - 02.28.2023

Report Period 11.10.22 - 12.31.22

Attribution Mileage 50 - 4000 mile radius



| Top Markets                | Share | Avg Length of Stay |
|----------------------------|-------|--------------------|
| <b>Seattle-Tacoma</b>      | 22%   | 2 days             |
| <b>Medford-Klamath ...</b> | 11%   | 2 days             |
| <b>Los Angeles</b>         | 9%    | 2 days             |
| <b>Eugene</b>              | 7%    | 2 days             |
| <b>Sacramnto-Stkton...</b> | 7%    | 2 days             |
| <b>Bend- OR</b>            | 6%    | Day Trip           |
| <b>San Francisco-Oa...</b> | 3%    | 4 days             |
| <b>Portland- OR</b>        | 3%    | 3 days             |

Seattle-Tacoma, Medford-Klamath, Los Angeles, and Sacramento are key DMA markets identified for campaign targeting. Collectively, these markets make up 49% share of a visitors exposed to campaign marketing.

# Cozy Season Campaign

ADR

\$169.67

Spend per visitor

\$435

Campaign Run Dates: 11.10.2022 - 02.28.2023

Report Period 11.10.22 - 12.31.22

Attribution Mileage 50 - 4000 mile radius

## Audience Analysis

Attributable visitors were also observed in the following areas:

### Top Clusters

Cluster ▾

| Area            | Trips |
|-----------------|-------|
| Wilsonville OR  | 100%  |
| Outdoor Rec     | 14%   |
| Attractions     | 4%    |
| Hotels          | 3%    |
| Business Travel | 0.94% |

### Top Age Group

65+

0.22% Attribution

- 16-24 years old
- 25-44 years old
- 45-64 years old
- 65+ years old

#### Destination



#### Wine & Outdoor Rec



#### Hotels



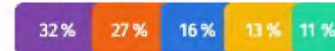
### Top Income

Under \$50k

0.16% Attribution

- \$0-\$50k
- \$50-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+

#### Destination



#### Wine & Outdoor Rec



#### Hotels



### Top Household Group

1-2 in HH

0.31% Attribution

- 1-2
- 3-5
- 6+

#### Destination



#### Wine & Outdoor Rec



#### Hotels



## Overview: 10 / 1 / 22 - 12 / 31 / 22

Total Trips

**345,714**



↓ -8.0% vs. 10 / 1 / 21 - 12 / 31 / 21

Average Length of Stay

**2.5 Days**



↑ 19.0% vs. 10 / 1 / 21 - 12 / 31 / 21

Visitor Days

**854,850**



↑ 7.4% vs. 10 / 1 / 21 - 12 / 31 / 21

Unique Visitors

**270,734**



↑ 3.4% vs. 10 / 1 / 21 - 12 / 31 / 21

While total trips were down from previous year during same quarter, total trips were up - meaning people are staying longer. There was a 19 % increase in average length of stay. We're also seeing more new visitors vs. repeat



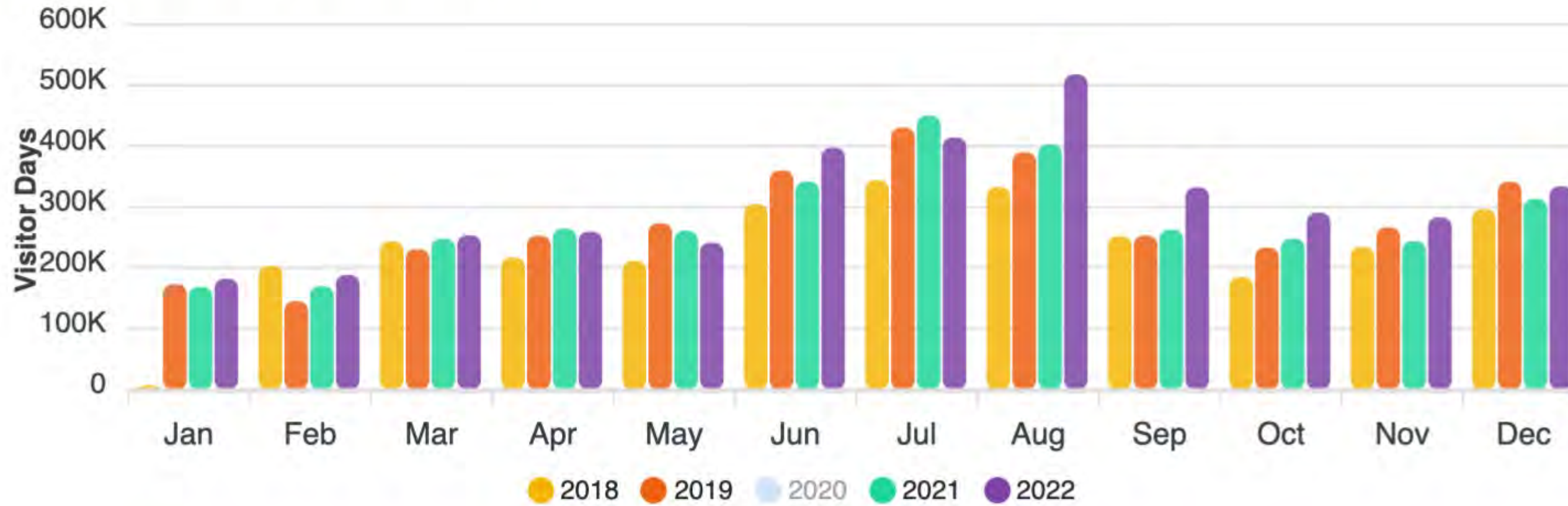
# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 / 1 / 2022 - 12 / 31 / 2022

Comparison Date Range: 10 / 1 / 2021 - 12 / 31 / 2021

Item 6.

## Annual Volume by Visitor Days



\*Data available through 12 / 31 / 2022

|      |        |        |        |        |        |        |        |        |        |        |        |        |
|------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| 2018 | 6.2K   | 203.1K | 243.6K | 216.9K | 211.7K | 304.3K | 344.2K | 332.8K | 252.2K | 184.6K | 234.1K | 296.3K |
| 2019 | 172.9K | 145.0K | 230.7K | 252.6K | 273.2K | 360.1K | 430.5K | 390.0K | 253.0K | 233.2K | 266.5K | 341.4K |
| 2020 | 238.0K | 221.8K | 188.3K | 88.0K  | 116.3K | 237.9K | 321.0K | 363.2K | 238.2K | 251.7K | 212.6K | 207.7K |
| 2021 | 168.5K | 169.8K | 247.7K | 264.3K | 261.0K | 341.9K | 450.1K | 403.3K | 262.6K | 248.0K | 243.9K | 313.3K |
| 2022 | 182.0K | 188.3K | 253.5K | 259.4K | 241.3K | 397.4K | 414.2K | 518.0K | 332.3K | 290.7K | 283.0K | 333.8K |
|      | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct    | Nov    | Dec    |

## Visitor Days by Length of Stay



- Day Trip 49.2%
- 2 Days 13.4%
- 3 Days 6.8%
- 4 Days 6.2%
- 5 Days 6.4%
- 6+ Days 18.1%

Visitor volume is still down from 2019. However, Wilsonville welcomed more visitors per year compared to 2018 and has seen steady growth since March 2021.

# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 / 1 / 2022 - 12 / 31 / 2022

Comparison Date Range: 10 / 1 / 2021 - 12 / 31 / 2021

Item 6.

## Top Markets

| DMA               | % of Trips 10/22 - 12/22 | % Change of Trips vs 10/21 - 12/21 | Total Visit % Change vs 10/21 - 12/21 |
|-------------------|--------------------------|------------------------------------|---------------------------------------|
| Seattle-Tacoma    | 17.9 %                   | ↓ 3.5%                             | ↓ 25.8%                               |
| Eugene            | 16.0%                    | ↓ 6.7%                             | ↓ 37.8%                               |
| Portland- OR      | 15.0%                    | ↓ 1.7 %                            | ↓ 20.2%                               |
| Medford-Klamath   | 6.4%                     | ↑ 1.2 %                            | ↑ 9.1 %                               |
| Los Angeles       | 4.7%                     | ↑ 1.3 %                            | ↑ 19.8%                               |
| Bend- OR          | 4.5%                     | ↑ 1.0%                             | ↑ 16.0%                               |
| Yakima-Pasco-Rchl | 4.2%                     | ↑ 0.3%                             | ↓ 6.7%                                |
| Sacramnto-Stkton  | 3.5%                     | ↑ 1.6 %                            | ↑ 59.6%                               |

| DMA               | % of Trips 10/22 - 12/22 | % Change of Trips vs 10/21 - 12/21 | Total Visit % Change vs 10/21 - 12/21 |
|-------------------|--------------------------|------------------------------------|---------------------------------------|
| Spokane           | 2.7%                     | ↑ 0.3%                             | ↑ 1.5%                                |
| San Francisco-Oak | 2.7%                     | ↑ 0.3%                             | ↓ 3.2%                                |
| Salt Lake City    | 2.1 %                    | ↑ 1.1 %                            | ↑ 85.9%                               |
| Phoenix -Prescott | 2.1 %                    | ↑ 0.2%                             | ↓ 2.2%                                |
| Boise             | 1.3 %                    | — 0.0%                             | ↓ 14.4%                               |
| Las Vegas         | 1.2 %                    | ↑ 0.7%                             | ↑ 101.4 %                             |
| Fresno-Visalia    | 1.1 %                    | ↑ 0.6%                             | ↑ 101.5 %                             |
| Albuquerque-Santa | 1.1 %                    | ↑ 0.9%                             | ↑ 363.0%                              |

# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 / 1 / 2022 - 12 / 31 / 2022

Comparison Date Range: 10 / 1 / 2021 - 12 / 31 / 2021

Item 6.

## Top POIs

| POI                      | % of Trips 10/22 - 12/22 | % Change vs 10/21 - 12/21 |
|--------------------------|--------------------------|---------------------------|
| Willamette River         | 24.19 %                  | ↑ 22.7%                   |
| Washington Square        | 18.54 %                  | ↓ 19.0%                   |
| Woodburn Premium Outlets | 11.49 %                  | ↓ 15.0%                   |
| Bridgeport Village       | 6.5%                     | ↓ 5.6%                    |
| Coffee Lake Wetlands     | 5.26%                    | ↑ 4.4%                    |
| Aurora Acres RV Park     | 4.57%                    | ↑ 2.6%                    |
| Topgolf Hillsboro        | 2.9%                     | ↓ 3.0%                    |
| Coffee Lake Creek        | 2.62%                    | ↑ 2.1%                    |

| POI                          | % of Trips 10/22 - 12/22 | % Change vs 10/21 - 12/21 |
|------------------------------|--------------------------|---------------------------|
| Memorial Park Wilsonville    | 1.69%                    | ↑ 1.0%                    |
| Langdon Farms Golf Club      | 1.59%                    | ↑ 1.0%                    |
| Bullwinkles Wilsonville      | 1.57 %                   | ↑ 0.6%                    |
| Champoeg State Park          | 1.26%                    | ↑ 0.7%                    |
| King City Public Golf Course | 1.03%                    | ↑ 0.7%                    |
| Holiday Inn Portland - I-    | 1%                       | ↑ 0.2%                    |
| Chehalem Glenn Golf Course   | 0.94%                    | ↑ 0.8%                    |
| Pheasant Ridge RV Park       | 0.88%                    | ↑ 0.4%                    |

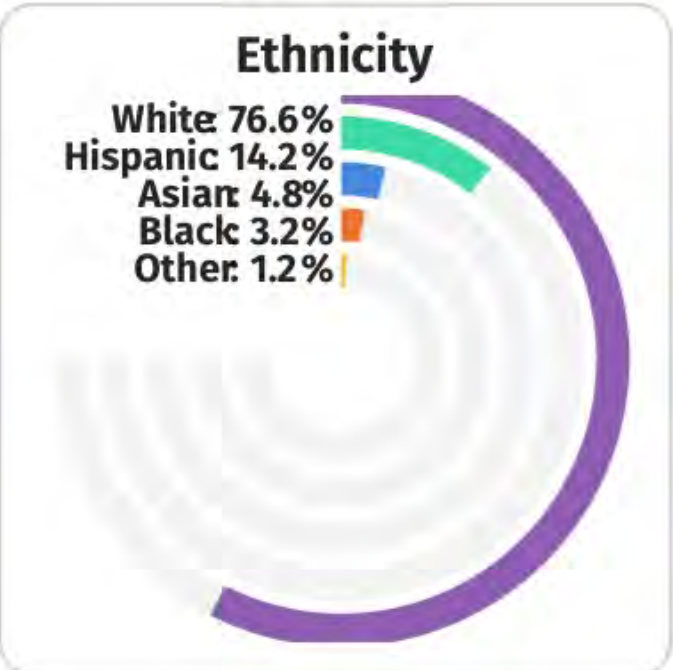
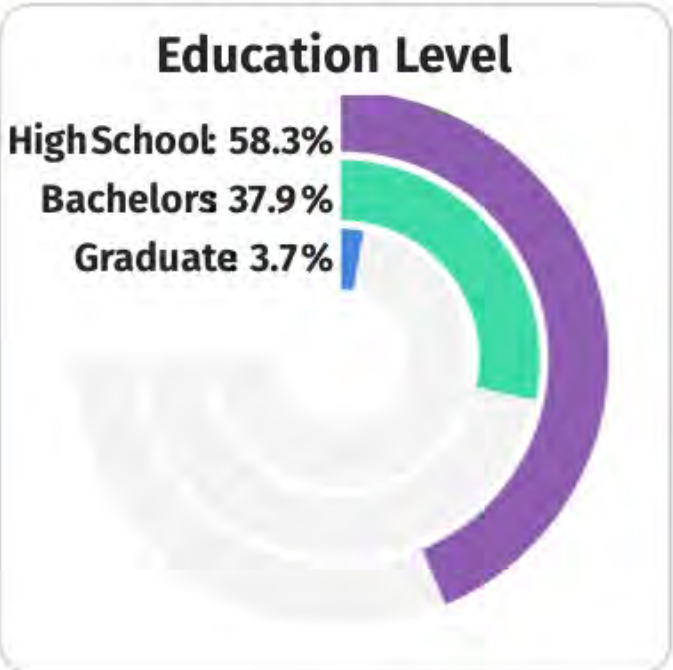
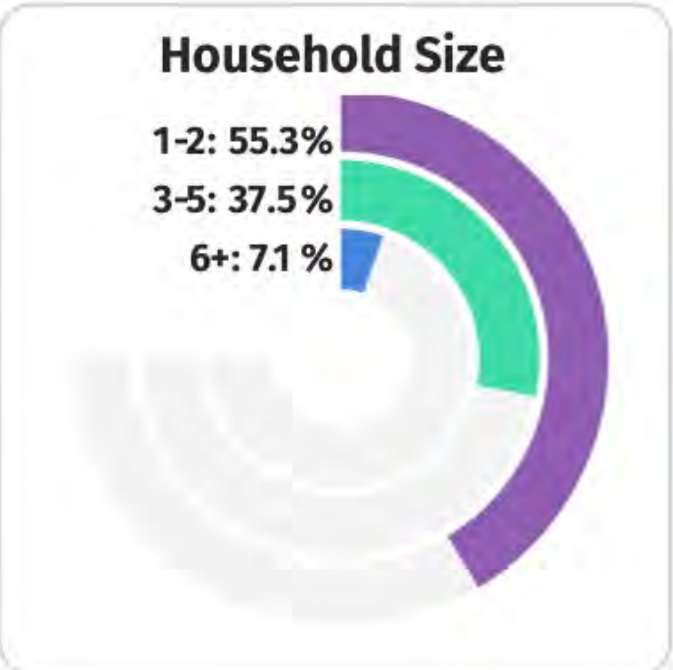
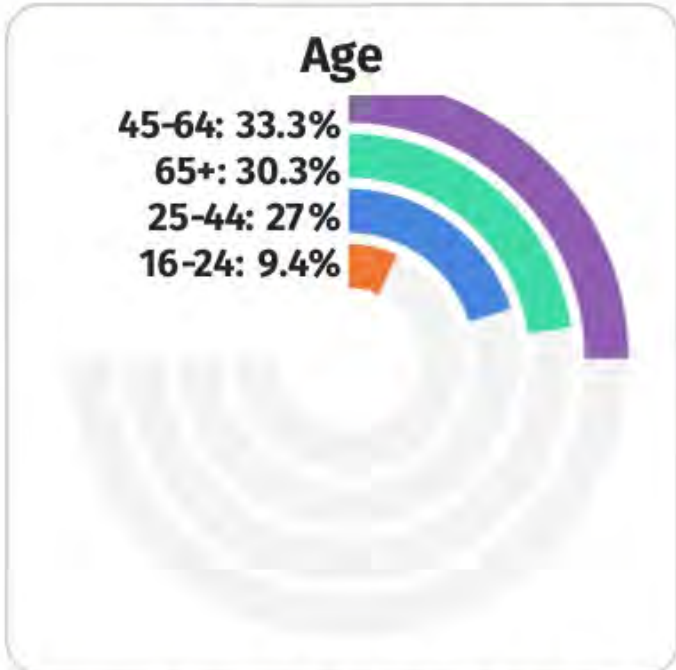
# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 / 1 / 2022 - 12 / 31 / 2022

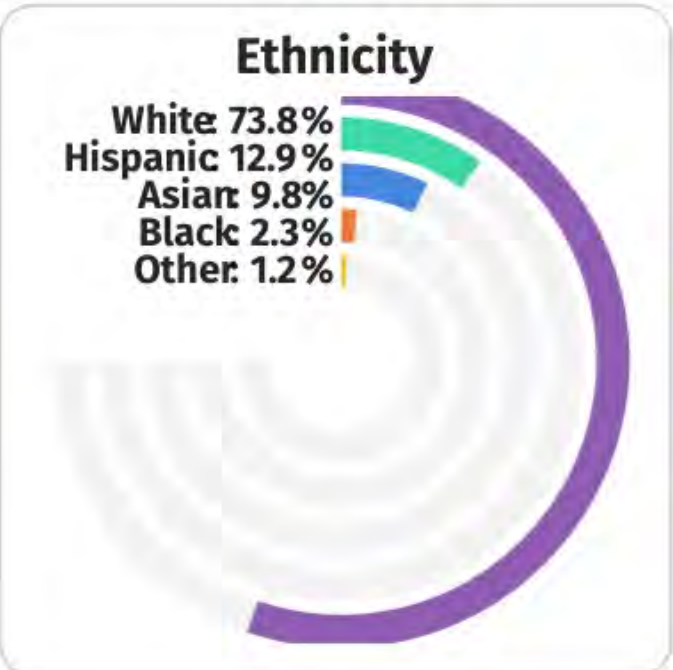
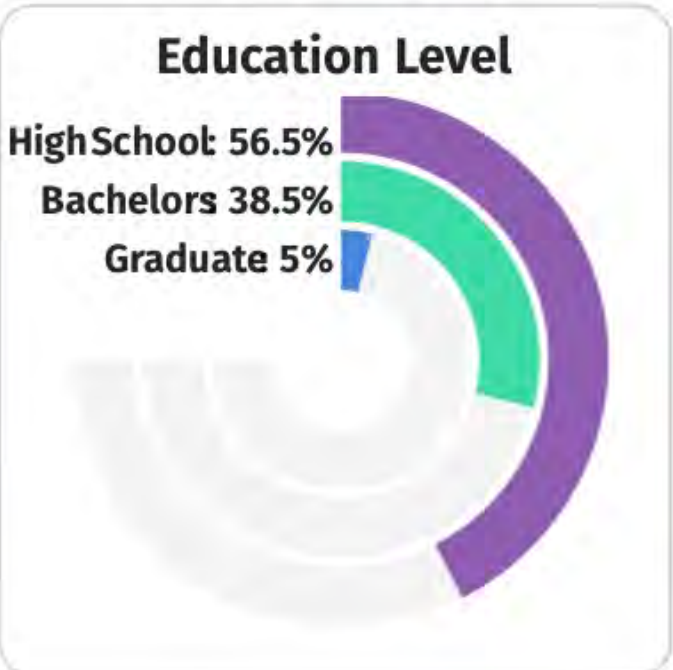
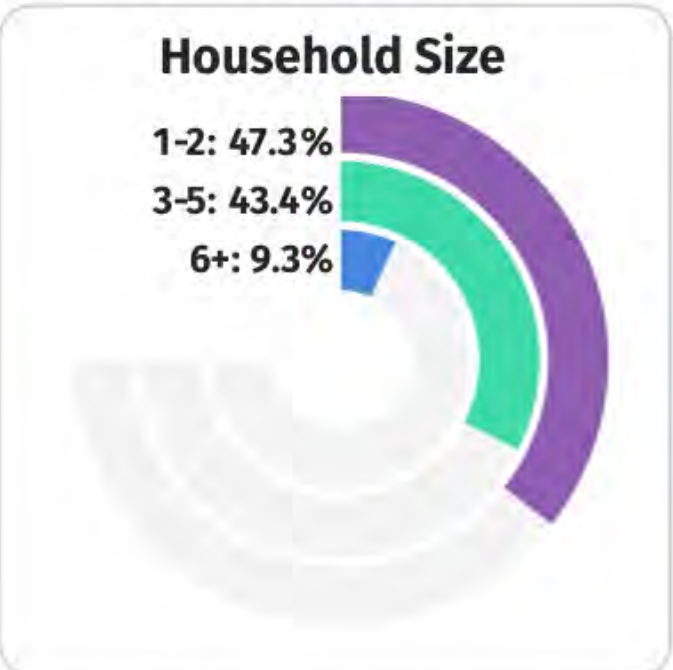
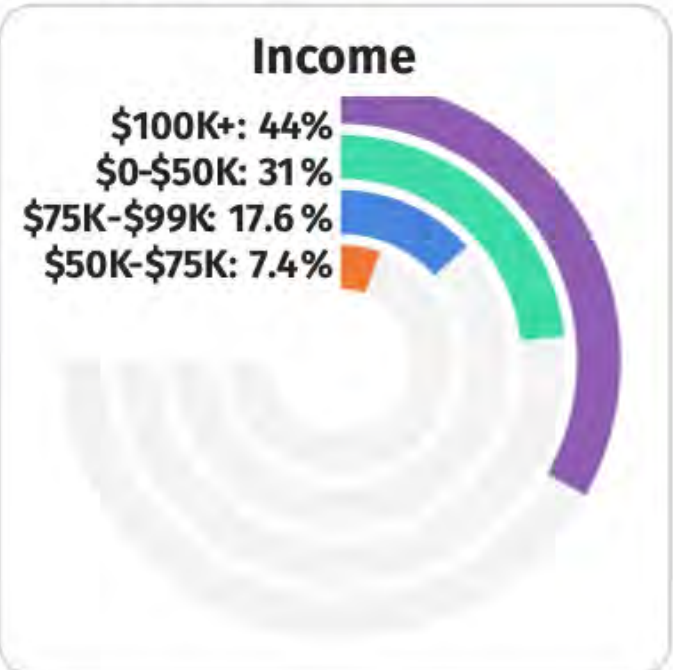
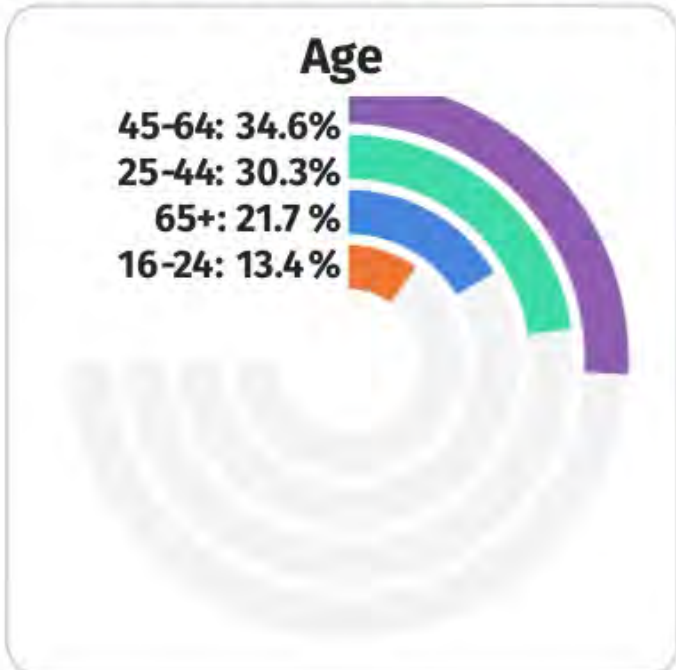
Comparison Date Range: 10 / 1 / 2021 - 12 / 31 / 2021

Item 6.

## Demographics for 10 / 1 / 22 - 12 / 31 / 22



## Demographics for 10 / 1 / 21 - 12 / 31 / 21



**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.

**Number of Trips** - The number of distinct trips to a destination by a distinct Visitor. 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.

**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.

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

**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 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 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.

**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.

**Our 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.

# STR REPORT

*Updated January 17, 2023*



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# 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.



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



# STR REPORT – WILSONVILLE

## PERCENT CHANGE

2021

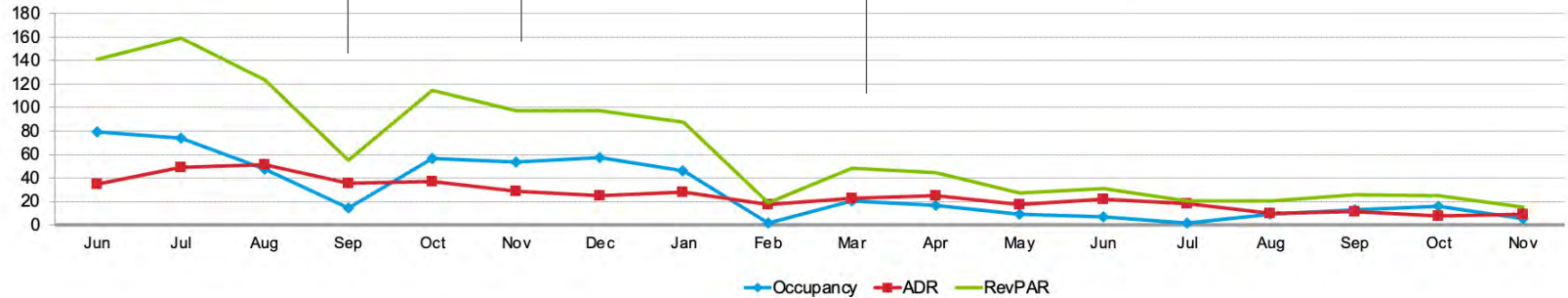
2022

DELTA VARIANT  
OMICRON

OREGON  
MASK  
MANDATE  
LIFTED

Dec. data coming soon –  
avail after Jan. 19

PERCENT (%)



# STR REPORT – WILSONVILLE

| Q2 FY 22-23 |           |           |     |                      | Q2 FY 21-22 |           |         |                      | YOY<br>QUARTERLY<br>CHANGE |
|-------------|-----------|-----------|-----|----------------------|-------------|-----------|---------|----------------------|----------------------------|
| FY 22-23    | Oct       | Nov       | Dec | Total                | Oct         | Nov       | Dec     | Total                |                            |
| Occupancy % | 74.3%     | 64.6%     | TBD | 69.4%<br>AVG         | 64.1%       | 61.2%     | 57%     | 60.77%<br>AVG        | TBD<br>AVG                 |
| RevPar      | \$79.13   | \$66.24   | TBD | \$72.68<br>AVG       | \$63.51     | \$57.54   | \$50.25 | \$57.10<br>AVG       | TBD<br>AVG                 |
| Demand      | 14,162    | 11,916    | TBD | 26,078<br>TOTAL      | 12,225      | 11,298    | 10,859  | 34,382<br>TOTAL      | TBD<br>TOTAL               |
| Revenue     | 1,508,545 | 1,222,059 | TBD | \$2,730,604<br>TOTAL | 1,210,822   | 1,061,555 | 958,017 | \$3,230,394<br>TOTAL | TBD<br>TOTAL               |

| FY 22-23    | Jul         | Aug         | Sept        | Oct         | Nov         | Dec | Jan | Feb | Mar | Apr | May | Jun |
|-------------|-------------|-------------|-------------|-------------|-------------|-----|-----|-----|-----|-----|-----|-----|
| Occupancy % | 78.9%       | 80.2%       | 77.7%       | 74.3%       | 64.6%       | -   | -   | -   | -   | -   | -   | -   |
| RevPAR      | \$109.75    | \$103.21    | \$93.51     | \$79.13     | \$66.24     | -   | -   | -   | -   | -   | -   | -   |
| Demand      | 15,035      | 15,294      | 14,342      | 14,162      | 11,916      | -   | -   | -   | -   | -   | -   | -   |
| Revenue     | \$2,092,395 | \$1,967,775 | \$1,725,258 | \$1,508,545 | \$1,222,059 | -   | -   | -   | -   | -   | -   | -   |



Total Properties: **9**



Total Rooms: **615**



FINAL YOY MEASUREMENTS ARE  
PENDING STR REPORT, AVAIL JAN. 19



STR reports are delivered around the 19<sup>th</sup> of each month to JayRay.

# Q3 PLANS JANUARY-MARCH

---

# Q3 PLANS (JAN-MARCH)

- PR
  - Attending ODA: Jan. 18-20
  - Spring influencer trip (March)
  - Spring media pitch
  - Articles in the works:
    - *PDX Parent* – Jan: featured Wilsonville in their 2023 Neighborhood Guide. Feb: featuring The Hunt for Cupid's Hearts
    - *Portland Mom Collective* – story late winter or spring
    - *NW Thrifty Mom* blog has indicated story interest
- Social Media
  - Spring blog carousel promo on FB & IG
  - Seasonal boards on Pinterest
- Marketing
  - Continuation of Cozy Season campaign through February
  - Travel Oregon Visitor Guide advertising
- Website
  - Spring banner
  - Spring blog
  - Events calendar
- Visual Identity
  - Finalize logo
  - Brand guide
  - Teaser brochure with locator map
  - Website mockup – homepage
- Account Management
  - TPC meeting (Jan. 25)
  - Annual report (2022) by April
  - Monthly dashboards & geolocation data
  - Monthly meetings with Mark and Zoe
  - Q3 report (mid-April)



**JAYRAY** A PLACE TO THINK




Branding | Advertising | Strategic Communications

Item 6.




# THANK YOU!



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# FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



DRAFT April 5, 2023

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**Attachment:**

1. JayRay 2022 Annual Report

## A. Introduction

The Wilsonville Tourism Promotion Committee met on April 5, 2023, recommended for adoption to the City Council the eighth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2023/24. 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 2022/23 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. Appointed in May 2022 to fill Brian Everest’s unexpired term in Position No. 6 ending 6/30/24 following his resignation.
- **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, Vice 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. Beth Price resigned in December 2022 due to a change in employer.
- **Brandon Roben, Chair:** CEO of Oaks Amusement Park, Portland; reappointed mid-term in July 2019 to Position No. 2 with term ending 6/30/22.
- **Rohit Sharma:** 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 2022/23, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 14 and November 9, 2022, and January 25 and April 5, 2023.

### 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 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 2022/22 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2964 on May 16, 2022.

Following is an accounting of accomplishments achieved towards meeting FY 22/23 objectives.

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



In May 2022, Mayor July Fitzgerald appointed with Council consent Lin Anderson to Position No. 6. In July 2022, Mayor July Fitzgerald reappointed with Council consent Rohit Sharma to Position No. 1 and Brandon Roben to Position No. 2.

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

Brandon Roben, was elected Chair and Beth Price, was elected Vice Chair a during the first meeting of the new fiscal year in September 2022.

- **Committee transferred the tourism grant program.**

Due to the creation of the new Arts, Culture and Heritage Committee (ACHC), the grant program will be transferred to the ACHC per Resolution No. 2941 (2021). The Tourism Promotion Committee revised to their bylaws to reflect this modification of committee duties and did not oversee the tourism grant program in 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, JayRay collaborated with three Pacific Northwest Influencers to visit Wilsonville, follow a specific itinerary and share their experience on their social media and blog posts.

- **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 23/24.

- **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.

Three Influencers visited Wilsonville in FY 22/23 and an increase in website traffic was directly linked to the visits. The 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.

- **Visual Identity Update**

The Tourism Promotion and Destination Marketing Consultant gathered input to determine how Wilsonville was viewed as a tourism destination. Based on the data, four draft visual identities were developed and shared with staff. Staff narrowed the visual identity options to two before the Tourism Promotion Committee selected the preferred visual identity in January 2023. After the visual identity was selected, the Tourism Promotion and Destination Marketing Consultant developed branding guidelines, updated our brochures, updated the website and developed a new map.

- **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 23/24 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee developed and recommended on April 5, 2023, to City Council adoption of the FY23/24 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: FY2023/24 – FY2027/28

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 eighth, 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.

|   |   |
|---|---|
| <p><b>Year 1</b><br/> <b>FY 2023/24</b></p> | <ul style="list-style-type: none"> <li>● <b>Conduct Tourism Promotion Committee Business</b></li> <li>● <b>Leadership, Meetings:</b> Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.</li> <li>● <b>Business and Marketing Plans:</b> 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 FY23/24 Five-Year Action Plan and Annual One-Year Implementation Plan.</li> <li>● <b>Implement the FY23/24 Tourism Promotion Program:</b> Committee will implement the new visual identity and continue to enhance marketing efforts based on visitor data.</li> <li>● <b>Advance Study Effort for City to Enhance Tourism Development:</b> Major update to the <i>Tourism Development Strategy, May 2014</i>.                         <ul style="list-style-type: none"> <li>○ Substantial changes in the tourism and hospitality industry over the past decade due to Covid-19 and a 10-year-old plan provide impetus to reevaluate tourism promotional strategy.</li> </ul> </li> </ul> |
| <p><b>Year 2</b><br/> <b>FY 2024/25</b></p> | <ul style="list-style-type: none"> <li>● Continue updating the Tourism Development Strategy</li> <li>● Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.</li> <li>● New tourism promotional programs are implemented with key partners</li> </ul>   |
| <p><b>Year 3</b><br/> <b>FY 2025/26</b></p> | <ul style="list-style-type: none"> <li>● Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.</li> <li>● Commence the destination marketing strategy plan (item G.3.3)</li> <li>● Feasibility study for a year-round, multi-purpose facility (item G 3.2)</li> </ul>   |

---

|                           |  |
|---------------------------|--|
| <b>Year 4<br/>2026/27</b> | <ul style="list-style-type: none"><li>• Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.</li><li>• New tourism promotional programs are implemented with key partners.</li><li>• Committee recommends to Council to advance formation of nonprofit DMO.</li></ul>         |
| <b>Year 5<br/>2027/28</b> | <ul style="list-style-type: none"><li>• Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.</li><li>• Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO called “Explore Wilsonville”; creates bylaws.</li></ul> |

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## G. Annual One-Year Implementation Plan: FY23/24, July 2023 – June 2024

The eighth, 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 FY23/24. The full, complete FY23/24 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant,
- 2. Implement the FY23/24 Tourism Promotion Program:** The committee works with staff of the City Manager's Office and Tourism Promotion and Destination Marketing Consultant to advance both the larger FY23/24 Five-Year Action Plan and Annual One-Year Implementation Plan and the more specific FY23/24 Tourism Promotion and Destination Marketing Plan.

Specific components of the FY23/24 Tourism Promotion Program include:

- **Target Marketing Refinement:** Refining as needed the marketing promotional elements and online/Internet website products and processes. Create a new marketing content strategy and encourage signups on social media. Package offerings and promotions will continue, when feasible, to increase social followers and hotel bookings. Geolocation data will continue to be used to develop more specific, targeted marketing to potential visitors. Influencers will also continue to be used to show the excellent activities in and around Wilsonville while highlighting why the visitors should stay in Wilsonville as their basecamp.
- **Focused One – Two Day Trips:** Focusing sets of themed itineraries, with clear information about their proximity to Wilsonville and map routes. Itineraries are to achieve stronger brand positioning and a focus on being in "the heart of it all." Influencers will also continue to be used to show the excellent activities in and around Wilsonville while highlighting why the visitors should stay in Wilsonville as their basecamp.
- **Performance Metrics:** Continue to track valuation 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 heart of it all" with locals and build brand ambassadors. The new visual identity, developed in Spring 2022, will be used to build awareness of the program as well.

**3. Commence 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 City proposes to split the cost of the updating the Strategy over two fiscal years at \$50,000 per year, for a total budget amount of \$100,000. Staff will work with the Tourism Promotion Committee to develop a Request for Proposals (RFP) and advertise the RFP during the first half of 2023-24 fiscal year (July – December 2023).

Then, during the second half of FY 2023-24 (January – June 2023) the Committee conducts interviews and recommends selection of a vendor for the RFP. The City arranges the contract with selected vendor, which commences work.

The Tourism Development Strategy work continues into the following fiscal year, FY 2024-25, with a final product approved for recommendation by the Committee to the City Council for adoption.

**• The proposed Tourism Promotion budget for FY23/24:**

|   |                   |
|---|-------------------|
| Tourism Promotion and Destination Marketing Contract .... | \$ 200,000        |
| Tourism Development Strategy Update (Year 1 of 2).....    | \$ 50,000         |
| TOTAL Tourism Promotion Budget .....                      | <u>\$ 250,000</u> |

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2022. There has been a noticeable rebound in both business and leisure travel as we move to a post- pandemic world.

The FY 23/24 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.

**H. Components of FY23/4 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 FY23/23 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 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 during to the Covid- 19 pandemic. The City was able to increase the budget during FY 22/23. The budget was \$22500,000 for FY 22/23 for the Tourism Promotion Marketing Plan, the Community Tourism Grant Program and the Visual Identity update. The budget is increased to \$250,000 for FY23-24 to accommodate a mayor project – updating of the Tourism Development Strategy.

**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 new Arts, Culture and Heritage Committee assumed 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 23/24 Tourism Promotion Program**

**2.1 Tourism Branding Strategy:** The Tourism Promotion and Destination Marketing Consultant contractor has developed an updated Explore Wilsonville tourism branding strategy. The 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 were updated in FY 22/23 and it will be implemented in FY 23/24.

**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 FY23/24 if funds become available.

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