



# TOURISM PROMOTION COMMITTEE AGENDA

February 28, 2024 at 1:00 PM

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

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## PARTICIPANTS MAY ATTEND THE MEETING AT:

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

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

## TO PARTICIPATE REMOTELY OR PROVIDE PUBLIC COMMENT:

Register with Administration:

[TPC@ci.wilsonville.or.us](mailto: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 Committee Minutes - November 9, 2023](#)
3. [Tourism Committee Minutes - November 29, 2023](#)

## COMMITTEE BUSINESS

4. [1/5 Year Plan](#)

## TOURISM PROMOTION & DESTINATION MARKETING UPDATES

5. [JayRay Annual Activity Report \(2023\)](#)
6. [JayRay Marketing Update](#)

## TOURISM PROMOTION PROGRAM

7. Tourism Development Strategy Project

**CITY UPDATES**

**COMMITTEE MEMBER UPDATES**

**ADJOURN**

**NEXT MEETING**

Thursday, March 21, 2024 at 10:00 am

*Time frames for agenda items are not time certain (i.e. agenda items may be considered earlier than indicated). The City will endeavor to provide the following services, without cost, if requested at least 48 hours prior to the meeting by contacting the Assistant to the City Manager at 503-570-1503 or [TPC@ci.wilsonville.or.us](mailto: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 aquellas personas que no hablan Ingl s, previo acuerdo. Comun quese al 503-570-1503.*



# TOURISM PROMOTION COMMITTEE MINUTES

November 9, 2023 at 9:00 am

Wilsonville City Hall & and Zoom (<https://us02web.zoom.us/j/81618970997>)

CALL TO ORDER - Meeting was called to order at 9:04 am

1. **Roll Call**

**PRESENT**

- Chair Brandon Roben
- Vice-Chair Rohit Sharma
- Member Jennifer Gage
- Member Lin Anderson
- Member Sungmin Park
- Councilor Caroline Berry
- Ex Officio Sylke Neal-Finnegan

**ABSENT**

- Elaine Owen

**STAFF**

- Mark Ottenad
- Zoe Mombert

**CONSULTANTS**

- Bridget Baeth, JayRay
- Cara Sjogren, JayRay
- Jen Willey, JayRay

**CONSENT AGENDA**

**September 6, 2023 Minutes** - Rohit Sharma made a motion to approve the September 6, 2023 Committee Minutes. Sungmin Park seconded the motion. Motion passed unanimously.

**COMMITTEE BUSINESS**

**Tourism Strategy Responses to RFP** – There was discussion regarding the three RFPs submitted, (PKF Hospitality, the Research Associates and Whereabout). All three were professional and thorough.

**Tourism Development Strategy Scoring Guide.** Final scoring for the three RFPs resulted in The Research Associates and Whereabout in the top two positions. Sungmin Park made a motion to interview The Research Associates and Whereabouts. Jennifer Gage seconded the motion. Motion passed unanimously. (Reports are saved in the meeting packet.)

**TOURISM PROMOTION & DESTINATION MARKETING UPDATES**

**JayRay Quarterly Report:** JayRay staff provided an update on their marketing efforts. They highlighted their recent visit to Wilsonville with a photographer and videographer to develop a few new marketing campaigns.

**CITY UPDATES**

- Kitakata Sister City delegation visited for the 35<sup>th</sup> Anniversary.
- The Korean War Memorial Interpretive Center should be done by the end of 2023.
- Bringing people in for sports events.

**COMMITTEE MEMBER UPDATES**

- Brought back the Brewfest (Vanguard)
- Hilton Hotel has a significant number of staff of Micronesians who emerged from the Trust Territory of the Pacific Islands known as Micronesia.
- Holiday Inn, Wilsonville banquets/training back to 65% of 2019 recovery
- Abella Italian Kitchen is looking for a new buyer
- Economy is impacting the hospitality and entertainment industry
- Request was made for a cinema update

**ADJOURN** – Meeting adjourned at 10:23 AM

**NEXT MEETING** – November 29, 2023 at 12:45 pm (please note the time change.)





# TOURISM PROMOTION COMMITTEE MINUTES

November 29, 2023 at 12:45 PM

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

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**CALL TO ORDER** - Meeting was called to order at 12:48 pm

**1. ROLL CALL**

**PRESENT**

Chair Brandon Roben  
Member Elaine Owen  
Member Jennifer Gage  
Member Lin Anderson  
Member Sungmin Park  
Councilor Caroline Berry

**EXCUSED**

Vice-Chair Rohit Sharma

**STAFF**

Brian Stevenson  
Mark Ottenad  
Zoe Mombert

**CONSULTANT**

Bridget Baeth, JayRay

**COMMITTEE BUSINESS**

**2. Consultant Interviews**

The Committee interviewed the finalists for the Tourism Development Strategy.

- a. The Research Associates
- b. Whereabout

**3. Consultant Selection**

The committee discussed the merits of both finalists before selecting a consultant.

Jennifer Gage made a motion to select Whereabout as the Tourism Development Strategy Consultant. The motion was seconded by Sungmin Park and passed unanimously.

**ADJOURN** – Meeting adjourned at 3:08 pm

**NEXT MEETING - TBD**



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

DRAFT February 21, 2024

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Attachment:

- 1. JayRay 2023 Annual Report



## A. Introduction

The Wilsonville Tourism Promotion Committee met on **April 5, 2024**, and recommended for adoption to the City Council the ninth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2024/25. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus time period.

Members of the committee have worked diligently to advance the objectives of the City Council as outlined in the past year’s FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan as provided for under the authority of Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program; and the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

## B. Tourism Promotion Committee Members

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

### The seven voting members of the committee include:

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

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

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

- **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
- **City of Wilsonville City Council:** City Councilor Caroline Berry was appointed January 2023, replacing prior City Council liaison Charlotte Lehan, who serves as the City Council liaison to the committee since 2014.

### C. Committee Meetings

The committee met on **six** occasions in FY 2023/24, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 6, November 9, November 29, 2023, and **February 28, March 21 and May 1, 2024.**

### D. Advancing Tourism Development Priorities

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

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

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

### E. Past Year’s Accomplishments, FY 2023/24

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

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

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

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

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

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

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

JayRay, the City’s Tourism Promotion and Destination Marketing Consultant, provided social media posts three times weekly to encourage people to stay in “the heart of it all” The posts have promoted the updated itineraries, Parks and Recreation programming, local businesses and area attractions. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville.

Additionally, the committee worked with JayRay to refresh the “Explore Wilsonville” visual identity. Following the update all print and electronic materials were revised with the new brand. JayRay spent 3 days in Wilsonville during the fall to capture post covid photography and videography to create short advertisements to be used in future online posts and campaigns.

- **Geolocation Data.**

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

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

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

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

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

One social-media Influencer visited Wilsonville in FY 23/24 and an increase in website traffic was directly linked to the visit. Influencers were selected based on the number of followers, content they post on social media, ability to connect with our target audience. JayRay

developed itineraries that would introduce the Influencer’s followers to Wilsonville and the benefits of making it their travel location for family fun, outdoor adventures and foodies alike.

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

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

The Tourism Promotion and Destination Marketing Consultant continued the advertisement at the Interstate 5 French Prairie northbound rest area, and researched additional brochure-placement programs, including all official State of Oregon Travel Oregon visitor information centers, including at Portland International Airport (PDX).

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

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

**WORK COMPLETE/ UPDATES BEFORE FINAL APPROVAL IN APRIL.**

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

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

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

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

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

**1. Conduct Tourism Promotion Committee Business:** The committee executes all Council-mandated activities, including:

- **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
- **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
- **Marketing Plans:** Work with staff and consultant to draft for City Council adoption an Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY24/25. The full, complete FY24/25 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant.

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

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

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

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

Tourism Promotion and Destination Marketing Contract .....\$ 200,000

**Expenses are estimated based on the following itemization** (To be updated before the April TPC meeting)

- Marketing: \$96,000
  - Geolocation data and marketing campaigns
  - Poster display at French Prairie Rest Area
  - Travel Oregon advertising
  - OMHT and other co-ops
  - Leisure travel digital ads (publications TBD)
  - Brochure printing and distribution with Certified Folders
  - Special project (tear-off maps, photo shoot, window clings/giveaways)
- Public Relations: \$32,000
  - Editorial calendar
  - Media pitching and follow up (quarterly)
  - Cision® media database subscription
  - Influencer marketing (host two per year)
  - Media hosting allowance (host 3-5 writers per year)
- Management: \$26,000
  - Manage program
  - STR® subscription
  - Memberships (Travel Oregon, Oregon Destination Association, Travel Portland)
  - Monthly dashboard of KPIs
  - Quarterly reports (fiscal year)



- Annual report (calendar year)
- Tourism Promotion Committee meetings (quarterly, virtual)
- Conference attendance at ODA or Oregon Governor’s Conference on Tourism
- Social Media: \$26,000
  - Manage Facebook, Instagram and Pinterest
  - Write copy and curate content for 3-5 posts per week
  - Community engagement
  - Boosted posts
  - Instagram reels (quarterly) to promote blog
- Website: \$20,000
  - Manage and host website
  - Plug-in/software subscriptions
  - Refresh content, events, hero images
  - Develop campaign landing pages for marketing campaigns
  - Quarterly blog
- Tourism Development Strategy Update (Year 2 of 2).....\$ 50,000

TOTAL Tourism Promotion Budget FY2024-25 .....\$ 250,000

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

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



# 2023 ANNUAL REPORT

## Jan. 1-Dec. 31, 2023



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# 2023 ACTIVITY SUMMARY

## ONGOING

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

### JANUARY-MARCH

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

### APRIL-JUNE

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

### JULY-SEPTEMBER

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

### OCTOBER-DECEMBER

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



# DASHBOARD

## ANNUAL RESULTS CY 2023

January-December 2023

PR budget reduced for video and photo content

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







# WEBSITE

*2023 Highlights*

# WEBSITE OVERVIEW

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





# EVENTS

Management sample: not an exhaustive list

Item 5.





# EVENTS

Management sample: not an exhaustive list

Item 5.

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

**First Thursday NIGHT MARKET**  
Downtown Canby

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

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

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

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

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

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

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

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



AURORA COLONY Vineyards & Winery  
Friday Dinner & Concert Series

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

LIVE MUSIC @ LADY HILL  
October 2023



# WEBSITE ANALYTICS

## 2023 CALENDAR YEAR WITH YOY CHANGE

2023 January-December

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

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

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



# WEBSITE MOST POPULAR PAGES

Item 5.

## 2023 MOST POPULAR PAGES

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

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

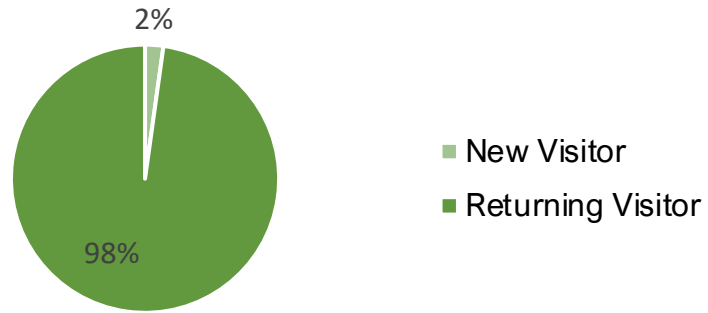
## 2022 MOST POPULAR PAGES

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

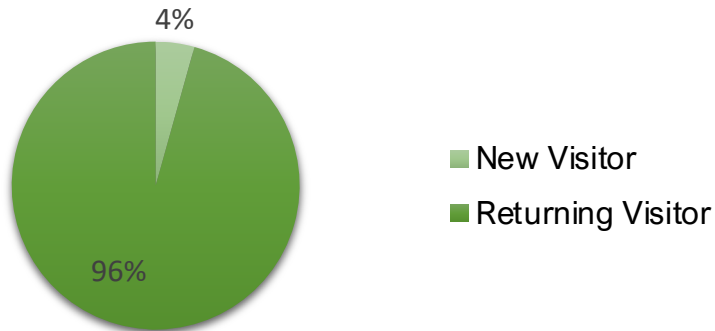


# WEBSITE ANALYTICS: VISITORS

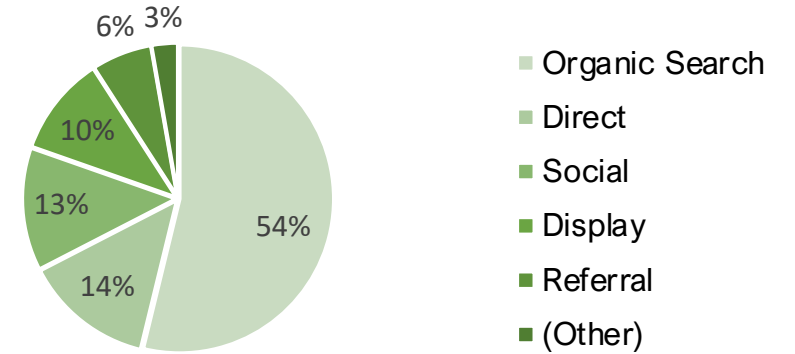
### VISITOR TYPE 2023



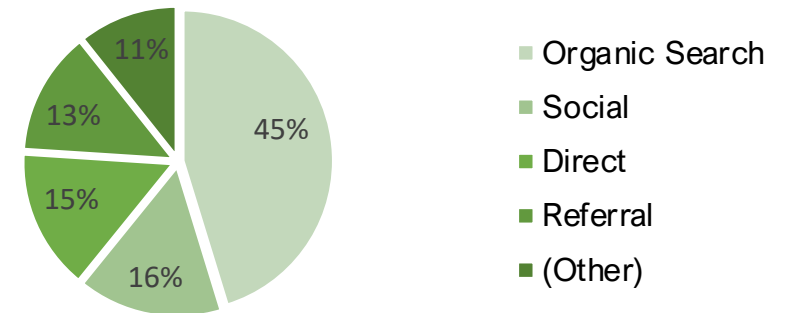
### VISITOR TYPE 2022



### TOP SOURCES 2023



### TOP SOURCES 2022



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





# SOCIAL MEDIA REPORT

*2023 Highlights*

# SOCIAL MEDIA OVERVIEW

Item 5.

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



# 2023 COMBINED SOCIAL MEDIA ANALYTICS

Item 5.

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

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

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

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

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



# FACEBOOK ANALYTICS OVERVIEW

Item 5.

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

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

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

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

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

# FACEBOOK FOLLOWER DEMOGRAPHICS

## AGE RANGE

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

## GENDER

Approximately 74% of Explore Wilsonville's Facebook content reached women, and 26% reached men.

## COUNTRY

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

## CITIES

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

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





# FACEBOOK TOP CONTENT

## JANUARY-MARCH

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



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

## APRIL-JUNE

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



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

## JULY-SEPTEMBER

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



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

## OCTOBER-DECEMBER

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



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

# INSTAGRAM ANALYTICS OVERVIEW

Item 5.

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

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

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

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

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



# INSTAGRAM FOLLOWER DEMOGRAPHICS

## AGE RANGE

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

## GENDER

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

## COUNTRY

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

## CITIES

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

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






# INSTAGRAM TOP CONTENT

## JANUARY-MARCH

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




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

#LinkinBio

## APRIL-JUNE

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



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

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

#LinkinBio to explore more events in Wilsonville.

 @villeboislifestyle

## JULY-SEPTEMBER

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



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


#LinkinBio to learn more!

 @shaker\_and\_salt

## OCTOBER-DECEMBER

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



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

-  @frogpondfarmoregon in Wilsonville
-  @yesteryearfarmwilsonville
-  @fropointfarms in Aurora
-  @leefarms in Tualatin

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

 @frogpondfarmoregon

View all 3 comments

frogpondfarmoregon Thanks for the feature! 🍂

leefarmssunflowers 🍂🍂🍂

October 9, 2023

# PINTEREST ANALYTICS OVERVIEW

Item 5.

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

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

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

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

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

# PINTEREST AUDIENCE DEMOGRAPHICS

## AGE RANGE

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

## GENDER

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

## CITIES

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

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

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

## CATEGORIES AND INTERESTS

The most popular categories for this audience.

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

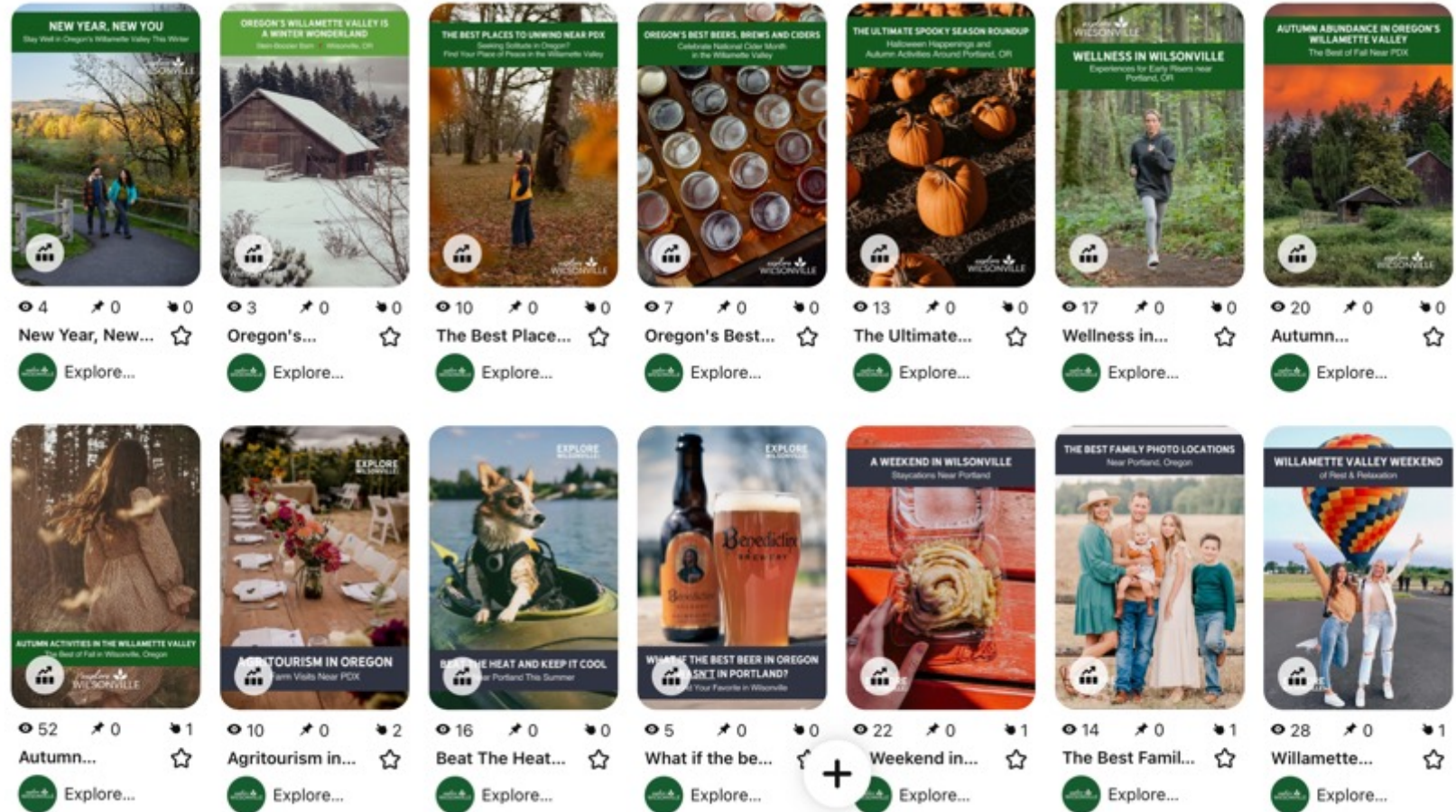
Category	Affinity ↓ ⓘ	% of audience
finance	2.85x	12.4%
gardening	2.35x	62.0%
architecture	1.86x	65.7%
travel	1.73x	75.1%
wedding	1.69x	60.6%
animals	1.65x	41.9%
food and drinks	1.62x	86.4%
sport	1.51x	70.1%
health	1.48x	79.2%
vehicles	1.41x	18.9%
event planning	1.41x	81.7%
parenting	1.34x	45.1%
men's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



# PINTEREST TOP BOARD\*

Item 5.

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

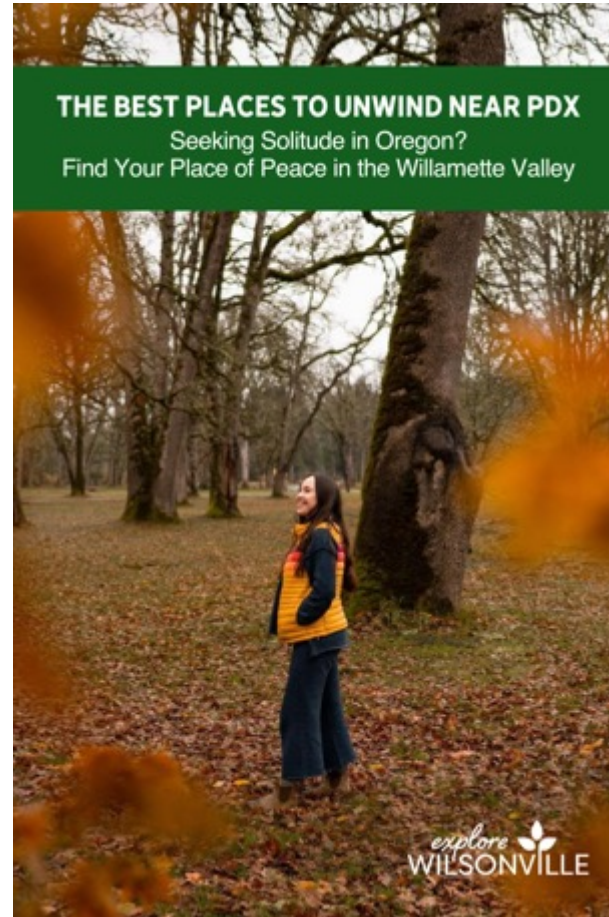
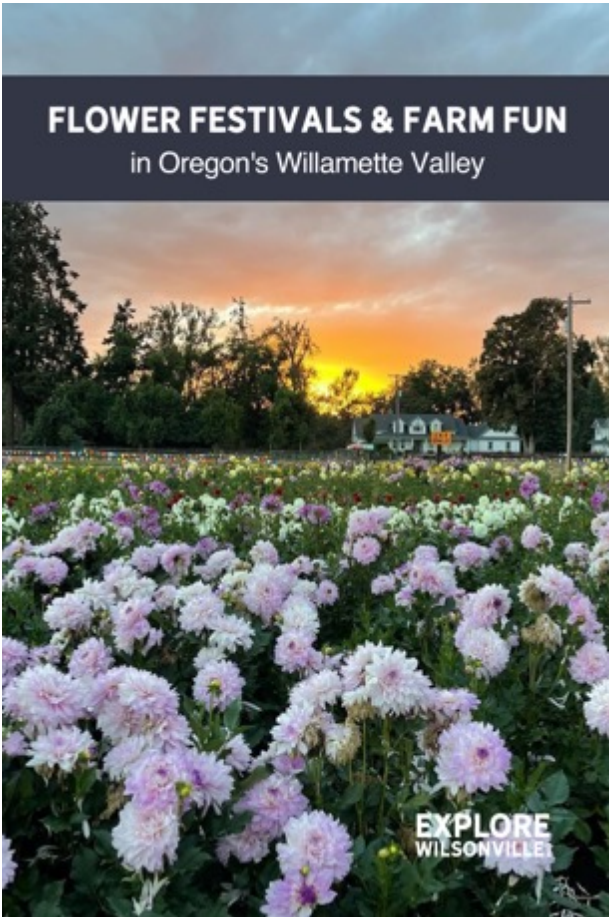


\*Pinterest data can only be viewed up to six months past, data for top board represents data between 7/29/23-12/31/23



# PINTEREST POST SAMPLES

Item 5.



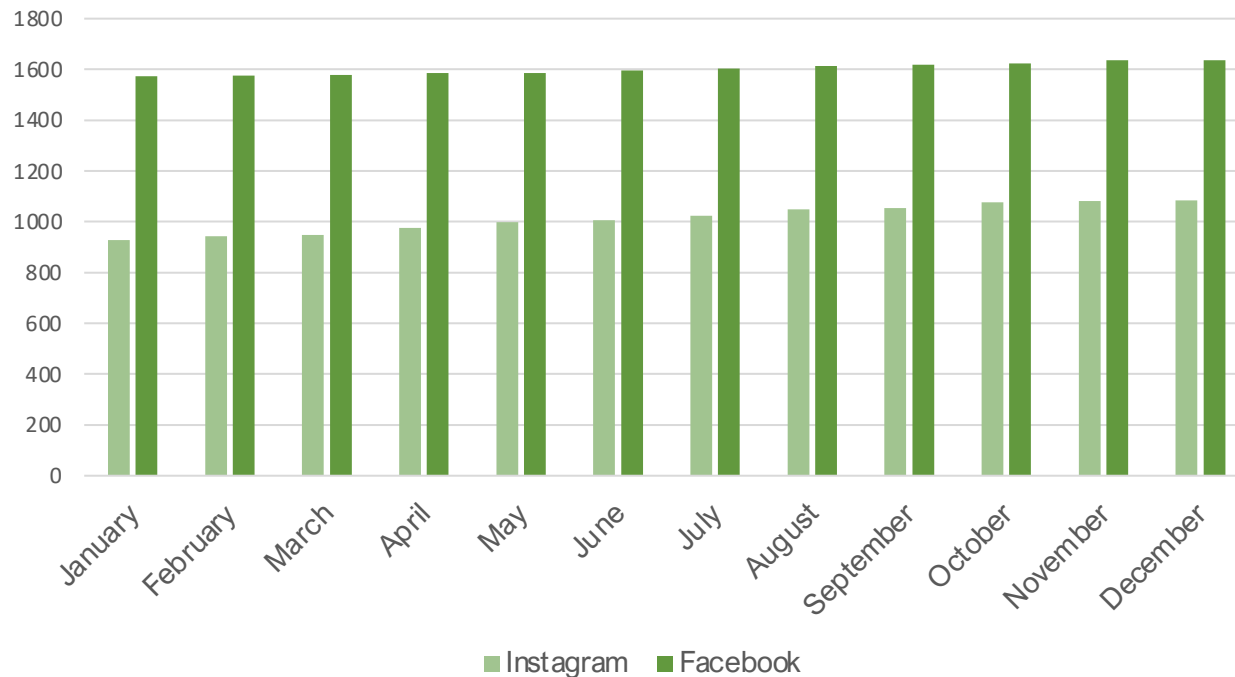


# 2023 SOCIAL MEDIA ANALYTICS OVERVIEW

Item 5.

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

# 2023 SOCIAL MEDIA FOLLOWERS OVERVIEW



## TOTAL FOLLOWERS: 2,722

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

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



# PR REPORT

*2023 Highlights*

# PR OVERVIEW

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





# MEDIA COVERAGE SAMPLES

## IN THE NEWS

The latest stories about Wilsonville.

- 2023
- PEARL BAKERY OPENS UP WILSONVILLE STOREFRONT – NOVEMBER 10, 2023 >
- MAPLE BOURBON APPLE CIDER RECIPE FROM KITCHEN AT MIDDLEGROUND FARMS – OCTOBER 14, 2023 >
- BLAZE A NEW TRAIL: EXPLORE WINERIES IN THE MOUNT HOOD TERRITORY – OCTOBER 4, 2023 >
- 'FASHION EMPOWERS US': PORTLAND FASHION WEEK MOVES TO WILSONVILLE – AUGUST 21, 2023 >
- 10 WOODBURN, OREGON HOTELS TO BOOK FOR A COZY FALL GETAWAY – AUGUST 16, 2023 >
- DAHILIA FESTIVAL PRIMED TO AMAZE – AUGUST 14, 2023 >
- 10 CHEAP SMALL TOWNS THAT OFFER FAST WIFI & ARE GREAT FOR REMOTE WORK – AUGUST 6, 2023 >
- WHERE TO FIND FULLY LOADED LOBSTER ROLLS IN PORTLAND AND BEYOND – AUGUST 4, 2023 >
- PHOTOS: FLEETWOOD MAC TRIBUTE BAND TAKEN BY THE SKY PLAYS AT TOWN CENTER PARK – JULY 24, 2023 >
- WILSONVILLE BREWFEST IS BACK WITH 18 LOCAL VENDORS – JULY 24, 2023 >
- CANBY FERRY: CLACKAMAS COUNTY'S GATEWAY TO ADVENTURE – JULY 5, 2023 >
- SIP THROUGH THE SUMMER AT VANGUARD POP-UP PUBS – JUNE 23, 2023 >
- EXPLORING WILSONVILLE, OREGON: CHARMING GETAWAY FROM PORTLAND – JUNE 14, 2023 >
- EXPERIENCE A DEN OF DELICIOUSNESS AT BLACK BEAR DINER – MAY 25, 2023 >

[See Updated Media Room](#)

The screenshot shows the Oregon Artswatch website. The header includes the logo and navigation links for CULTURE, DANCE, FILM, LANGUAGE, MUSIC, NEWS, OREGON / OR, THEATER, VISUAL ART, STAGE & STUDIO. The main article title is "'Blessed with a bounteous lineage': Evergreen & Oak Trio at Lady Hill Winery". The byline is "OCTOBER 18, 2023 | LORIN WILKERSON" and the category is "MUSIC". The article text describes a concert by the Evergreen & Oak Trio at Lady Hill Winery. Below the text is a photograph of three women performing on stage. The caption reads: "Evergreen & Oak Trio (L to R: Abbie Brewer, Lisa Neher, Rose Bishop) at Lady Hill Winery. Photo by Kristin Sterling." The article continues with a descriptive paragraph about the concert experience.

The screenshot shows the 'ONLY IN YOUR STATE' website. The header includes the logo and navigation links for STATES and CITIES. The main article title is "Explore 40 Acres Of Vibrant Blooms At The Wooden Shoe Tulip Festival In Oregon". The byline is "Posted in Oregon | Festivals April 02, 2023 by Catherine Armstrong updated on April 07, 2023". The article text describes the festival and includes a photograph of a large field of colorful tulips. A blue button labeled "VISIT SITE" is visible on the right side of the article.



# MEDIA COVERAGE SAMPLES

Item 5.

## PDX PARENT



**SW 'Burbs: WILSONVILLE**

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

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



**play here**

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

**get around**

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

SOURCE: MAP SCORE



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

### what neighbors say

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

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

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

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

—Danae Castorlan



**live here**

**\$679,900**  
Median home price

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

SOURCE: REALTOR.COM AND ZIPCAR

**PDX PARENT**  
**NOMINEE**  
2023  
READER FAVORITE

**PDX Parent Reader Favorites NOMINEES FOR 2023**

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

**NOMINEES:**

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

## PORTLAND MOM COLLECTIVE

**Portland Mom Collective**

In + Around PDX | Travel + Adventure

### The Nearby Tourist: The Whimsy of Wilsonville

By **Emily** - April 17, 2023

Facebook | Twitter | Pinterest | Reddit

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



# PUBLIC RELATIONS OVERVIEW

## 2023 RESULTS

PR budget reduced for video and photo content

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

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



# KXL FM (PORTLAND) INTERVIEW

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

*March 10, Jobs in Wilsonville*



*March 23, Cities Around Portland, Explore Wilsonville*



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





# CONTENT PARTNER: RACHEL JANE LLOYD

Item 5.

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

## OVERVIEW:

2-day itinerary: June 2-4

## GOAL:

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



# ITINERARY

Item 5.

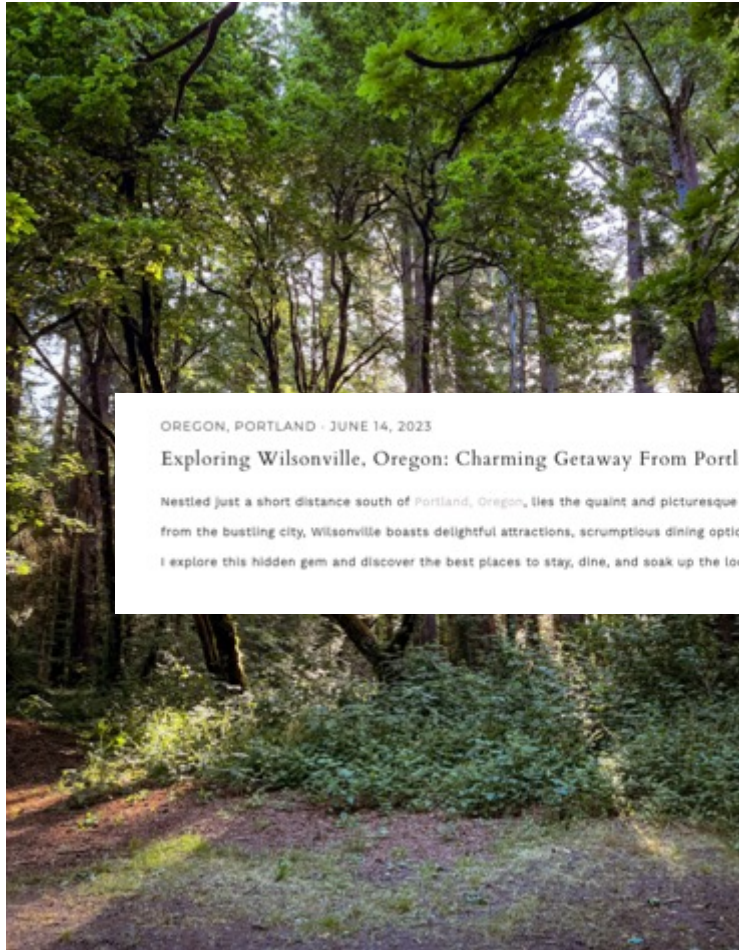
## CONTENT PARTNER ITINERARY www.racheljanemacauley.com



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



# CONTENT SAMPLE: BLOG



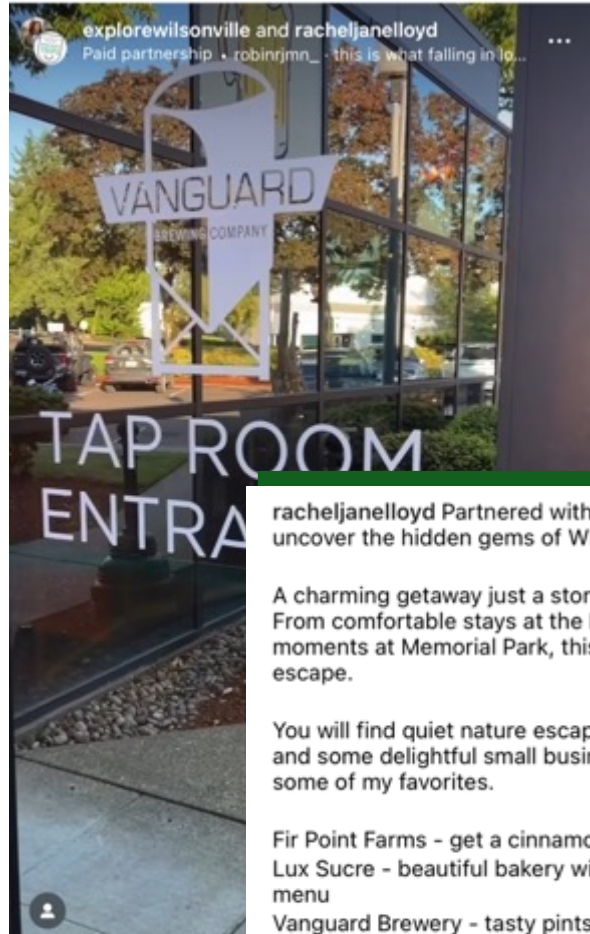
“ Wilsonville, Oregon, is a destination that offers a harmonious blend of natural beauty, delectable dining, and comfortable accommodations. From the tranquil Memorial Park to the flavorful experiences at Vanguard Brewery and Lux Sucre, every moment spent in Wilsonville is sure to leave a lasting impression.

**Read full blog [here](#)**





# CONTENT SAMPLE: INSTAGRAM



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

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

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

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

Watch reel [here](#)



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

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

TGIF y'all!







# MARKETING

*2023 Highlights*

# MARKETING OVERVIEW

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



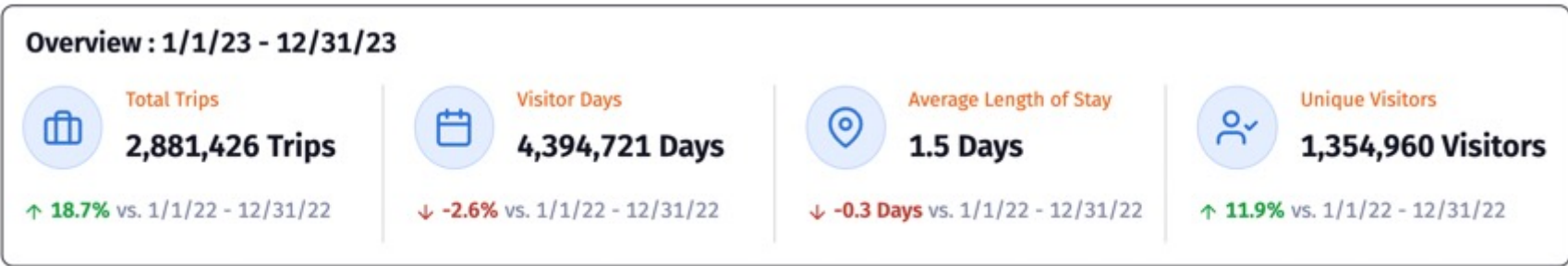
# GEOLOCATION DATA SUMMARY

## TAKEAWAYS

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

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

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





# 2023 GEOLOCATION DATA TOP MARKETS

## TAKEAWAYS

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

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

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

#### Top Markets

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

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





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

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

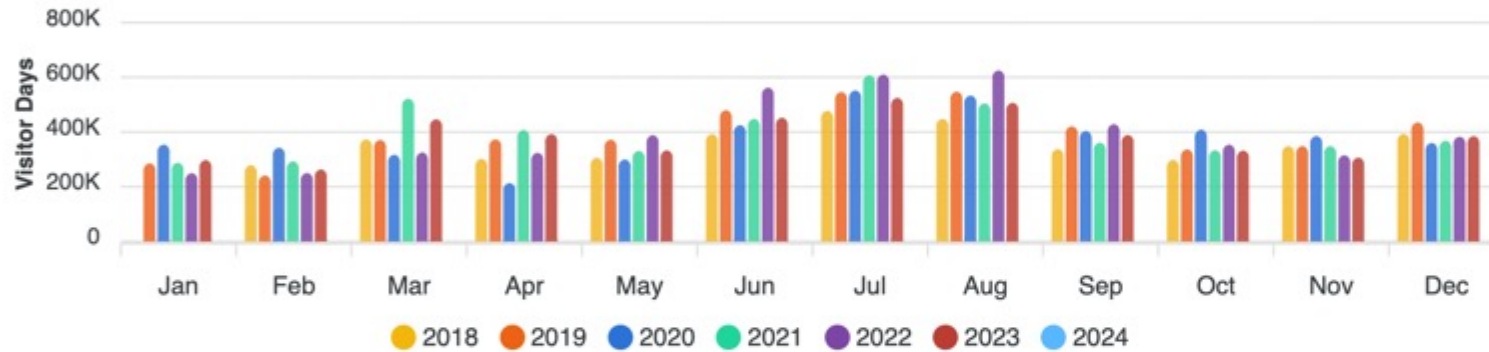
POIs: All Included

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

Item 5.

## Monthly Volume by Visitor Days

All Main Dates vs Compare Dates



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

## Visitor Days by Length of Stay



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

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



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

Item 5.

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

POIs: All Included

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

## Top Clusters

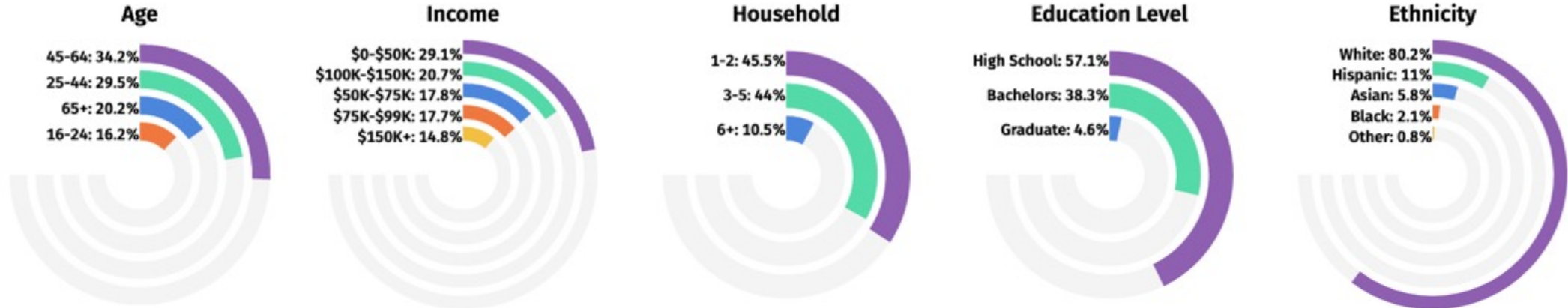
Cluster	Share of Trips 1/1/2023 - 12/31/2023	Percent Change in Trips vs 1/1/2022 - 12/31/2022
Wilsonville OR	54.57%	↑ 39.3%
Shopping	46.61%	↓ 18.4%
Attractions	13.94%	↓ 23.3%
Hotels	7.33%	↑ 7.8%
Outdoor Rec	6.44%	↑ 38.6%
Golf	1.43%	↑ 24.4%
Business Travel	1.24%	↑ 54.7%
Liquid Tourism	1.13%	↑ 11.1%

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

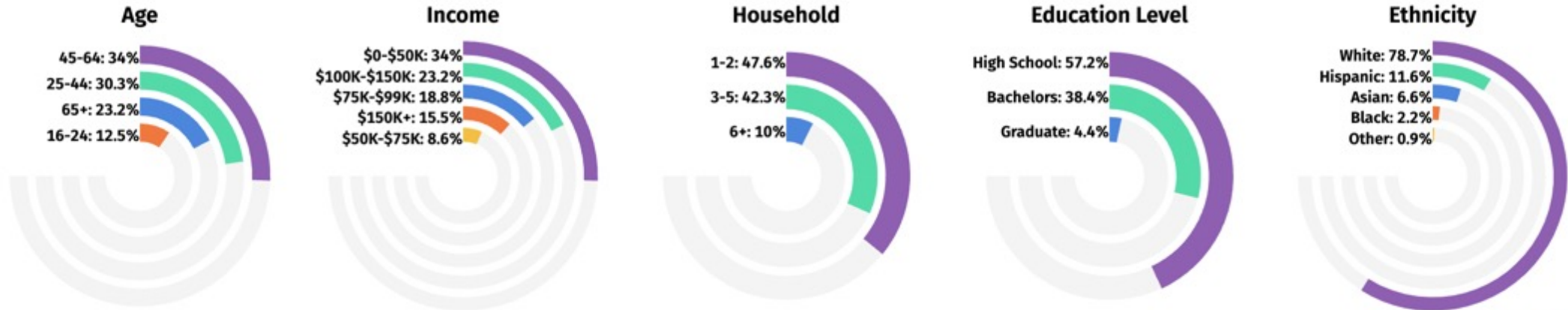
**Global Filters** In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included  
 POIs: All Included  
**Dashboard Filters** Main Dates: 1/1/23 - 12/31/23 Compare Dates: 1/1/22 - 12/31/22

Item 5.

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



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



Galicia | © Datafy - All Rights Reserved





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

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

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

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

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

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

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

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

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

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

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

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





# 2022-23 COZY SEASON CAMPAIGN

## OVERVIEW

### Focus:

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

### Objectives:

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

### Measurements of Success:

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

### Audience and Targeting:

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

### Creative:

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

### Campaign Timeframe:

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



# Past Visitor Data

FILTER Item 5.

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

Clusters: Hotels, Outdoor Rec, Liquid Tourism

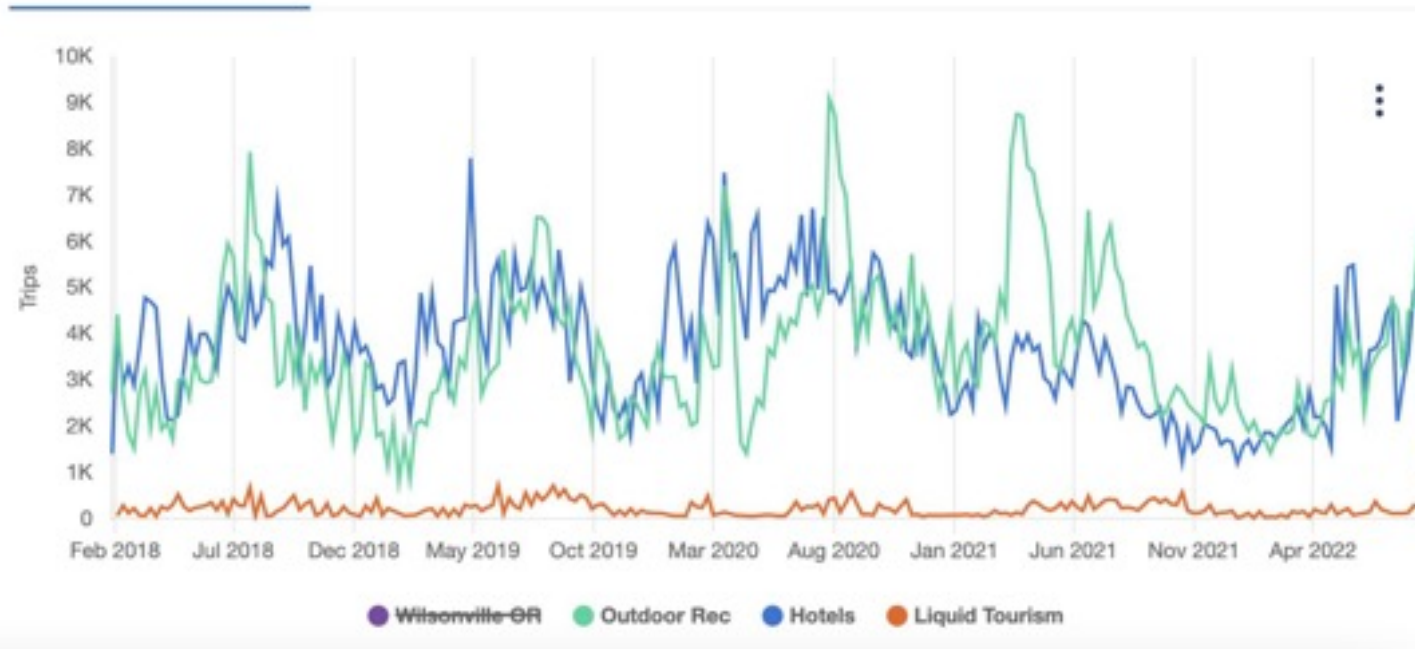
Geo: 50+ miles; In State, Out of State

## Top Clusters

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

### Weekly Trips by Cluster

### Cluster Trend Year Over Year

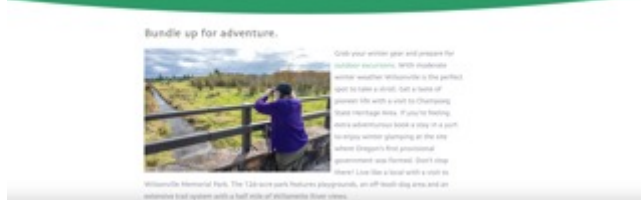
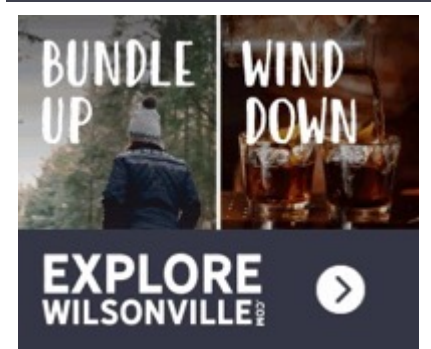
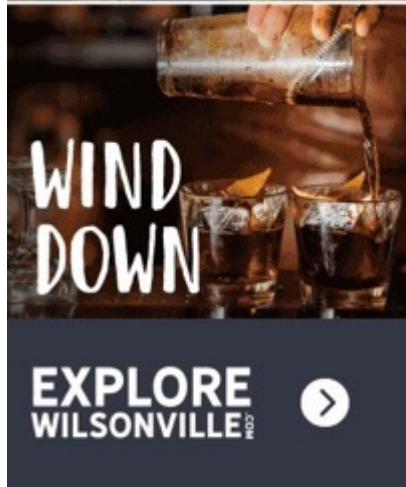


## Top Markets

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



# COZY SEASON CAMPAIGN



## Cozy up with cold weather comforts.

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



## Curl up with a spa day.



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

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

## Cozy season is calling. Plan your trip.

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

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

PACKAGES & DEALS

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

# 2022-23 COZY SEASON CAMPAIGN RESULTS

November 10, 2022 - February 28, 2023

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

## Campaign Impact

<b>1,465</b>		<b>\$100</b>		<b>\$146,500</b>
Total trips	x	Avg. spend per visitor	=	Destination impact

<b>132</b>		<b>\$100</b>		<b>\$13,249</b>
Room nights booked	x	Avg. daily rate (estimated)	=	Hotel impact





# 2023-24 WINTER CAMPAIGN

## OVERVIEW

### Focus:

- Promote spring and early summer travel to Wilsonville

### Objectives:

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

### Measurements of Success:

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

### Creative:

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

### Campaign Timeframe:

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

Results not available yet.



# WINTER-SPRING CAMPAIGN – TARGET AUDIENCES

Item 5.

## Past Visitor Re-Engagement



### Past Visitation

Seen in Wilsonville since 1/1/2021  
Ideally seen as an overnight visitors



### Key Geo Markets

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



### Reference POIs

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

## Look-a-Like Audience

Target those who most closely resemble past visitors in winter months



### Key Geo Markets

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



### Behavioral Targeting

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



### Household Demographics

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

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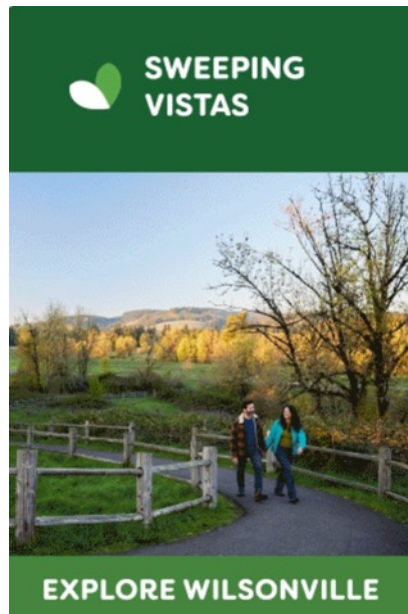


# WINTER CAMPAIGN

## GENERAL AWARENESS, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Landing page: [ExploreWilsonville.com/Explore](https://ExploreWilsonville.com/Explore)

Screenshots below:



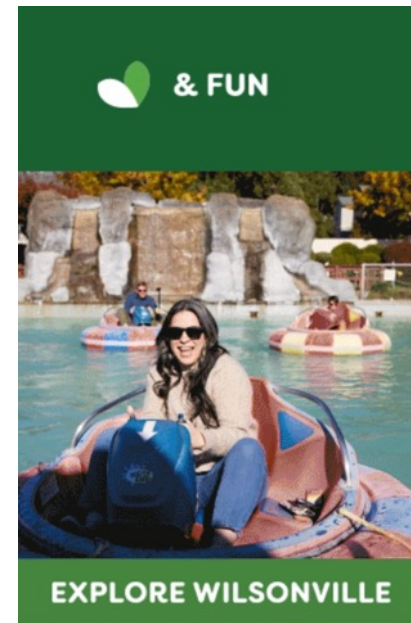
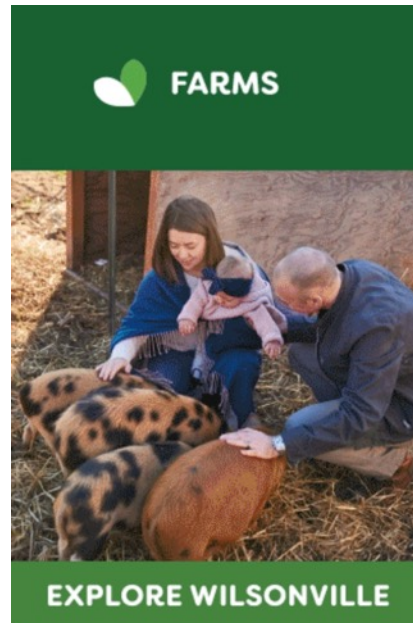


# WINTER CAMPAIGN

## RETARGETING, GEOLOCATION MARKETING AD

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

Screenshots below:





# WINTER CAMPAIGN

## VIDEO, GEOLOCATION MARKETING AD

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

Screenshot below:



PNW Adventures Near Portland, OR



# TRAVEL OREGON VISITOR GUIDE AD

## OMHT CO-OP AD

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



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

**STAY IN THE HEART OF IT ALL.**

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



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



# MAP BROCHURE DISTRIBUTION

## TEASER BROCHURE & MAP

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

## DISTRIBUTION AT 9 OREGON WELCOME CENTERS

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

\$1,380 per year



## PORTLAND VISITOR CENTER – NEW!

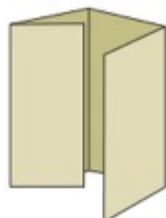
\$600 per year





# VISUAL IDENTITY SAMPLES

Item 5.



Model of how  
teaser brochure  
will fold.





# PAID SOCIAL MEDIA

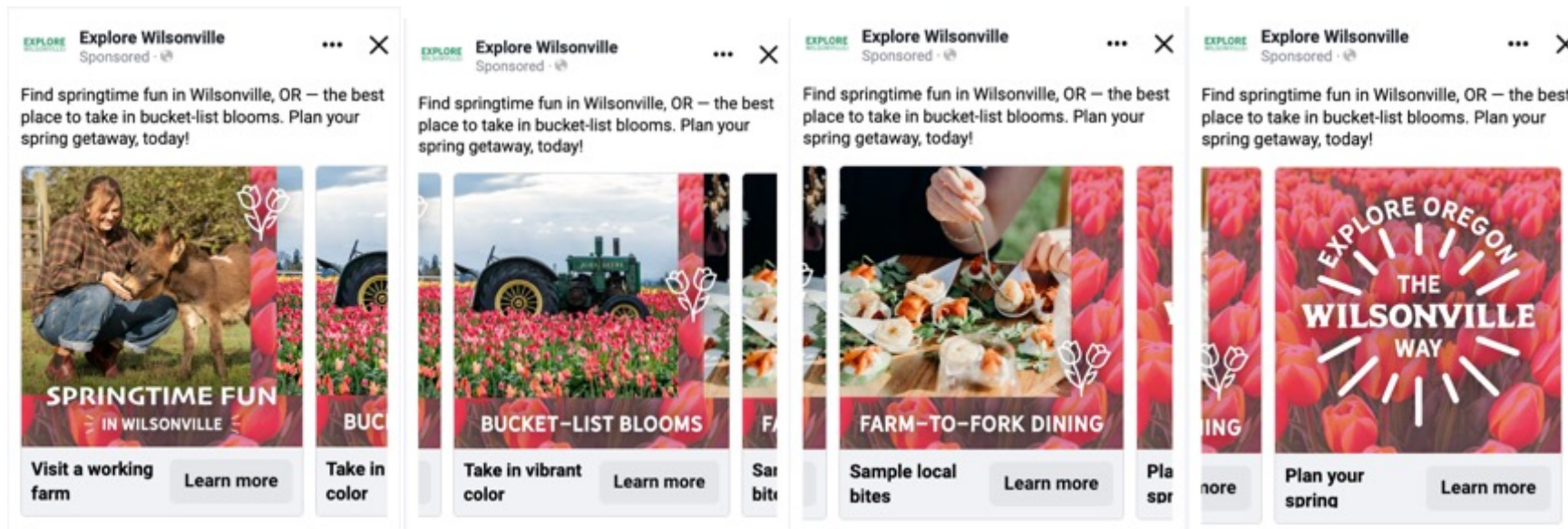
**DATES:** March 9–May 31

**CHANNEL:** Facebook & Instagram

**OBJECTIVE:** Traffic to spring blog

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

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



## OVERVIEW & RESULTS

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

# PAID SOCIAL MEDIA

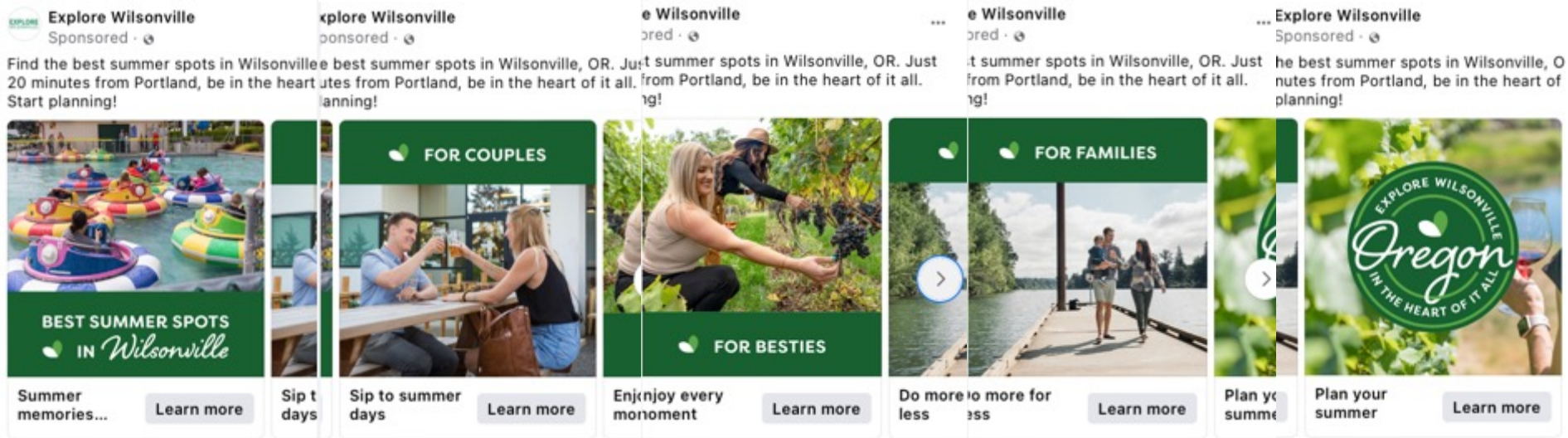
**DATES:** June 1-August 31

**CHANNEL:** Facebook & Instagram

**OBJECTIVE:** Traffic to summer blog

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

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



## OVERVIEW & RESULTS

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

# PAID SOCIAL MEDIA

**DATES:** August 22 - 29

**CHANNEL:** Facebook & Instagram

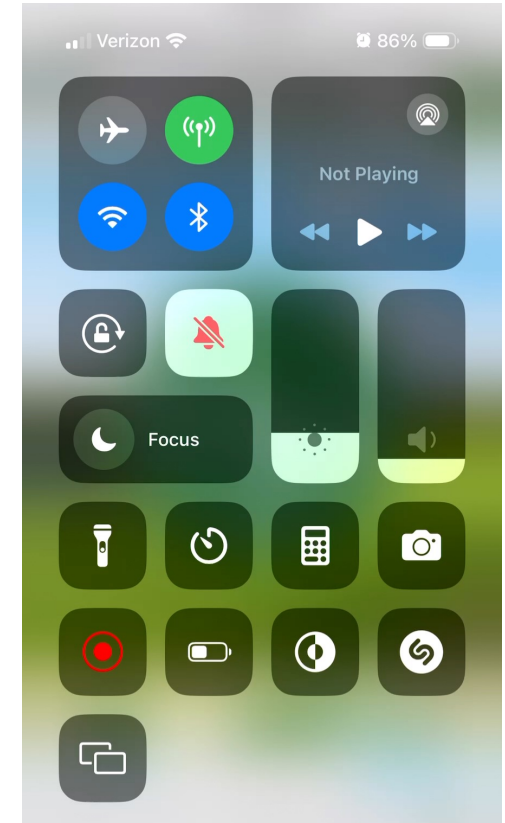
**OBJECTIVE:** Traffic to new website

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

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

## OVERVIEW & RESULTS

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



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





# VIDEO & PHOTOSHOOT

*October 26-29, 2023*



# VIDEO & PHOTOSHOOT DETAILS

## GOALS

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

## VIDEO/PHOTO DELIVERABLES

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



# FOUR, 30-SECOND SPOTS, VISITOR PERSONAS

Item 5.



Photo Worthy Experiences Near Portland, OR

[WATCH VIDEO](#)



Affordable Fun Near Portland, OR

[WATCH VIDEO](#)



PNW Adventures Near Portland, OR

[WATCH VIDEO](#)



Looking for Leisure near Portland, OR

[WATCH VIDEO](#)



# FILMING & PHOTO LOCATIONS

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







# SMITH TRAVEL RESEARCH REPORT

*2023 Highlights*



# STR REPORT GLOSSARY

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



# STR REPORT – WILSONVILLE

## 2023 Results

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



Total Properties: 9

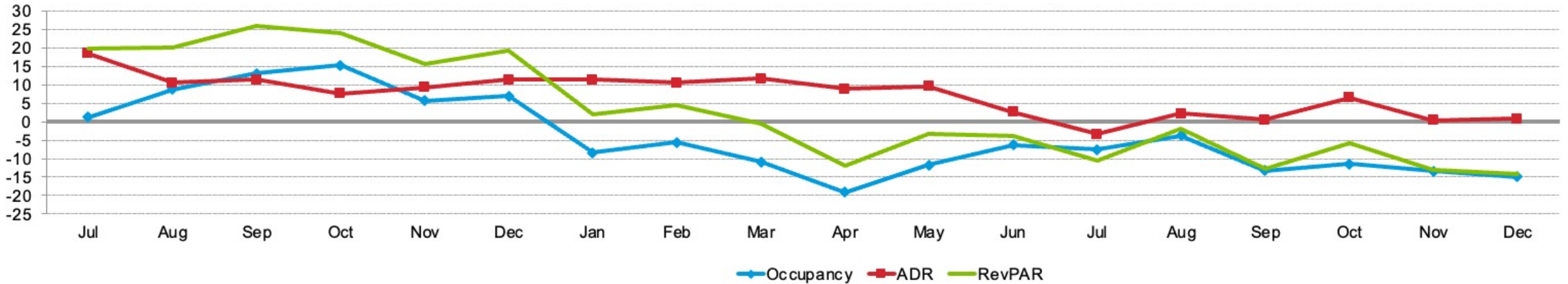


Total Rooms: 615



# STR REPORT - WILSONVILLE

### Monthly Percent Change



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

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

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





# STR REPORT - WILSONVILLE

## Occupancy (%)

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

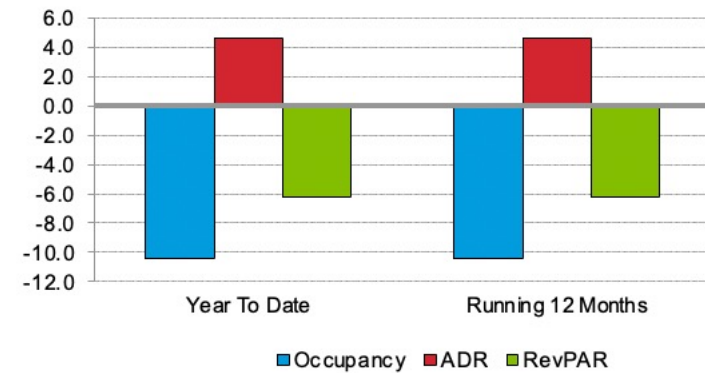
## ADR

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

## RevPAR

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

Overall Percent Change



# STR REPORT – WILSONVILLE

## Takeaways

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

## 2023 RESULTS WITH YEAR OVER YEAR COMPARISON

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



Total Properties: 9



Total Rooms: 615









# Q2 REPORT (OCTOBER-DECEMBER) FY 23-24



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• Winter campaign	
• Video & photoshoot	
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# Q2 RECAP

## REVIEW

- Website new users, users and pageviews up across the board
- Added 51 followers across Facebook and Instagram
- Gained 6 influenced articles
- Coordinated photo and video shoot
- Launch winter geolocation ad campaign with new videos





# DASHBOARD

## ANNUAL RESULTS FY 2023-24

Q2 October-December 2023

PR budget reduced for video and photo content

Metrics	FY23-24 Q2 Results	FY 22-23 Q2 Results	% Change YOY FY 22-23 Q2 Results	FY 23-24 Results to Date	FY 23-24 Goals	% To Goal
<b>Influenced Articles</b> (number of articles earned)	6	1	<b>+500%</b>	6	5	<b>120%</b>
<b>New website users</b>	5,751	4,541	<b>+26%</b>	12,230	15,000	<b>81.5%</b>
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	19,341	61,080	<b>-68%</b>	80,807	150,000	<b>53.9%</b>
<b>Social media followers</b> (Facebook, Instagram)	2,722	2,485	<b>+9%</b>	2,602	3,000	<b>86.7%</b>
<b>Total engagements &amp; link clicks</b> (Facebook, Instagram, Pinterest)	991	910	<b>+9%</b>	2,750	5,000	<b>55%</b>





# WEBSITE

*Q2 October-December 2023 Highlights*

# Q2 WEBSITE RECAP

- Added 3 articles to the [media room](#)
- Ongoing event maintenance: 66 events added
- New users increased YOY 26%
- Total users increased YOY 27%
- Page views increased YOY 80%





# EVENTS



AURORA WINE & CHOCOLATE WALK



SIP & SHOP FALL MARKET



HUNT FOR THE HOLIDAY SYMBOLS



CHRISTMAS IN CANBY



CHRISTMAS DINNER & CONCERT



UGLY SWEATER CHRISTMAS PARTY AT THE ORDNANCE TAPHOUSE



HOLIDAY FARM TO TABLE DINNER IN THE GREENHOUSE



TUMWATER VINEYARD WINTER MARKET



# WEBSITE ANALYTICS

## Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

Metrics	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 Quarterly % Change
	Oct	Nov	Dec	Q2 FY 23-24 Total	Oct	Nov	Dec	Q2 FY 22-23 Total	
<b>New Users</b>	1,805	1,726	2,220	<b>5,751</b>	1,123	1,739	1,679	<b>4,541</b>	<b>+26%</b>
<b>Users</b>	1,849	1,765	2,259	<b>5,873</b>	1,144	1,773	1,703	<b>4,620</b>	<b>+27%</b>
<b>Page Views</b>	7,183	4,699	7,845	<b>19,727</b>	3,400	3,783	3,729	<b>10,912</b>	<b>+80%</b>

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

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



# WEBSITE MOST POPULAR PAGES

## FY 2023-2024 Q2 MOST POPULAR PAGES

1. (not set) \*
2. Homepage
3. Itineraries
4. Christmas in Canby
5. Winter Fair & Holiday Market

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

## FY 2022-2023 Q2 MOST POPULAR PAGES

1. Wind Down This Winter in Wilsonville
2. Homepage
3. Fall in Love with Wilsonville: Top 10 activities to celebrate autumn, the Wilsonville way
4. Restaurants & Dining
5. Events





# WEBSITE ANALYTICS FY 2023-2024 TO DATE

## YEAR TO DATE RESULTS

Q2 October-December

FY 2023-24													
METRICS	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
<b>New Users</b>	2,235	2,422	1,822	1,805	1,726	2,220							<b>6,479</b>
<b>Users</b>	2,320	2,466	1,874	1,849	1,765	2,259							<b>6,660</b>
<b>Page Views</b>	10,337	15,646	5,606	7,183	4,699	7,845							<b>31,589</b>





# SOCIAL MEDIA REPORT

*Q2 October-December 2023 Highlights*

# Q2 SOCIAL MEDIA RECAP

- 80,807 total reach (FB, IG, & Pinterest)
- Added 51 followers during Q2
- Instagram total engagements is up 9% compared to Q2 22-23 with 668 engagements
- Facebook total engagements in Q2 23-24 is up 163% compared to Q2 of 22-23
- Pinterest engagement rate is up 38% in Q2 23-24 compared YOY to Q2 22-23





# FACEBOOK ANALYTICS

## Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

Note: FY23-24 ads were not running on FB, therefore we saw a YOY decrease in results as expected.

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nov	Dec	Q2 FY 23-24 Total	Oct	Nov	Dec	Q2 FY 22-23 Total	
Engagement* (%)	1.71%	2.49%	1.84%	2.01% AVG	3.46%	2.17%	1.21%	2.28% AVG	-11%
Post Total Reach**	751	3,428	1,835	6,014 TOTAL	14,729	16,166	16,088	46,983 TOTAL	-87%
Total Engagements ***	21	116	42	179 TOTAL	33	22	13	68 TOTAL	+163%
Link Clicks****	15	15	4	34 TOTAL	32	19	25	76 TOTAL	-55%

\*In FY 23-24 Facebook changed the way they calculate engagement percentage. As of July 2023 Engagement percentage = (engagement rate divided by impressions) x 100

\*\*Reach is the total number of people the page's posts were served to. in July 2023 Facebook changed how it records this metric

\*\*\* Total engagements defined as likes, comments, shares, saves and link clicks.

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



# FACEBOOK TOP CONTENT

- November 24, 2023
- 40 reactions, 8 comments and 2 shares
- 2,715 accounts reached



## Explore Wilsonville

Published by Travis W. Roth · November 24, 2023

Turns out, Santa Claus has no shortage of connections when it comes to Christmas trees. 🌲 From Scotch Pine to Fraser Fir, Kris Kringle's got you covered. Save this post for a handy guide to source your cedar, cypress and spruce in the Willamette Valley this holiday season.

- 🌲 [Yesteryear Farms](#) – Pre-cut trees, garland and wreaths
- 🌲 [Frog Pond Farm](#) – Trees, wreaths, Santa Claus and farm animals
- 🌲 [Lee Farms](#) – Pre-cut trees, u-cut trees and farm store
- 🌲 [Windsong Christmas Trees](#) – U-cut trees on Saturdays and Sundays

Keep up with more holiday happenings at [ExploreWilsonville.com/events](https://www.explorewilsonville.com/events).



# INSTAGRAM ANALYTICS

## Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nou	Dec	Q2 FY 23-24 Total	Oct	Nou	Dec	Q2 FY 22-23 Total	
<b>Engagement* (%)</b>	5.17%	7.37%	6.72%	6.42% AVG	1.46%	1.93%	1.75%	1.71% AVG	<b>+292%</b>
<b>Average number of likes</b>	11.90	14.54	15.54	13.99 AVG	11.3	15.5	14.2	13.66 AVG	<b>+2%</b>
<b>Post Total Reach**</b>	3,667	5,208	3,808	11,591 TOTAL	3,453	4,149	4,832	12,434 TOTAL	<b>-6%</b>
<b>Total Engagements ***</b>	216	219	233	668 TOTAL	176	225	211	612 TOTAL	<b>+9%</b>
<b>Link Clicks****</b>	24	20	6	50 TOTAL	9	12	25	46 TOTAL	<b>8%</b>

\*In FY 23-34 Instagram changed the way they calculate engagement percentage. As of July 2023 Engagement rate is calculated as Post Impressions = (Likes + Comments + Saves)/Impressions x 100 Industry standard is 3.31%

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

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

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





# INSTAGRAM TOP CONTENT

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

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

- 📍 @frogpondfarmoregon in Wilsonville
- 📍 @yesteryearfarmswilsonville
- 📍 @firpointfarms in Aurora
- 📍 @leefarms in Tualatin

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

📷 @frogpondfarmoregon

View all 3 comments

frogpondfarmoregon Thanks for the feature! 🍂



leefarmssunflowers 🥰🥰🥰

October 9, 2023



# PINTEREST ANALYTICS

## Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nou	Dec	Q2 FY 23-24 Total	Oct	Nou	Dec	Q2 FY 22-23 Total	
<b>Engagement* (%)</b>	2.74%	2.05%	3.25%	2.68% AVG	2.65%	1.2%	1.98%	1.94% AVG	<b>+38%</b>
<b>Post Total Reach**</b>	657	586	493	1,844 TOTAL	414	923	326	1,663 TOTAL	<b>+10%</b>
<b>Total Engagements ***</b>	18	12	16	46 TOTAL	14	16	11	41 TOTAL	<b>+12%</b>
<b>Link Clicks****</b>	2	4	2	8 TOTAL	62	3	2	67 TOTAL	<b>-88%</b>

\*Engagement is the percentage of your pins with at least one repin

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

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

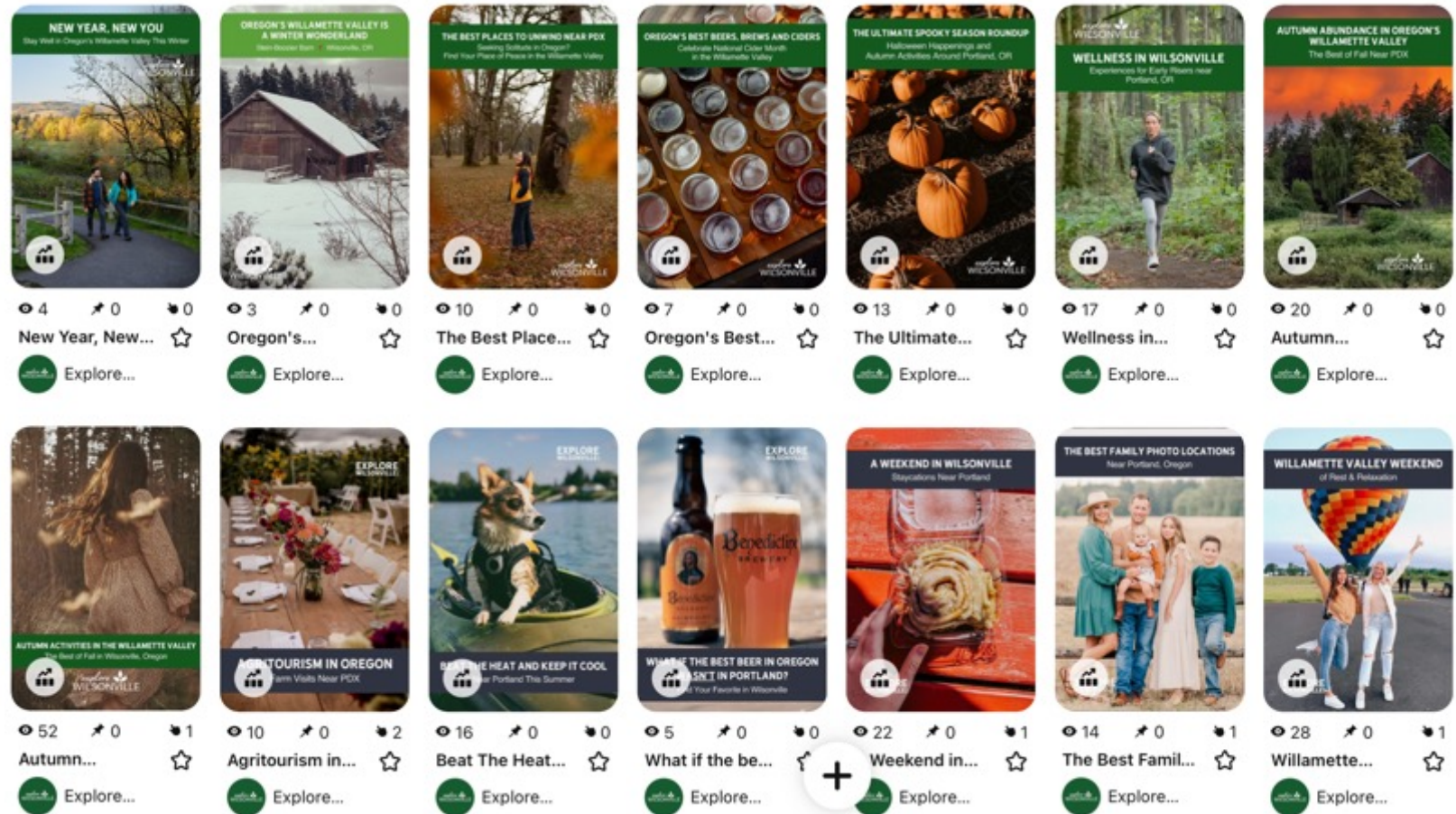
\*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website





# PINTEREST TOP BOARD

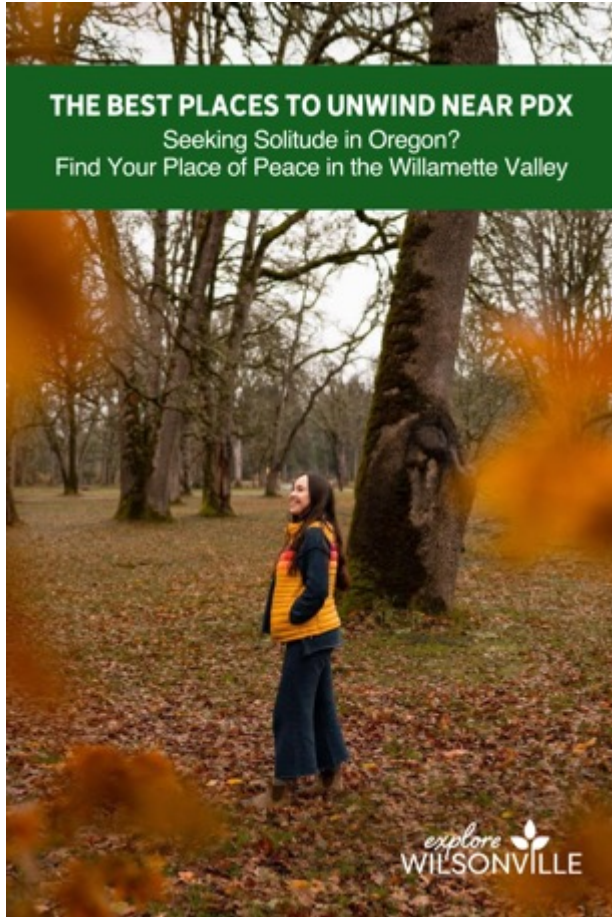
- Explore Wilsonville, OR
  - 319 pins
  - 943 impressions
  - 25 engagements
  - 7 outbound link clicks
  - 21 pin clicks
  - 1 saves





# Q2 PINTEREST POST SAMPLES

Item 6.



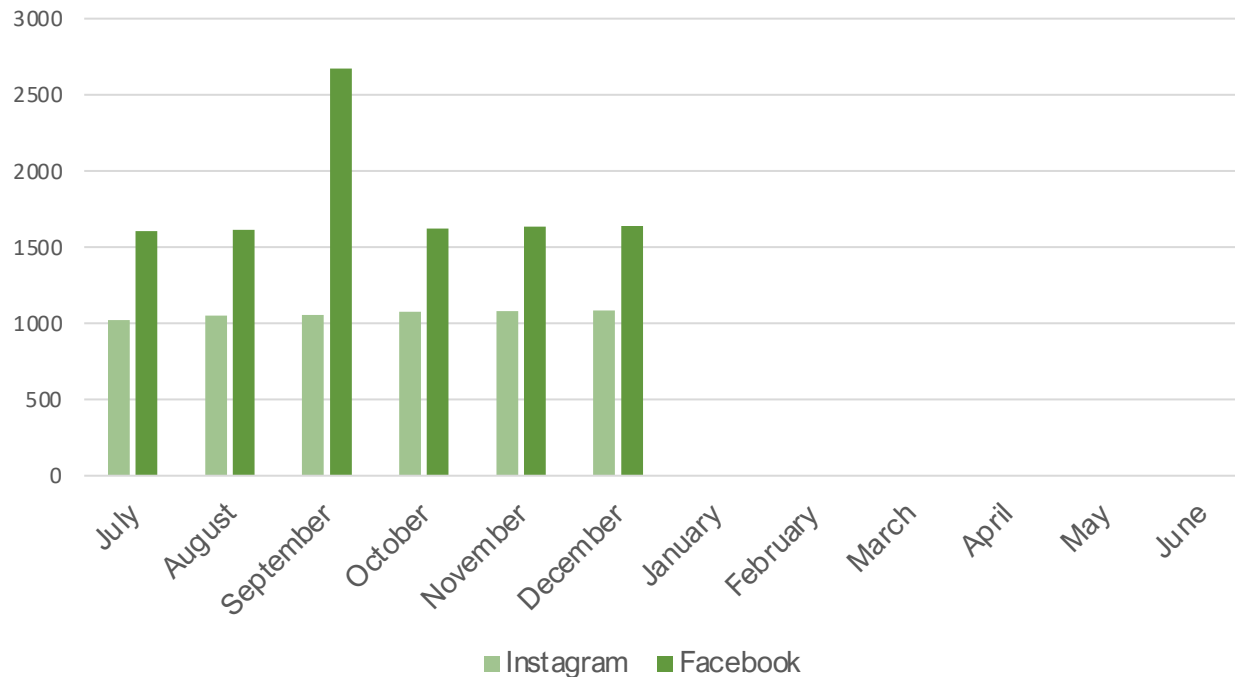
# SOCIAL MEDIA ANALYTICS FY 2023-24 TO DATE

Item 6.

FACEBOOK	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	1.61%	1.98%	2.39%	1.71%	2.49%	1.84%							2%
Post Total Reach	20,059	25,271	915	751	3,428	1,835							52,259
Total Engagements & Link Clicks	170	422	82	42	131	46							893
INSTAGRAM	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	9.02%	8.31%	6.89%	5.17%	7.37%	6.72%							7.25%
Average number of likes	21.7	21.3	12.9	11.9	14.54	15.54							16.31
Post Total Reach	3,667	5,208	3,808	4,588	3,314	3,689							24,274
Total Engagements & Link Clicks	346	363	224	240	239	239							933
PINTEREST	July	Aug	Sept	Oct	Nou	Dec	Jan	Feb	Mar	Apr	May	June	Results
Engagement (%)	5.68%	4.44%	3.87%	2.74%	2.05%	3.25%							3.67%
Post Total Reach	862	900	776	657	586	493							4,274
Total Engagements & Link Clicks	64	52	36	20	16	18							206



# SOCIAL MEDIA FOLLOWERS TO DATE FY 2023-24



## TOTAL FOLLOWERS: 2,722

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

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







# PR REPORT

*Q2 October-December 2023 Highlights*

# PR RECAP

- 6 influenced articles in Q2
- Sent out winter pitch
- Updated the winter blog
- Added 3 articles to the [media room](#)
- Continued PR monitoring



# MEDIA COVERAGE SAMPLES

Item 6.

## IN THE NEWS

The latest stories about Wilsonville.

2023

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

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

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

[See Updated Media Room](#)

### 'Blessed with a bounteous lineage': Evergreen & Oak Trio at Lady Hill Winery

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

OCTOBER 18, 2023 | LORIN WILKERSON

MUSIC



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

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

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





# PUBLIC RELATIONS OVERVIEW

## YEAR TO DATE RESULTS

Q2 October-December

PR budget reduced for video and photo content

FY 2023-24													
Metrics	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<b>Number of Articles</b>	21	33	12	18	20	6							<b>66</b>
<b>Circulation</b>	607,901	3,873,774	260,437	1,961,670	1,619,399	518,559							<b>4,742,112</b>
<b>Number of Influenced Articles</b>	0	0	0	1	4	1							<b>6</b>

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





# MARKETING

*Q2 October-December 2023 Highlights*

# MARKETING RECAP

- Managed geolocation data through Datafy
- Launched Winter geolocation campaign on December 15
- Coordinated 2.5 day video and photo shoot





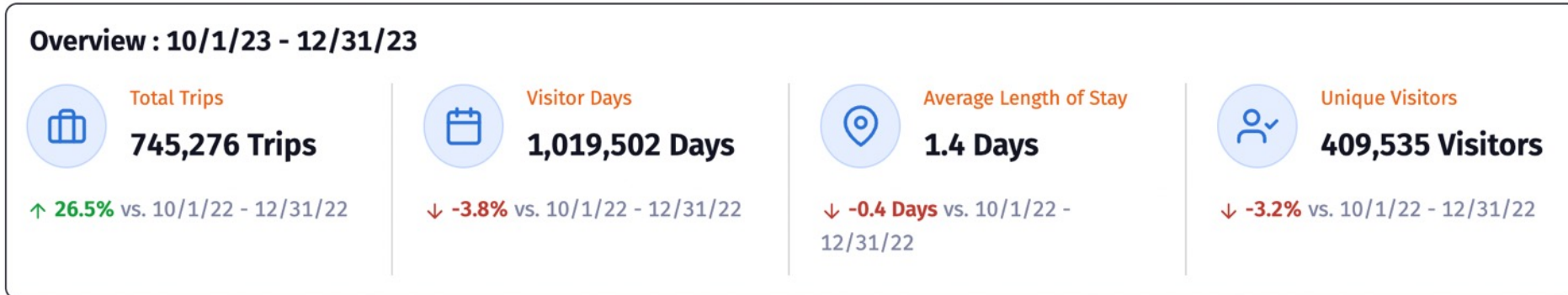
# Q2 GEOLOCATION DATA SUMMARY

## TAKEAWAYS

- Total trips October-December were up 26.5% compared to same time last year
- While more people took trips, they didn't stay as long in 2023 (total visitor days are down 3.8% and average length of stay is down by 0.4 days)
- Q2 2023 saw a 6% increase in the 16-24 age group and an 9% decrease in the 65+ age group compared to the same quarter of the previous year. We saw the same change during Q1.

### JayRay - Wilsonville Q2: October - December 2023 Geolocation Data

**Global Filters** In-State Out-of-State Distance: 50 mi - 2,725 mi Clusters: All Included  
POIs: All Included  
**Dashboard Filters** Main Dates: 10/1/23 - 12/31/23 Compare Dates: 10/1/22 - 12/31/22



# Q2 GEOLOCATION DATA TOP MARKETS

## TAKEAWAYS

- Most visitors continue to be from a drive market, but we're seeing growth in the fly-in markets
- California market is growing substantially, with large visit increases from LA, Sacramento and San Francisco
- Opportunity to target drive and fly-in markets in Winter-Spring geolocation campaign

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 Dashboard Filters Main Dates: 10/1/23 - 12/31/23 Compare Dates: 10/1/22 - 12/31/22

Top Markets				Top Markets			
DMA	Share of Trips 10/1/2023 - 12/31/2023	Change in Share of Trips vs 10/1/2022 - 12/31/2022	% Change in Trips vs 10/1/2022 - 12/31/2022	DMA	Share of Trips 10/1/2023 - 12/31/2023	Change in Share of Trips vs 10/1/2022 - 12/31/2022	% Change in Trips vs 10/1/2022 - 12/31/2022
Eugene	19.15%	- 2.8	↑ 14.9%	San Francisco-Oa...	2.59%	+ 0.3	↑ 48.4%
Seattle-Tacoma	16.74%	- 1.0	↑ 23.8%	Spokane	2.47%	+ 0.1	↑ 36.7%
Portland- OR	13.07%	- 1.7	↑ 16.2%	Phoenix -Prescott	2.27%	- 0.1	↑ 26.1%
Medford-Klamat...	5.36%	- 0.3	↑ 23.9%	Boise	1.53%	- 0.2	↑ 15.5%
Los Angeles	4.37%	+ 0.3	↑ 42.0%	Salt Lake City	1.29%	0.0	↑ 29.9%
Bend- OR	3.18%	- 0.3	↑ 21.7%	Honolulu	1.24%	0.0	↑ 35.2%
Yakima-Pasco-Rc...	3.01%	0.0	↑ 31.0%	Denver	1.05%	+ 0.1	↑ 53.1%
Sacramnto-Stkto...	2.85%	- 0.3	↑ 20.1%	Dallas-Ft. Worth	1.04%	+ 0.1	↑ 51.7%

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 Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



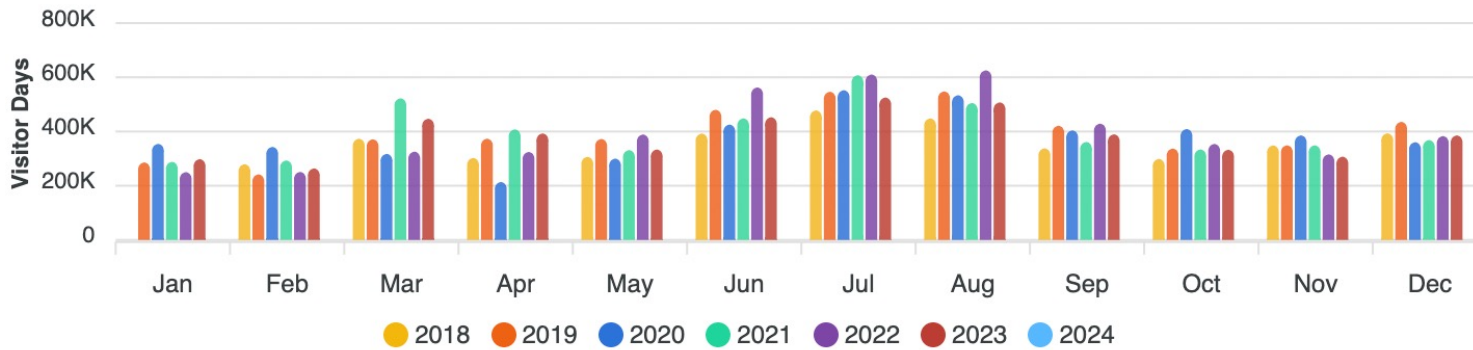
# JayRay - Wilsonville Q2: October - December 2023 Geolocation Data

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Item 6.

**Dashboard Filters** Main Dates: 10/1/23 - 12/31/23 Compare Dates: 10/1/22 - 12/31/22

## Monthly Volume by Visitor Days All Main Dates vs Compare Dates



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

## Visitor Days by Length of Stay



- 1 Day 60.5%
- 2 Days 9.67%
- 3 Days 6.06%
- 4 Days 4.53%
- 5 Days 5.13%
- 6+ Days 14.1%

In the fall, December had the highest visitation and most visitors stayed one day during the season.

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# JayRay - Wilsonville Q2: October - December 2023 Geolocation Data

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

POIs: All Included

**Dashboard Filters** Main Dates: 10/1/23 - 12/31/23 Compare Dates: 10/1/22 - 12/31/22

Item 6.

## Top Clusters

Cluster	Share of Trips 10/1/2023 - 12/31/2023	Percent Change in Trips vs 10/1/2022 - 12/31/2022
Shopping	52.08%	↑ 10.8%
Wilsonville OR	49.56%	↑ 28.2%
Attractions	14.92%	↑ 8.4%
Hotels	6.45%	↑ 6.8%
Outdoor Rec	5.25%	↑ 17.7%
Business Travel	1.49%	↑ 57.6%
Golf	1.26%	↑ 11.9%
Liquid Tourism	1.24%	↑ 120.1%

Data shows that most visitors to Wilsonville also go shopping – “Tax-free” shopping continues to be a smart messaging strategy. Keep in mind that November and December holidays always result in higher numbers of shopping customers.

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Geolocation estimates are generated from a statistical model which has been trained using historical behavior. The specific results are based on an observed sample of devices that meet the specified filter settings.



# JayRay - Wilsonville Q2: October - December 2023 Geolocation Data

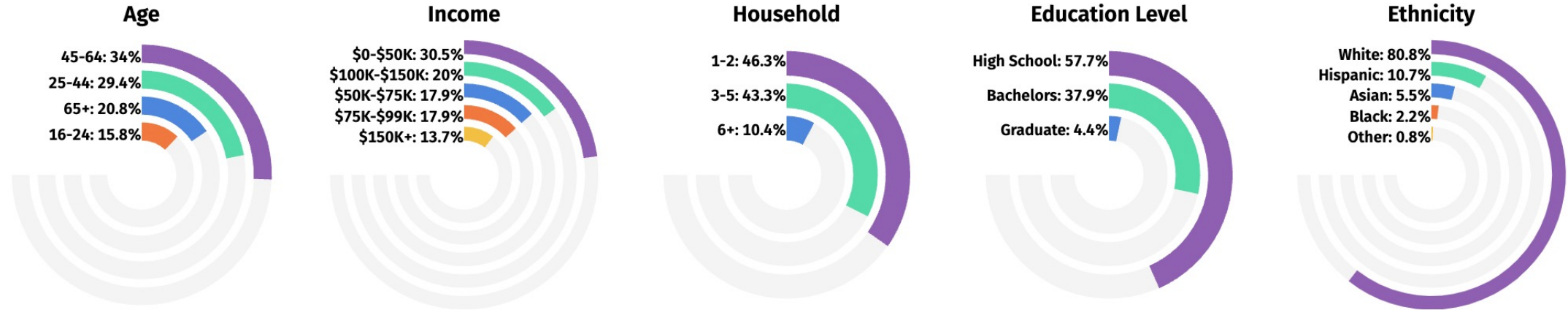
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POIs: All Included

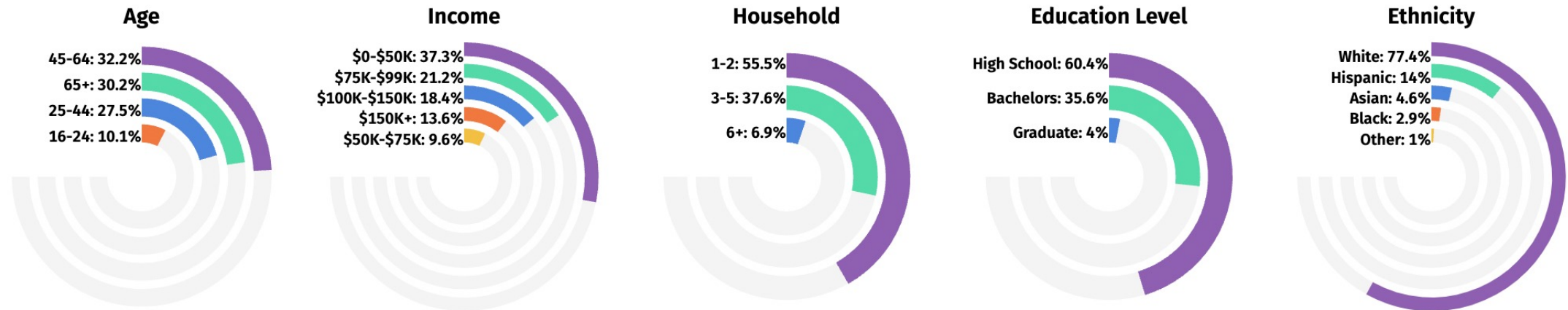
Item 6.

**Dashboard Filters** Main Dates: 10/1/23 - 12/31/23 Compare Dates: 10/1/22 - 12/31/22

## Top Demographics for 10/1/2023 - 12/31/2023



## Top Demographics for 10/1/2022 - 12/31/2022



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

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

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

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

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

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

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

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

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

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

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

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





# Winter Campaign

## OVERVIEW

### Focus:

- Promote spring and early summer travel to Wilsonville

### Objectives:

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

### Measurements of Success:

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

### Creative:

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

### Campaign Timeframe:

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



# Winter-Spring Campaign – Target Audiences

## Past Visitor Re-Engagement



### Past Visitation

Seen in Wilsonville since 1/1/2021

Ideally seen as an overnight visitors



### Key Geo Markets

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



### Reference POIs

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

## Look-a-Like Audience

Target those who most closely resemble past visitors in winter months



### Key Geo Markets

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



### Behavioral Targeting

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



### Household Demographics

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

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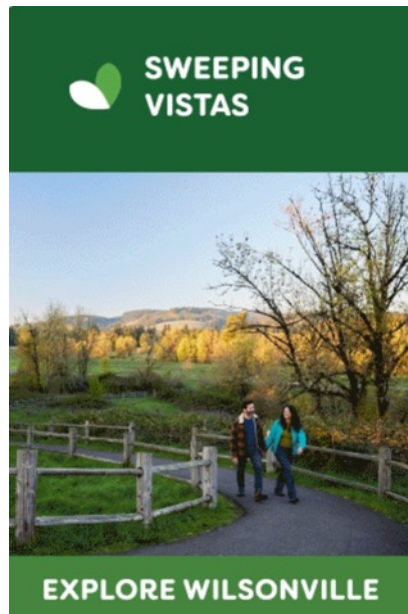


# Winter Campaign

## GENERAL AWARENESS, GEOLOCATION MARKETING AD

Running as an HTML-5 animated ad. Landing page: [ExploreWilsonville.com/Explore](https://ExploreWilsonville.com/Explore)

Screenshots below:



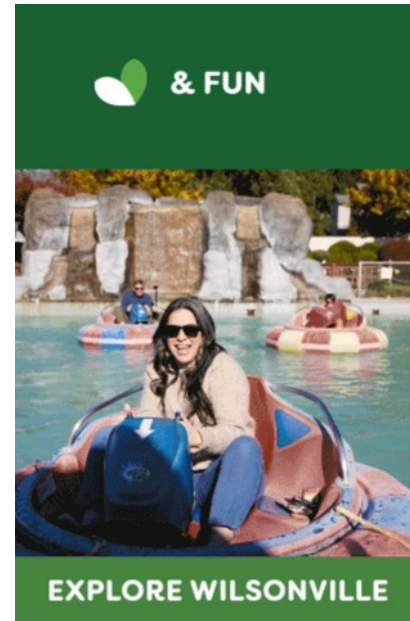
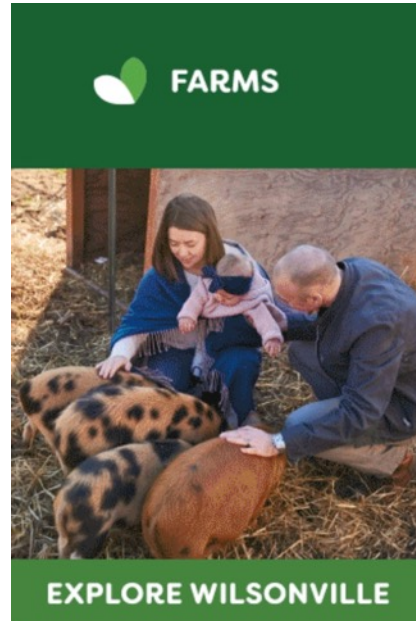


# Winter Campaign

## RETARGETING, GEOLOCATION MARKETING AD

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

Screenshots below:



# Winter Campaign

## VIDEO, GEOLOCATION MARKETING AD

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

Screenshot below:



PNW Adventures Near Portland, OR



# VIDEO & PHOTOSHOOT

*October 26-29, 2023*



# VIDEO & PHOTOSHOOT DETAILS

## GOALS

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

## Video/Photo Deliverables

- Series of four, 30-second shorts with voiceover – vertical and horizontal formats
- Series of 10, 15-second Instagram reels without voiceover – vertical only
- Photographer on site to capture stills alongside video, drone and b-roll to produce a video library for future use, with unlimited rights
- JayRay on site for creative direction includes story board, voiceover and music
- Volunteer models from the community
- Business coordination on filming locations



# SCRIPT 1: PHOTO WORTHY

[WATCH VIDEO](#)

Item 6.

**AUDIENCE** Laptops, Lattes & Trendsetters Archetype Audience: Young people ages 20-45; Interested in shopping local, farm to table dining and aesthetic; Photo-worthy moments; Visiting for a girl's trip or group outing.

## SCRIPT

Can you picture it?

Fragrant fields that tickle your fingertips.

A bounty of seasonal offerings ripe for your scrapbook.

Cold plunges and hot saunas.

Wine cascading into your glass before you take your first glorious sip.

And vintage treasures found in quirky surrounds.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)





# SCRIPT 2: AFFORDABLE FUN

[WATCH VIDEO](#)

Item 6.

**AUDIENCE** Budget Friendly Fun Archetype Audience: Families with children, young adult couples and new grads; On the hunt for family-friendly activities that won't break the bank; Resourceful and open to anything, especially if it's outdoors.

## SCRIPT

Can you picture it?

New adventures and unexpected experiences.

Farm friends frolicking as you fill your basket with fresh produce.

Sweeping vistas and historic hangs.

Stress-free parking and the happiest of happy hours.

Fill up your cup, without emptying your wallet.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)





# SCRIPT 3: PNW ADVENTURES

[WATCH VIDEO](#)

Item 6.

**AUDIENCE** PNW Forever Archetype Audience: The quintessential Pacific Northwest hipster a la 2012 – now likely an Elder Millennial residing in Eugene, Portland or Seattle; Ready for anything in nature; Passionate about small-town shopping, craft beer, the great outdoors, oat milk lattes and plaid.

## **SCRIPT**

Can you picture it?

Rolling hills of ancient vines.

Endless outdoor adventures.

Cold local brews and farm to fork food.

It's true what they say – Pacific Northwest is best.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)



# SCRIPT 4: LOOKING FOR LEISURE

[WATCH VIDEO](#)

Item 6.

**AUDIENCE** New Chapter Archetype Audience: Married couples ages 45-60; Empty nesters or approaching; Household income exceeding \$100k; Moving into a new chapter of taking it easy; Looking for leisure: Golfing, shopping, trying new restaurants and exploring hobbies

## SCRIPT

Can you picture it?

A sunrise over dewy greens.

Fresh coffee on a crisp, clear day.

Farm fresh dinner, where the only thing better than the food is the company.

Rediscovering your youth, one treasure at a time.

Savoring the moment, with each sip of pinot noir.

Explore more, in the heart of it all.

Explore Wilsonville, Oregon.

(End with Wilsonville logo on screen)





# FILMING & PHOTO LOCATIONS

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







# SMITH TRAVEL RESEARCH REPORT

*Q2 October-December 2023 Highlights*

# STR REPORT GLOSSARY

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



# STR REPORT – WILSONVILLE

## Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

METRICS	Q2 FY 23-24				Q2 FY 22-23				YOY Q2 QUARTERLY % CHANGE
	Oct	Nov	Dec	Q2 FY 23-24 Total	Oct	Nov	Dec	Q2 FY 22-23 Total	
<b>Occupancy %</b>	64.4%	54.6%	50.3%	56.43% AVG	72.8%	63.0%	59.1%	64.97% AVG	<b>-9%</b>
<b>RevPar</b>	\$74.04	\$57.02	\$50.55	\$60.53 AVG	\$78.56	\$65.65	\$58.92	\$67.71 AVG	<b>-11%</b>
<b>Demand</b>	12,281	10,067	9,593	31,941 TOTAL	13,879	11,629	11,272	36,780 TOTAL	<b>-13%</b>
<b>Revenue</b>	1,411,631	1,052,036	963,759	\$3,427,426 TOTAL	\$1,497,726	\$1,211,301	\$1,123,266	\$3,832,293 TOTAL	<b>-11%</b>





# STR REPORT – WILSONVILLE

## YEAR TO DATE RESULTS

Q2 October-December

FY 2023-24

METRICS	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Results
<b>Occupancy %</b>	71.8%	76.1%	66.7%	64.4%	54.6%	50.3%							<b>63.98% AVG</b>
<b>RevPar</b>	\$97.31	\$100.74	\$81.31	\$74.04	\$57.02	\$50.55							<b>\$76.83 AVG</b>
<b>Demand</b>	13,691	14,503	12,314	12,281	10,067	9,593							<b>72,449 TOTAL</b>
<b>Revenue</b>	1,855,275	1,920,552	1,500,102	1,411,631	1,052,036	963,759							<b>\$8,703,355 TOTAL</b>



Total Properties: 9



Total Rooms: 615



# STR REPORT – WILSONVILLE

## Takeaways

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

## Q2 RESULTS FY 2023-24 and 2022-23 WITH YOY CHANGE

Q2 October-December

Metrics	Q2 FY 23-24 Total	Q2 FY 22-23 Total	YOY Q2 Quarterly % Change
Occupancy %	56.43% AVG	64.97% AVG	-9%
RevPar	\$60.53 AVG	\$67.71 AVG	-11%
Demand	31,941	36,780	-13%
Revenue	\$3,427,426	\$3,832,293	-11%



Total Properties: 9



Total Rooms: 615





