



TOURISM PROMOTION COMMITTEE AGENDA

January 29, 2025 at 10:00 AM

Wilsonville City Hall & Remote Video Conferencing

PARTICIPANTS MAY ATTEND THE MEETING AT:

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

Zoom: <https://us02web.zoom.us/j/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 10/11/2025 Minutes](#)

COMMITTEE BUSINESS

3. [JayRay Annual Report and Marketing Update](#)
4. [Tourism Development Strategy](#)
5. [Tourism Promotion Program 1 Year Implementation Plan/ 5 Year Action Plan Review](#)
6. [Tourism Marketing and Promotion Request for Proposals \(RFP\)](#)
7. Travel Oregon Grant Request - Wheel the World Assessment

COMMITTEE MEMBER UPDATES

8. Committee Members, Partner Agency and City Updates

TOURISM PROMOTION PROGRAM

9. Administrative Business - Updated Public Meeting Law and Training

ADJOURN

NEXT MEETING - March 19, 2025 at 1:00pm

Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting Zoe Mombert, Assistant to the City Manager at 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 MEETING MINUTES

October 11, 2024 at 2:00 PM

Wilsonville City Hall & Remote Video Conferencing

CALL TO ORDER - Meeting was called to order at 2:02 p.m.

PRESENT

Chair Brandon Roben
Vice-Chair Sungmin Park
Elaine Owen
Jennifer Gage
Councilor Caroline Berry
Ex Officio Brian Stevenson

STAFF

Mark Ottenad
Zoe Mombert

GUEST

Greg Netzer, Consultant, Whereabout Travel
Matthew Landkamer, Consultant, Whereabout Travel

CONSENT AGENDA

Tourism Committee Minutes – Vice-Chair Sungmin Park made a motion to approve the September 13, 2024 Minutes. Elaine Owen seconded the motion. Motion passed unanimously.

TOURISM PROMOTION PROGRAM

Select Vice Chair

Chair Brandon Roben made a motion to select Sungmin Park as Vice-Chair. Jennifer Gage seconded the motion. Motion passed unanimously.

Tourism Development Strategy

Matthew Landkamer and Greg Netzer discussed the strategy timeline. The timeline will be extended with the addition of a few meetings.

Whereabouts went over

- Proposed destinations
- Vision
- Competitive position
- Keys to destination evaluation
- Discussed nine core area strategies and indicators to support

Responses/Questions

- Recommendations will be included in the plan
- Suggested early wins
- Tracking would be done, likely by staff
- Questions about gap analysis and toolkit
- Marketing toolkit for “liquid tourism” and restaurants should be incorporated
- Consider adding location between Cascades and Pacific Ocean in the description
- Art could be temporary or permanent
- What percentage of the current strategy has been implemented?
- What is successful? 15-20% is considered successful.
- “Phasing-in” plan will be developed and incorporated into the plan.

Future Meeting Schedules/Timeline

- October 15, Planning team meeting
- November 4, Tourism Promotion Committee
- November 18, City Council Work Session
- November – Meet with Explore Tualatin Valley and Mt Hood Territory

ADJOURN – Meeting adjourned at 3:03 p.m.

NEXT MEETING

Monday, November 4, 2024 at 2:00 PM

2024 ANNUAL REPORT JAN. 1-DEC. 31, 2024



TODAY

- **2024 Activity Summary by Quarter**
- **Results Dashboard**
- **Highlights:**
 - Website
 - Social Media
 - Public Relations
 - Marketing
- **Smith Travel Research Report**
- **Upcoming**



2024 ACTIVITY SUMMARY

ONGOING

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

JANUARY-MARCH

- 30-second video ads on social media
- 10, 15-second Instagram Reels
- Winter-Spring geolocation campaign
- Oregon Governor's Conference
- Spring blog
- Hosted travel writers Emily Corak and Cassie Hepler

APRIL-JUNE

- Spring blog ad on social media March 1-May 31
- Summer blog
- Teaser brochure
- Portland Mom Collective article
- Hosted content partner Rachel Jane Lloyd

JULY-SEPTEMBER

- Boosted posts on social media
- Certified Folder brochure distribution
- Tourism Strategy workshops
- Fall blog and media pitches
- Two-page advertorial in *Northwest Travel & Life Magazine*
- French Prairie rest area poster
- Media Fact Sheet
- Editorial Calendar

OCTOBER-DECEMBER

- *Northwest Travel & Life Travel & Words Conference* sponsorship
- Wilsonville content on Explore Tualatin Valley's website
- Winter geolocation marketing campaign
- New Sweet Treats & Timeless Trees itinerary
- Winter blog and media pitching
- Hosted @EspressoAndMartini on Instagram
- Travel Oregon Visitor Guide ad through OMHT co-op



DASHBOARD

ANNUAL RESULTS CY 2024

January-December 2024

PR budget reduced for video and photo content in 23-24 FY

Metrics	2024 Results	2023 Results	YOY % Change
Influenced articles (number of articles earned)	7	10	-30%
New website users	43,060	20,956	+105%
Social media reach (Facebook, Instagram, Pinterest)	305,535	246,246	+24%
Social media followers (Facebook, Instagram)	3,166	2,722	+16%
Total engagements & link clicks (Facebook, Instagram, Pinterest)	9,414	5,596	+68%





WEBSITE

2024 Highlights

WEBSITE OVERVIEW

- Added 16 articles to the [Press & Media page](#)
- Ongoing event maintenance: 396 events added
- Social media referrals grew by 10%
- New users increased YOY by 105%
- Total users increased YOY by 107%
- Page views increased YOY by 86%



EVENTS

Sample: not an exhaustive Item 3.



WOODEN SHOE
TULIP FESTIVAL



CANBY
BREWFEST



BULLWINKLE'S
VALENTINES
AFTER DARK



10TH ANNUAL
BOONE'S FERRY
AUTUMN ALE FEST



MARCH DINNER
AT LADY HILL
WINERY



MURASE
ARBORETUM
GRAND OPENING



LEE FARMS
EASTER EGG
HUNT



FRENCH PRAIRIE
GARDENS TULIP &
FLOWER FESTIVAL



EVENTS



THURSDAY NIGHT
DINNERS AT
TUMWATER
VINEYARD



PRIDE MONTH
MURAL
RECEPTION



WILSONVILLE
BREWFESt



ST. PAUL RODEO



OREGON BALLET
AT LADY HILL
WINERY



NATIONAL MOBILITY
AWARENESS MONTH
TRACK CHAIR
APPOINTMENTS



BULLWINKLE'S
SUMMER KICK
OFF AFTER DARK
EVENT



FRENCH PRAIRIE
BERRIES, BREWS &
BBQs



EVENTS

Sample: not an exhaustive list. Item 3.



YESTERYEAR FARMS
SUNFLOWER
FEST



CUTSFORTH'S
30TH ANNUAL
CRUISE-IN BY
THE PARK



SWAN ISLAND
DAHLIA
FESTIVAL



BRUNCH &
BUBBLES:
SOUTHERN
COMFORT



WILSONVILLE
FARMERS
MARKET



PORTLAND
FASHION WEEK



PAINT YOUR
GLASS



COMMUNITY
PARTY IN THE
PARK



SUMMER FARM
WALKABOUT



ST JOSEF'S
GRAPESTOMPING
FESTIVAL

EVENTS

Sample: not an exhaustive list. Item 3.



BULLWINKLE'S
AFTER DARK:
BLACK FRIDAY
EDITION



LEE FARMS
HARVEST
FESTIVAL



THE GATHER
COLLECTIVE
AUTUMN EVENT



YESTERYEAR
FARMS
CHRISTMAS
TREES &
HOLIDAY FARM



ST. JOSEF'S
CHRISTMAS
CONCERT &
DINNER



FROG POND
FARM
CHRISTMAS
TREES &
HOLIDAY
MARKET



HARVEST
DINNER



AURORA WINE
AND
CHOCOLATE
WALK



THE YEAR OF
MAGICAL
THINKING
THEATER
PRODUCTION



TRISKELEE
FARMS FALL
FEST



TUMWATER
VINEYARD
WINTER
MARKET



VILLEBOO 2024



WEBSITE ANALYTICS

2024 CALENDAR YEAR WITH YOY CHANGE

2024 January-December

Metrics	2024												2024 Total	2023 Total	2024 % Change
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec			
New Users	5,358	8,266	7,224	2,882	2,644	2,228	2,431	2,730	3,345	1,814	1,541	2,597	43,060	20,956	+105%
Users	5,376	8,469	7,454	2,921	2,679	2,279	2,494	2,887	3,528	1,969	1,698	2,728	44,482	21,428	+107%
Page Views	13,867	13,836	23,405	7,189	13,998	6,154	8,019	13,106	7,647	4,975	4,768	12,314	129,278	69,294	+86%

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

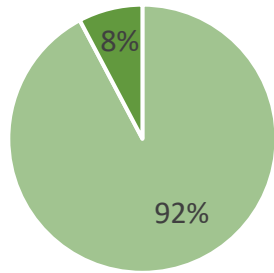
Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.

MONTHS WHEN CAMPAIGNS ARE RUNNING, TRAFFIC IS HIGHER (JAN-MARCH)



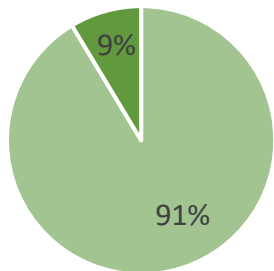
WEBSITE ANALYTICS: VISITORS

WEBSITE USERS 2024



- New Users
- Returning Users

WEBSITE USERS 2023

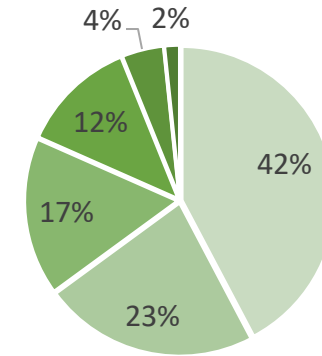


- New Users
- Returning Users

MOST USERS ARE FIRST TIME VISITORS OF THE WEBSITE

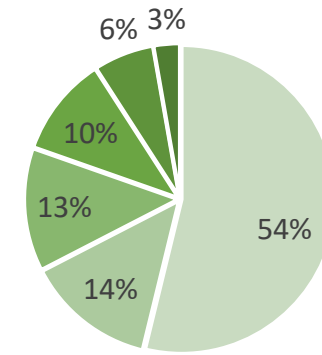
SOCIAL MEDIA REFERRALS INCREASED BY 10%

TOP SOURCES 2024



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

TOP SOURCES 2023



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

*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

2024 Highlights

SOCIAL MEDIA OVERVIEW

Item 3.

- 305,535 total reach (FB, IG, & Pinterest)
- Added 444 followers (FB & IG)
- Combined engagement is up 27% YOY
- Combined total reach is up 24% YOY
- Combined engagements is up 66% YOY



2024 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
2024	4.75%	4.51%	5.56%	4.57%	4.71%	4.11%	5.99%	6.43%	4.37%	5.85%	5.16%	3.78%	4.95%	+27%
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%	-

Combined Post Total Reach**														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	56,259	35,543	97,450	6,534	4,634	4,818	10,020	20,338	23,131	15,000	17,880	13,928	305,535	+24%
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	-

Combined Total Engagements & Link Clicks														
FB, IG & Pinterest	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	YOY Change
2024	397	292	411	347	254	202	1,327	1,603	1,220	1,564	1,201	596	9,414	+66%
2023	339	391	459	876	409	425	580	837	342	302	386	303	5,649	-

*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 TOP CONTENT

JANUARY-MARCH

- January 10, 2024
- 8 reactions, 1 comment and 3 shares
- 1,238 accounts reached



APRIL-JUNE

- June 21, 2024
- 2 reactions
- 743 accounts reached



JULY-SEPTEMBER

- September 25, 2023
- 1 likes
- 12,491 views, 5,259 accounts reached



OCTOBER-DECEMBER

- November 1, 2024
- 323 reactions, 2 link clicks and 22 shares
- 4,299 accounts reached



INSTAGRAM TOP CONTENT

JANUARY-MARCH

- March 20, 2024
- 47 likes, 7 comments, 39 saves and 948 impressions
- 889 accounts reached



explorewilsonville Spring into action with Wilsonville's upcoming events! From festivals to flea markets, there's something for everyone this season.

Save this post for upcoming events:

- 3/22-5/6 @WoodenShoeFarm Tulip Festival
- 3/23, 3/29 & 3/30 Breakfast with the Bunny and Easter Egg Hunts @LeeFarms
- 3/30 @CityofWilsonville Free Community Egg Hunt
- 4/1-5/6 @FrenchPrairieGardens Adult Easter Egg Hunt
- 4/6-5/6 @FrenchPrairieGardens Tulip & Flower Fest
- 4/6 Live music at the historic Butteville General Store @hadpointbrothers
- 4/13 Oil painting with Judy Stubb @WilsonvilleParksAndRec
- 4/27 Spring Flea Market @ClearEventCenter
- 4/26-28 Wilsonville Stage presents: Love Letters
- 5/4-5/5 Spring Garden Fair @ClearEventCenter
- 5/10 Canby Brewfest
- 5/12 Mother's Day Farm Brunch @OurTableCooperatives

Visit the #LinkInBio for a full list of events.

French Prairie Gardens
17673 French Prairie Road
St. Paul, OR 97137

APRIL-JUNE

- April 26, 2024
- 28 likes, 9 comments and 2 shares
- 534 accounts reached



explorewilsonville Tag someone you want to share a sweet treat with in the comments and check out our blog for more foodie finds in and around Wilsonville at the #LinkInBio.

JULY-SEPTEMBER

- August 5, 2024
- 34 likes, 6 comments, 3 saves, 9 shares and 1,256 impressions
- 1,154 accounts reached



explorewilsonville It's flower festival season in the Willamette Valley. Check out these events happening now:

- 7/11-8/25: @FrenchPrairieGardens Farm Day of Summer & Summer Sunflowers
- 8/1-9/30: @SwanIslandDahlias Annual Dahlia Festival
- 8/1-18 Thursday-Sunday: @YesteryearFarmsWilsonville Sunflower Festival
- 8/2-18 Friday, Saturday, Sunday: @LeeFarms Sunflower Festival

Plan your visit at the link in bio.

OCTOBER-DECEMBER

- December 11, 2024
- 9 likes, 1 comment, 1 share and 1,750 impressions
- 1,730 accounts reached



explorewilsonville Celebrate the season in Wilsonville! Meet your favorite holiday characters, enjoy jubilant farm-to-table food, shop 'til you drop with tax-free finds and cozy up with seasonal spirits.

📍 Yesteryear Farms 26801 Stafford Rd, Wilsonville, OR

Plan your festive fun at the link in the bio.

PINTEREST TOP BOARD*

Item 3.

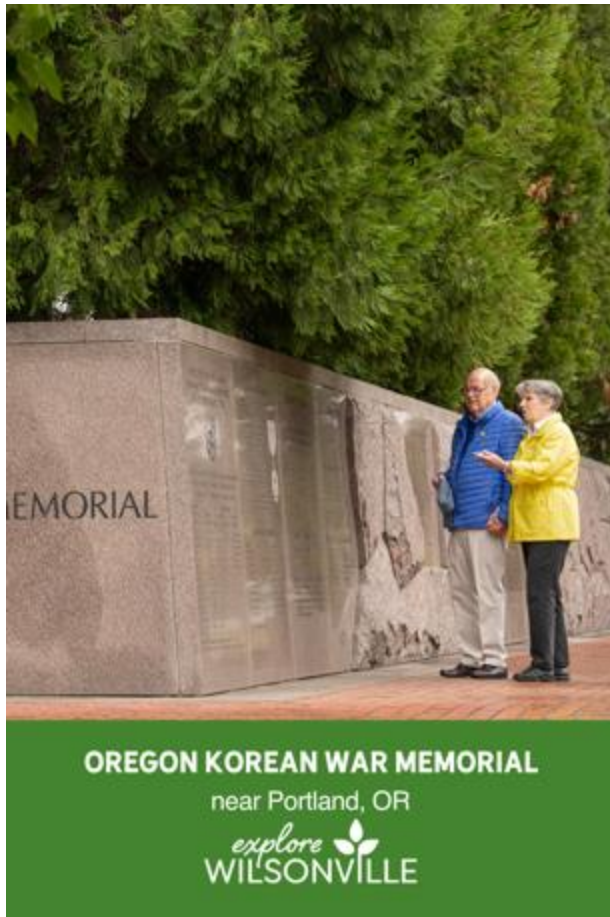
- Explore Wilsonville, OR
 - 345 pins
 - 1,809 impressions
 - 62 engagements
 - 17 outbound link clicks
 - 37 pin clicks
 - 9 saves



*Pinterest data can only be viewed up to six months past, data for top board represents data between 7/29/24-12/31/24

PINTEREST POST SAMPLES

Item 3.

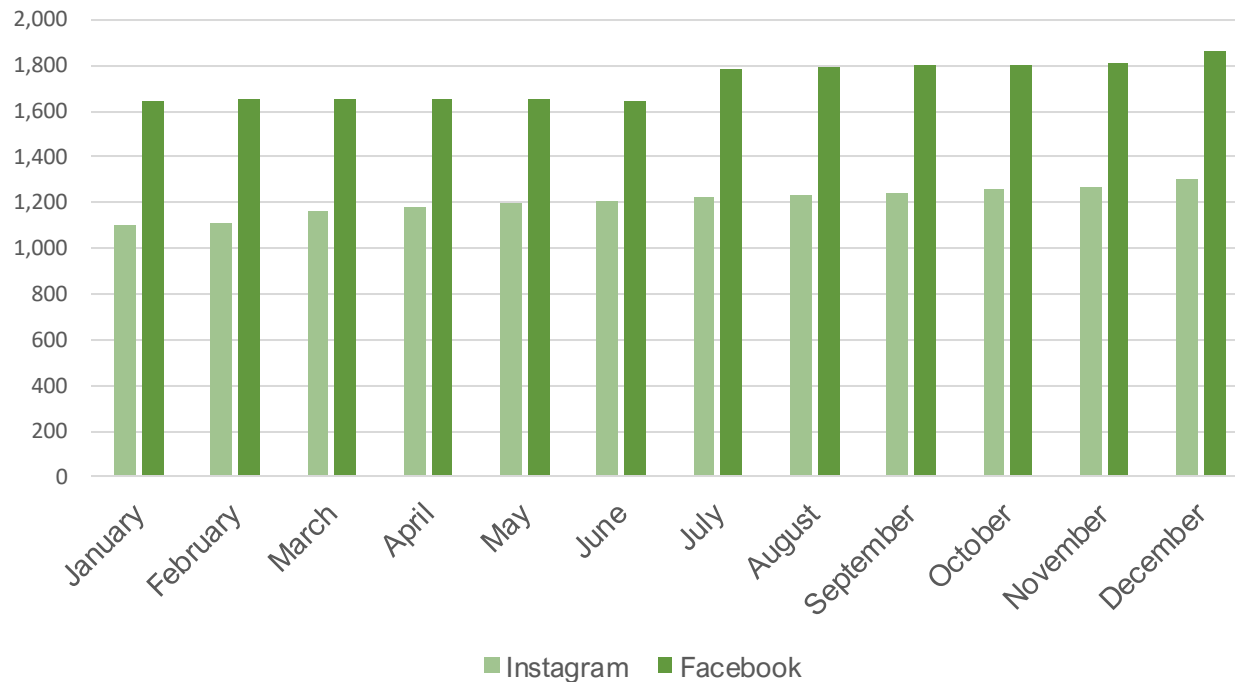


2024 SOCIAL MEDIA ANALYTICS OVERVIEW

Item 3.

FACEBOOK	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	4.44%	3.44%	5.38%	3.88%	2.85%	3.82%	9.28%	9.57%	4.59%	9.05%	6.83%	5.22%	5.65%
Post Total Reach	52,276	32,166	91,728	764	616	1,180	4,150	12,609	13,804	11,462	11,700	5,800	238,255
Total Engagements & Link Clicks	136	87	82	77	50	86	1,074	1,302	960	1,349	928	389	6,520
INSTAGRAM	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	7.82%	7.20%	9.10%	8.45%	8.86%	6.65%	7.82%	7.20%	9.10%	8.45%	8.86%	6.65%	8.01%
Average Number of Likes	13.57	11.46	16.85	15.31	10.77	8.72	12.86	15.69	13.46	12	13.21	11	12.91
Post Total Reach	2,726	2,584	4,402	4,170	2,821	2,730	4,525	6,851	8,400	2,258	6,180	7,378	55,025
Total Engagements & Link Clicks	232	177	297	242	168	119	223	272	224	176	251	183	2,564
PINTEREST	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nou	Dec	Results
Engagement (%)	1.99%	2.90%	2.20%	1.38%	2.42%	1.87%	2.30%	2.96%	2.91%	2.49%	1.98%	2.53%	2.33%
Post Total Reach	1,257	793	1,320	1,600	1,197	908	1,345	878	927	1,280	907	750	13,162
Total Engagements & Link Clicks	29	28	32	28	36	27	40	29	36	39	22	24	370

2024 SOCIAL MEDIA FOLLOWERS OVERVIEW



TOTAL FOLLOWERS: 3,166

- Instagram and Facebook growth are both steady with a 16% increase YOY
- Total followers 2023: 2,722

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





PR REPORT

2024 Highlights

PR OVERVIEW

Item 3.

- 7 influenced articles in CY 2024
- Added 16 articles to the [Press & Media page](#)
- Published quarterly blogs
- Developed new fall and winter blogs with customized media pitches
- Updated [Media Fact Sheet](#)
- Hosted travel writers Emily Corak and Cassie Hepler
- Hosted content partner: Nia Naggi (content went live early January 2025)
- Sponsored and attended Northwest Travel & Life's Travel & Words Conference
- Updated Wilsonville page on Explore Tualatin Valley's website
- Developed new Sweet Treats & Timeless Trees itinerary
- Continued PR monitoring



PUBLIC RELATIONS OVERVIEW

2024 RESULTS

PR budget reduced for 2023-24 FY for video and photo content

2024													
Metrics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Articles	16	4	21	20	15	38	43	27	17	15	21	4	241
Circulation	6,939,017,641	4,323,264	2,990,385	3,175,130	1,171,537	29,621,177	23,228,808	1,520,822	153,815,619	1,431,668	12,428,410	38,889	7,172,763,350
Number of Influenced Articles	2	0	1	2	1	1	0	0	0	0	0	0	7

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.

MEDIA COVERAGE SAMPLES

IN THE NEWS

The latest stories about Wilsonville.

2024

WILSONVILLE STATE DEPARTMENT BUILDING FEATURES GIANT WASP & MICROSCOPE STATUE AND OTHER SCULPTURES - DECEMBER 23, 2024

ZAIQA TO BRING NEW INDIAN FOOD TO WILSONVILLE - NOVEMBER 27, 2024

JAPANESE BARBECUE COMING TO WILSONVILLE - SEPTEMBER 26, 2024

OREGON SUMMERS ARE GETTING HOTTER. THIS FARM IS USING THE SUN TO ADAPT - SEPTEMBER 25, 2024

WILSONVILLE IHOP IS NOW OPEN - SEPTEMBER 24, 2024

RELAX IN THE SMALL TOWN OF WILSONVILLE, JUST SOUTH OF PORTLAND, OREGON - APRIL 10, 2024

BACKYARD TOURIST: EXPLORING ALBANY, WILSONVILLE AND CAMAS - APRIL 1, 2024

WHAT TO DO IN OREGON IN APRIL - MARCH 28, 2024

A COLORFUL FLOWER FARM, SWAN ISLAND DAHLIAS IN OREGON IS LIKE SOMETHING FROM A DREAM - MARCH 14, 2024

2024 WELCOMES 40 YEARS OF BLOSSOMING BEAUTY AT THE WOODEN SHOE TULIP FESTIVAL - MARCH 2, 2024

WILSONVILLE: YOUR SPRINGTIME HAVEN IN WILLAMETTE VALLEY- MARCH 11, 2024

3 FARMSTASTIC DINING EXPERIENCES NEAR WILSONVILLE - FEBRUARY 28, 2024

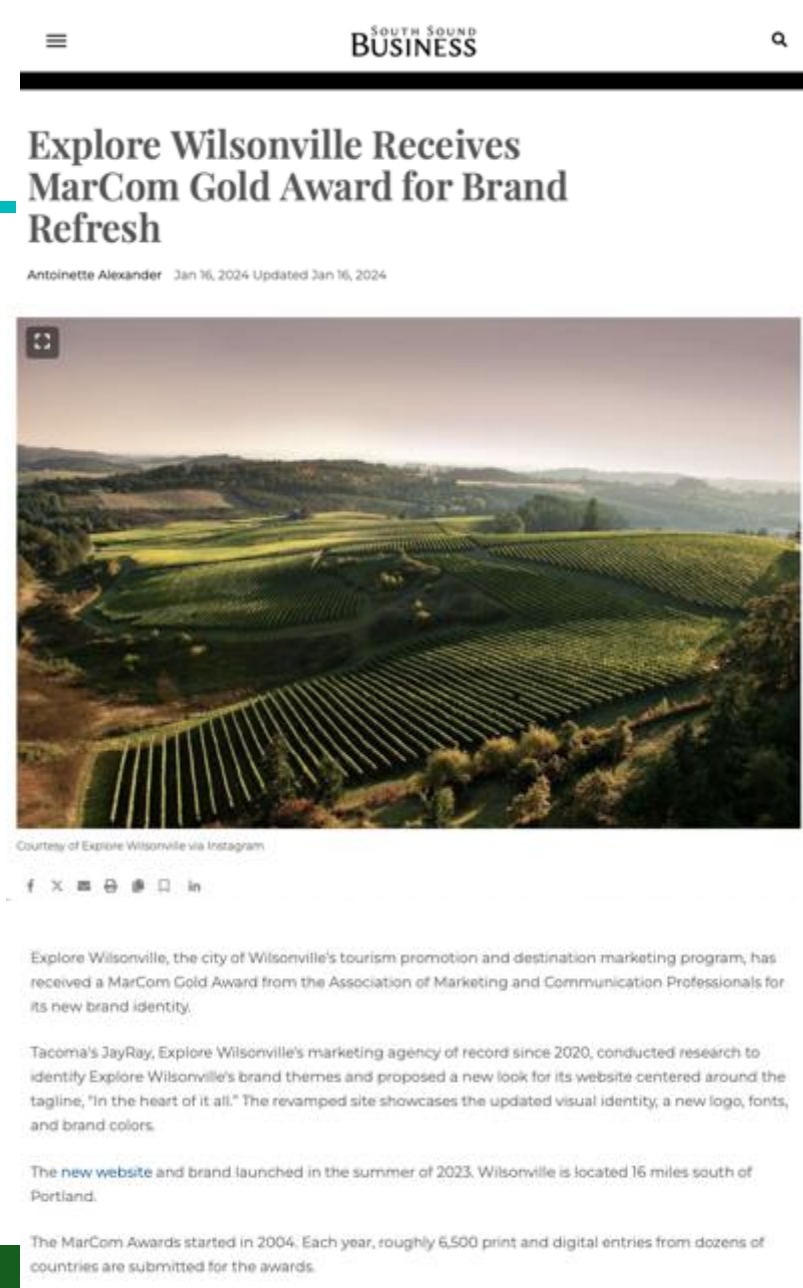
9 GREAT PLACES TO SEE ANIMALS ON YOUR FAMILY VACATION - FEBRUARY 28, 2024

SANTE FE MEXICAN RESTAURANT & CANTINA TO OPEN IN WILSONVILLE'S TOWN CENTER - FEBRUARY 1, 2024

THIS OREGON DESTINATION IS ONE OF THE TOP 50 PLACES TO TRAVEL WORLDWIDE, ACCORDING TO FORBES - JANUARY 25, 2024

BURGERVILLE TO OPEN IN WILSONVILLE, FIRST NEW LOCATION IN 8 YEARS - JANUARY 24, 2024

[See Updated Press & Media Page](#)



The screenshot shows a news article from South Sound Business. The article title is "Explore Wilsonville Receives MarCom Gold Award for Brand Refresh" by Antoinette Alexander, dated Jan 16, 2024. The article features a large photograph of a vineyard in the Willamette Valley. Below the photo is a social media share bar and a short paragraph of text. The text describes the award and the brand refresh work done by JayRay, a marketing agency. It mentions that the new website and brand were launched in the summer of 2023 and that the MarCom Awards have been running since 2004.

TRAVEL WRITER: EMILY CORAK

Item 3.

Explore Wilsonville worked with Emily Corak as a journalist on assignment for *Vancouver Family Magazine*.

OVERVIEW:

Family day trip: February 10

Solo day trip: February 14

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 readers of the publication.



ITINERARY

WRITER ITINERARY

Emily Corak | Vancouver Family Magazine | www.vancouverfamilymagazine.com



WRITER ITINERARY

Emily Corak | Vancouver Family Magazine | www.vancouverfamilymagazine.com



WEDNESDAY, FEBRUARY 14, 2024 – HAPPY VALENTINE'S DAY!			
LOCATION	TIME	NOTES	COST
Soak Box Spa	12:15 p.m.	Salt Water Soak , 60 minute treatment Pre-appointment FAQs	Complimentary
Optional Lunch Suggestions: McMenamins Old Church & Pub Dar Essalam	1:30 p.m.	<i>McMenamins is located in the same complex as Soak Box.</i> <i>Dar Essalam is a 5-minute drive from Soak Box</i> <i>Both restaurants are approximately 15 minutes from Lady Hill</i>	
Lady Hill Winery	2:30 p.m.	Wine Tasting	Complimentary

SATURDAY, FEBRUARY 10, 2024			
LOCATION	TIME	NOTES	COST
Lux Sucre	Noon	Lunch or dessert.	Complimentary
Tollen Farm	1:30 p.m.	<i>Tollen farm is open by appointment only; Tonie will give you a tour of the farm.</i>	Complimentary
Walking trail options: <i>Memorial Park/Murase Plaza</i> <i>Graham Oaks Nature Park</i>	3 p.m.	Memorial Park has awesome playgrounds including a nature playground. Graham Oaks features an audio tour you can listen to while you walk.	Free
Bullwinkle's	4:30 p.m.	<i>Ask for Darron or Jeff when you arrive, and they will assist you.</i>	Complimentary



CONTENT SAMPLE: ARTICLE



BACKYARD TOURIST: EXPLORING ALBANY, WILSONVILLE AND CAMAS

WILSONVILLE, OREGON

Just past Southwest Portland, Wilsonville is a favorite for a fun family day, or a recharging day alone. No matter the age, [Bullwinkle's Family Fun Center](#) will be the ultimate draw. Bowling, laser tag, bumper boats, go-karts, mini golf, ropes courses, arcade games—you can make an entire afternoon of it.

For some quieter fun, whether with kids or without, Wilsonville is home to lots of farms, some of which offer tours. We were lucky enough to get a tour at [Tollen Farm](#), full of rescue horses and miniature donkeys. The owner, Tonie Tollen, has been operating the farm for 45 years since Wilsonville was just "one stoplight and 1,700 people." She introduced us to all the animals and her cute vintage farm shop. We spent time picking out our favorite donkeys. My favorite was Chocolate Cupcake, but watch out for your shoelaces (donkeys apparently love shoelaces). The farm hosts an annual Donkey Birthday Party the third Saturday of May from 1-4 pm, and all are invited! A visit with the mini donkeys is sure to put a smile on your face as you will walk away with newfound energy and an appreciation for these lovable animals.

For some unstructured time outdoors, memorial Park is large, beautiful and has a little of everything, including walking trails. We also took a stroll through Graham Oaks Nature Park, which was great for all ages, but also works well for a peaceful solo outing. We followed this up with a visit to one of my all-time favorite bakeries, Lux Sucre. I don't use the title favorite lightly, as this is a beautiful space with good food and even better desserts. It's an absolute "don't miss" in my book! For good restaurants, consider the [McMenamins Old Church and Pub](#), [Dar Essalam](#) for good Moroccan food, or Butteville General Store, reportedly the oldest continually running establishment in Oregon!

For some unstructured time outdoors, memorial Park is large, beautiful and has a little of everything, including walking trails. We also took a stroll through Graham Oaks Nature Park, which was great for all ages, but also works well for a peaceful solo outing. We followed this up with a visit to one of my all-time favorite bakeries, Lux Sucre. I don't use the title favorite lightly, as this is a beautiful space with good food and even better desserts. It's an absolute "don't miss" in my book! For good restaurants, consider the [McMenamins Old Church and Pub](#), [Dar Essalam](#) for good Moroccan food, or Butteville General Store, reportedly the oldest continually running establishment in Oregon!



If you're looking for a solo adventure, don't miss wellness spa [Soak Box](#), home to saltwater float rooms, infrared saunas and cold-water plunges. With friendly staff who walked me through the entire experience, I gave the float a try, hoping to soak up some of the many health benefits such as deep relaxation, improved circulation and a release of tension. I spent an hour floating in warm salt water in a dark, quiet tank, which went by surprisingly fast. I emerged, showered, drank tea and walked out feeling the most "undenched" I've felt in ages. If you're looking to treat yourself and truly unwind, do yourself a favor and make this stop.

One of my final and favorite stops just outside of Wilsonville

Read the full article [here](#).



TRAVEL WRITER: CASSIE HEPLER

Explore Wilsonville partnered with Cassie Hepler, a Phoenix-based travel writer. She manages a lifestyle and travel blog, ExploreWithCassie.com and has written for travel and news outlets. Cassie visited different points of interest in Wilsonville. Following her visit, she posted an article on her blog and is pitching stories about her experience to travel publications.

OVERVIEW:

3-day itinerary: March 11-13

GOAL:

To gain media coverage of Wilsonville, to inspire a trip. Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among readers. Increased publicity also helps gain trust and visibility with other publications, in turn generating future coverage.



ITINERARY

Item 3.

CASSIE HEPLER ITINERARY

March 11-13, 2024



MONDAY, MARCH 11	TIME	NOTES	COST
Southwest Flight #126	8:45 a.m.	\$950 scheduled for deposit to your bank account.	Pre-paid
Dollar Rent A Car	12 p.m.	Pick up rental car	Pre-paid
BooneTown Bistro & Bar 25425 Southwest 95th Ave Wilsonville, OR 97070	12-1 p.m.	Located in the hotel where you'll be staying. Drop off your bags at the front desk and enjoy lunch. Let the restaurant know you are a guest of Sungmin Park.	Complimentary
Lady Hill Winery 8400 Champoeg Rd NE St Paul, OR 97137	2 p.m.	Ask for Jerry. Enjoy the beautiful space and scenery! As you drive up the long driveway, you might see farm animals on your left. ladyhill.com	Complimentary tasting
Holiday Inn Portland I-5 South 25425 Southwest 95th Ave Wilsonville, OR 97070	4 p.m.	Check-in (if you room wasn't ready earlier, check in when you are finished at Lady Hill.	Complimentary
Dinner – see suggestions	6 p.m.	Dar Essalam (Moroccan) 29585 SW Park Pl Ste A Wilsonville, OR 97070 daressalamrestaurant.com Oswego Grill 30080 SW Boones Ferry Rd. Wilsonville, OR 97070 oswegogrill.com	On your own

CASSIE HEPLER ITINERARY

March 11-13, 2024



TUESDAY, MARCH 12,	TIME	NOTES	COST
Breakfast – see suggestions	9 a.m.	Mr. Maple Donuts 29890 SW Town Center loop Wilsonville, OR 97070 mmapledonuts.com Norton's Family Café 8593 SW Main Street Ste 400 Wilsonville, Oregon 97070 nortonscafe.com	On your own
Explore – see suggestions	10 a.m.	Graham Oaks Nature Park 11825 SW Wilsonville Rd Wilsonville, OR 97070 Memorial Park 8100 SW Memorial Drive Wilsonville, OR 97070	On your own
McMenamins Old Church & Pub 30340 SW Boones Ferry Rd Wilsonville, OR 97070	12 p.m.	Ask for Susan. mcmenamins.com/wilsonville-old-church-pub	Complimentary
Soak Box Spa 30060 SW Boones Ferry, Ste 32 Wilsonville, OR 97070	1:45 p.m.	Ask for Katie or Sally. soakbox.com	Complimentary
Vanguard Brewing 27501 SW 95th Ave #945 Wilsonville, OR 97070	6 p.m.	Ask for Lin. vanguardbrewing.com	Complimentary dinner & tasting

CASSIE HEPLER ITINERARY

March 11-13, 2024



WEDNESDAY, MARCH 13,	TIME	NOTES	COST
Pearl Bakery 10159 SW Commerce Cir, Ste A Wilsonville, OR 97070	9 a.m.	A Portland-area icon! 4 min. walk from the hotel. Ask for Spencer. On Facebook @PearlBakeryWilsonville	Complimentary coffee & pastry
Holiday Inn Portland I-5 South	10:30 a.m.	Check-out	Complimentary
Holiday Inn Portland I-5 South	11 a.m.	Meet Greg Leo, Historic Butteville board member and involved tourism partner. Call him when you've checked out and meet in the turnaround at the front. You can ride with him or drive separately.	No cost
Lux Sucre Bakery + Café	12 p.m.	Tour of Charbonneau Village on the way to lunch. Greg will take you to lunch at this cozy Instagrammable bakery. Ask for Brandon. luxsucr.com	Complimentary - There will be a \$30 gift card at the counter.
French Prairie Gardens 17673 French Prairie Rd NE St Paul, OR 97137	2 p.m.	Foodie stops on the way to French Prairie Gardens Ask for Stacy Bunke. fpgardens.com	Complimentary Tour & complimentary tasting



CONTENT PARTNER SAMPLE: BLOGS

Item 3.



Don't sleep on Holiday Inn! Or better yet, do sleep there as those super comfy beds lulled me to sleep for hours without waking for two nights in a row. And they have a great breakfast buffet each morning with fresh fruit and bacon as well as a pretty impressive restaurant attached Boonetown Bistro with strong cocktails, tasty steak and huge pizza pies. Individually owned and larger than the usual Holiday Inn, this space has almost 5 star ratings across the board and it shows! And Rack up those IHG travel points so you can use them all over the world.



It was still raining when I arrived at Holiday Inn Portland South.



Welcome to the matriarchy of **Lady Hill Winery!** Located on the rolling countryside of the Willamette Valley, about 30 minutes west of Portland, Oregon, Lady Hill is a working farm and vineyard with a huge barn converted into a wine tasting room. This woman-focused 1,500 acre space has many generations of ladies steering the delicious ship into the land of tasty wines. Situated on the same land where co-owner Jerry Hill's family has farmed since the 1850s, he brought his wife Elaine on board and have quite the crew of daughters since. And for the beer guys, don't worry, they have beer on tap and wine pairing snacks available too. Who doesn't love meat and cheese? Lodging is available with multiple campgrounds across the street or [ask about the Auntie's Airbnb!](#)

Read the full blog [here.](#)



TRAVEL & WORDS

- Attended and sponsored the *Northwest Travel & Life* Travel & Words conference in Tacoma, WA October 1-3, 2024; met with 24 travel writers.





MARKETING

2024 Highlights

MARKETING OVERVIEW

Item 3.

- Launched 2024-25 Winter-Spring geolocation marketing campaign running December 18, 2024-March 15, 2025
- Shared Explore Wilsonville video at the Travel and Words conference (Oct. 1-3)
- Ran winter geolocation marketing campaign December 18, 2023-March 15, 2024
 - Updated campaign return on ad spend: \$863.43 : \$1
- Ran social media video ad campaign January 15-March 15
- Began boosting Facebook and Instagram posts
- Placed two-page advertorial in Northwest Travel and Life Magazine
- Updated French Prairie Rest Area poster with new branding
- Continued managing geolocation data subscription through Datafy
- Launched winter geolocation marketing campaign December 18, 2024 (runs through March 15, 2025)



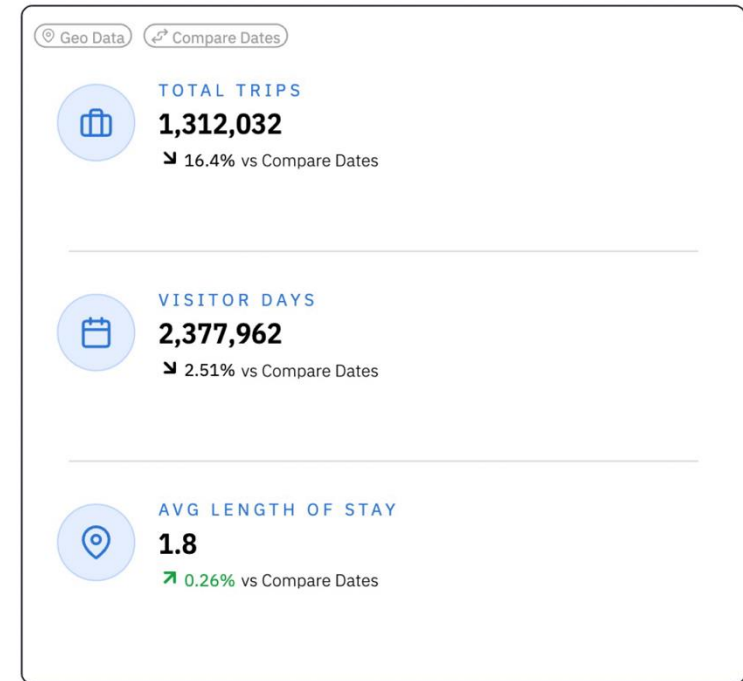
PRELIMINARY* GEOLOCATION DATA SUMMARY

TAKEAWAYS

- Total trips in 2024 were down 16.4% compared to 2023
- While fewer people took trips, those who did visit stayed longer, with the average length of stay increasing from 1.5 days in 2023 to 1.8 days in 2024
- *Geolocation results are preliminary, data will continue to update through February 2025

2024 Annual Visitation Report

Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 1/1/24 - 12/31/24 [↔ Dates: 1/1/23 - 12/31/23](#)
Clusters: Shopping Excluded POIs: All Included



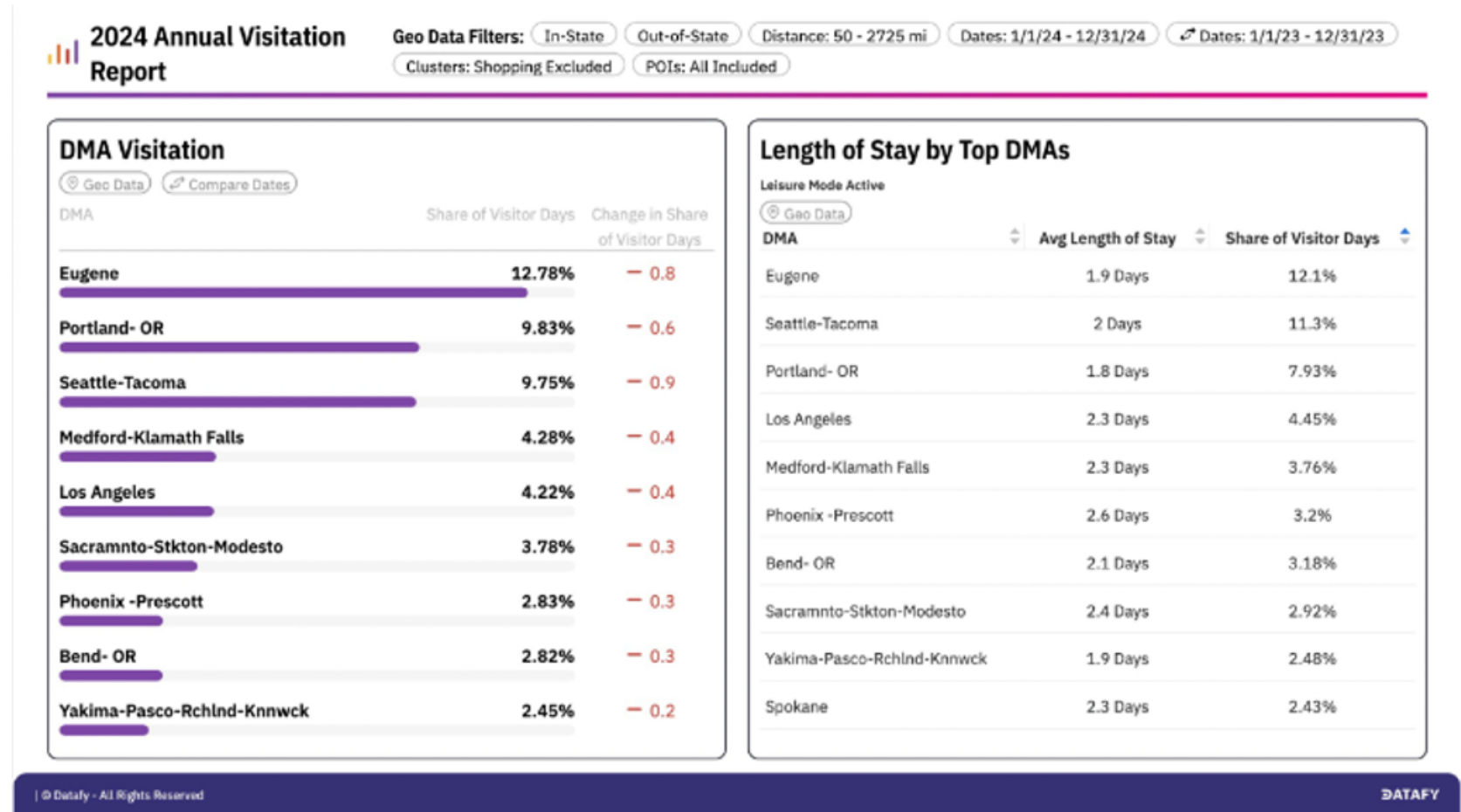
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2024 GEOLOCATION DATA TOP MARKETS

Item 3.

TAKEAWAYS

- Most visitors continued to be from a drive market
- Visitors who travel farther, stay longer
 - Phoenix market: 2.6



2024 Annual Visitation Report

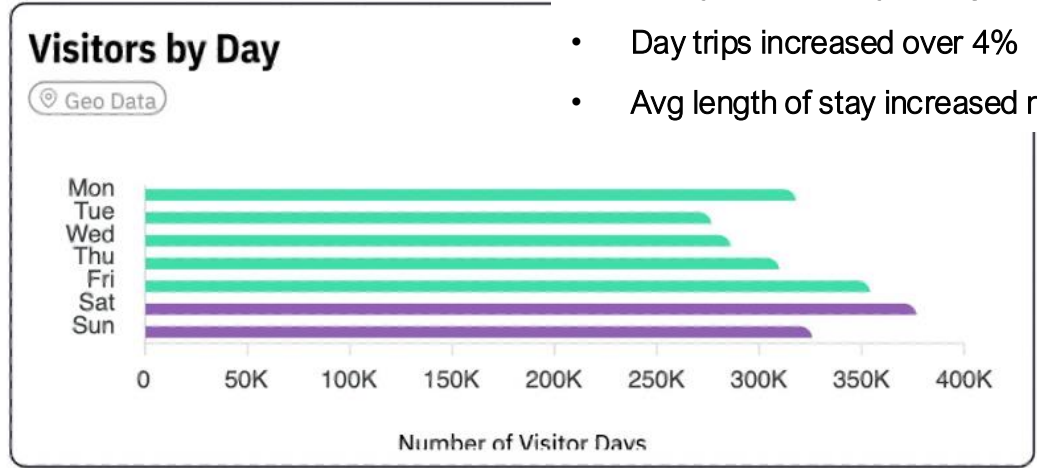
Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 1/1/24 - 12/31/24 ↔ Dates: 1/1/23 - 12/31/23
Clusters: Shopping Excluded POIs: All Included

Geo Data ↔ Compare Dates

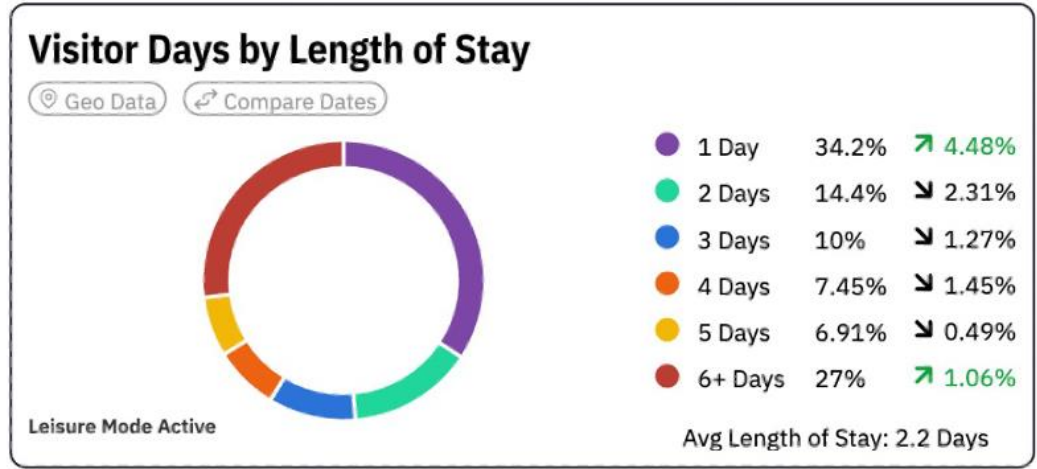
TOTAL TRIPS
1,312,032
 ↘ 16.4% vs Compare Dates

VISITOR DAYS
2,377,962
 ↘ 2.51% vs Compare Dates

AVG LENGTH OF STAY
1.8
 ↗ 0.26% vs Compare Dates



- Fridays & Saturdays bring more visitors
- Day trips increased over 4%
- Avg length of stay increased nearly 2%



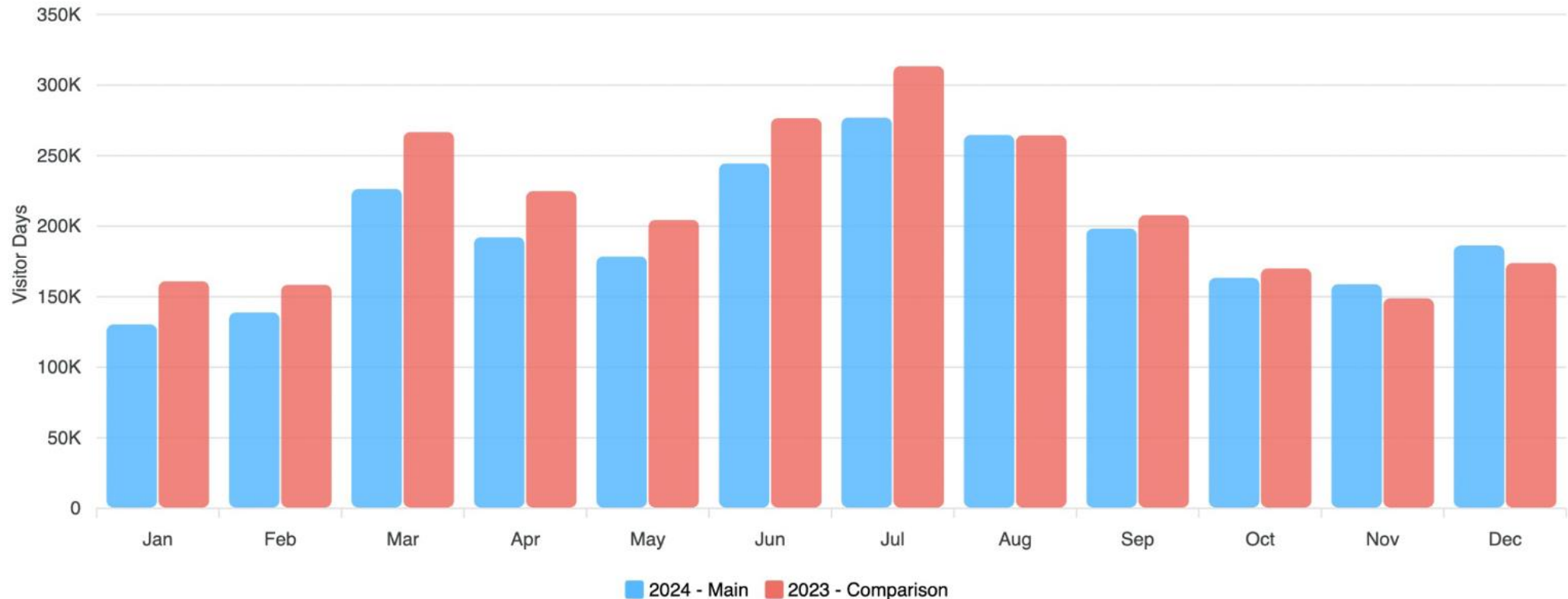
2024 Annual Visitation Report

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Clusters: Shopping Excluded POIs: All Included

- June, July & August peak months
- January & February slower

Monthly Volume by Visitor Days

📍 Geo Data ↔ Compare Dates

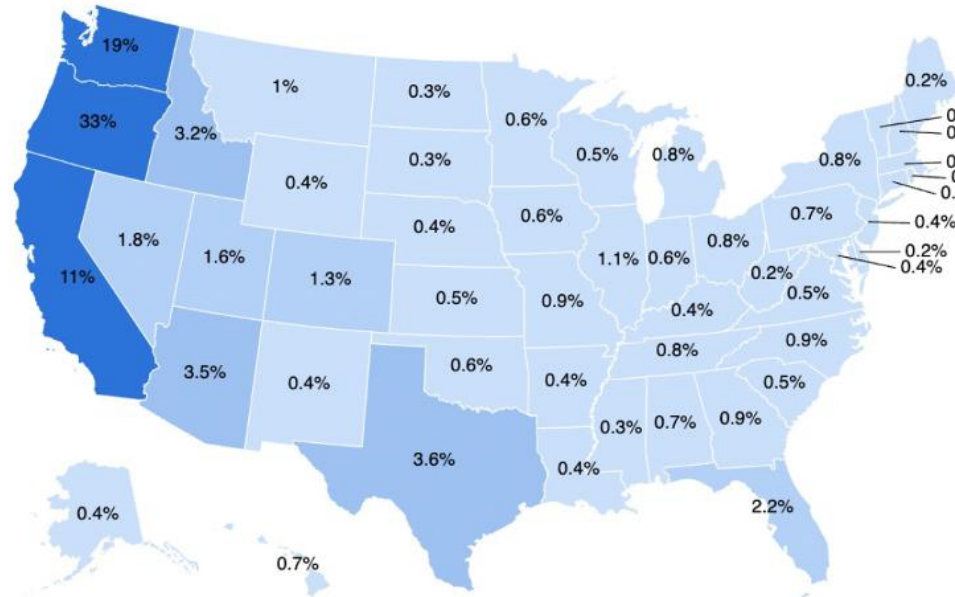


2024 Annual Visitation Report

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Clusters: Shopping Excluded POIs: All Included

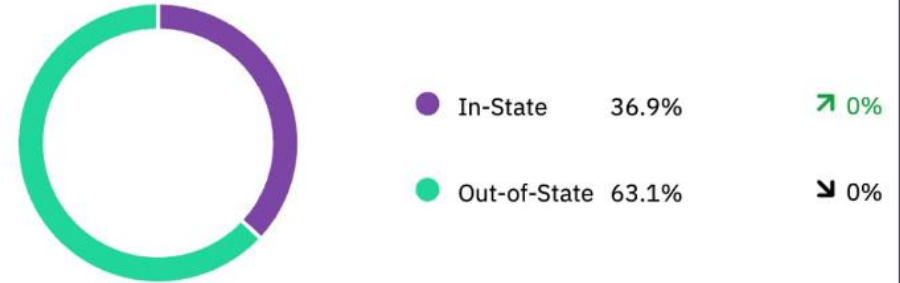
Share of Trips by State

Geo Data



In-State vs Out-of-State % Share

Geo Data Compare Dates



- PNW visitors
- Most are repeat visitors

Comparison of Trips

Geo Data



2024 Annual Visitation Report

Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 1/1/24 - 12/31/24 ↻ Dates: 1/1/23 - 12/31/23
 Clusters: Shopping Excluded POIs: All Included

- Four years of data
- Markets have remained steady

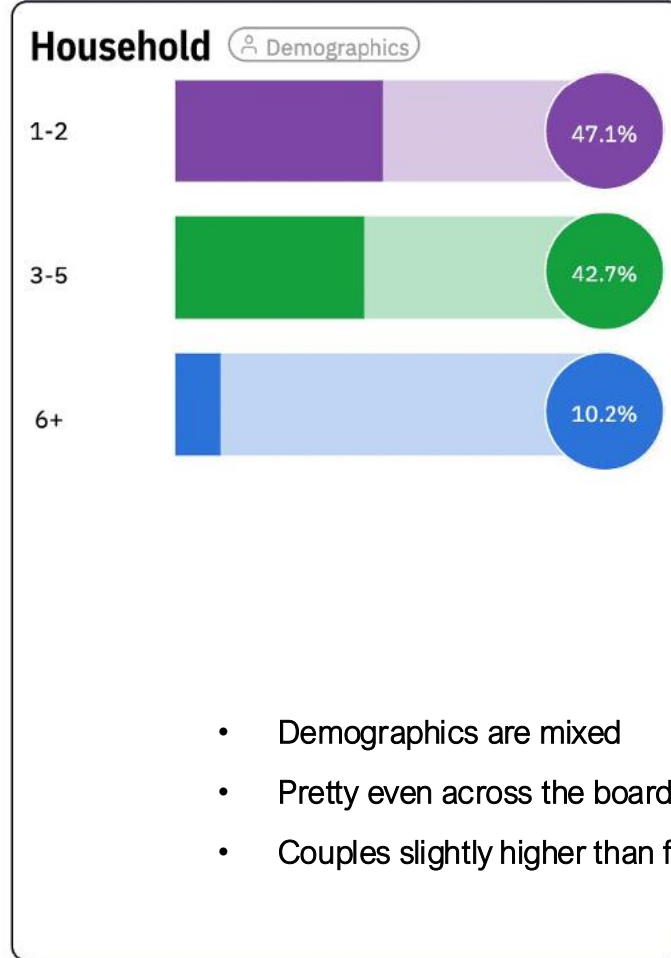
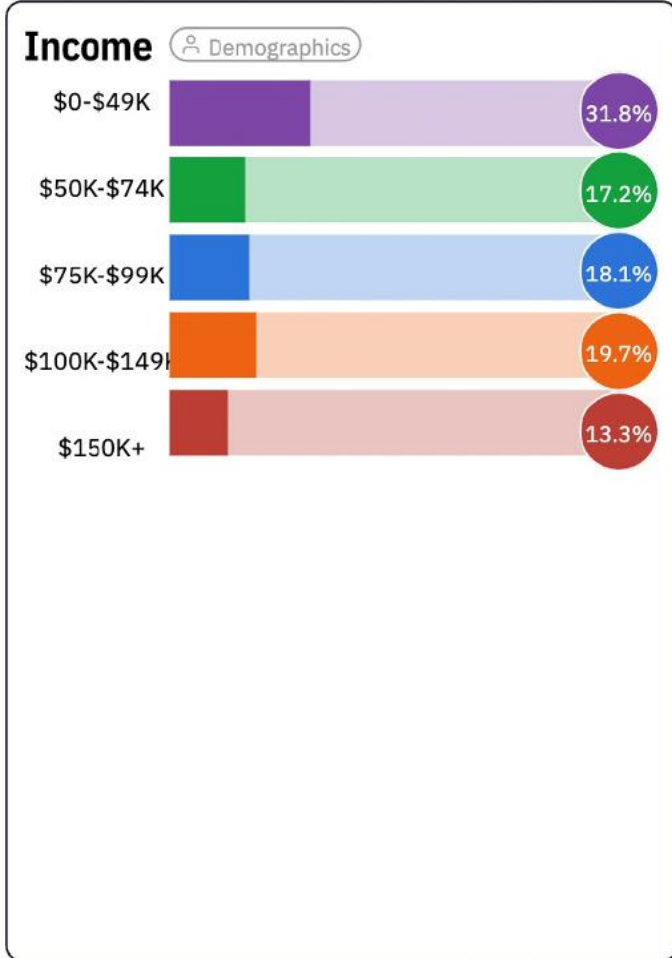
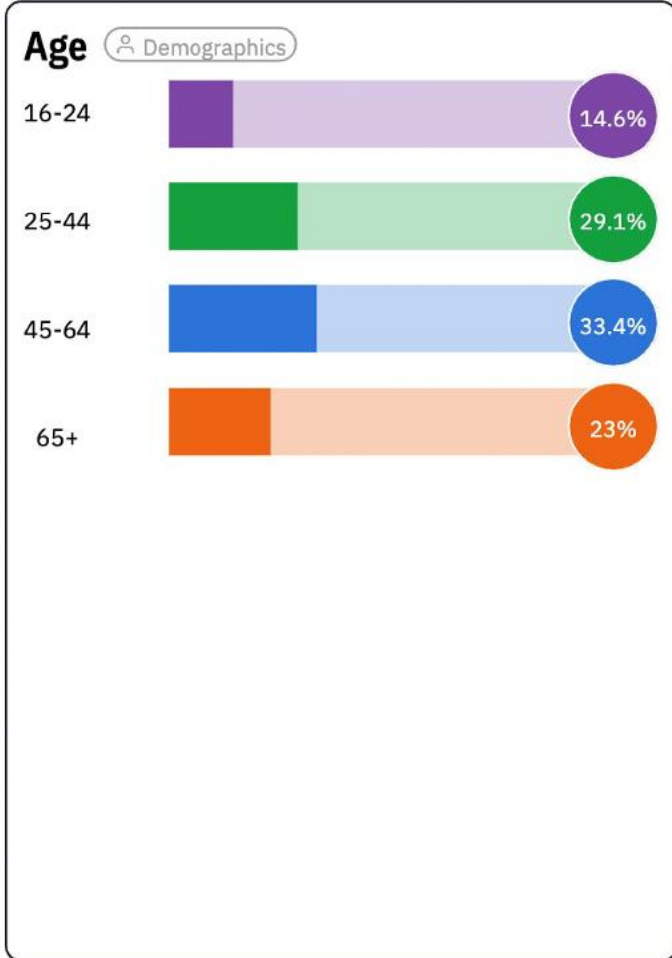
Top DMAs by Visitor Days Geo Data

	1/1/21 - 12/31/21	1/1/22 - 12/31/22	1/1/23 - 12/31/23	1/1/24 - 12/28/24
1	Eugene 14.4%	Eugene 14.9%	Eugene 13.6%	Eugene 12.8%
2	Seattle-Tacoma 13%	Seattle-Tacoma 11.5%	Seattle-Tacoma 10.7%	Portland- OR 9.84%
3	Portland- OR 9.38%	Portland- OR 11%	Portland- OR 10.5%	Seattle-Tacoma 9.75%
4	Los Angeles 4.96%	Los Angeles 5.8%	Medford-Klamath Falls 4.69%	Medford-Klamath Falls 4.28%
5	Medford-Klamath Falls 4.39%	Medford-Klamath Falls 4.95%	Los Angeles 4.62%	Los Angeles 4.22%
6	Sacramnto-Stkton-Modesto 3.75%	Sacramnto-Stkton-Modesto 4.13%	Sacramnto-Stkton-Modesto 4.11%	Sacramnto-Stkton-Modesto 3.78%
7	Phoenix -Prescott 3.33%	Phoenix -Prescott 4.08%	Phoenix -Prescott 3.17%	Phoenix -Prescott 2.83%
8	Bend- OR 2.73%	Bend- OR 3.24%	Bend- OR 3.1%	Bend- OR 2.82%
9	Spokane 2.58%	Yakima-Pasco-RchInd-Knnwck 2.84%	Yakima-Pasco-RchInd-Knnwck 2.68%	Yakima-Pasco-RchInd-Knnwck 2.45%
10	Yakima-Pasco-RchInd-Knnwck 2.56%	Spokane 2.78%	Spokane 2.55%	Spokane 2.35%



2024 Annual Visitation Report

Geo Data Filters: In-State Out-of-State Distance: 50 - 2725 mi Dates: 1/1/24 - 12/31/24 ↻ Dates: 1/1/23 - 12/31/23
Clusters: Shopping Excluded POIs: All Included



Glossary

General Definitions

Distance Filter: This dynamic filter allows you to specify the distance between the users' home location and your POI. It'll allow you to make real time adjustments to segments like visitors days and trips. (Note: It's calculated on flight distance - not driving distance.)

Home Zip Code: The home zip code of the device. It's calculated by observing the historical patterns of the device and is updated monthly, based on the behavior of that device.

Percent Change: This tracks the percentage difference (either increase or decrease) between two values. In here, you'll typically see it being used on metrics like Percent Change of Trips and Percentage Change of Visitor Days. For example: if your destination saw an increase from 100 trips to 125 trips, your percent change in trips would be a 25% increase.

Geolocation Data Definitions

Cluster: A group of points of interest (POIs). They could be based on factors like venue type or visitor purpose.

Share of Trips: Measures the presence of a particular market by the percentage of which it makes up the destination's total trips. For example: If your destination had a total of 80 trips, and 20 of those visitors came from New York, New York would have a 25% share of trips.

Share of Visitor Days: Measures the presence of a particular market by indicating the percentage of its individual visitor days compared to the total number of visitor days. For example, if visitors from San Francisco showed 20 visitor days out of a total of 80 visitor days, San Francisco witnessed a 25% share of visitor days.

Trips: The number of distinct trips by a visitor to a destination or POI. We calculate this using a combination of observation patterns and distance traveled. For example, if a visitor comes in-market Thursday - Sunday, it only counts as one trip. If they return later in the month, that is counted as a second trip.

Trip Length: Measures how long, in consecutive days, the visitor spent in the destination.

Unique Device: A unique mobile device used to gather an estimate of the unique/individual visitors to a given POI or cluster.

Visitor Days: An estimate of the number of daily visitors to a given POI or cluster of POIs. The daily estimate can be calculated based on whichever date range is selected by the users.



Glossary

Demographics Definitions

Education: We can report on the education level of households into three categories: high school degree, bachelor’s degree, and graduate degree.

Age: Age is calculated by aggregating and weighting the age groups of the known members of the household, based on the probability of someone in each age group being present in the household. For example, if the report shows 15% in the 65+ category, 15% of your visitors have someone 65+ in their household.

Ethnicity: Demographics like ethnicity are pulled from the household profile that the device is associated with, and classified based on the definitions provided by the U.S. Census Bureau.

Households with Children: Reports on the percentage of households that have someone under the age of 18 living in them.

Census Demographics: We calculate the home zip code of the device and then link that user’s demographics, social, housing, and economic characteristics by using data from the U.S. Census and American Community Survey.



2024-25 WINTER-SPRING CAMPAIGN

OVERVIEW

Focus:

- Promote spring and early summer travel to Wilsonville

Objectives:

- Visitation to Wilsonville
- Increase room nights in Wilsonville lodging properties
- Generate visitation to Wilsonville from fly and drive markets

Refined Audience (past visitors + look a likes):

- Drive market – only those who travel 2+days from DMAs: Seattle-Tacoma, Eugene; Portland, Medford-Klamath Falls, Bend, Yakima-Pasco
- Fly market – Sacramento and Spokane (growth markets, smaller than LA)

Measurements of Success:

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

Creative:

- Prospect display (HTML-5) to drive, fly
- Online video to drive, fly
- Retargeting display to drive, fly

Campaign Schedule:

- December 18, 2024 - March 15, 2025
- Geolocation ad budget: \$22,000



2024-25 WINTER-SPRING CAMPAIGN

GENERAL AWARENESS, PROSPECTING *DRIVE* MARKET GEOLOCATION MARKETING AD

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

Screenshots below:

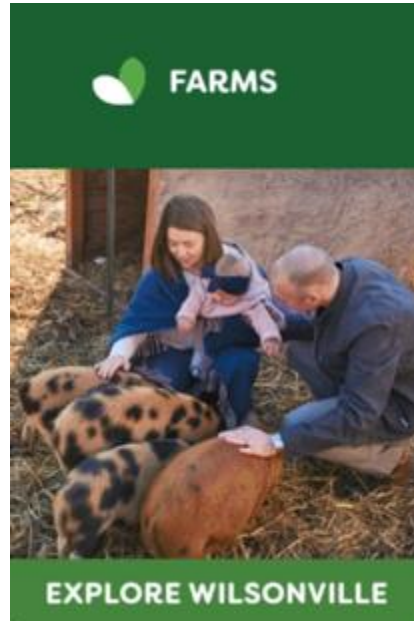
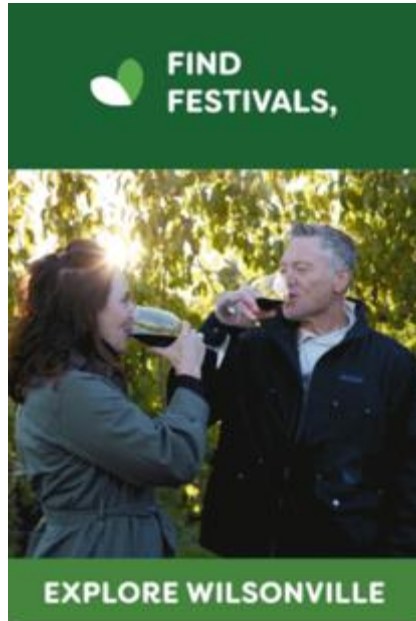


2024-25 WINTER-SPRING CAMPAIGN

RETARGETING, *DRIVE* MARKET 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:



2024-25 WINTER-SPRING CAMPAIGN

GENERAL AWARENESS, PROSPECTING FLY MARKET GEOLOCATION MARKETING AD

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

Screenshots below:



2024-25 WINTER-SPRING CAMPAIGN

RETARGETING, FLY MARKET 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:



2024-25 WINTER-SPRING CAMPAIGN

PROSPECTING VIDEO, *FLY & DRIVE* MARKET GEOLOCATION MARKETING AD

Running geolocation marketing video ad. Affordable Fun video: [ExploreWilsonville.com/Events](https://www.explorewilsonville.com/events)

Screenshot below:



Affordable Fun Near Portland, OR

2024-25 WINTER CAMPAIGN PRELIMINARY RESULTS

Item 3.

Wilsonville OR - 2025 - Winter Brand Awareness 2024-25

Campaign Run Dates: 12.18.24 - 03.15.25

Report Period: 12.18.24 - 12.31.24

KPI performance reflected between 12.18.24 - 12.31.24

- Only two weeks after running
- Prospecting ad results only

Total Impressions
212,385

Unique Reach
26,966

Avg Display CPM
\$9.39
Benchmark: \$6-9
↗ \$0.39 compared to benchmark

Total Video/Audio Completions
51,204

Avg VCR/ACR
72.89%
Benchmark: 75%
↘ -2.11% compared to benchmark

Total Clicks
430

Avg Display CTR
0.18%
Benchmark: 0.12-0.18%
↗ 0.06% compared to benchmark

Total Spend
\$3,075.46

Avg Video/Audio CPM
\$23.90
Benchmark: \$16-26
- \$0.00 Value within benchmark

Line Item Performance

All

Search for a line item



Line Item	Impressions	Average Frequency	Clicks	CTR	VCR/ACR	Total Spend
Total	212,385	8.2	430	0.2%	72.64%	\$3,075.46
Core Drive Prospecting Display	99,335	7.18	166	0.17%	-	\$930.76
Core Drive Video	52,493	5.69	121	0.23%	73.24%	\$1,254.58
Fly Market Prospecting Display	38,545	10.85	89	0.23%	-	\$364.25
Fly Market Video	22,012	9.07	54	0.25%	72.04%	\$525.87

2023-24 WINTER-SPRING 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
- Total ad spend: \$20,000



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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Wilsonville OR

2023-24 Winter Brand Awareness Campaign

Campaign Run Dates: 12.18.23 - 03.15.24 Report Period: 12.18.23 - 07.10.24

Attribution Mileage: 50 - 2725 mile radius Attribution Reflects: 12.25.23 - 06.22.24

Attribution

Destination

Total Trips/Visits	Estimated Impact
43,178	\$13,946,494.00

Hotels

Est. Room Nights	Estimated Impact
4,347	\$465,129.00

Attractions

Total Trips/Visits	Estimated Impact
1,227	\$396,321.00

 EST. CAMPAIGN IMPACT
\$13,946,494.00

 EST. ROAS
\$863.43 : \$1

 COST/VISITOR DAY
\$0.25

 TOTAL IMPRESSIONS
1,735,346

 TOTAL CLICKS
2,786

 TOTAL A/V COMPLETIONS
166,918

Traditional KPIs



TOTAL IMPRESSIONS
1,735,346



TOTAL VIDEO/AUDIO
COMPLETIONS
166,918



TOTAL CLICKS
2,786



TOTAL SPEND
\$16,152.32



UNIQUE REACH
119,448



AVG VCR/ACR
88.55%
Benchmark: 75%
➤ 13.55% compared to benchmark



AVG DISPLAY CTR
0.18%
Benchmark: 0.12-0.18%
— 0% compared to benchmark



AVG VIDEO/AUDIO CPM
\$20.91
Benchmark: \$16-26
— \$0.00 compared to benchmark



AVG DISPLAY CPM
\$7.86
Benchmark: \$6-9
— \$0.00 compared to benchmark

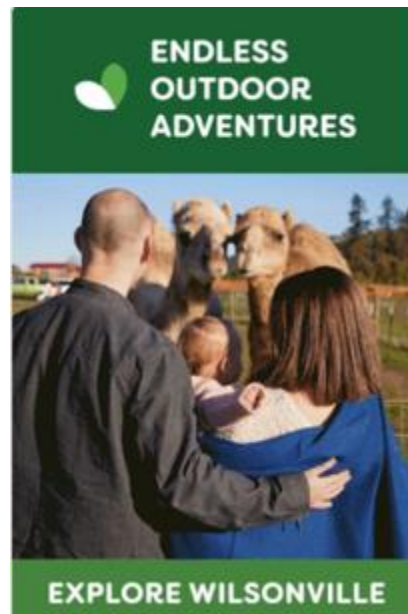


2023-24 WINTER-SPRING CAMPAIGN

GENERAL AWARENESS, FLY & DRIVE MARKET GEOLOCATION MARKETING AD

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

Screenshots below:

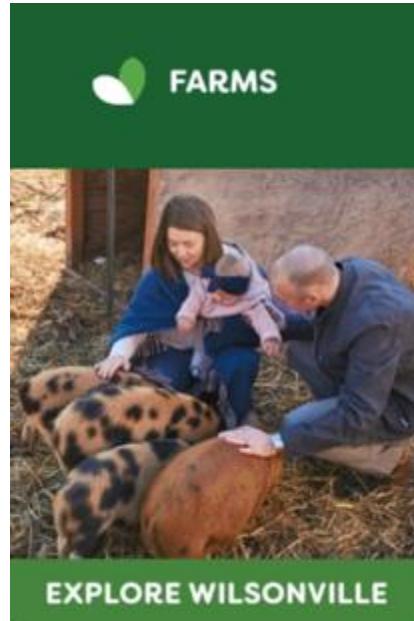
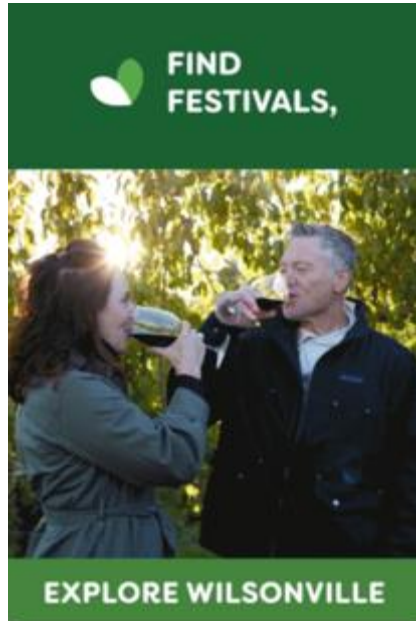


2023-24 WINTER-SPRING CAMPAIGN

RETARGETING, FLY & DRIVE MARKET 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:



2023-24 WINTER-SPRING CAMPAIGN

PROSPECTING VIDEO, *FLY & DRIVE* MARKET 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

PAID SOCIAL MEDIA RESULTS SUMMARY

DATES: January 15-March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events and the itinerary landing pages

AUDIENCE & INTERESTS: Please see individual ad results for audience and interest targeting

OVERVIEW & RESULTS

- Spend: \$4,000
- Reach: 156,914
- Impressions: 287,431
- Landing page views: 3,517
- Link clicks: 9,236
- Cost per click \$0.27
- Photoworthy Experiences video resulted in highest link clicks



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PWV Adventures Near Portland, OR

[WATCH VIDEO](#)



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)

PAID SOCIAL MEDIA: PHOTOWORTHY EXPERIENCES

Item 3.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events page

•AUDIENCE: Ages 18-45 United States: Phoenix (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+26 mi) Utah; Pasco (+30 mi), Seattle (+50 mi), Spokane (+39 mi), Yakima (+50 mi) Washington

INTERESTS: Aesthetics, antique (collectibles), day spa, farm, flower, garden festival, photograph, sauna, wine (alcoholic drinks), coffeehouses (coffee), spas (personal care)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 53,301
- Impressions: 77,946
- Link clicks: 4,859



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



PAID SOCIAL MEDIA: LOOKING FOR LEISURE

Item 3.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to itineraries landing page

•AUDIENCE: Ages 45-65+ United States: Phoenix Arizona (+1 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: Golf (sport), shopping, restaurants (dining), wine (alcoholic drinks), wine tasting (wine), outdoors (outdoor activities), farm-to-table (restaurant), antique (collectibles), household income: top 10%-25% of US ZIP codes

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,809
- Impressions: 61,248
- Landing page views: 1,641



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)

PAID SOCIAL MEDIA: AFFORDABLE FUN

Item 3.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to events page

AUDIENCE: Ages 18-65+ Phoenix (+25 mi), Prescott (+25 mi) Arizona; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+36 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: American history (history), farm (agriculture), happy hour (alcoholic drinks), hiking trails (hiking), history (history), kids (children & parenting), outdoors (outdoor activities), sharing economy (economics), family (social concept), winery (wine), wine (alcoholic drinks), theme parks (leisure)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 49,599
- Impressions: 89,487
- Link clicks: 4,377



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)

PAID SOCIAL MEDIA: PNW ADVENTURES

Item 3.

DATES: January 15 – March 15

CHANNEL: Facebook & Instagram

OBJECTIVE: Traffic to itineraries landing page

•AUDIENCE: Ages 26-50 United States: Phoenix Arizona (+1 mi) ; Los Angeles (+25 mi), Sacramento (+25 mi), San Francisco (+25 mi) California; Denver (+25 mi) Colorado; Honolulu (+25 mi) Hawaii; Boise (+25 mi) Idaho; Bend (+25 mi), Eugene (+25 mi), Medford (+25 mi) Oregon; Dallas (+25 mi) Texas; Salt Lake City (+25 mi) Utah; Seattle (+50 mi), Spokane (+25 mi), Yakima (+25 mi) Washington

INTERESTS: Craft beer and brewing (beer), hiking trails (hiking), hipster (contemporary subculture), outdoor enthusiast, plaid crafts, coffee (food & drink), nature (science), outdoor recreation (outdoor activities), shopping (retail)

OVERVIEW & RESULTS

- Spend: \$1,000
- Reach: 41,767
- Impressions: 58,750
- Landing page views: 1,876



PNW Adventures Near Portland, OR

[WATCH VIDEO](#)

FRENCH PRAIRIE REST AREA POSTER

Item 3.

STAY IN THE HEART OF IT ALL – WILSONVILLE

A stay in Wilsonville puts you closer to adventure. Just 15 minutes to Woodburn Premium Outlets, an hour and a half to Mount Hood or the Oregon coast, and minutes away from wine country and Farmlandia. Rest easy with hotels ranging from budget-friendly to the area's only 4-star property.



TRIPS CURATED JUST FOR YOU:

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






GETAWAY TO OREGON
THE WILSONVILLE WAY.
PLAN YOUR ADVENTURE.

explore WILSONVILLE
IN THE HEART OF IT ALL



NORTHWEST TRAVEL AND LIFE MAGAZINE ADVERTORIAL

Item 3.

NORTHWEST
WA | OR | ID | MT | AK | BC
TRAVEL & LIFE

HARVEST GETAWAYS

Celebrate the **Fall Bounty** of the Northwest

MUST SEE Colorful Fall Drives
DISCOVER 3 FABULOUS Farm Stays
EXPLORE THE Olympic Peninsula

Issue #108 | October 31, 2024
NWTRAVELMAG.COM

FALL FOR WILSONVILLE

TOP 6 WAYS TO SAVER THE SEASON: WILLAMETTE VALLEY STYLE

1 Wine and Whimsy
Situated at the doorstep of the Willamette Valley, Wilsonville is within easy reach of over 300 wineries. Taste the region's renowned pinot noir at Aurora Colony, Lady Hill, Terra Vine and Turnwater. Each vineyard delivers a unique experience, from intimate tastings to expensive tours.

2 Farm Fresh Fun
Follow the Farmlands Farm Loop for a self-paced journey of fruit stands, flower fields, barnyard animals and more. This hands-on route invites you to pick your own produce and appreciate homegrown flavors. French Prairie Gardens offers a scratch bakery, gift shop and farm bar, while The Kitchen at Middleground Farms hosts cooking classes for culinary creatives.

3 Scenic Stays and Strolls
Rejuvenate your spirit with vibrant fall hues on a wanderlust walk at Champoeg State Heritage Area. Unwind in welcoming accommodations, from quaint bed and breakfasts to contemporary hotels with all the bells and whistles. Simply put, stay and play the Wilsonville way.

4 Crisp Air Celebrations
Find festive fall weekends in Wilsonville. Frog Pond Farm features pumpkin patches, petting zoos and hay towers. Lee Farms Harvest Festival promises animal displays, corn mazes, hayrides, pumpkin donuts, cattle burgers and fresh-brewed local beer, hard cider and wine. Try Yester-year Farms for a variety of food trucks every weekend and free movie nights on Fridays.

Explore by Image:
1. Aurora Colony Vineyards
2. French Prairie Gardens
3. Champoeg State Heritage Area
4. Frog Pond Farm
5. Out Table Cooperative
6. Vanguard Brewing

SEE THE MAGIC UNFOLD:



5 Tailor-Made Adventures
Whether you're planning a romantic retreat, a family outing or a solo escape, Wilsonville's itineraries guide you to the town's treasures. Choose from more than 30 trip ideas to uncover hidden gems, feast on local cuisine and immerse yourself in the enchanting autumn atmosphere.

6 Craft Beer Bliss
Prefer hops over grapes? Visit Vanguard Brewing to taste their innovative drafts, or head to Ordinance Brewing & Tapouse for a selection of noteworthy Oregon beers. McMenamins Old Church & Pub showcases a historic setting where you can enjoy their beloved Ruby Ale.

PLAN YOUR PERFECT FALL GETAWAY:
ExploreWilsonville.com/Explore

explore WILSONVILLE
IN THE HEART OF IT ALL

SAVE THE DATE: AUTUMN ADVENTURES

Free Fall Friday Night Movies
September 6-October 25 (Fridays only)
Yester-year Farms

Oregon Celtic Festival
September 13-15
Clackamas County Event Center

Sunflower Festival
September 14-29 (Closed Mondays)
French Prairie Gardens

Pumpkin Patch
September 20-October 27
Frog Pond Farm

Fall Festival
September 21-October 31
Lee Farms

Pumpkin Patch
October 5-27 (Closed Mondays)
French Prairie Gardens

Wilsonville Harvest Fest
October 19
Stein Boomer Barn

Spooky History Tours
October 19 & 26
Newell Pioneer Village

Halloween After Dark
October 25
Bubwinkle's Family Fun Center

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



PORTLAND VISITOR CENTER





SMITH TRAVEL RESEARCH REPORT

2024 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

Item 3.

- June, July, August highest occupancy, revenue and demand (aligns with geolocation data)
- December lowest revenue month (data may not all be in yet)

2024 Results

2024													
METRICS	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Results
Occupancy %	62.5%	65.5%	64.4%	66.7%	66.1%	77.5%	76.7%	77%	68.6%	66.6%	59.5%	51.6%	66.9%
RevPar	\$65.19	\$70.35	\$69.54	\$74.09	\$73.91	\$103.34	\$103.98	\$104.42	\$82.13	\$76.92	\$60.25	\$48.88	\$77.79
Demand	11,916	11,279	12,273	12,303	12,602	14,294	14,622	14,679	12,651	12,694	10,975	9,834	150,122
Revenue	\$1,242,835.00	\$1,211,399.00	\$1,325,824.00	\$1,367,030.00	\$1,409,058.00	\$1,906,660.00	\$1,982,335.00	\$1,990,795.00	\$1,515,259.00	\$1,466,519.00	\$1,111,580.00	\$931,811.00	\$17,461,105

 Total Properties: 9

 Total Rooms: 615

STR REPORT – WILSONVILLE

Takeaways

- Occupancy is up 5.7% from 2023, but down 3.8% from 2022 – still catching up
- ADR is up 5.5% from 2023 and 4.9% up from 2022 – trending up
- Revenue is up 5.5% from 2023 and nearly the same for 2022 – remaining steady

2024 RESULTS WITH YEAR OVER YEAR COMPARISON

Metrics	2024	2023	YOY CHANGE	YOY % CHANGE
Occupancy %	66.9% AVG	63.3% AVG	+5.68%	+5.68%
RevPar	\$77.79 AVG	\$73.76 AVG	+\$4.03	+5.46%
Demand	150,122	142,039	+8,083	+5.69%
Revenue	\$17,461,105	\$16,556,945	+\$904,160	+5.46%



Total Properties: 9



Total Rooms: 615





UPCOMING

2025

WHAT'S NEXT IN 2025

- Influencer content from Nia Naggi's visit went live in early 2025
- Hosting Downs & Towns in April 2025 in content partnership with OMHT, led by JayRay
- Continue the Winter-Spring geolocation campaign through March
- Spring and Summer blogs, media pitches
- Ad running in the 25-26 Travel Oregon Visitor Guide
- Reviewing tourism partner websites and submitting content changes (ETV, OMHT, Willamette Valley, Travel Oregon)
- Ongoing social media and website content



2025 TRAVEL OREGON AD

 *Can you picture it?*

Affordable Fun


Forested Parks


Artisan Shopping


 **EXPLORE MORE**
ExploreWilsonville.com/explore





EXPLORE WILSONVILLE TOURISM DEVELOPMENT STRATEGY 2025-2035

January 2025

Mayor's Message

WILL WE WANT A MESSAGE FROM THE MAYOR, COUNCIL OR THE LIKE?

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Implementation: Collective Impact Model

Acknowledgements

Introduction

Travel and tourism play a central and powerful role in community and economic development. Travelers choose to visit places where people like to live—places that offer a high quality of life, opportunity for prosperity, pleasant weather, good food, and scenic beauty. In other words, what makes a place a successful tourism destination depends on precisely the kind of experiences that make any place a successful community.

Wilsonville is fortunate in that it already enjoys so many of the elements that make a strong, active, and attractive community. As you will see over the following pages, this Tourism Development Strategy is designed to leverage those strengths and add to them in ways that will benefit residents, attract visitors, create a positive impact on the local economy, and improve the ability of small businesses to thrive.

The Wilsonville Tourism Development Strategy serves as a guide for intentionally growing the travel and tourism experience of Wilsonville. It provides a vision of the destination of Wilsonville in 2035, and the strategies to help make that vision a reality. It outlines strategies to build attractions, create jobs, and enhance assets in service of the vision. It provides phasing of strategies over the planning horizon, taking into consideration actions that are already underway, some early significant wins, and dependencies between strategies and existing City master plans for parks & recreation, arts & culture, and the Town Center. It also identifies potential partner organizations in the region and an initial cost barometer for each of its nearly 40 strategies. Ultimately, this plan lays out a path toward tourism development that is coordinated, efficient, and tailored to the unique conditions of Wilsonville.

The final goal of this plan is to help solidify residents' connection to Wilsonville and to grow their connection to the people who choose to visit it. Hesitation to visitors to your community is one thing, and is not uncommon; understanding and accepting visitations' benefits is another, much rarer thing. We believe that the plan set forth here will help Wilsonville and its residents achieve the latter.

Matthew Landkamer & Greg Netzer
Whereabout

Process & Methodology

January 2024 - June 2024: Discovery & Analysis

From January to June 2024, the Whereabout team of destination strategists dove into learning about Wilsonville using a variety of sources of information. This included:

Background Document Review. Beginning in February 2024, the consulting team reviewed 28 existing data sources provided by Wilsonville regarding the visitor economy, including data on economic impacts, visitor spending, hotel performance, prior strategic planning documents, and several related City planning efforts.

Interviews. From March through May 2024, the Whereabout team interviewed 10 individual stakeholders to gain greater qualitative insights into Wilsonville, its challenges, and its strengths. Interviewees included government partners, industry experts, and individuals active in the local tourism economy.

Surveys. A tourism destination survey was live in February-May 2024. It was crafted to gain input into the destination from a wide range of stakeholders across city residents and employees, and was promoted via direct email, the *Boones Ferry Messenger*, and the City website. A relatively small sample size of 54 respondents nonetheless corroborated what we learned in interviews and desk research. Questions focused on:

- Tourism drivers, assets, and experiences
- Visitor destination perceptions
- Tourism support and enablers
- Tourism opinions
- Challenges and opportunities

In-Market Destination Assessment. The consulting team visited Wilsonville to get a first-hand view of the visitor experience. This three-day visit focused on destination facets—such as lodging, retail, outdoor recreation, entertainment, and dining. For each facet, the team visited a number of places throughout the community and rated their experience based upon nine dimensions: mix, accessibility, location, hours, authenticity, quality, service, price, and appeal.

June 2024: Current State Analysis. The findings from the Discovery Phase were synthesized into a holistic assessment of Wilsonville’s tourism landscape. This analysis highlighted 11 Key Strategic Considerations for the Planning Team to address during the planning phase:

1. Bring the Family
2. Play Ball with Youth & Amateur Sports
3. Build It and They Will Come
4. A Walkable Town Center: The Brass Ring
5. Champion Accessibility and Transportation
6. Reconnect Wilsonville to the River
7. Enable Outdoor Recreation to Draw Engaged Visitors
8. Develop Multiple Centers of Gravity
9. Anchor the Economy with a Center for Culture
10. Collaborate To Become a Regional Destination
11. Build a Destination Marketing and Management Organization

The report concludes with appendices that include Macro Tourism Trends, Local Tourism Trends, In-Market Assessment, Stakeholder Survey, Progress Evaluation, City Council Goals, and Sources Cited. This analysis served as the foundation of the Tourism Development Strategy.

September 2024 – October 2024: Drafting the Tourism Development Strategy

The Whereabout team led a process to craft the Tourism Development Strategy, working with a Planning Team with representation from Explore Wilsonville, the City of Wilsonville, and tourism industry stakeholders. In September and October 2024, the team worked together through five in-person workshops to review the Current State Analysis and develop the Tourism Development Strategy. Four additional community conversations were part of the process: a September 11 presentation to share progress with the Tourism Promotion Committee; an updated report to the Tourism Promotion Committee on October 15; a November 6 briefing with Mt. Hood Territory; and a November 11 briefing with Explore Tualatin Valley.

In this time, the Planning Team crafted:

- Vision. This statement describes what will be different in Wilsonville if it is successful in shaping a compelling destination and a thriving visitor economy.
(see page X)

- **Competitive Position.** This describes what makes Wilsonville singularly unique as a destination, and what it has to share with potential visitors. (see page X)
- **Keys to Destination Evolution.** These are a general set of tourism drivers unique to Wilsonville: “Family Sports & Recreation”; “Friend Group Wine & Wellness”; and “Business to Bliesure”. For each, the Team articulated a foundational, promotional, and aspirational level of actualization. (see page X).
- **Nine Objectives.** These are high level areas of strategic focus that will guide development of the destination over the coming ten years and will help make the Vision a reality. (see page X). Each Objective is further defined by:
 - A set of Strategies that, when implemented, will help make the Objective a reality. Each Strategy has an accompanying rough order-of-magnitude cost as well as key partners to carry out the work. In all, there are 40 Strategies.
 - Two to three Indicators per Objective that specify how to measure progress toward achieving the Objective.
- **Collective Impact Model.** This model recognizes that the work of the Tourism Development Strategy is greater than what Explore Wilsonville can accomplish alone, and that a collective approach is needed to work towards its success. (see page X)

The outcome of this process—the Tourism Development Strategy—is rooted in the idea expressed in the following graphic, namely, that a deliberate shaping of the experience will result in a better quality of life for its residents.

INSERT GRAPHIC

How to use this Plan

The work to be done is centered around nine Objectives:

1. Build Destination Management Capacity & Connections
2. Accelerate Sports & Outdoor Recreation
3. Nurture & Attract Impactful Events
4. Enhance & Elevate Willamette River Access
5. Invest in Town Center Development
6. Focus on Access & Transportation

7. Support the Growth of our Arts & Culture Ecosystem
8. Highlight Food & Beverage
9. Diversify & Expand Lodging Options

Each of these Objectives is supported by a set of Destination Strategies that are distributed over three phases.

Phase 1, Seeding Growth (page X), covers the first four years of the planning timeframe and includes 16 strategies.

Phase 2, Supporting Growth (page X), covers years five through seven of the planning timeframe and includes XX strategies.

Phase 3, Reaping Rewards (page X), covers the last three years of the planning timeframe and includes XX strategies.

While work may be happening on several strategies at a time, each is denoted by a number that indicates the phase in which they should occur. The timeframes for the three phases are approximate but should serve as a guide to the major divisions of the work.

In order to ensure that Objectives and Strategies track toward success, Explore Wilsonville will convene a team dedicated to the implementation of this plan. The membership of this team will include key stakeholders, with other partners brought in for task-specific endeavors. (see Collective Impact Model, page X) Regular meetings will track progress and—more importantly—identify opportunities for course correction. Working teams should be identified to undertake each of the strategies that are underway at a given time, and those teams should identify action steps necessary and how they will know when the strategy has been completed. They should regularly report on their progress to the broader team.

This plan is not meant to be a rigid to-do list. Rather, it is meant to be a living document that is able to evolve and respond to what is happening on the ground. Explore Wilsonville and the team will revisit this plan in a couple of years to ensure it remains the right course of action and will make adjustments as needed.

Vision

In 2035, Wilsonville is a city alive with a vibrant sense of community, culture, and heritage.

Years of thoughtful visioning, planning, and community engagement helped to bring the Wilsonville Town Center plan to fruition, and it has catalyzed the commercial center of the City. The lifestyle center-type development thrives with a variety of restaurants, eclectic local shops, and global brand retail stores, and acts as the center of an expanded public transportation system. Residents and visitors alike flock here to shop at Whole Foods or the international grocery market, view the work of important regional artists in galleries, or stock up on gear from a breadth of outdoor recreation outfitters.

Over the past decade, Wilsonville's dining culture has blossomed into a unique mix of approachable family-friendly dining, independent bistros and coffee shops, and elevated farm-to-table experiences. This varied and exciting array of choices is most noticeable in the Town Center, though a new food hall collaborative featuring food carts and a local produce market attracts much interest at its home on the west side of I-5. The town feels almost abuzz at Friday Happy Hour, and two new venues offer music and dancing until midnight, five nights a week.

The Town Center has become the beating heart of Wilsonville, and has among other things created the opportunity to grow other areas of the local economy.

This shows up most clearly in the expanding number of events and attractions available to residents and visitors alike. There is a nightlife to enjoy in Wilsonville now that emerged from the growth of the city, making it a true 18-hour community. Some of the Willamette Valley's most lauded wineries have opened tasting rooms here, and two new breweries have set up operations. Touring musicians and theater companies now perform regularly in the cultural center's theater, and that in turn has led to a handful of smaller local venues for live music. A multicultural festival features music, food, and art from cultures across the globe. And daytime activity is booming as well, with a new indoor sports complex that's now home to a number of regional tournaments. Lodging has expanded to serve the growing number of visitors, including a family-friendly lodge that has drawn even more families to the City.

Outdoor recreation has become a focal point of the City, especially now that there is safe, easy access to the Willamette River just south of the Town Center and a new bike and pedestrian bridge tying the City to the region's nonmotorized infrastructure. The city is now a hub of cycling activity throughout the northern Valley, connecting the Willamette Valley Scenic Bikeway to the Ice Age Tonquin Trail. Where trails now

connect with regional trails south of Memorial Park, you can rent, buy, or service mountain bikes, road bikes, and e-bikes. At the river landing, from which you can now explore the waterway from the Willamette Falls Locks to Newberg and Champoeg, you can rent kayaks and stand-up paddleboard equipment for river recreation. The Portland Spirit now shows visitors the river's splendor all the way to the Wilsonville landing. Outdoor recreation activity is booming across the region, as Wilsonville's regional tourism partners are helping to promote the connectedness of the region's many trails and campgrounds.

And the region's culture and heritage play a major role in the surge of visitation. Several historical organizations work together to offer guided tours of the sites of key pioneer movements of the region, from Aurora to Champoeg. An annual heritage festival highlights the genesis of northern Willamette Valley communities through a celebration of culture, craft, and music, and draws people from across the Pacific Northwest. And this appreciation of culture expanded into more modern expressions of art and craft throughout the community. An expanded public art program showcases contemporary and historical events and experiences via murals commissioned by the City from local artists. A new cultural event center features a mid-size venue for local and touring performances, and has created such a focus of cultural activity that galleries, maker spaces, artist studios, and cafes have opened nearby. And this burgeoning attention to culture has helped support the expansion of a City grant program, which helps local nonprofit organizations build their capacity to stage cultural events and maintain culturally important sites and venues. Together these developments have created a community focus on learning and reflection, which has naturally drawn visitors intent on artistic experience, personal development, and wellness. Even wedding venues are now booked a year in advance by out-of-state celebrants.

Finally, because of the City's growth in visitation, the infrastructure that supports tourism has continued to strengthen and expand. Mini visitor centers offer advice and regional tourism maps from retail stores, park offices, and digital kiosks across the City. An iconic visual identity for Wilsonville has created so much favor and pride that it is displayed by local businesses and citizens alike, in store windows, billboards, and bumper stickers. An expanded wayfinding system makes navigating the region easier than ever. The City hired new professional staff to handle the expansion of its tourism program, which is known and respected by DMOs across the region. It's even easier to get to Wilsonville now, thanks to the expanded Westside Express service and new transportation options to and from the Portland International Airport.

The Wilsonville that residents and visitors now experience is the model of an elevated regional culture—a welcoming, vital city that pays homage to its past and celebrates its future.

Competitive Position

Wilsonville is in the heart of it all, offering:

- A dual gateway with easy access to Portland and Salem, wine country, tax-free shopping, a unique free transit system, and major transportation routes
- The largest inventory of affordable lodging in the entire Portland Metro area
- A relaxed, safe, and family friendly vibe
- A center of culture and heritage, including a significant Korean War Memorial, the Champoeg State Heritage Area, public art, and many other historic sites and museums
- Access to ample outdoor recreation including cycling routes, Willamette River activities, golf courses, and sports fields at Memorial Park
- A growing culinary and beverage scene, including farm-to-table options
- A rich tapestry of parks, green spaces, and natural environments, including a large number of State Heritage Trees

Keys to Destination Evolution

To help craft this Tourism Development Strategy, three primary tourism drivers were identified. These are travel motivators already present for Wilsonville and which drive a significant segment of its current visitation, and which can evolve to be even stronger drivers. These drivers can be understood through three levels:

Foundational drivers. These include those facets of travel and tourism that already exist. These have served to create a basis for the visitor economy upon which to grow the tourism industry.

- Two-night stays for sports events
- Wine country day trips
- Single-night stays for pass-through leisure and business

Promotional drivers. These represent the immediate growth opportunity for Wilsonville to expand its travel and tourism reach, and to build upon its foundational drivers.

- Expand family visits to additional activities
- Single night stays for wine country excursions
- Business and pass-through travelers engage with local economy beyond the hotel

Aspirational drivers. These demonstrate where Wilsonville seeks to grow to expand its tourism footprint, gain new visitation, and evolve its reputation as a destination.

- Return visits for outdoor recreation without a tournament
- Multi-night stays for wine & wellness weekends
- Return visits for multi-day events and remote work

	Family Sports & Recreation	Friend Group Wine & Wellness	Business To Bliesure
Aspirational	Return visits for outdoor recreation without a tournament	Multi-night stays for wine & wellness weekends	Return visits for multi-day events and remote work

Promotional	Expand family visits to additional activities	Single night stays for wine country excursions	Business and pass-through travelers engage with local economy beyond the hotel
Foundational	Two-night stays for sports events	Wine country day trips	Single-night stays for pass-through leisure and business

Destination Objectives, Strategies, and Indicators

Objective 1: Build Destination Management Capacity and Connections

- X.X Increase City TLT to increase and stabilize marketing budget for Explore Wilsonville
- X.X Increase connections with partner DMOs at the regional and state levels
- X.X Increase Explore Wilsonville visibility at industry events and within our community
- X.X Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff
- X.X Determine the threshold at which dedicated destination staff or a separate DMO organization is necessary and prepare for that transition

Indicators

- Grow TLT collections by X% from 2025 baseline
- Increase hotel occupancy X% year-over-year from 2025 baseline
- Increase average daily visitor spend X% year-over-year from 2025 baseline

Objective 2: Accelerate Sports & Recreation

- X.X Conduct feasibility study for an indoor sports/entertainment complex
- X.X Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage
- X.X Identify and evaluate funding strategies for continued investment in current and planned park and outdoor sports facilities

Indicators

- Expand indoor sports facilities by X square feet by 2035
- Increase number of visitors to City parks X% year-over-year from 2025 baseline
- Annual growth in SMERF business, as measured by local hotel survey

Objective 3: Nurture and Attract Impactful Events

- X.X Develop sorting criteria to prioritize investments in events & festivals that drive visitation
- X.X Identify and execute opportunities for funding events and festivals, with a focus on outdoor recreation, cultural heritage, and automotive events
- X.X Develop partnerships to identify and foster the development of a Wilsonville-specific signature event

Indicators

- Increase regional multi-day festivals X% over 2024 baseline
- Increase length of visitor stay X% year-over-year from 2025 baseline

Objective 4: Enhance and Elevate Willamette River Access

X.X Collaborate with Parks & Recreation Department to implement elements of Boones Ferry and Memorial Park Master Plans related to river access

X.X Partner with third parties to offer non-motorized watercraft rentals and guide services for river activities

X.X Bring Portland Spirit and/or other tour boats to Wilsonville for tours

X.X Promote Wilsonville as a key destination along the Willamette River Water Trail

Indicators

- Growth in the number of organizations offering recreational rental equipment in Wilsonville
- Growth in number of river tours with stops or origination in Wilsonville
- Increase number of public access points to the Willamette River

Objective 5: Invest in Town Center Development

X.X Incentivize expansion of local dining options in the Town Center area

X.X Create a walkable downtown center with gathering places, trails, parks, and public amenities

X.X Develop structured parking surrounded by retail

X.X Advocate for implementation of other elements of the Town Center Plan as appropriate for the development of the visitor economy

Indicators

- Growth in number of restaurants or dining options within Town Center Plan boundary
- Growth in number of permitted public events taking place in Town Center Park
- Lengthened visitor times in geofenced Town Center boundary over 2025 baseline, using geolocation data

Objective 6: Focus on Access and Transportation

- X.X Increase SMART service on weekends and investigate options to expand routes to include hotels and shopping centers
- X.X Work with partners to continue to build out the regional trail network, connecting the Ice Age Tonquin Trail to Willamette Valley Scenic Bikeway
- X.X Perform destination accessibility audit
- X.X Facilitate expansion of connections from Portland International Airport to Wilsonville
- X.X Partner with private or nonprofit entities to enable bicycle rentals in Wilsonville

Indicators

- Growth in availability of wheeled non-motorized transportation rental options in Wilsonville
- Increase in visitor usage of SMART system over 2025 baseline, as measured by SMART annual survey
- Increase in destination accessibility as measured by repeat audit

Objective 7: Support the Growth of our Arts & Culture Ecosystem

- X.X Initiate a feasibility study for a cultural arts center/theater
- X.X Explore funding mechanisms for public arts to enhance visitor areas
- X.X Develop a mural policy for private property and consider partnerships to develop a mural festival
- X.X Offer capacity-building resources to arts, culture, and heritage nonprofits in order to increase programming

Indicators

- Growth in arts, culture, and heritage programs and events available to visitors over 2025 baseline
- 20% growth in number of public art pieces in Wilsonville over 2025 baseline

Objective 8: Highlight Food & Beverage

- X.X Leverage proximity to wine country in marketing to support local dining
Foster development of food cart pod or food hall
- X.X Collaborate with local producers to enhance and promote farm-to-table offerings
- X.X Create relationships with local “liquid tourism” providers to offer more options with

experiences and family-friendly activities

X.X Support development of themed restaurant or bar as an attraction

Indicators

- Growth in number of earned media placements on stories about dining options in Wilsonville
- Growth in number of locally-owned “liquid tourism” providers and restaurants in Wilsonville over 2025 baseline

Objective 9: Diversify and Expand Lodging Options

X.X Conduct gap analysis of current lodging and identify opportunities for new choices

X.X Evaluate short-term rental (STR) opportunities and policies and create a quick start guide to ease creation of new STRs for owners

X.X Develop a marketing toolkit for new STR owners

X.X Recruit family-friendly hotel/entertainment property

X.X Evaluate opportunities for sharing economy locations for RVs and campsites

Indicators

- Have a new family-friendly/ entertainment lodging property under construction in Wilsonville by 2035
- Increase RevPAR X% year-over-year above 2025 baseline
- Increase in number of STRs over 2025 baseline

Phase 1: Seeding Growth, Years 0-4

1.1 Collaborate with Parks & Recreation Department to implement elements of Boones Ferry and Memorial Park Master Plans related to river access

Wilsonville is unusually forward thinking in its urban planning activity, and has a number of master plan initiatives already in place to guide the development and maturation of the city. This Tourism Development Plan highlights the opportunity Wilsonville has to leverage its proximity to the Willamette River. As the Parks & Recreation Department works to create greater access to the river, it should pay particular attention to the existing park plans that have already identified activity that further this goal and engage with the owners of those plans to coordinate this critical activity.

Investment Level: \$\$\$

Core partners: Travel Oregon, OSMB, ORPD, WWT

Existing City plans to coordinate with: Boones Ferry Park Master Plan, 2018 Parks Comprehensive Plan, Memorial Park Master Plan

1.2 Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage

A key element of this development plan is its focus on both supporting outdoor recreation and non-automotive transportation, with particular emphasis on bicycle routes and accessibility. Promoting cycling will inevitably put greater scrutiny on the existing cycling infrastructure. In this strategy, the City will take stock of its existing amenities, benchmark them against nearby locations along cycling routes, and establish an action plan to elevate its cycling ecosystem.

Investment Level: \$\$

Core partners: Bike rental vendors; regional, municipal, and county governments

Existing City plans to coordinate with: Bike & Pedestrian Connectivity Plan, Parks & Recreation Master Plan

1.3 Identify and evaluate funding strategies for continued investment in current and planned park and outdoor sports facilities

As part of its focus on sports and outdoor recreation, this Tourism Development Plan suggests a number of strategies aimed at upgrading existing facilities and developing new ones. These kinds of development activity can be difficult to build anywhere because of funding challenges inherent in city budgets, and Wilsonville is no different. It has the additional hurdle of working within zoning that was designed to maximize industrial activity. Coordinating and collaborating with partner organizations outside of the City government to innovate funding approaches, as well as divisions within it that are already pursuing funding on similar projects, will be critical to making progress.

Investment Level: \$\$\$

Core partners: Local sports organizations; Travel Oregon; regional, municipal, and county governments

Existing City plans to coordinate with: Parks & Recreation Master Plan, Memorial Park Master Plan, Boones Ferry Park Master Plan, Town Center Plan

1.4 Conduct feasibility study for an indoor sports/entertainment complex

The idea to build and promote an indoor facility for sports and entertainment has been discussed in Wilsonville for a number of years, focusing on the former Fry's Electronics property, but the realities of the pandemic put the discussions on hiatus. If the City is to make a further push to develop the civic assets that will appeal to visitors and residents alike, reigniting these talks is crucial. At the front end of any such discussions should be a formal assessment of the feasibility, marketability, usability, and fundability of a flexible indoor complex. There must be an early cost/benefit analysis of developing such a venue before any further plans are developed.

Investment Level: \$\$\$

Core partners: Local sports organizations, Sport Oregon, Nationwide sport & entertainment producers

Existing City plans to coordinate with: Parks & Recreation Master Plan, Arts, Culture, & Heritage Strategy

1.5 Collaborate with local producers to enhance and promote farm-to-table offerings

A critical area of both need and opportunity in Wilsonville is a greater array of dining options for visitors to experience, especially those tied to the nearby bounty of the many farms in the region. In this first phase of the Tourism Development Plan, the City will pursue dialogue and collaborative relationships with producers. The ultimate goal of these relationships will be to help create dining experiences with fresh produce grown on local farms, and potentially to help the farms themselves establish on-premise dining for visitors.

Investment Level: \$

Core partners: Travel Oregon, Explore Tualatin Valley, Mt. Hood Territory, Middleground Farm, Our Table

Existing City plans to coordinate with: N/A

1.6 Leverage proximity to wine country in marketing to support local dining

The booming success of the Willamette Valley as a winemaking region presents an opportunity to Wilsonville's growing restaurant landscape. As the number of new wine producers continues to grow, and visitors find themselves exploring new parts of the Valley, a cooperative marketing campaign among Wilsonville restaurants to partner with nearby wineries to promote elevated dining to Valley visitors has the potential to drive City visitation significantly. Exploring dining partners, campaign options, and potential winery marketing partners will be a proactive, inexpensive first step.

Investment Level: \$

Core partners: Willamette Valley Wineries Association, local wineries (e.g., Lady Hill Winery), Explore Tualatin Valley, Mt. Hood Territory

Existing City plans to coordinate with: N/A

1.7 Perform Gap Analysis for Food & Beverage

A major finding of the destination analysis performed for this project was the need to grow and diversify dining and entertainment options for visitors and residents alike. An intelligent first step toward diversification is to take a step beyond simple inventory and determine what desired options are missing from the current market. A gap analysis will help determine styles and themes of venues, price points, locations, and other critical elements that can help drive recruitment and development efforts among City residents, landowners, developers, and local restaurateurs.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association

Existing City plans to coordinate with: Town Center Plan

1.8 Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff

A key but often overlooked facet of destination management is the knowledge held by people visitors interact with directly — the frontline staff at hotels, restaurants, shops, and so on. These individuals can make or break a visit to Wilsonville. If they are knowledgeable about local highlights and experiences, they can elevate a visitor's experience dramatically. This can be difficult in an economy where such positions are hard to hire for and hard to keep filled. Producing a destination toolkit that can be shared with local businesses is a smart way to train frontline ambassadors for the Wilsonville area at a modest investment. This could be a physical booklet, a series of training videos, onboarding workshops, or something else entirely.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association, Travel Oregon

Existing City plans to coordinate with: N/A

1.9 Conduct gap analysis of current lodging and identify opportunities for new choices

Wilsonville has a decent number of lodging establishments for a destination of this size, though the quality of those establishments is below average. A greater variety of choices would be a significant tool in the destination marketing effort. A study to identify what lodging options the market can support is necessary before economic development recruitment begins. Specifically, upmarket and boutique hotel experiences should be studied to see if the economics pencil out for the City, and to make certain they do not cannibalize overnight stays from existing Wilsonville hotels that rely on visitation traffic.

Investment Level: \$\$

Core partners: Travel Oregon, Mt. Hood Territory, Willamette Valley Wineries Association, Explore Tualatin Valley, Oregon Restaurant & Lodging Association

Existing City plans to coordinate with: Town Center Plan

1.10 Evaluate short-term rental (STR) opportunities and policies and create a quick-start guide to ease creation of new STRs for owners

A sufficient inventory of short-term rental (STR) locations, offered through services such as AirBNB or VRBO, is a necessary component of any modern destination plan because of the flexibility they give to families and larger groups traveling together. If local regulations mandate these rentals charge a TLT on visitation, as Wilsonville's does, this helps the tourism program at large. As this is a key demographic of the Wilsonville plan, it makes great sense to promote legal, regulated STR activity. Creating a quick-start guide for property owners that helps them understand how to navigate permitting effectively will remove many barriers to market entry.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Mt. Hood Territory, Explore Tualatin Valley, Travel Oregon

Existing City plans to coordinate with: Wilsonville City Code (Zoning)

1.11 Offer capacity-building resources to arts, culture, and heritage nonprofits in order to increase programming

A vibrant arts and culture ecosystem is a proven attractor for destinations across the US. A healthy cultural economy not only draws visitation, but also greatly improves livability for residents and traffic for local businesses. Traditionally in the US, the organizations that drive cultural communities are nonprofit by design — and in Wilsonville, the nonprofit sector has been struggling in the wake of the pandemic. Initiating a capacity building program to support nonprofit operations and development in the City is an effective way to solidify operations for organizations that provide a key element of an attractive destination.

Investment Level: \$\$

Core partners: Local nonprofits, regional grant administrators (Oregon Arts Commission, Tualatin Valley Creates, Clackamas County Arts Alliance, Regional Arts & Culture Council)

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy

1.12 Explore funding mechanisms for public arts to enhance visitor areas

A formal public art program for the City of Wilsonville would be an effective way to promote, curate, and regulate the creation of a 2D artworks collection (e.g., paintings), a 3D public art inventory (e.g., sculpture), and a public murals program. There are a variety of methods municipalities and counties across the country use to pay for these existing works and commissions, most commonly through a “percent for art” regulation in local building codes. The City would be well served to consult with core partners to understand what such an ordinance would mean for Wilsonville, and what additional mechanisms might exist in other areas that are worth consideration.

Investment Level: \$

Core partners: Regional, Municipal & County Governments, Oregon Arts Commission, Tualatin Valley Creates, Clackamas County Arts Alliance, Regional Arts & Culture Council

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy

1.13 Advocate for implementation of other elements of the Town Center Plan as appropriate for the development of the visitor economy

Many if not most of the strategies in this Tourism Development Strategy hinge on the City’s ability to create a walkable, vibrant town center. Wilsonville’s ambitious Town Center Plan, which would put municipal resources to work in bringing such a vision to fruition, has already been approved by City Council. However, implementation is moving very slowly. The key now is to move that development forward, for the benefit of the City’s residents and to its visitation ambitions. Therefore, a critical activity in the initial phase of this strategy is to advocate — firmly, passionately — for the City to pursue development of the several other elements of this plan that will have a direct impact on Wilsonville’s ability to successfully implement its Tourism Development Strategy.

Investment Level: \$

Core partners: Wilsonville Chamber of Commerce

Existing City plans to coordinate with: Town Center Plan

1.14 Increase City TLT to increase and stabilize marketing budget for Explore Wilsonville

Like virtually any marketing effort, the initiatives planned to uplevel the promotion and marketing of Wilsonville will take resources. Today Explore Wilsonville is funded primarily through a combination of city and state transient lodging tax (TLT) collections. The state rate is capped, but the City has the power to increase or decrease its own TLT percentage rate. Even a minor increase in this TLT percentage within the City of Wilsonville would bring significant additional revenue to Explore Wilsonville's coffers, allowing it to invest in considerably more promotional activities than they are currently able to.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association, Oregon Destination Association, Travel Oregon, Asian Hotel Owners Association, American Hotel & Lodging Association.

Existing City plans to coordinate with: N/A

1.15 Increase connections with partner DMOs at the regional and state levels

Wilsonville has long struggled to navigate the complexities of a city bridging across two counties. When looking to promote tourism, this difficulty becomes magnified. The Destination Management Organizations (DMOs) to the east and west of the city are much larger and more active than Explore Wilsonville, which unfortunately often causes its efforts to get lost in the proverbial shuffle of marketing and promotional activities. The initiatives outlined in this Tourism Development Strategy will benefit greatly from a greater presence for Explore Wilsonville at the state and regional level. This will depend greatly on the growing relationships and partnership activity with the larger regional players and statewide tourism organizations. This will in turn allow Explore Wilsonville to leverage and perhaps influence promotional efforts across the region.

Investment Level: \$

Core partners: Travel Oregon, Mt. Hood Territory, Willamette Valley Wineries Association, Explore Tualatin Valley, Travel Portland

Existing City plans to coordinate with: N/A

1.16 Increase Explore Wilsonville visibility at industry events and within our community

This is a complementary effort to strategy 1.15, described above. As this Tourism Development Strategy is put into action, it will become more and more important for Explore Wilsonville to become a much more visible presence in the community and region. This could mean participating in more regional and statewide travel events, or increasing sponsorship activity at regional celebrations and signature events. Across the region, it will lead to more awareness of promotion and development activities and open conversations with more potential partners; inside Wilsonville, it will familiarize residents with activities that both drive visitation and improve their own quality of life.

Investment Level: \$\$

Core partners: Travel Oregon, Mt. Hood Territory, Willamette Valley Wineries Association, Explore Tualatin Valley, Travel Portland, Oregon Destination Association

Existing City plans to coordinate with: N/A

Phase 2: Supporting Growth, Years 5-7

2.1 Identify and execute opportunities for funding events and festivals, with a focus on outdoor recreation, cultural heritage, and automotive events

Events are excellent drivers of visitation — but not all events are alike. There must be a larger reason or community alignment behind the staging of community events in order for them to make sense in the context of that community. It is already clear that the Wilsonville area, with its growing focus on outdoor recreation and historical landmarks, has the opportunity to stage modest-scale festivals and events that are naturally aligned with the region. This strategy is the first step toward producing them. Conversations with businesses, nonprofits, educational institutions, and foundations with links to Wilsonville to identify their interest in promoting such events, as well as the potential sponsorship opportunities they present, will help create a roadmap and funding source to execute relevant community experiences. This will also help identify additional sources of support.

Investment Level: \$\$

Core partners: Varies by type of event

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy, Parks & Recreation Master Plan, Town Center Plan

2.2 Develop partnerships to identify and foster the development of a Wilsonville-specific signature event

Events are even better drivers of visitation if they support or elevate cultural, historical, or commercial features that are of importance to the community or region. Sometimes they can give a community an identity, like Gilroy, CA's Garlic Festival, or heighten the city's existing identity, like Leavenworth, WA's several Bavarian-themed festivals. Any discussion of a festival in Wilsonville should begin with the identification of a signature event that can be tied exclusively to the City. The conversations and forums initiated by the activity in strategy 2.1 will likely kickstart this process, though the scale and impact of a signature festival or event will demand thorough community, commercial, and regional tourism engagement during ideation and planning phases.

Investment Level: \$\$

Core partners: Explore Tualatin Valley, Travel Oregon, Oregon's Mt. Hood Territory

Existing City plans to coordinate with: Town Center Plan

2.3 Incentivize expansion of local dining options in the Town Center area

As noted earlier, an expansion of dining options will be key to drawing new visitation over the long term, especially as the City's goals tilt toward multi-day stays. Nowhere in Wilsonville will this be more important than in the burgeoning Town Center development. This may also be difficult, as the costs of real estate development and startup costs can be steep for new restaurants. The City will undertake a series of initiatives to promote and incentivize new dining establishments in the Town Center, including but not limited to fast-track regulations making it easier to launch via food carts, financing options for systems development charges, streamlined permitting, or even property tax incentives.

Investment Level: \$\$

Core partners: Wilsonville Chamber of Commerce, Oregon Restaurant & Lodging Association

Existing City plans to coordinate with: Town Center Plan

2.4 Create relationships with local “liquid tourism” providers to offer more options with experiences and family-friendly activities

As a gateway to the Willamette Valley centered between Portland and Salem, and with a strong history of local brewing and brewpubs, Wilsonville is positioned well for the beverage sector to become a stronger part of the visitor economy. Given the family-focused nature of the overall growth strategy for the destination, this strategy will seek to integrate family-friendly options and activities into the local beverage sector to reinforce both aspects of the destination.

Investment Level: \$

Core partners: Oregon Wine Growers Association, Willamette Valley Wineries Association, Oregon Brewers Association, Travel Oregon, Oregon Restaurant and Lodging Association, McMenamins

2.5 Partner with private or nonprofit entities to enable bicycle rentals in Wilsonville

In alignment with other strategies in this plan to expand cycling options in and around Wilsonville, it's important that visitors who didn't bring their own bicycles have access to rental bikes. This ideally would be at a central location with easy access, or a mobile rental drop-off van as some other destinations have found successful. If a private entity does not step forward, there is the possibility of the bike rental program being run by a nonprofit as a fundraiser in the way that Kerr Bikes does in Portland.

Investment Level: \$\$

Core partners: Local businesses, Explore Tualatin Valley, Oregon's Mt. Hood Territory

Existing City plans to coordinate with: Transit Master Plan

2.6 Develop a mural policy for private property and consider partnerships to develop a mural festival

Murals are a quick way to add vibrancy and an artistic flair to a destination, but care must be taken to ensure that murals serve the purpose of the City. Being proactive with a mural policy will steer this portion of public art in a desirable direction, while the creation of an annual mural festival will spotlight the pieces and ensure ongoing renewal.

Investment Level: \$\$

Core partners: Local businesses, Portland Street Art Alliance

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy

2.7 Develop sorting criteria to prioritize investments in events & festivals that drive visitation

Events and festivals are great at fostering civic pride and engaging community members, but they are not always productive at driving visitation. Setting clear criteria for investing in events that are targeted to Wilsonville’s desired visitors will increase the ROI of any support given. While these events may still draw local participation, the influx of visitors—even if only for the day—will add outside dollars to the economy and help to develop a “critical mass” of the businesses and amenities that are crucial to a thriving visitor economy.

Investment Level: \$\$

Core partners: Niche-specific event planners/producers; Explore Tualatin Valley, Oregon’s Mt. Hood Territory; regional, municipal & county governments

Existing City plans to coordinate with: Parks & Recreation Master Plan; Arts, Culture & Heritage Strategy; Town Center Plan

2.8 Foster development of food cart pod or food hall

Food cart pods and centralized food halls are popular with visitors in many destinations, as they offer broad choice and a chance to engage with local small businesses—they often create a very unique sense of place. Such an arrangement in or near Town Center will serve as a hub for visitors to Wilsonville, stopping to find food throughout the day and then jumping off into other activities. It will also serve as an incubator for small food and beverage businesses in Wilsonville, some of whom may eventually be able to make the lap to a brick-and-mortar restaurant.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Wilsonville Area Chamber of Commerce

Existing City plans to coordinate with: Town Center Plan

2.9 Develop a marketing toolkit for new STR owners

Short-term rentals (STRs) offer a different kind of experience for visitors, and are particularly popular with families. However, STR owners aren't often well equipped to promote their properties and compete with STRs in neighboring communities. This strategy will develop a toolkit that will share best practices and templates to help this portion of Wilsonville's lodging community draw visitors.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Mt. Hood Territory, Explore Tualatin Valley, Travel Oregon, Wilsonville Area Chamber of Commerce

2.10 Initiate a feasibility study for a cultural arts center/theater

The arts are a strong lever for activating a destination, providing enrichment for family travel, a strong sense of place, and after-dinner activities when performing arts are involved. While there have been discussions about a cultural center in Wilsonville before, this strategy seeks to accelerate that conversation and assess the feasibility of developing such a facility. As with other public facilities, this will need to serve the community, but care should be taken to ensure that it also becomes a beacon for visitors and isn't artificially constrained to a local focus.

Investment Level: \$\$\$

Core partners: Tualatin Valley Creates, Clackamas County Arts Alliance

Existing City plans to coordinate with: Arts, Culture & Heritage Strategy, Town Center Plan

2.11 Increase SMART service on weekends and investigate options to expand routes to include hotels and shopping centers

Transportation for visitors was identified as a critical limiting factor for Wilsonville. To encourage visitors to use public transit, it needs to be available when and where they

want to use it. Available and effective public transit will mitigate the traffic impact of visitation, promote more exploration within Wilsonville, and offer safe transportation alternatives for those enjoying the beverage sector. The SMART system is an ideal platform for visitors if they can access it on weekends, and if it can better serve the places they want to visit.

Investment Level: \$\$\$

Core partners: Local hotels

Existing City plans to coordinate with: Transit Master Plan

2.12 Perform destination accessibility audit

At least 15% of the traveling public has one form of disability or another, and that figure is growing as our population ages. Being a welcoming destination includes working to ensure that those visitors with disabilities can get their access needs met. In this strategy, Wilsonville will audit destination accessibility for one or more forms of disability. For example, this might include retaining an organization like Wheel The World to assess a group of hotels, businesses, and public facilities to see where there are opportunities to better serve visitors with mobility needs.

Investment Level: \$\$\$

Core partners: Travel Oregon, external partners/businesses/historical sites, rideshare providers

Existing City plans to coordinate with: Transit Master Plan, ADA Accessibility Transition Plan, Parks & Recreation Comprehensive Master Plan

2.13 Partner with third parties to offer non-motorized watercraft rentals and guide services for river activities

One of the key ideas for developing tourism in Wilsonville is to reconnect to the Willamette River and leverage river activities as a tourism driver. However, most visitors wouldn't be coming with their own watercraft or even with expertise on how to recreate on the river. Rental and guide services would make this amenity accessible to a much broader proportion of visitors.

Investment Level: \$

Core partners: [WWT](#), third-party contractor (to be identified)

Existing City plans to coordinate with: Boones Ferry Park Master Plan, 2018 Parks Comprehensive Plan, Memorial Park Master Plan

Phase 3: **Reaping Rewards**, Years 8-10

3.1 **Develop structured parking surrounded by retail**

Currently, Wilsonville lacks an area of “critical mass” for tourism where visitors can linger longer to shop, eat, enjoy outdoor spaces, and take in cultural exhibits. To support this density of activity, this strategy will seek the development of a parking structure that will allow many more people to visit an area of density at one time.

Investment Level: \$\$\$

Core partners: Private developers, Wilsonville Area Chamber of Commerce

Existing City plans to coordinate with: Town Center Plan

3.2 **Create a walkable downtown center with gathering places, trails, parks, and public amenities**

Wilsonville’s Town Center Plan has envisioned a walkable downtown center, and this strategy seeks to reinforce that vision by stressing how important this would be for the visitor economy. Without diminishing tourism assets and activities that happen throughout other parts of the City, a centralized density of walkable experience will do more to create a sense of place than almost anything else Wilsonville could do. In other destinations, having a place like this is effective in extending length of stay and average visitor spend, which will then create a virtuous cycle which will enable the local businesses who are part of the Town Center to thrive in a way they would not be able to on local patrons alone.

Investment Level: \$\$\$

Core partners: Wilsonville Area Chamber of Commerce, Oregon Department of Transportation, Oregon Parks & Recreation Department, Travel Oregon

Existing City plans to coordinate with: Town Center Plan, 2018 Parks Comprehensive Plan

3.3 Promote Wilsonville as a key destination along the Willamette River Water Trail

Reconnecting Wilsonville to the Willamette River as a tourism asset goes two ways: allowing for visitors to access the River locally (as identified in strategy 2.13), and also using the River as a point of arrival. The 187-mile Willamette River Water Trail identifies amenities and features for water recreation, but few amenities are available in the stretch that runs through Wilsonville. Identifying more opportunities to be a part of the Trail and increasing promotion of Wilsonville's river assets will increase visitor use of the River and help to build Wilsonville's reputation for outdoor recreation.

Investment Level: \$

Core partners: Explore Tualatin Valley, Oregon's Mt. Hood Territory, Travel Oregon, Travel Portland, Willamette Valley Visitors Association

Existing City plans to coordinate with: Boones Ferry Master Plan, Memorial Park Master Plan, Comprehensive Parks & Recreation Master Plan

3.4 Support development of themed restaurant or bar as an attraction

In the same way that an anchor retailer can drive the success of a mall, having a major themed restaurant or bar would not only be an amenity for visitors staying in Wilsonville, but it may also serve to drive day visitation from Portland and the rest of the region. This in turn would help in building a critical mass of additional tourism-supporting businesses in Wilsonville. This strategy directs Explore Wilsonville to work with partners to identify and recruit such an establishment.

Investment Level: \$

Core partners: Travel Oregon, Oregon Restaurant & Lodging Association, Wilsonville Area Chamber of Commerce

3.5 Bring Portland Spirit and/or other tour boats to Wilsonville for tours

As with the non-motorized river access and the Willamette River Water Trail, this strategy seeks to activate the Willamette as a tourism amenity in Wilsonville. Being a stop on a tour boat line would raise the profile of the destination and provide traffic for local businesses.

Investment Level: \$\$

Core partners: Portland Spirit, Travel Portland, Willamette Locks

Existing City plans to coordinate with: Boones Ferry Park Master Plan, 2018 Parks Comprehensive Plan, Memorial Park Master Plan

3.6 Evaluate opportunities for sharing economy locations for RVs and campsites

Short Term Rental (STR) websites like Airbnb allow property owners to rent out their property—or a portion of it—to overnight guests. Similarly, there are platforms such as Hipcamp that allow property owners to offer overnight camping and RV parking. Wilsonville will explore opportunities to expand the diversity of overnight lodging choices by assessing the feasibility of use of such platforms within the City limits.

Investment Level: \$

Core partners: Oregon Restaurant & Lodging Association, Oregon Parks and Recreation, Travel Oregon, Oregon's Mt. Hood Territory, Explore Tualatin Valley

Existing City plans to coordinate with: Wilsonville Zoning, Parks Master Plan

3.7 Facilitate expansion of connections from Portland International Airport to Wilsonville

For Wilsonville to truly be a standalone destination, easier access from Portland International Airport is a must. This strategy will explore ways to use public transit and private companies to make it easier for visitors to arrive in Wilsonville without renting their own car at PDX.

Investment Level: \$\$

Core partners: TriMet/WES Commuter Rail, rideshare, car rental, shuttle/limo service

Existing City plans to coordinate with: Transit Master Plan

3.8 Recruit family-friendly hotel/entertainment property

With a focus on growing family-oriented travel to Wilsonville, an anchor attraction that combines overnight accommodations with family-friendly activities will leverage Wilsonville's location on the I-5 corridor and generate higher-spending overnight stays.

Investment Level: \$\$

Core partners: Oregon Restaurant & Lodging Association, Wilsonville Area Chamber of Commerce, Travel Oregon, Business Oregon

3.9 Determine the threshold at which dedicated destination staff or a separate DMO organization is necessary and prepare for that transition

Explore Wilsonville has done well and grown the destination in collaboration between City staff and the City's marketing agency. However, the fractional use of a City employee's time will at some point fail to provide enough oversight and community engagement to support the continued growth of the visitor economy in Wilsonville. Determining a threshold at which more structure is needed—and preparing plans for that transition—will prepare Wilsonville to continue its growth without hiccups.

Investment Level: \$\$

Core partners: Travel Oregon, Oregon Destination Association

3.10 Work with partners to continue to build out the regional trail network, connecting the Ice Age Tonquin Trail to Willamette Valley Scenic Bikeway

There is no question that additional bicycle access will tie Wilsonville to regional cycling and outdoor recreation opportunities, provide activities to visitors, and foster non-motorized transportation for residents and visitors alike to mitigate impacts on traffic and parking. Working with regional partners to build out the Wilsonville portions of regional trail systems will be a key piece of improved cycling infrastructure connectivity.

Investment Level: \$\$\$

Core partners: Metro; regional, metropolitan & county governments

Existing City plans to coordinate with: Comprehensive Parks & Recreation Plan, Bike & Ped Connectivity Plan, Boones Ferry Park Master Plan, Transit Master Plan

Implementation: Collective Impact Model

Collective impact is the commitment of a group of actors from different sectors to a common agenda for solving a specific social problem, using a structured form of collaboration. The concept of collective impact hinges on the idea that in order for organizations to create lasting solutions to social problems on a large scale, they need to coordinate their efforts and work together around a clearly defined goal. This approach of collective impact is placed in contrast to “isolated impact,” where organizations primarily work alone to solve social problems

—Wikipedia

[Collective impact is a] systemic approach...that focuses on relationships between organizations and the progress toward shared objectives.

—Stanford Social Innovation Review

The Collective Impact Model forms the foundation for the ongoing management of this Tourism Master Plan. The backbone support organization, Explore Wilsonville (currently comprising city staff and the City’s marketing agency), will ensure that all the necessary representatives come together on a regular basis to share progress, course-correct, and strategize next steps. While Explore Wilsonville is the convener and the subject matter expert on travel & tourism, they are not the sole decider in the process.

INSERT DIAGRAM HERE

Common Agenda

The Common Agenda for this Collective Impact Model is the Vision statement, which begins on page X of this document.

Mutually Reinforcing Activities

Mutually Reinforcing Activities are the 9 Objectives and 39 Strategies described in this Tourism Development Strategy, recognizing that many of these partners are listed as collaborators on those Strategies. The 9 Objectives are:

1. Build Destination Management Capacity & Connections
2. Accelerate Sports & Outdoor Recreation
3. Nurture & Attract Impactful Events
4. Enhance & Elevate Willamette River Access
5. Invest in Town Center Development

6. Focus on Access & Transportation
7. Support the Growth of our Arts & Culture Ecosystem
8. Highlight Food & Beverage
9. Diversify & Expand Lodging Options

Backbone Support Organization

Explore Wilsonville will act as the Backbone Support Organization, responsible for convening community and government partners in service of implementing the work of this plan. The Tourism Program Manager will serve as the central point of contact, organizing, convening, and tracking progress of the Plan's implementation.

Partners

Explore Tualatin Valley
 Oregon's Mt. Hood Territory
 Travel Oregon
 Willamette Valley Visitors Association
 Willamette Falls Locks Authority
 Travel Portland
 Regional, municipal, and county governments
 Wilsonville Area Chamber of Commerce
 Oregon Restaurant & Lodging Association
 Oregon Travel Information Council
 Wilsonville Historical Society
 Tualatin Valley Creates
 Clackamas County Arts Alliance

Additional partners will be brought in on an as-needed basis to participate in ad-hoc work groups, depending on the project. This may include other governmental agencies, other local organizations, industry partners, and nonprofits.

Shared Measurement Systems

The Shared Measurement Systems are the 2-3 indicators associated with each Objective. These demonstrate how to measure progress and describe how the objective is being achieved. It is recommended that these be tracked regularly, and reported publicly once a year, timed with the fiscal year.

Continuous Communication

Explore Wilsonville will ensure that energy is placed in the continuous communication of this Plan and the Vision. Tools to support this include:

- Webpage
- Social campaigns
- Local print and broadcast media
- Government relations

Two meeting tracks are envisioned for the first phase of the Plan:

Core Tourism Development Strategy Implementation Team. In the first phase it is recommended that a core team meets quarterly to ensure progress on initial strategies. An Annual Report on the first year should be compiled at the fiscal year, along with progress on indicators. In the second and third phases of implementing the Tourism Master Plan, these core team meetings may occur 2-3 times a year. This core team will include the Chair of the Tourism Promotion committee, as well as representatives from: Explore Tualatin Valley, Oregon's Mt. Hood Territory, Willamette Valley Visitors Association, and Wilsonville Area Chamber of Commerce.

Ad Hoc Strategy Teams. Ad Hoc Strategy teams will be convened for each strategy. For each strategy team, the team will identify a point person to manage and report on the work, set a more detailed work plan to achieve the strategy, and meet monthly to do the actual work. The point person will report to the Backbone Support Organization on progress and hurdles it encounters in achieving the strategy.

In addition to an annual report, there should also be a quarterly report to the Tourism Promotion Committee.

Acknowledgements [Are we missing anybody?]

Tourism Development Strategy Planning Team

Kris Ammerman, Parks & Recreation Director, City of Wilsonville

Bridget Baeth, Senior Advisor & Principal, JayRay

Zoe Mombert, Assistant to the City Manager, City of Wilsonville

Chris Neamtzu, Community Development Director, City of Wilsonville

Mark Ottenad, Public/Government Affairs Director, City of Wilsonville

Sungmin Park, Owner, Holiday Inn Portland South—Wilsonville

Brian Stevenson, Recreation Program Manager, City of Wilsonville

Erika Valentine, Arts & Culture Coordinator, City of Wilsonville

Consultant Team

Sawyer Cleveland, Whereabout

Stacy Humphrey, Whereabout

Matthew Landkamer, Whereabout

Greg Netzer, Whereabout



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

March 19, 2025

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Attachment:

- 1. JayRay 2024 Annual Report



A. Introduction

The Wilsonville Tourism Promotion Committee met on March 19, 2025, 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 fiscal year (FY) 2025/26. 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 2024/25 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 (TPC) 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 TPC include:

1. **Elizabeth Crawford:** Executive Director, Crowning Moments Production, Wilsonville; appointed in November 2024 to Position No.1 to fill Rohit Sharma’s unexpired term ending June 30, 2025.
2. **Brandon Roben, Chair:** CEO of Oaks Amusement Park, Portland; reappointed in July 2022 to Position No. 2 with a term ending June 30, 2025.
3. **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.
4. **Jerad Firby:** General Manger, Hilton Garden Inn appointed mid-term to Position No. 4 in in November 2024 to fill Lynn Sanders’ unexpired term ending June 30, 2026
5. **Jennifer Gage:** Former General Manager of Abella Italian Kitchen restaurant, Wilsonville; reappointed to Position No. 5 in June 2024 to full three-year term ending June 30, 2027.
6. **Noelle Craddock:** Owner of Our Sweet Escape, Wilsonville. Appointed in November 2024 to Position No. 6 with a term expiring June 30, 2026. Linn Anderson did not seek reappointment.
7. **Sungmin Park, Vice Chair:** 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.

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

1. **Clackamas County Tourism and Cultural Affairs, dba Oregon’s Mt Hood Territory:** Lizzie Keenan, Executive Director, or designee Jim Austin, Development & Community Relations Lead.
2. **Washington County Visitors Association (WCVA):** Dave Parulo, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.
3. **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.

4. **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
5. **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 **four** occasions in FY 2024/25, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 10, October 9, 2023, and January 29, and March 19, 2025. It is also anticipated that the committee will meet on April 9, 2025.

D. Advancing Tourism Development Priorities

The committee continued to work on the Top-12 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.

However, after 10 years of implementing the current *Tourism Development Strategy* and experiencing the disruptions of the Covid-19 pandemic, the TPC has been undertaking a new tourism development strategy effort. Going forward, this section will be will be greatly modified based on the new tourism development strategy, scheduled for adoption in 2025.

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 2024/25

The TPC has had a successful year, advancing key objectives as set-out in the prior fiscal year's plan, the FY 2024/25 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 3141 on May 20, 2024.

Following is an accounting of accomplishments achieved towards meeting FY 24/25 objectives.

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

In November 2024, Mayor Fitzgerald appointed with Council consent Elizabeth Craford to Position No. 1, Jerad Firby to Position No. 4, and Noelle Craddock to Position No. 6.

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

Brandon Roben was elected Chair and Sungmin Park was elected Vice Chair during the first meeting of the new fiscal year in September 2024.

- **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 at Wilsonville, located "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, blog posts, and articles encourage potential travelers to plan their stay in Wilsonville while visiting area attractions and events.

- **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. Datafy aggregates anonymous credit-card expenditure data to understand where visitors are spending their money. The data has been used to target Explore Wilsonville marketing efforts at key audiences interested in particular kinds of attractions. The data will continue to be evaluated and used to continue to improve our marketing efforts in FY 25/26.

- **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 Consultant firm JayRay to continue to enhance ExploreWilsonville.com. Specifically, the online 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 social-media Influencer visited Wilsonville in FY 24/25 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.

• **Tourism Destination Strategy Update Project**

Whereabouts completed their interviews, site visit and initial assessment before working with staff and the committee to identify outcomes the committee hopes to achieve. Whereabouts developed a draft strategy based on their research, observations and committee input. The actions and measurement tools were developed and discussed with the committee in January 2025 before sharing the concepts with City Council 2015 in February. The City Council’s input was incorporated into the final draft before the Tourism Committee recommended and City Council approved in spring 2025.

**F. Five-Year Action Plan for Tourism Development:
FY2025/26 – FY2029/30**

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 will be developed in FY 2025/26 after the new Tourism Development Strategy, which will set future priorities and work plans, is adopted by City Council.

However, the committee developed and recommended on March 29, 2025, to City Council adoption of the FY25/26 the Annual One-Year Implementation Plan.

**G. Annual One-Year Implementation Plan:
FY25/26, July 2025 – June 2026**

The tenth, rolling one-year implementation plan seeks to focus on finalizing and prioritizing the new 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 FY25/26. The full, complete FY25/26 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 completed over two fiscal years. It will replace the outdated May 2014 Tourism Development Strategy. This plan will set the priorities and “road map” for the committee’s work over the next 10 years.

3. Develop and promote a request for proposals for Tourism Promotion and Destination Marketing Consultant services and select a successful applicant: The current contract with JayRay expires in 2025, and the TPC seeks to continue to advance Explore Wilsonville tourism-promotion and destination-marketing efforts. The schedule calls for issuing the RFP in February 2025, conducting interviews and selection in March, and signing a professional services agreement in April for FY25-26.

4. Implement the draft proposed Tourism Promotion budget for FY25/26:

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
 - Membership (Oregon Destination Association)
 - 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

- Priority Project Identified in the TDS\$ 50,000
- Wheel the World Assessment (if grant received)\$ 20,000

- TOTAL Tourism Promotion Budget FY2025-26\$ 275,000

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2025.

The FY 25/26 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.

Following the prioritization of projects outlined in the Tourism Development Strategy, the committee could advance a project up to \$50,000.

The City of Wilsonville/ Explore Wilsonville submitted a Travel Oregon Grant for a Wheel the World Assessment of 15 sites in Wilsonville. This project would only be advanced if grant funding is received.



REQUEST FOR PROPOSALS

PROFESSIONAL SERVICES

‘Explore Wilsonville’ Tourism Promotion and Destination Marketing Services

ADVERTISEMENT DATE: February 3, 2025

Proposals due: March 3, 2025, at 2:00 PM local time

Proposals must be sealed in an opaque envelope, plainly marked as follows: “RFP – Tourism Services,” and sent to the address below. Include the name and address of the Proposer.

Proposers must submit eight (8) hard copy sets of the Proposal and a digital, electronic-file version on a flash “thumb” drive.

Electronically mailed or faxed Proposals will not be accepted.

The City of Wilsonville reserves the right to reject any or all Proposals.

This Request for Proposals (RFP) and related documents are posted online at www.ci.wilsonville.or.us/tourism

Address Proposals to:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070



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REQUEST FOR PROPOSALS PROFESSIONAL SERVICES

'Explore Wilsonville' Tourism Promotion and Destination Marketing Services

1. PROJECT DESCRIPTION

A. Summary of the Project

The City of Wilsonville, Oregon, invites proposals from qualified individuals or organizations ("Proposer") for tourism promotion and destination marketing services ("Project") for the City's 'Explore Wilsonville' tourism-development strategy. The strategy is updated annually by a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* ("Plan") that acts as an over-arching business plan approved by the Tourism Promotion Committee ("Committee") and adopted by the City Council.

The Plan is implemented primarily through a *Tourism Promotion and Destination Marketing Services Plan Program* ("Program") developed by the Proposer with input and direction of the Committee and approved by City Council concurrent with the Plan. The Program consists of a specific set of marketing-communications deliverables, as well as general on-going professional services, that are the subject of this Request for Proposals (RFP).

Located mid-way between Oregon's largest metropolitan area and the state capitol, the 'Explore Wilsonville' tourism-promotion program seeks to position Wilsonville as an attractive destination along I-5 for overnight lodging from which to explore nearby attractions with themed itineraries throughout the Portland metro region and the North Willamette Valley. Working with a tourism promotion and destination marketing services consultant firm, the City of Wilsonville's Tourism Promotion Committee acts as the local-area Destination Marketing Organization (DMO), collaborating with Clackamas County Tourism & Cultural Affairs/ Oregon's Mt. Hood Territory, Explore Tualatin Valley and the Willamette Valley Visitors Association.

As a city with a range of two- to four-star lodging-property options that provide approximately 600 hotel rooms located on the dual edge of the Portland metro area and "Oregon Ag/Bike/Wine Country," Wilsonville provides easy access to both urban and rural attractions. As a city that hosts major corporations with thousands of employees and contractors, business and convention visitors seek additional leisure-trip opportunities. **Thus, Wilsonville has a regional tourism-promotion agenda that reaches out beyond the city limits to promote area attractions and events while positioning Wilsonville as the destination for visitors to choose for overnight lodging.**

B. Scope of Work

This RFP focuses on obtaining high-quality, professional tourism promotion and destination marketing services for the relatively new 'Explore Wilsonville' DMO that has a footprint in both the Portland metro market and the Willamette Valley, facilitating Wilsonville's ability to be a "dual gateway" between urban culture and agricultural heritage. The key objective of the Project is to increase overnight lodging occupancy during the non-summer shoulder-season months of

the year by developing marketing campaigns that promote Wilsonville as an ideal lodging 'base-camp' for day-trips to explore regional attractions and events.

Specific tourism promotion and destination marketing services that are required by this RFP's scope of work include but are not limited to the following:

Marketing Services

- Advancing and implementing marketing promotion plans that include ad-buys, creating digital and print advertising, online/website promotional features and social-media engagement.
- Creating digital and print marketing collateral as needed that could include a visitor guide and map, brochures, and other products.

Website Services

- Hosting *ExploreWilsonville.com* tourism website on a platform that provides high-quality presentation for all devices, including desktop, tablet and mobile phone.
- Utilizing SEO and keywords strategies to generate online referrals
- Developing and maintaining original written, graphic-arts and photographic content for the tourism website, *ExploreWilsonville.com*, and related social media channels that include easily-accessible, current/updated listings of area events and tourism attractions (approximate 20-mile radius), and feature local lodging/dining opportunities.

Social Media Services

- Designing and implementing a social-media marketing strategy, including promotional e-marketing campaigns and contests and posting regular updates to Facebook, etc.

Public Relations Services

- Managing media contacts and issuing regular news releases to feature unique content and market attractions/events.
- Developing and cultivating earned media coverage through issuing press releases, pitching stories and arranging hosted tours.

Photographic & Video Services

- Arranging and implementing photographic and video shoots, including obtaining models and releases, for use in print and digital media.

Management Services

- Overseeing all aspects of 'Explore Wilsonville' tourism promotion program in conjunction with staff and Committee, including financial accounting.
- Providing necessary management supervision of activities and maintaining registrations and insurance provisions.
- Developing and operating procedures/systems in conjunction with City staff for public communications to respond timely to inquiries and fulfill requests for information via email, online, phone, US mail or in-person.

- Managing subscriptions to online services, software and database services and other destination marketing associations.
- Participating in-person (preferable) or virtually in Committee meetings that average five to six (6) two-hour-long meetings per fiscal year.
- Producing quarterly reports on a key set of metrics that include lodging property occupancy, website/social-media traffic, inquiries/information-requests, etc.

Collateral, Printing & Shipping/Distribution Services

- Creating and arranging production/printing of brochures and other marketing collateral.
- Developing and supporting distribution channels and paying shipping costs for print collateral products to targeted rest stops, visitor centers, and other locations.

Reserve/Contingency

- Setting aside a portion of the budget to cover unanticipated opportunities or expenses.

For more information on the components desired in a Scope of Work to be submitted as a Proposal, see Appendix A – Tourism Promotion and Destination Marketing Services Desired Scope of Work.

C. Term and Budget of Project

The Contract awarded under this RFP is for an amount not to exceed \$200,000/year for a three-year period, covering July 1, 2025, through June 30, 2028.

The Contract will also contain an option for the City to extend at its sole discretion the Contract with a modified scope of work proposed by Proposer and acceptable to the City for two (2) additional one (1) year contract extensions of the Project, with each extension currently estimated at \$200,000/year but subject to City Council annual budget approval.

Thus, the potential budget over three years for tourism promotion and destination marketing services that includes the three-year timeframe of this RFP and two optional extensions totals an amount not to exceed \$1,000,000.

D. Tourism Budget Information

The City's tourism promotion and destination marketing program, a component of the City Manager's Office, is funded through transient lodging taxes collected by the City. The budgeted amount for 'Explore Wilsonville' tourism promotion and destination marketing services professional services agreement is \$200,000 annually for the duration of the contract.

The City also budgets \$50,000 - \$100,000 annually for special projects to advance Wilsonville's Tourism Destination Strategy (currently being updated) which is reviewed and approved annually during the City's budget process.

Thus, the total amount of tourism funding resources for the Plan for a one-year period of the current fiscal year, FY 2025-26 for July 1, 2025, through June 30, 2026, is expected to be \$275,000:

- \$200,000 for tourism promotion and destination marketing services (this RFP)

- \$75,000 for tourism special projects (separately approved by Tourism Promotion Committee and City Council)

E. 'Explore Wilsonville' and Community Description

Originally adopted by City Council in May 2014, the *Wilsonville Tourism Development Strategy* ("Strategy") provided fieldwork research and a general blueprint for local-area tourism promotion and destination marketing services, together with a set of recommendations for both short- and long-term actions.

The Committee prioritizes key components of the Strategy and works through those elements via annual approval of the Plan that provides a larger five-year action plan and a more specific one-year plan targeted for implementation the following fiscal year. Thus, the strategy is updated annually by a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* ("Plan") that acts a business plan approved by the Tourism Promotion Committee ("Committee") and adopted by the City Council.

The Plan is implemented primarily through a *Tourism Promotion and Destination Marketing Services Program* ("Program") developed by the Proposer with input and direction of the Committee and also approved by City Council concurrent with the Plan. The Program consists of a specific set of marketing-communications deliverables, as well as general on-going professional services, that are the subject of this RFP.

As one of Oregon's fastest-growing cities for the past two decades, Wilsonville now has a population of 27,000 and hosts 23,000 jobs that generate a \$1.7 billion annual payroll, mostly in high-tech engineering and manufacturing jobs. Significant employers include Siemens (aka Mentor Graphics), Sysco Food Services, Collins Aerospace, TE Medical, DW Fritz Automation and FLIR. TWIST Bioscience has also made significant investments in the community as the San Francisco-based business recently expanded to Wilsonville. Notable residential developments include the international-award winning Villebois urban-village and 2019 NW Natural Street of Dreams location in the Frog Pond West neighborhood.

Education is a top community priority, with the West Linn-Wilsonville School District rated as one of Oregon's top public school system, and higher-education facilities of Clackamas Community College and Oregon Institute of Technology's "Oregon Tech" Portland-metro campus located in Wilsonville.

The City operates South Metro Area Regional Transit (SMART) that offers fixed-route, fare-free rides in town and fare connections to TriMet's Westside Express Service (WES) commuter rail to Tualatin, Tigard and Beaverton and the entire Portland metro system, and bus service to Canby and Salem/Keizer.

In a series of National Citizen Surveys conducted over the past ten years, Wilsonville residents consistently score the quality of life and City services as some of the best in the U.S. based on scientifically valid surveys. Both residents and visitor rate Wilsonville's parks, which include two regional parks that feature playing fields/recreation opportunities and natural areas, as attractive amenities. The Willamette River represents an incredible natural resource that is only recently being utilized with plans for new park development and improved river access. New bike/ped bridges over I-5 and the Willamette River that connect with the Portland metro area Ice Age Tonquin are currently being planned by the City.

The City recently implemented an arts and culture program guided by an Arts, Culture and Heritage Strategy with a new City Council-appointed Arts and Culture Commission. The program is focused on increasing the availability of art in the community which is expected to benefit the tourism program.

2. PROPOSER AND PROPOSAL REQUIREMENTS

A. Developing Proposals

Interested consultants shall prepare and submit Proposals in accordance with the requirements stated within this RFP. Adherence to these requirements will ensure a fair and objective analysis of submitted Proposals. Proposals should provide a clear, concise description of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be placed on completeness, brevity, and clarity of content. Failure to comply with or complete any part of the RFP may result in rejection of the Proposal. The ability to follow these instructions demonstrates attention to detail.

B. Eligible Proposers

The City of Wilsonville, Oregon, is requesting Proposals in order to select a qualified consultant to provide tourism promotion and destination marketing services for the City's 'Explore Wilsonville' tourism development strategy ("Project"). Proposers, which may be individuals or organizations, are invited to demonstrate their experience and qualifications in performing work directly related to the services required by responding to this Request for Proposals (RFP).

Technically, qualified proposers are required:

- To be able to demonstrate prior successful professional experience in tourism promotion and destination marketing services and otherwise meet the requirements of this RFP.
- If successful as Proposer, acquire a City of Wilsonville business license.

C. Minimum Qualifications

Qualities sought in the successful Proposer for Tourism Promotion and Destination Marketing Professional Services Agreement include demonstrating the following skills and experience:

- **Marketing Communications Proficiency:** Comprehensive background in multiple aspects of public relations and marketing communications, including producing branding strategy and messaging, creating incentive programs, graphic-arts creation and development of advertising sales collateral. Seek professional knowledge of publication and web layout and design, social-media use and email-marketing techniques, as well as related writing/editing and media-relations skills.
- **Professional Tourism Background:** Extensive professional experience in the tourism industry with a track record of successful accomplishments that have increased overnight lodging occupancy or other quantifiable metrics.
- **Oregon Tourism Expertise:** Considerable first-hand knowledge of the Oregon tourism industry, including managers of DMOs, tour operations, meeting/convention planners, and specialized travel segments such as Business Travelers, VFR (Visitor Friends and Relatives), and FIT (Free/Foreign Independent Traveler) markets.

- **Prior Governmental Experience:** Previous work with local, state or federal unit of government on tourism development, economic development or other programs. Experience working with cities, committees, boards, and chambers of commerce of particular interest.
- **Other Qualifications:** Possess a valid driver's license and ability to operate a motor vehicle; ability to pass a criminal background check; ability to acquire all required insurance coverage and provide documentation; ability to work weekends, holidays, and evening hours as business demands. Some overnight travel is required.

D. Proposal Format

Proposals shall be typewritten, with a standard body text font (e.g., Calibri, Times New Roman, Garamond) of at least 12-point. Proposals shall be preferably double-sided and stapled once or bound in the upper left-hand corner. The City requests that submittal materials contain post-consumer recycled content and are readily recyclable. The City discourages the use of materials that cannot be readily recycled, such as PVC binders, spiral bindings, and plastic or glossy covers or dividers. One page is considered to be one side of a single 8 ½" x 11" sheet.

E. Proposal Content Specifications

The Proposal should be organized to include the following information in the following order:

1. A signed cover letter stating the consultant/firm Proposer's desire to make an offer responsive to the RFP.
2. Consultant/firm name, address and specialty of the consultant/firm. Include the same for any sub-consultants included in the Proposal and provide a contact person for each one.
3. Names and descriptions of relative experience of each individual who will be assigned to this Proposal; resumes showing relevant experience are preferred.
4. Three (3) references for each individual or firm listed in the Proposal, including name, email address, and telephone number for one direct contact person for each reference.
5. A work plan explaining how the Proposer intends to address all of the tasks listed in the Scope of Work. Proposers are encouraged to suggest modifications or additions to the Scope of Work, but the Proposal should at least address all of the tasks defined in the Scope of Work. Specific items to consider addressing include:
 - a. The Proposer's understanding of the goals and objectives of the RFP and requested tasks and activities based on existing information.
 - b. Discuss the approach the Proposer will use to perform the tasks and activities identified in the Scope of Work.
6. Cost estimate for completing the Scope of Work. Include billable rates, also known as "Consultant's Rate Schedule," for any consultant proposed to work on the Project, along with any additional charges that might be incurred. Suggested additions or modifications to the Scope of Work should be budgeted separately as adds or deducts.
7. Listing of any exceptions to the Professional Services Agreement, Appendix B. *Please review the draft Professional Services Agreement, paying special attention to the City's insurance requirements.* Any proposed changes to the Professional Services Agreement

must be noted in the Proposal. The City may or may not agree to make such changes. Proposed changes not noted in the Proposal cannot be requested at the time the contract is awarded. Proposers should include proof of the required insurance with the Proposal.

8. Additionally, the Proposal should include at least four (4) samples of DMO tourism-promotion related work products that were prepared by the Proposer or members of the consultant team, along with a note of explanation about each sample product.

3. PROPOSAL SUBMISSION

A. Proposal Due Date and Submission Requirements

Interested consultants shall submit eight (8) hard copies of their written Proposals and one digital, electronic-file version on CD or flash “thumb drive,” sealed in an opaque envelope, plainly marked “RFP – Tourism Services,” and include the name and address of the Proposer. Proposals shall be addressed and submitted to the following location by **2:00 p.m. local time on Monday, March 3, 2025**:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070

Proposals must arrive at the issuing office on or before the listed time and date due. Late Proposals will be returned unopened and without review. Electronically mailed or faxed Proposals will not be accepted.

B. RFP Questions or Change Requests

A prospective Proposer may ask questions and/or request a change to any provision, specification, or contract term contained in the RFP documents by submitting a written request to:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070

OR via e-mail to

mombert@ci.wilsonville.or.us

All questions or change requests shall include “RFP Request – Tourism Services” in the email subject line or written on the front of the envelope and be submitted, in writing, by **2:00 p.m. local time on February 18, 2025**. Each question or request for change must specify the provisions, specifications, or contract terms of the RFP in question and contain reasons for the requested change and any proposed modifications in writing.

The City will evaluate questions and resolve all change requests submitted before the listed time and date due by February 18, 2025. Changes that are accepted by the City shall be issued in the form of an addendum to the RFP on February 25, 2025, which shall be published on the City

website RFP section at www.ci.wilsonville.or.us/rfps and at the City's website Tourism Promotion Committee section at www.ci.wilsonville.or.us/tourism.

4. PROPOSAL EVALUATION AND SELECTION

A. Selection Review Committee

All written Proposals received at City Hall by the deadline will be reviewed by a Selection Review Committee. The Selection Review Committee will be comprised of City staff and the Committee. One or more finalists may be invited to an interview after the written Proposals have been reviewed. Each committee member will independently evaluate each Proposal in accordance with the criteria stated in the Proposal Requirements section of this RFP.

At any point during the evaluation process, the City is permitted to seek clarification of any Proposal. The City retains the right to accept any or no proposal that is deemed to best fit the needs of the City's tourism program.

B. Written Evaluation

Based on his or her evaluation, each member of the Selection Review Committee will score each Proposal according to the following scoring criteria. Each member will rank, in descending order, each Proposal by total score.

Written Proposal Evaluation Criteria and Scoring

Criteria	Maximum Score
Proposal Quality	25 Points
Proposer's Experience/Demonstrated Results	25
Qualifications of Personnel	25
Value of Services Provided for Cost	25
<hr/> Total Maximum Score	<hr/> 100 Points

In addition to the above weighted scoring criteria, feedback from provided references will also be considered and may be determinative in the selection process.

C. Explanation of Evaluation Criteria

Following are additional details on the proposal evaluation criteria:

- **Proposal Quality:** Quality and creativity of the Proposal and points addressed in the Scope of Work, and the likelihood of achieving program objectives.
- **Proposer's Experience/Demonstrated Results:** Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities.
- **Qualifications of Personnel:** Prior professional experiences and work-products of consultant team members and how relevant to this Project.
- **Value of Services Provide for Cost:** The maximum services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate.

D. Interview Evaluation

If determined to be necessary or desirable by the City, finalists from the written evaluation may be invited to participate in an additional interview evaluation process. The number of finalists will be determined by the Selection Review Committee. The interview evaluation process will provide an opportunity for Proposers to make a presentation to clarify their Proposal and for the Selection Review Committee to ask additional questions related to the Proposal and the Scope of Work. The City will notify finalists of the interview evaluation time and location and allow for a reasonable period of time for finalists to prepare presentations. See the Schedule for potential tentative dates and times for interviews.

After the interviews, each member of the Selection Review Committee will re-evaluate and re-score each finalist interviewed according to the Evaluation Criteria. Each member will rank, in descending order, each interview by total score. The City reserves the right to perform additional investigations of any Proposer, including communication with licensing authorities, former clients, and references, and other means as the City deems appropriate, and may reject any Proposal upon finding a record of Proposer's substandard workmanship.

E. Successful Proposer Determination

The Proposer with the highest overall ranking, as determined by the Selection Review Committee, shall be identified as the Successful Proposer.

The Selection Review Committee shall determine the final ranking of Proposers, and the Committee's decision is final. Upon determination of the Successful Proposer and performance of additional investigations, the City will issue a Notice of Intent to Award letter notifying all Proposers of the City's selection of a Successful Proposer and protest procedures.

The City reserves the right to negotiate a final contract that is in the best interest of the City. The City will only negotiate those provisions of the Tourism Services Contract that were noted as Exceptions in the Proposal. The City will attempt to reach a final agreement with the Successful Proposer. The City may, in its sole discretion, terminate negotiations and reject the Proposal in the event agreement cannot be reached. The City may then attempt to reach final agreement with the next highest ranked Proposer, and so on with the remaining Proposers, until an agreement is reached. In the alternative, the City may at any time elect to reject all Proposals and begin the RFP process over.

After the City has reached final agreement with the Proposer, the Selection Review Committee will make a recommendation to the Wilsonville City Council. The Wilsonville City Council will then make the final contract award decision.

F. Award Protest

A Proposer believing to have been adversely affected or aggrieved by the selection of the Successful Proposer may submit a protest to the City in accordance with OAR 137-047-0740. The protest must be in writing and submitted to:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070
OR via e-mail to mombert@ci.wilsonville.or.us

Award protests shall include “RFP Award Protest – Tourism Services” in the subject line or written on the front of the envelope. The written protest must be received by the City no later than **2:00 p.m. local time on Friday, April 25, 2025**. The protest should demonstrate that all higher ranked Proposers failed to meet the requirements of the RFP or are not qualified to perform the services described in the RFP. Protests received after the submittal deadline will not be considered.

No contract associated with the RFP will be awarded until any protests have been resolved. The City will evaluate and resolve all award protests submitted before the deadline within a reasonable time following receipt of the protest. The City will promptly issue a written decision on the protest to the Proposer who submitted the protest. If the City’s written decision on the protest results in a change to the RFP, the City shall cancel the Notice of Intent to Award, revise the RFP documents accordingly, and solicit for new Proposals. The City’s decision regarding the protest is final and concludes the administrative appeals process.

5. RFP SCHEDULE

The following is the anticipated timeline of this RFP for receiving and evaluating Proposals and awarding a professional services agreement contract to the most qualified firm or individual. This schedule is subject to change as additional time is needed.

Advertise Request for Proposals (RFP)	Feb. 3, 2025
RFP Question or Change-Request Deadline	Feb. 18, 2025 - 2:00 p.m.
RFP Addenda Issuance Deadline (if needed)	Feb.25, 2025
Proposals Due	Mar. 3, 2025 - 2:00 p.m.
Potential Interview Dates of Proposers by Selection Review Committee	<i>April 9,2025 - if needed</i>
Evaluation of Proposals Complete	April 18, 2025
Notice of Intent to Award	April 18, 2025
Award Protest Deadline	April 25, 2025 - 2:00 p.m.
City Council Award Public Hearing	May 5, 2025 - 7:00 p.m.
Notice of Award	May 6, 2025

6. GENERAL RFP AND PROPOSAL INFORMATION

A. RFP Documents

Request for Proposal (RFP) documents may be obtained at Wilsonville City Hall, located at 29799 SW Town Center Loop East, Wilsonville, Oregon 97070, or may be obtained electronically on the City website RFP section at www.ci.wilsonville.or.us/rfps. The City of Wilsonville shall not be held responsible for the delivery of the documents.

Other ‘Explore Wilsonville’-related documents, including the Strategy, Plan, Program, Committee meeting minutes and more information are online at the City’s website Tourism Promotion Committee section at www.ci.wilsonville.or.us/tourism.

B. Project Manager; City Contact

The City's Project Manager is the sole RFP point of contact for all questions, concerns, and protests. The Project Manager for this Project is:

Zoe Mombert, Assistant to the City Manager
503-570-1503
mombert@ci.wilsonville.or.us

Access to the City's Project Manager for telephone calls, emails, or other communication will be unrestricted during the RFP preparation period up until **2:00 p.m. local time on February 18, 2025**. During this time, Proposers are encouraged to ask as many questions as needed to prepare a viable Proposal. Questions submitted after 2:00 p.m. local time on February 18, will not be addressed.

For the sake of fairness and to avoid the appearance of undue influence, Proposers are *not* to contact any City staff, City official or Committee member other than the Project Manager concerning this RFP. Contact with any other City staff, City official or Committee member concerning this RFP will be grounds for disqualification.

Proposers are hereby notified that verbal communication may not be relied upon as official communication concerning this RFP. Only answers to those questions responded to by the Project Manager in writing via email or by addendum may be relied upon.

C. Changes to the RFP Solicitation by Addenda

The City reserves the right to make changes to the RFP by written addendum by February 25, 2025, which shall be published on the City website RFP section at www.ci.wilsonville.or.us/rfps and at the City's website Tourism Promotion Committee section at www.ci.wilsonville.or.us/tourism.

Prospective Proposers who have contacted the Project Manager and received confirmation of their interest in the RFP by email will be notified of changes to the RFP solicitation by addenda or the provision of answers to questions.

All addenda shall have the same binding effect as though contained in the main body of the RFP and Scope of Work.

No addenda will be issued later than **February 25, 2025**, except by an addendum, if necessary, postponing the date for receipt of Proposals or withdrawing the RFP altogether.

Each Proposer is responsible for obtaining all addenda prior to submitting a Proposal and shall acknowledge in the Proposal receipt of each addendum as part of the Proposal. Failure to acknowledge receipt of all addenda as part of the Proposal may result in rejection of the Proposal.

D. Confidentiality

All information submitted by Proposers shall become and remain the property of the City and, as such, is considered public information and subject to disclosure pursuant to the Oregon Public Records Act, except such portions of the Proposals for which Proposer requests exception from disclosure as being proprietary information exempt from disclosure, consistent with Oregon law.

If a Proposal contains any information that is considered a trade secret under ORS 192.501(2), each sheet of such information must be marked with the following legend:

“This data constitutes a trade secret and shall not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192.”

Identifying the Proposal in whole as a trade secret is *not* acceptable. Failure to identify a portion of the Proposal as a trade secret shall be deemed a waiver of any future claim of that information as a trade secret. Nondisclosure of documents or any portion of a document submitted as part of a Proposal may depend upon official or judicial determinations made pursuant to the Oregon Public Records Law.

The City will make available to any person requesting information through the City processes for disclosure of public records, any and all information submitted as a result of this RFP not exempted from disclosure without obtaining permission from any Proposer to do so after the Notice of Intent to Award has been released.

The City accepts no liability for the inadvertent or unavoidable release of any confidential information submitted. If a public record request is made for material marked as proprietary, the City will attempt to notify the impacted Proposer prior to the deadline for release of the material but will not defend against any legal challenge for release. Therefore, claims arising out of any public record request for such information shall be at the Proposer's sole expense, if the Proposer wishes to deny or withhold the information.

E. Cancellation

The City reserves the right to cancel this RFP or the contract award at any time before execution of the contract by both parties, if cancellation is deemed to be in the best interest of the City. In no event shall the City have any liability for the cancellation of a contract award.

F. Late Proposals

All Proposals that are not received by the Proposal Due Date and Time will not be considered and will be returned unopened to the Proposer. Electronically mailed or faxed Proposals *will not* be accepted. Delays due to mail and/or delivery handling, including but not limited to delays within the City's internal distribution systems, do not excuse the Proposer's responsibility for submitting the Proposal to the correct location by the Proposal Due Date.

G. Disputes

In case of any doubt or differences of opinion as to the items or services to be furnished hereunder, or the interpretation of the provisions of the RFP, the decision of the City shall be final and binding upon all parties.

H. Proposer Certifications

By the act of submitting a Proposal in response to this RFP, the Proposer certifies that:

Proposer has carefully examined all RFP documents, including Appendix A – Tourism Promotion and Destination Marketing Professional Services Agreement, all addenda, and all other attachments, fully understands the RFP intent, is able to perform all tasks as described in the Scope of Work of this RFP, and the Proposal is made in accordance therewith. Except as

otherwise noted as part of the Proposal, Proposer certifies that Proposer is ready, willing, and able to comply with all terms of the attached Tourism Consultant Contract.

1 Proposer is familiar with the local conditions under which the work will be performed.

The Proposal is based upon the requirements described in the RFP, without exception, unless clearly stated in the response.

Proposer accepts all of the terms of the City's Tourism Consultant Contract and warrants that Proposer will fully meet all of the insurance requirements contained therein. If Proposer wishes to amend or modify any terms of the Tourism Consultant Contract, such amendment or modification must be stated in particularity in the Proposal. Proposed changes to the draft Tourism Consultant Contract not stated at the time of Proposal submission will not be considered. Changes stated will be considered but may not be agreed upon by the City for contract award. If the City does not agree with such noted changes, Proposer may withdraw the proposed change or the entire Proposal and the City may elect to award the contract to the next highest ranked Proposer.

Proposer certifies, and in the case of sole proprietorship, partnership, or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of Proposer's knowledge and belief, no elected official, employee, or person whose salary is payable in whole or part by the City has a direct or indirect financial interest in the Proposal, or in the services to which it relates, or in any of the profits thereof, other than as fully described in the Proposer's response to this solicitation.

Proposer has examined all parts of the RFP, including all requirements and contract terms and conditions thereof, and if its Proposal is accepted, the Proposer shall accept the contract documents thereto, unless substantive changes are made in the same without the approval of the Proposer.

Proposer, if an individual, is of lawful age; is the only one interested in this Proposal; and no person, firm, or corporation, other than that named, has any interest in the Proposal, or in the proposed contract.

Proposer has quality experience providing the types of services and duties as described within the Scope of Work of this RFP.

Proposer shall also certify Proposer's state of residence.

I. Nondiscrimination

By the act of submitting a Proposal in response to this RFP, the Proposer certifies, under penalty of perjury, that the Proposer has not discriminated against minorities, women, or emerging small business enterprises in obtaining any required subcontracts.

J. Competition

Prospective Proposers are encouraged to comment, either with their Proposals or at any other time, in writing, on any specification or requirement within this RFP which the Proposer believes will inordinately limit competition.

K. Proposal Liability

Proposers responding to this RFP do so solely at their expense, and the City is not responsible for any Proposer expenses associated with the RFP. By proposing, Proposers agree that doing so is at their own risk and the City shall have no liability related thereto. Finalists invited to participate in interview evaluations are responsible for scheduling and paying for their own travel arrangements. The City is not liable for any cost incurred by a Proposer in protesting any portion of the RFP documents or the City's selection decision.

L. City Requests for Clarification, Additional Research, and Revisions

The City reserves the right to obtain clarification of any portion of a Proposal or to obtain additional information necessary to properly evaluate a particular Proposal. Failure of a Proposer to timely respond to such a request for additional information or clarification may result in a finding that the Proposer is non-responsive and consequent rejection of the Proposal.

The City may obtain information from any legal source for clarification of any Proposal. The City need not inform the Proposer of any intent to perform additional research in this respect or of any information thereby received.

The City may perform, at its sole option, investigations of any Proposer. Information may include, but shall not necessarily be limited to, current litigation and contracting references. All such documents, if requested by the City, become part of the public record and may be disclosed accordingly.

The City reserves the right to request revisions of any Proposal after the date and time due and before award for the purpose of obtaining best and final offers.

M. Rejection of Proposals

The City reserves the right to reject any or all irregularities or omissions in Proposals submitted in response to this RFP to the extent it is determined to be in the best interest of the City to do so. Furthermore, the City reserves the right to reject any or all Proposals or portions thereof submitted in response to this RFP. Proposals may be rejected for one or more of the following reasons, including but not limited to:

1. Failure of the Proposer to adhere to one or more of the provisions established in the RFP.
2. Failure of the Proposer to submit a Proposal in the format specified herein.
3. Failure of the Proposer to submit a Proposal within the time requirements established herein.
4. Failure of the Proposer to adhere to ethical and professional standards before, during, or following the Proposal process.

The City may reject any Proposal not in compliance with all prescribed public procurement procedures and requirements, and may reject for good cause any or all Proposals upon a finding by the City that it is in the public interest to do so.

N. Modification or Withdrawal of Proposal by Proposer

A Proposal may not be modified, withdrawn, or canceled by the Proposer following the time and date the Proposals are due. Proposals submitted early may be modified or withdrawn only by

notice to the City, at the Proposal submittal location, prior to the time and date the Proposals are due. Such notice shall be submitted to the Project Manager, in writing, executed and signed by a duly authorized representative of the firm/individual submitting the Proposal. All such communication shall be so worded as not to reveal the contents of the original Proposal.

Withdrawn Proposals may be resubmitted prior to the time and date the Proposals are due, provided that they are then fully in conformance with the RFP.

O. Duration of Proposal

Proposal prices, terms, and conditions shall be firm for a period of at least ninety (90) days from the time and date Proposals are due. Proposals shall not be subject to future price escalation or changes of terms during the ninety (90) day period.

P. Local and Federal Requirements

The City of Wilsonville intends to select a consultant in accordance with Oregon law and the City's municipal code. Selection of a consultant under this process is not a guarantee of a contract award, nor is the award of a contract for any portion of the Work a guarantee of award of a contract for any subsequent work. All work is subject to budgetary and funding constraints of the City of Wilsonville.

The selected consultant shall comply with all federal, state, and local laws, regulations, executive orders, and ordinances applicable to the work under this contract, including, without limitation, the provisions of: (i) Title VI of the Civil Rights Act of 1964; (ii) Section V of the Rehabilitation Act of 1973; (iii) the Americans with Disabilities Act of 1990 and ORS 659.425; (iv) all regulations and administrative rules established pursuant to the foregoing laws; and (v) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules, and regulations.

Proposer is subject to the Oregon Workers Compensation Law and shall comply with ORS 656.017, which requires the provision of Workers Compensation coverage for all employees working under this contract. The City of Wilsonville's programs, services, employment opportunities, and volunteer positions are open to all persons without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, marital status, disability, or political affiliation.

APPENDIX A – TOURISM PROMOTION AND DESTINATION MARKETING DESIRED SCOPE OF SERVICES

The City of Wilsonville seeks Proposals that address specifically and include the following services and deliverables and assigns an estimated/bid cost to complete each primary job task.

A. Marketing Services

Media Buying: Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, and upload ads to publications.

Work with partner agencies (OMHT, WCVA, WVVA, TP, TO) on co-op ad-buys and other joint promotion efforts.

Identify and propose potential publications such as brochures and visitor guide/map and tourism promotional advertising opportunities could include, as recommended by Proposer, Travel Oregon Visitor Guide, Travel Portland Visitor Guide, Sunset magazine, AAA Journey magazine, and other paid digital media. Note that City staff are currently researching print/online map-tool options.

Research and oversee digital paid advertising (via Google Adwords); preference for certified Google Adwords Professional experience.

Art & Creative Direction: Develop creative that aligns and enhances current marketing efforts.

Print Ad Design: Creative design services for print advertising campaigns.

Digital Ad Design: Creative services for digital advertising campaigns.

Copywriting: Develop copy for marketing collateral, print and digital advertising.

Production: Non-creative production services.

Email Marketing Campaign: Monthly Email Blast (12 times per year) includes email campaign development, list management, graphic design and copywriting.

B. Website Services

Hosting, Maintenance and Content Development for ExploreWilsonville.com.

Domain Name Renewals: www ExploreWilsonville com.

SSL Certificate Renewals: www ExploreWilsonville com.

Security/Hack alert Scanning.

Paid Plug-in Applications Renewals as needed.

Ongoing Content Maintenance Updates for Attractions, Lodging and Calendar-of-Event Listings.

Content/Website Development that includes words, images and maps.

Monitoring of website to maintain up-time and appropriate look-and-feel.

Reporting of website traffic and related statistics.

Calendar of Events Listings for all primary community and tourism events occurring 25 miles south, east and west of Wilsonville and 5 to 15 miles north. Calendar should have ability to distinguish or segregate regular on-going (weekly) events from special one-time or annual events.

SEO (Search Engine Optimization) Strategies and Tactics – Create detailed SEO strategy to include keyword research, focus and documentation of performance. SEO should include additional and new content for the website. Also include SEO technical audit for proper indexation, and include quarterly monitoring results into Quarterly Reports.

C. Social Media Services

Promote off-season tourism by promoting attractions and events available during shoulder season. Develop master editorial calendar for FY 2025-2026, identify trending hashtags, review and analyze past posts to improve the campaign communication with event producers for events and happenings. Social media proposal should be inclusive of organic posts, boosted organic posts and paid social media advertising.

Management & Implementation: Strategy, design & management of all paid social media. Manage all channels and post updates 3-5 times per week. Create events (or add existing events) to Facebook page, Manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination; preference for Facebook Blueprint Certified Professional experience.

D. Public Relations Services

Monthly News Release Writing to promote 'Explore Wilsonville' content or other feature: 12 times per year, or an average of one per month.

Pitching Story Ideas to magazine writers, tourism promotion operators.

Responding to Writers and Reporters with Content & Photos.

Press Release Online Distribution to AP Wire.

Software Subscription for most efficient and effective distribution tool.

Manage Media Contacts Data & Reporting in Meltwater Software

E. Photographic & Video Services

Arrange for New Photography and Videography of attractions and events as needed

Arrange for models and releases as needed.

Obtain full Usage & Rights Renewals, if applicable

F. Management Services

Management of the overall tourism-promotion and destination-marketing program in conjunction with staff and Committee

Accounting for itemized expenses that are invoiced under the PSA for reimbursement.

Developing and operating procedures/systems in conjunction with City staff for public communications to respond timely to inquiries and fulfill requests for information via email, online, phone, US mail or in-person.

Memberships: Arrange for City of Wilsonville/ExploreWilsonville Memberships to Travel Portland and Oregon Destination Association (formerly known as Oregon Destination Marketing Organization)

Software and Database Subscriptions that include STR (Smith Travel Research) and ISSUU (Digital Visitor Guide) or similar service

Reporting: Quarterly key performance indicators (KPI) report, including website unique visitor counts, referral sources, page-views, occupancy and average daily room rate, etc. The City's STR comparable is Troutdale.

Meetings: Attendance at Tourism Promotion Committee meetings, six (6) times per year, in Wilsonville. In-person attendance preferred; virtual attendance permissible occasionally with advance request and approval by Project Manager. Additional meetings, if needed, may be invoiced separately under Reserve/Contingency.

G. Collateral, Printing & Shipping/Distribution Services

"Wilsonville Visitor Guide and Map" bi-fold brochure design and printing for use in-town distributed primarily to partner agencies like OMHT, WCVA, Chamber of Commerce and WVVA: 11" x 17" folded in half or quarters (flat) brochure printed on high-quality gloss book, four-process colors plus flood gloss AQ on both sides of sheet (4+fAQ/4+fAQ), full bleed, trimmed, roll folded to finish size of 8.5" x 11" or 4.24" x 11". Boxed Quantity of 5,000.

Certified Folder brochure distribution and poster-sized display at I-5 French Prairie North Bound.

Postage: \$1,000 of stamps for Parks and Recreation staff Visitor Center fulfillment

Freight and shipping to Certified folder and other distribution outlets as contracted with.

H. Reserve/Contingency

Funds to cover an item that might go over budget or to allow the tourism promotion program to take advantage of an unforeseen or unplanned opportunity.

APPENDIX B – CITY OF WILSONVILLE STANDARD PROFESSIONAL SERVICES AGREEMENT (PSA)

Following is the City of Wilsonville's standard Professional Services Agreement (PSA) for contracting with a successful Proposer. A final negotiated Scope of Work (SOW) between the City and Proposer will be attached to the PSA as Exhibit A.

CITY OF WILSONVILLE PROFESSIONAL SERVICES AGREEMENT

This Professional Services Agreement (“Agreement”) for the “Explore Wilsonville” Tourism Promotion and Destination Marketing Services Project (“Project”) is made and entered into on _____ (“Effective Date”) by and between the **City of Wilsonville**, a municipal corporation of the State of Oregon (hereinafter referred to as the “City”), and _____, a(n) _____ *[corporation/LLC]* (hereinafter referred to as “Consultant”).

RECITALS

WHEREAS, the City requires services which Consultant is capable of providing, under terms and conditions hereinafter described; and

WHEREAS, Consultant represents that Consultant is qualified to perform the services described herein on the basis of specialized experience and technical expertise; and

WHEREAS, Consultant is prepared to provide such services as the City does hereinafter require.

NOW, THEREFORE, in consideration of these mutual promises and the terms and conditions set forth herein, the parties agree as follows:

AGREEMENT

Section 1. Scope of Work

Consultant shall diligently perform the tourism promotion and destination marketing services according to the requirements and deliverable dates identified in the Scope of Work for the Project, attached hereto as **Exhibit A**, and incorporated by reference herein (the “Services”).

Section 2. Term

Unless earlier terminated in accordance herewith, the term of this Agreement shall be for a period of three (3) years from July 1, 2025, through June 30, 2028. (“Initial Term”), with two (2) one-year extension options (“Extension Term”), which may be exercised in the City’s sole discretion. Except in the event of an extension of time, agreed to in writing by the City, all Services for the Initial Term must be completed by no later than June 30, 2028, as outlined in the Scope of Work. Any extension option must be exercised by the City, in writing, prior to the expiration of the Initial Term of this Agreement or any subsequent Extension Term.

Section 3. Consultant's Services

3.1. All written documents, drawings, and plans submitted by Consultant in conjunction with the Services shall bear the signature, stamp, or initials of Consultant's authorized Project Manager. Any documents submitted by Consultant that do not bear the signature, stamp, or initials of Consultant's authorized Project Manager, will not be relied upon by the City. Interpretation of plans and answers to questions regarding the Services or Scope of Work given by Consultant's Project Manager may be verbal or in writing, and may be relied upon by the City, whether given verbally or in writing. If requested by the City to be in writing, Consultant's Project Manager will provide such written documentation.

3.2. Consultant will not be deemed to be in default by reason of delays in performance due to circumstances beyond Consultant's reasonable control, including but not limited to strikes, lockouts, severe acts of nature, or other unavoidable delays or acts of third parties not under Consultant's direction and control ("Force Majeure"). In the case of the happening of any Force Majeure event, the time for completion of the Services will be extended accordingly and proportionately by the City, in writing, but the City will not be responsible for any additional costs as a result of the Force Majeure event. Lack of labor, supplies, materials, or the cost of any of the foregoing shall not be deemed a Force Majeure event.

3.3. The existence of this Agreement between the City and Consultant shall not be construed as the City's promise or assurance that Consultant will be retained for future services beyond the Scope of Work described herein.

3.4. Consultant shall maintain the confidentiality of any confidential information that is exempt from disclosure under state or federal law to which Consultant may have access by reason of this Agreement. Consultant warrants that Consultant's employees assigned to the Services provided in this Agreement shall be clearly instructed to maintain this confidentiality. All agreements with respect to confidentiality shall survive the termination or expiration of this Agreement.

Section 4. Compensation

4.1. Except as otherwise set forth in this **Section 4**, the City agrees to pay Consultant on a time and materials basis, guaranteed not to exceed _____ DOLLARS (\$_____), for performance of the Services ("Compensation Amount"). Any compensation in excess of the Compensation Amount will require an express written Addendum to be executed between the City and Consultant. Consultant's Rate Schedule is set forth in **Exhibit B**, attached hereto and incorporated by reference herein.

4.2. During the course of Consultant's performance, if the City, through its Project Manager, specifically requests Consultant to provide additional services that are beyond the Scope of Work described on **Exhibit A**, Consultant shall provide such additional services and bill the City at the hourly rates outlined on Consultant's Rate Schedule, as set forth in **Exhibit B**. Any Additional Services beyond the Scope of Work, or any compensation above the amount shown in

Subsection 4.1, requires a written Addendum executed in compliance with the provisions of **Section 16**.

4.3. Except for amounts withheld by the City pursuant to this Agreement, Consultant will be paid for Services for which an itemized invoice is received by the City within thirty (30) days of receipt, unless the City disputes such invoice. In that instance, the undisputed portion of the invoice will be paid by the City within the above timeframe. The City will set forth its reasons for the disputed claim amount and make good faith efforts to resolve the invoice dispute with Consultant as promptly as is reasonably possible.

4.4. The City will be responsible for the direct payment of required fees payable to governmental agencies, including but not limited to plan checking, land use, zoning, permitting, and all other similar fees resulting from this Project, that are not specifically covered by **Exhibit A**.

4.5. Consultant's Compensation Amount and Rate Schedule are all-inclusive and include, but are not limited to, all work-related costs, expenses, salaries or wages, plus fringe benefits and contributions, including payroll taxes, workers compensation insurance, liability insurance, profit, pension benefits and similar contributions and benefits, technology and/or software charges, licensing, trademark, and/or copyright costs, office expenses, travel expenses, mileage, and all other indirect and overhead charges, including, but not limited to, the Oregon Corporate Activity Tax (CAT).

Section 5. City's Rights and Responsibilities

5.1. The City will designate a Project Manager to facilitate day-to-day communication between Consultant and the City, including timely receipt and processing of invoices, requests for information, and general coordination of City staff to support the Project.

5.2. Award of this contract is subject to budget appropriation. Funds are approved for Fiscal Year 2024-25. If not completed within this fiscal year, funds may not be appropriated for the next fiscal year. The City also reserves the right to terminate this contract early, as described in **Section 14**.

Section 6. City's Project Manager

The City's Project Manager is Zoe Mombert. The City shall give Consultant prompt written notice of any re-designation of its Project Manager.

Section 7. Consultant's Project Manager

Consultant's Project Manager is _____. In the event that Consultant's designated Project Manager is changed, Consultant shall give the City prompt written notification of such re-designation. Recognizing the need for consistency and knowledge in the administration of the Project, Consultant's Project Manager will not be changed without the written consent of the City, which consent shall not be unreasonably withheld. In the event the City receives any communication from Consultant that is not from Consultant's designated Project Manager, the

City may request verification by Consultant's Project Manager, which verification must be promptly furnished.

Section 8. Project Information

Except for confidential information designated by the City as information not to be shared, Consultant agrees to share Project information with, and to fully cooperate with, those corporations, firms, contractors, public utilities, governmental entities, and persons involved in or associated with the Project. No information, news, or press releases related to the Project, whether made to representatives of newspapers, magazines, or television and radio stations, shall be made without the written authorization of the City's Project Manager.

Section 9. Subcontractors and Assignments

9.1. Unless expressly authorized in **Exhibit A**, Consultant shall not subcontract with others for any of the Services prescribed herein. Consultant shall not assign any of Consultant's rights acquired hereunder without obtaining prior written approval from the City, which approval may be granted or denied in the City's sole discretion. Some Services may be performed by persons other than Consultant, provided Consultant advises the City of the names of such subcontractors and the work which they intend to perform, and the City specifically agrees in writing to such subcontracting. Consultant acknowledges such work will be provided to the City pursuant to a subcontract(s) between Consultant and subcontractor(s) and no privity of contract exists between the City and the subcontractor(s). Unless otherwise specifically provided by this Agreement, the City incurs no liability to third persons for payment of any compensation provided herein to Consultant. Any attempted assignment of this Agreement without the written consent of the City shall be void. Except as otherwise specifically agreed, all costs for work performed by others on behalf of Consultant shall not be subject to additional reimbursement by the City.

9.2. The City shall have the right to enter into other agreements for the Project, to be coordinated with this Agreement. Consultant shall cooperate with the City and other firms or subcontractors on the Project so that all portions of the Project may be completed in the least possible time and within normal working hours.

9.3. Consultant shall include this Agreement by reference in any subcontract and require subcontractors to perform in strict compliance with this Agreement.

Section 10. Consultant Is Independent Contractor

Consultant is an independent contractor for all purposes and shall be entitled to no compensation other than the Compensation Amount provided for under **Section 4** of this Agreement. Consultant will be solely responsible for determining the manner and means of accomplishing the end result of Consultant's Services. The City does not have the right to control or interfere with the manner or method of accomplishing said Services. The City, however, will have the right to specify and control the results of Consultant's Services so such Services meet the requirements of the Project.

Section 11. Consultant Responsibilities

11.1. Consultant must make prompt payment for any claims for labor, materials, or services furnished to Consultant by any person in connection with this Agreement as such claims become due. Consultant shall not permit any liens or claims to be filed or prosecuted against the City on account of any labor or material furnished to or on behalf of Consultant. If Consultant fails, neglects, or refuses to make prompt payment of any such claim, the City may, but shall not be obligated to, pay such claim to the person furnishing the labor, materials, or services and offset the amount of the payment against funds due or to become due to Consultant under this Agreement. The City may also recover any such amounts directly from Consultant.

11.2. Consultant must comply with all applicable Oregon and federal wage and hour laws, including BOLI wage requirements, if applicable. Consultant shall make all required workers compensation and medical care payments on time. Consultant shall be fully responsible for payment of all employee withholdings required by law, including but not limited to taxes, including payroll, income, Social Security (FICA), and Medicaid. Consultant shall also be fully responsible for payment of salaries, benefits, taxes, Industrial Accident Fund contributions, and all other charges on account of any employees. Consultant shall pay to the Department of Revenue all sums withheld from employees pursuant to ORS 316.167. All costs incident to the hiring of assistants or employees shall be Consultant's responsibility. Consultant shall defend, indemnify, and hold the City harmless from claims for payment of all such expenses.

11.3. No person shall be discriminated against by Consultant or any subcontractor in the performance of this Agreement on the basis of sex, gender, race, color, creed, religion, marital status, age, disability, sexual orientation, gender identity, or national origin. Any violation of this provision shall be grounds for cancellation, termination, or suspension of the Agreement, in whole or in part, by the City. References to "subcontractor" mean a subcontractor at any tier.

Section 12. Indemnity

12.1. Indemnification. Consultant acknowledges responsibility for liability arising out of the performance of this Agreement, and shall defend, indemnify, and hold the City harmless from any and all liability, settlements, loss, costs, and expenses in connection with any action, suit, or claim resulting or allegedly resulting from Consultant's negligent acts, omissions, errors, or willful or reckless misconduct pursuant to this Agreement, or from Consultant's failure to perform its responsibilities as set forth in this Agreement. The review, approval, or acceptance by the City, its Project Manager, or any City employee of documents or other work performed, prepared, or submitted by Consultant shall not be considered a negligent act, error, omission, or willful misconduct on the part of the City, and none of the foregoing shall relieve Consultant of its responsibility to perform in full conformity with the City's requirements, as set forth in this Agreement, and to indemnify the City as provided above and to reimburse the City for any and all costs and damages suffered by the City as a result of Consultant's negligent performance of this Agreement, failure of performance hereunder, violation of state or federal laws, or failure to adhere to the standards of performance and care described in **Subsection 12.2**. For those claims based on professional liability (as opposed to general liability or automobile liability), Consultant shall not be required to provide the City's defense but will be required to reimburse the City for the City's

defense costs incurred in any litigation resulting from the negligent acts, omissions, errors, or willful or reckless misconduct by Consultant.

12.2. Standard of Care. In the performance of professional services, Consultant agrees to use at least that degree of care and skill exercised under similar circumstances by reputable members of Consultant's profession practicing in the Portland metropolitan area. Consultant will re-perform any Services not meeting this standard without additional compensation. Consultant's re-performance of any Services, even if done at the City's request, shall not be considered as a limitation or waiver by the City of any other remedies or claims it may have arising out of Consultant's failure to perform in accordance with the applicable standard of care of this Agreement and within the prescribed timeframe.

Section 13. Insurance

13.1. Insurance Requirements. Consultant must maintain insurance coverage acceptable to the City in full force and effect throughout the term of this Agreement. Such insurance shall cover all risks arising directly or indirectly out of Consultant's activities or work hereunder. Any and all agents or subcontractors with which Consultant contracts for any portion of the Services must have insurance that conforms to the insurance requirements in this Agreement. Additionally, if a subcontractor is an engineer, architect, or other professional, Consultant must require the subcontractor to carry Professional Errors and Omissions insurance and must provide to the City proof of such coverage. The amount of insurance carried is in no way a limitation on Consultant's liability hereunder. The policy or policies maintained by Consultant shall provide at least the following minimum limits and coverages at all times during performance of this Agreement:

13.1.1. Commercial General Liability Insurance. Consultant and all subcontractors shall obtain, at each of their own expense, and keep in effect during the term of this Agreement, comprehensive Commercial General Liability Insurance covering Bodily Injury and Property Damage, written on an "occurrence" form policy. This coverage shall include broad form Contractual Liability insurance for the indemnities provided under this Agreement and shall be for the following minimum insurance coverage amounts: The coverage shall be in the amount of **\$2,000,000** for each occurrence and **\$3,000,000** general aggregate and shall include Products-Completed Operations Aggregate in the minimum amount of **\$2,000,000** per occurrence, Fire Damage (any one fire) in the minimum amount of **\$50,000**, and Medical Expense (any one person) in the minimum amount of **\$10,000**. All of the foregoing coverages must be carried and maintained at all times during this Agreement.

13.1.2. Professional Errors and Omissions Coverage. Consultant agrees to carry Professional Errors and Omissions Liability insurance on a policy form appropriate to the professionals providing the work hereunder with a limit of no less than **\$2,000,000** per claim. Consultant shall maintain this insurance for damages alleged to be as a result of errors, omissions, or negligent acts of Consultant. Such policy shall have a retroactive date effective before the commencement of any work by Consultant on the Services covered by this Agreement, and coverage will remain in force for a period of at least three (3) years after termination of this Agreement.

13.1.3. Business Automobile Liability Insurance. If Consultant or any subcontractors will be using a motor vehicle in the performance of the Services herein, Consultant shall provide the City a certificate indicating that Consultant and its subcontractors have business automobile liability coverage for all owned, hired, and non-owned vehicles. The Combined Single Limit per occurrence shall not be less than **\$2,000,000**.

13.1.4. Workers Compensation Insurance. Consultant, its subcontractors, and all employers providing work, labor, or materials under this Agreement that are subject employers under the Oregon Workers Compensation Law shall comply with ORS 656.017, which requires them to provide workers compensation coverage that satisfies Oregon law for all their subject workers under ORS 656.126. Out-of-state employers must provide Oregon workers compensation coverage for their workers who work at a single location within Oregon for more than thirty (30) days in a calendar year. Consultants who perform work without the assistance or labor of any employee need not obtain such coverage. This shall include Employer's Liability Insurance with coverage limits of not less than **\$500,000** each accident.

13.1.5. Insurance Carrier Rating. Coverages provided by Consultant and its subcontractors must be underwritten by an insurance company deemed acceptable by the City, with an AM Best Rating of A or better. The City reserves the right to reject all or any insurance carrier(s) with a financial rating that is unacceptable to the City.

13.1.6. Additional Insured and Termination Endorsements. The City will be named as an additional insured with respect to Consultant's liabilities hereunder in insurance coverages. Additional Insured coverage under Consultant's Commercial General Liability, Automobile Liability, and Excess Liability Policies, as applicable, will be provided by endorsement. Additional insured coverage shall be for both ongoing operations via ISO Form CG 2010 or its equivalent, and products and completed operations via ISO Form CG 2037 or its equivalent. Coverage shall be Primary and Non-Contributory. Waiver of Subrogation endorsement via ISO Form CG 2404 or its equivalent shall be provided. The following is included as additional insured: "The City of Wilsonville, its elected and appointed officials, officers, agents, employees, and volunteers." An endorsement shall also be provided requiring the insurance carrier to give the City at least thirty (30) days' written notification of any termination or major modification of the insurance policies required hereunder. Consultant must be an additional insured on the insurance policies obtained by its subcontractors performing any of the Services contemplated under this Agreement.

13.1.7. Certificates of Insurance. As evidence of the insurance coverage required by this Agreement, Consultant shall furnish a Certificate of Insurance to the City. This Agreement shall not be effective until the required certificates and the Additional Insured Endorsements have been received and approved by the City. Consultant agrees that it will not terminate or change its coverage during the term of this Agreement without giving the City at least thirty (30) days' prior advance notice and Consultant will obtain an

endorsement from its insurance carrier, in favor of the City, requiring the carrier to notify the City of any termination or change in insurance coverage, as provided above.

13.2. Primary Coverage. The coverage provided by these policies shall be primary, and any other insurance carried by the City is excess. Consultant shall be responsible for any deductible amounts payable under all policies of insurance. If insurance policies are “Claims Made” policies, Consultant will be required to maintain such policies in full force and effect throughout any warranty period.

Section 14. Early Termination; Default

14.1. This Agreement may be terminated prior to the expiration of the agreed upon terms:

14.1.1. By mutual written consent of the parties;

14.1.2. By the City, for any reason, and within its sole discretion, effective upon delivery of written notice to Consultant by mail or in person; or

14.1.3. By Consultant, effective upon seven (7) days’ prior written notice in the event of substantial failure by the City to perform in accordance with the terms through no fault of Consultant, where such default is not cured within the seven (7) day period by the City. Withholding of disputed payment is not a default by the City.

14.2. If the City terminates this Agreement, in whole or in part, due to default or failure of Consultant to perform Services in accordance with the Agreement, the City may procure, upon reasonable terms and in a reasonable manner, services similar to those so terminated. In addition to any other remedies the City may have, both at law and in equity, for breach of contract, Consultant shall be liable for all costs and damages incurred by the City as a result of the default by Consultant, including, but not limited to all costs incurred by the City in procuring services from others as needed to complete this Agreement. This Agreement shall be in full force to the extent not terminated by written notice from the City to Consultant. In the event of a default, the City will provide Consultant with written notice of the default and a period of ten (10) days to cure the default. If Consultant notifies the City that it wishes to cure the default but cannot, in good faith, do so within the ten (10) day cure period provided, then the City may elect, in its sole discretion, to extend the cure period to an agreed upon time period, which agreed upon extension must be in writing and signed by the parties prior to the expiration of the cure period. Unless a written, signed extension has been fully executed by the parties, if Consultant fails to cure prior to expiration of the cure period, the Agreement is automatically terminated.

14.3. If the City terminates this Agreement for its own convenience not due to any default by Consultant, payment of Consultant shall be prorated to, and include, the day of termination and shall be in full satisfaction of all claims by Consultant against the City under this Agreement.

14.4. Termination under any provision of this Section shall not affect any right, obligation, or liability of Consultant or the City that accrued prior to such termination. Consultant

shall surrender to the City items of work or portions thereof, referred to in **Section 18**, for which Consultant has received payment or the City has made payment.

Section 15. Suspension of Services

The City may suspend, delay, or interrupt all or any part of the Services for such time as the City deems appropriate for its own convenience by giving written notice thereof to Consultant. An adjustment in the time of performance or method of compensation shall be allowed as a result of such delay or suspension unless the reason for the delay is within Consultant's control. The City shall not be responsible for Services performed by any subcontractors after notice of suspension is given by the City to Consultant. Should the City suspend, delay, or interrupt the Services and the suspension is not within Consultant's control, then the City shall extend the time of completion by the length of the delay.

Section 16. Modification/Addendum

Any modification of the provisions of this Agreement shall not be enforceable unless reduced to writing and signed by both the City and Consultant. A modification is a written document, contemporaneously executed by the City and Consultant, which increases or decreases the cost to the City over the agreed Compensation Amount in **Section 4** of this Agreement, or changes or modifies the Scope of Work or the time for performance. No modification shall be binding or effective until executed, in writing, by both Consultant and the City. In the event Consultant receives any communication of whatsoever nature from the City, which communication Consultant contends gives rise to any modification of this Agreement, Consultant shall, within five (5) days after receipt, make a written request for modification to the City's Project Manager in the form of an Addendum. Consultant's failure to submit such written request for modification in the form of an Addendum shall be the basis for refusal by the City to treat said communication as a basis for modification or to allow such modification. In connection with any modification to this Agreement affecting any change in price, Consultant shall submit a complete breakdown of labor, material, equipment, and other costs. If Consultant incurs additional costs or devotes additional time on Project tasks, the City shall be responsible for payment of only those additional costs for which it has agreed to pay under a signed Addendum to this Agreement. To be enforceable, the Addendum must describe with particularity the nature of the change, any delay in time the Addendum will cause, or any increase or decrease in the Compensation Amount. The Addendum must be signed and dated by both Consultant and the City before the Addendum may be implemented.

Section 17. Access to Records

The City shall have access, upon request, to such books, documents, receipts, papers, and records of Consultant as are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts, and transcripts during the term of this Agreement and for a period of four (4) years after termination of this Agreement, unless the City specifically requests an extension. This clause shall survive the expiration, completion, or termination of this Agreement.

Section 18. Property of the City

All documents, reports, and research gathered or prepared by Consultant under this Agreement, including but not limited to spreadsheets, charts, graphs, drawings, tracings, maps, surveying records, mylars, modeling, data generation, papers, diaries, inspection reports, photographs, and any originals or certified copies of the original work forms, if any, shall be the exclusive property of the City and shall be delivered to the City prior to final payment. Any statutory or common law rights to such property held by Consultant as creator of such work shall be conveyed to the City upon request without additional compensation.

Section 19. Notices

Any notice required or permitted under this Agreement shall be in writing and shall be given when actually delivered in person or forty-eight (48) hours after having been deposited in the United States mail as certified or registered mail, addressed to the addresses set forth below, or to such other address as one party may indicate by written notice to the other party.

To City: City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070

To Consultant: _____
Attn: _____

Section 20. Miscellaneous Provisions

20.1. Integration. This Agreement, including all exhibits attached hereto, contains the entire and integrated agreement between the parties and supersedes all prior written or oral discussions, representations, or agreements. In case of conflict among these or any other documents, the provisions of this Agreement shall control, and the terms most favorable to the City, within the City’s sole discretion, will apply.

20.2. Legal Effect and Assignment. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, personal representatives, successors, and assigns. This Agreement may be enforced by an action at law or in equity.

20.3. No Assignment. Consultant may not assign this Agreement, nor delegate the performance of any obligations hereunder, unless agreed to in advance and in writing by the City.

20.4. Adherence to Law. In the performance of this Agreement, Consultant shall adhere to all applicable federal, state, and local laws (including the Wilsonville Code and Public Works Standards), including but not limited to laws, rules, regulations, and policies concerning employer and employee relationships, workers compensation, and minimum and prevailing wage requirements. Any certificates, licenses, or permits that Consultant is required by law to obtain or

maintain in order to perform the Services described on **Exhibit A**, shall be obtained and maintained throughout the term of this Agreement.

20.5. Governing Law. This Agreement shall be construed in accordance with and governed by the laws of the State of Oregon, regardless of any conflicts of laws. All contractual provisions required by ORS Chapters 279A, 279B, 279C, and related Oregon Administrative Rules to be included in public agreements are hereby incorporated by reference and shall become a part of this Agreement as if fully set forth herein.

20.6. Jurisdiction. Jurisdiction and venue for any dispute will be in Clackamas County Circuit Court.

20.7. Legal Action/Attorney Fees. If a suit, action, or other proceeding of any nature whatsoever (including any proceeding under the U.S. Bankruptcy Code) is instituted in connection with any controversy arising out of this Agreement or to interpret or enforce any rights or obligations hereunder, the prevailing party shall be entitled to recover attorney, paralegal, accountant, and other expert fees and all other fees, costs, and expenses actually incurred and reasonably necessary in connection therewith, as determined by the court or body at trial or on any appeal or review, in addition to all other amounts provided by law. If the City is required to seek legal assistance to enforce any term of this Agreement, such fees shall include all of the above fees, whether or not a proceeding is initiated. Payment of all such fees shall also apply to any administrative proceeding, trial, and/or any appeal or petition for review.

20.8. Nonwaiver. Failure by either party at any time to require performance by the other party of any of the provisions of this Agreement shall in no way affect the party's rights hereunder to enforce the same, nor shall any waiver by the party of the breach hereof be held to be a waiver of any succeeding breach or a waiver of this nonwaiver clause.

20.9. Severability. If any provision of this Agreement is found to be void or unenforceable to any extent, it is the intent of the parties that the rest of the Agreement shall remain in full force and effect, to the greatest extent allowed by law.

20.10. Modification. This Agreement may not be modified except by written instrument executed by Consultant and the City.

20.11. Time of the Essence. Time is expressly made of the essence in the performance of this Agreement.

20.12. Calculation of Time. Except where the reference is to business days, all periods of time referred to herein shall include Saturdays, Sundays, and legal holidays in the State of Oregon, except that if the last day of any period falls on any Saturday, Sunday, or legal holiday observed by the City, the period shall be extended to include the next day which is not a Saturday, Sunday, or legal holiday. Where the reference is to business days, periods of time referred to herein shall exclude Saturdays, Sundays, and legal holidays observed by the City. Whenever a time period is set forth in days in this Agreement, the first day from which the designated period of time begins to run shall not be included.

20.13. Headings. Any titles of the sections of this Agreement are inserted for convenience of reference only and shall be disregarded in construing or interpreting any of its provisions.

20.14. Number, Gender and Captions. In construing this Agreement, it is understood that, if the context so requires, the singular pronoun shall be taken to mean and include the plural, the masculine, the feminine and the neuter, and that, generally, all grammatical changes shall be made, assumed, and implied to individuals and/or corporations and partnerships. All captions and paragraph headings used herein are intended solely for convenience of reference and shall in no way limit any of the provisions of this Agreement.

20.15. Good Faith and Reasonableness. The parties intend that the obligations of good faith and fair dealing apply to this Agreement generally and that no negative inferences be drawn by the absence of an explicit obligation to be reasonable in any portion of this Agreement. The obligation to be reasonable shall only be negated if arbitrariness is clearly and explicitly permitted as to the specific item in question, such as in the case of where this Agreement gives the City “sole discretion” or the City is allowed to make a decision in its “sole judgment.”

20.16. Other Necessary Acts. Each party shall execute and deliver to the other all such further instruments and documents as may be reasonably necessary to carry out this Agreement in order to provide and secure to the other parties the full and complete enjoyment of rights and privileges hereunder.

20.17. Interpretation. As a further condition of this Agreement, the City and Consultant acknowledge that this Agreement shall be deemed and construed to have been prepared mutually by each party and it shall be expressly agreed that any uncertainty or ambiguity existing therein shall not be construed against any party. In the event that any party shall take an action, whether judicial or otherwise, to enforce or interpret any of the terms of the Agreement, the prevailing party shall be entitled to recover from the other party all expenses which it may reasonably incur in taking such action, including attorney fees and costs, whether incurred in a court of law or otherwise.

20.18. Entire Agreement. This Agreement and all documents attached to this Agreement represent the entire agreement between the parties.

20.19. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall constitute an original Agreement but all of which together shall constitute one and the same instrument.

20.20. Authority. Each party signing on behalf of Consultant and the City hereby warrants actual authority to bind their respective party.

[Signature page(s) follow.]

The Consultant and the City hereby agree to all provisions of this Agreement.

CONSULTANT:

CITY:

CITY OF WILSONVILLE

By: _____

By: _____

Print Name: _____

Print Name: _____

As Its: _____

As Its: _____

EIN/Tax I.D. No. _____

APPROVED AS TO FORM:

Name: _____

Title: Legal Counsel for the City

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