



## **TOURISM PROMOTION COMMITTEE AGENDA**

**November 09, 2022 at 1:00 PM**

**Wilsonville City Council Chambers & Zoom**

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

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### **CALL TO ORDER**

1. **Roll Call**

### **CONSENT AGENDA**

2. **September 14, 2022 Tourism Promotion Committee Minutes.**

### **TOURISM PROMOTION & DESTINATION MARKETING UPDATES**

3. **Tourism Marketing - JayRay Updates**

### **TOURISM PROMOTION PROGRAM**

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

### **CITY UPDATES**

### **COMMITTEE MEMBER UPDATES**

### **ADJOURN**

### **NEXT MEETING**

**Wednesday, January 25, 2023 1:00 pm**

# EXPLORE WILSONVILLE.COM

## TOURISM PROMOTION COMMITTEE MINUTES

September 14, 2022 at 1:00 PM

City Council Chambers & Zoom (<https://us02web.zoom.us/j/85123939310>)

### CALL TO ORDER

Vice Chair Sharma called the meeting to order at 1:02 pm since Chair Price had zoom video difficulties.

#### 1. Roll Call

##### PRESENT

Chair Beth Price  
Vice-Chair Rohit Sharma  
Member Al Levit  
Member Brandon Roben  
Member Elaine Owen  
Member Jennifer Gage  
Member Lin Anderson

##### GUESTS

Alex Domine, JayRay  
Cara Sjorgen, JayRay  
Jen Willey, JayRay  
Bridget Baeth, JayRay  
Kevin O'Malley, Chamber of Commerce

##### STAFF

Mark Ottenad  
Zoe Mombert  
Kris Ammerman

#### 2. Community Input

None provided.

### CONSENT AGENDA

#### 3. April 5, 2022 Minutes

Chair Price made a motion to approve the April 5, 2022 Tourism Promotion Committee Minutes. Brandon Roben seconded the motion. Motion passed with unanimous consent.

### COMMITTEE BUSINESS

4. Welcome New Tourism Promotion Committee Member - The committee welcomed Lin Anderson, owner of Vanguard Brewing, as the newest member of the Tourism Promotion Committee. Lin introduced herself to the committee.

#### 5. Select a Chair and Vice Chair

Jennifer Gage made a motion to elect Brandon Roben as Chair for FY 22/23. Beth Price seconded the motion and the motion passed (Roben Abstained from the vote, all others voted in the affirmative).

Brandon Roben made a motion to elect Beth Price as Vice - Chair for FY 22/23. Rohit Sharma seconded the motion and the motion passed unanimously.

## TOURISM PROMOTION & DESTINATION MARKETING UPDATES

### 6. JayRay Marketing Updates *(highlights)*

- Bridget Baeth Gave an update on metrics and discussed social media.
- Jen Willey, New to JayRay, provided an overview of public relation stories
- Alex Domine gave an overview of summer content with partners and plan for future content partners.
- Geolocation update
  - Reminder of points of interest targeting visitors from 50+ miles away.
  - Shopping and liquid tourism were two marketing efforts May through August. Liquid tourism performed best. The total ad spend was \$20,000 (included \$5,000 credit from Datafy).
  - Outcomes of campaign: \$5,000 spent on lodging and \$23,550 spent in destination
- Committee discussed an interest in seeing the impact on businesses or leisure travelers.

A question was had regarding new corporate information. Will they get a search engine?

- Interest in a large add placement at the Airport similar to the one at the French Prairie Rest stop.
- Interest in a QR Code for each advertisement location to track how beneficial it is.
- JayRay noted that Datafy ad only targeted users 50+ miles away.
- Winter campaign compared to STR reports to target lower occupancy in winter liquid tourism. Liquid tourism with activities.
  - The committee discussed the metrics and if there are more meaningful metrics that could be used.
  - The fall and winter itineraries were shared and JayRay noted each will have a google map.
  - Members suggested a package for Mt. Angel Octoberfest and hotel deals.

## TOURISM PROMOTION PROGRAM

### 7. Visual Identity Project

JayRay introduced the project and addressed questions.

*A motion to move forward with the Visual Identify Project was made by Rohit Sharma and seconded by Jennifer Gage. The motion passed with unanimous consent.*

## CITY and COMMITTEE MEMBER UPDATES

Beth Price shared Jonny Limbo and the Lugnuts will be at the Holiday Inn on New Years Eve and she will be attending the Connect Show.

Kevin O'Malley mentioned that the relocation market is coming back and expressed an interest in a map to help accommodate that conversation.

**ADJOURN** – Meeting adjourned at 2:48pm

**NEXT MEETING:** TBD

DRAFT

# EXPLORE WILSONVILLE

Q1 REPORT (July-Sept.)  
FY 2022-2023

October 21, 2022

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# DASHBOARD

## ANNUAL RESULTS TO DATE FY 2022-23

JULY 2022-SEPT 2022

| METRICS  | FY 22-23 RESULTS | % TO GOAL | FY 22-23 GOAL |
|--|------------------|-----------|---------------|
| <b>Influenced articles</b><br>(number of articles earned)                      | 1                | 20%       | 5             |
| <b>New website users</b>   | 5,105            | 34%       | 15,000        |
| <b>Social media reach</b><br>(Facebook, Instagram,<br>Pinterest)               | 27,418           | 18%       | 150,000       |
| <b>Social media followers</b><br>(Facebook, Instagram)                         | 2,295            | 77%       | 3,000         |
| <b>Total engagements &amp; link clicks</b> (Facebook, Instagram,<br>Pinterest) | 1,095            | benchmark | benchmark     |

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



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## Q1 RECAP

- Fall and Winter itineraries added to website
- NW Travel & Life Advertorial
- Willamette Living Feature
- Wine & Shopping geolocation marketing ads ended in August
- Planned shoulder season (winter-spring) geolocation marketing ads
- Fall blog and media pitch
- Ongoing social media
- Fall social media promotions and Instagram reels
- Website maintenance





# WEBSITE REPORT

*Updated October 18, 2022*



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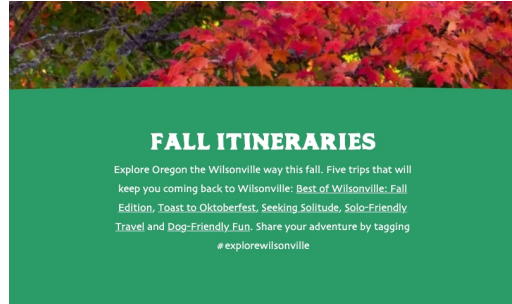
# WEBSITE RECAP

- [Fall blog](#)
- [Fall itineraries](#)
  - Best of Wilsonville: Fall Edition
  - Toast to Oktoberfest
  - Seeking Solitude
  - Solo-Friendly Travel
  - Dog-Friendly Fun
- [Winter itineraries](#)
  - Best of Wilsonville: Winter Edition
  - Warm up in Wilsonville
  - The Gift Giver's Guide
  - New Year, New You
- Updated [media room](#)
- Ongoing event maintenance



# FALL ITINERARIES

- [Fall itineraries](#)
  - [Best of Wilsonville: Fall Edition](#)
  - [Toast to Oktoberfest](#)
  - [Seeking Solitude](#)
  - [Solo-Friendly Travel](#)
  - [Dog-Friendly Fun](#)



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## BEST OF WILSONVILLE: FALL EDITION



Find yourself surrounded by Willamette Valley vineyards, farm-to-table dining and plenty of opportunities to enjoy the fall harvest when you stay in Wilsonville, Oregon.

+

[PLAN FOR THE BEST OF FALL](#)

## TOAST TO OKTOBERFEST



Tap into a world of incredible beer in Wilsonville. There are 15 breweries, cideries and distilleries along the Mt. Hood Territory Tap Trail just a few miles east of the city. A short drive away...

+

[PLAN TO TOAST TO OKTOBERFEST](#)

## SEEKING SOLITUDE



The autumn months are characterized by shorter days and longer nights. Whatever's next for you in the season ahead, let Wilsonville be your place to find peace, quiet and solitude this fall.

+

[PLAN TO SEEK SOLITUDE](#)

## SOLO-FRIENDLY TRAVEL



If you're in Wilsonville on a business trip or for a quick visit, you may find yourself flying solo—and when you have a day to yourself, how will you make the most of your time?

+

[PLAN FOR SOLO-FRIENDLY TRAVEL](#)

## DOG-FRIENDLY FUN



Traveling with pets? Stay in Wilsonville to discover a variety of dog-friendly (and fun!) destinations that'll make your fall trip—and theirs—more enjoyable. From parks to...

+

[PLAN FOR DOG-FRIENDLY FUN](#)
[EXPLORE MORE ITINERARIES](#)


# WINTER ITINERARIES

- [Winter itineraries](#)
  - [Best of Wilsonville: Winter Edition](#)
  - [Warm up in Wilsonville](#)
  - [The Gift Giver's Guide](#)
  - [New Year, New You](#)



## BEST OF WILSONVILLE: WINTER EDITION



You can't go wrong visiting Wilsonville in Winter. Whether you're ringing in the holiday season or looking to start the New Year fresh, a restorative retreat awaits.

+

[PLAN FOR THE BEST OF WINTER](#)

## WARM UP IN WILSONVILLE



Winter in Wilsonville can be chilly despite the mild climate of the Pacific Northwest. There's no better time to bundle up, stay inside and enjoy your favorite cold-weather comforts.

+

[PLAN TO WARM UP IN WILSONVILLE](#)

## THE GIFT GIVER'S GUIDE



Despite the chill, who doesn't enjoy meandering from store to store, retreating into the warmth of a well-curated shop? There's no shortage of charming thrift stores, antique dealers and refined boutiques in and around Wilsonville.

+

[PLAN TO GIVE GIFTS](#)

## NEW YEAR, NEW YOU!



Let Wilsonville be your destination for winter wellness. With a variety of fitness classes, nature walks and self-care retreats throughout the city, your visit to Wilsonville won't get in the way of your New Year's resolutions.

+

[PLAN A NEW YOU IN THE NEW YEAR](#)
[EXPLORE MORE ITINERARIES](#)


# SPRING ITINERARIES

- [Spring itineraries](#)
  - [Best of Wilsonville: Spring Edition](#)
  - [Stay and Play](#)
  - [Retreat to Connect](#)
  - [Local is your Love Language](#)
  - [For the Early Riser](#)

**SPRING ITINERARIES**

Explore Oregon this spring. Five trips that will have you coming back to Wilsonville: [Best of Wilsonville: Spring Edition](#), [Stay and Play](#), [Retreat to Reconnect](#), [When Local is Your 'Love Language'](#), & [Experiences For the Early Riser](#). Share your adventure by tagging #explorewilsonville



## BEST OF WILSONVILLE: SPRING EDITION



In Wilsonville, Oregon, spring brings sunshine, new beginnings and the best of the Willamette Valley. Whether you're visiting for flower farms, farmers markets or springtime abundance, the Wilsonville area offers some of Oregon's best...



PLAN FOR THE BEST OF SPRING

## STAY AND PLAY



All work and no play isn't the Wilsonville way. Whatever business brings you to town, find the balance between good work and good vibes. Keep reading to build your work day around a strong wifi signal and even stronger coffee...



PLAN TO STAY AND PLAY

## RETREAT TO RECONNECT



Couples of all kinds come to Wilsonville to disconnect from the world and reconnect with each other. In Oregon's Wine Country, there's nothing better than the sun at your back and your soulmate by your side...



PLAN TO RECONNECT

## LOCAL IS YOUR 'LOVE LANGUAGE'



In the heart of Oregon Wine Country, Wilsonville offers an abundance of fresh produce, locally-sourced sundries and handcrafted treasures that'll remind you of your time in the Pacific Northwest. Wilsonville shines in spring...



PLAN TO SHOP LOCAL

## FOR THE EARLY RISER



The early bird gets the worm in Wilsonville. Morning people rejoice as dawn approaches earlier and earlier every day in spring. You can have an unforgettable morning in Wilsonville no matter what you do...



PLAN TO RISE EARLY

EXPLORE MORE ITINERARIES



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# FALL BLOG

- [Fall in love with Wilsonville: Top 10 activities to celebrate Autumn, the Wilsonville Way.](#)
  1. Pick your pumpkin & post your fall pic
  2. Stomp grapes at St. Josef's Winery
  3. Go for a spooky farm walk
  4. Harvest your heart out
  5. Seek some serious solitude
  6. Spend Halloween weekend after dark
  7. Toast to Oktoberfest
  8. Feast for the Festival of Lights
  9. Wind down with Willamette Valley wines
  10. Do bring your dog

## FEATURED BLOG

### Fall Blog

Fall in love with Wilsonville: Top 10 activities to celebrate Autumn, the Wilsonville way.



# EVENTS

## CLACKAMAS COUNTY FAIR AND RODEO



### Movies In The Park



### Our Table in the Field Farm Dinner



### Aurora Colony Days Concert Series



### OREGON BIGFOOT FESTIVAL



### Baumans Harvest Festival



### Lee Farm Fall Harvest Pumpkin Patch Festival



### Christmas in July Market



### Friday Dinner & Concert – Robert Meade



*\*Maintenance sample: not an exhaustive list*

# WEBSITE ANALYTICS

- INCREASES ACROSS THE BOARD ON ALL USER MEASUREMENTS. FARMLANDIA TRIP NEWLY ADDED TO TOP 5 PAGES FROM GEOLOCATION ADS

Item 3.

| FY 2022-2023 Q1 |       |       |       |        | FY 2021-2022 Q1 |       |       |       | Change |
|-----------------|-------|-------|-------|--------|-----------------|-------|-------|-------|--------|
| Metric          | July  | Aug   | Sept  | Total  | July            | Aug   | Sept  | Total |        |
| New Users       | 2,709 | 1,300 | 1,096 | 5,105  | 1,377           | 1,297 | 771   | 3,445 | 48%    |
| Users           | 2,609 | 1,400 | 1,109 | 5,118  | 1,522           | 1,322 | 771   | 3,615 | 41%    |
| Page Views      | 5,435 | 3,685 | 3,486 | 12,606 | 3,631           | 2,885 | 1,819 | 8,335 | 51%    |



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

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

## FY 22-23 Q1 MOST POPULAR PAGES

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

## FY 21-22 Q4 MOST POPULAR PAGES (PRIOR 3 MONTHS)

1. /
2. /wine-country-trip/
3. /shopping-trip/
4. /restaurants-wilsonville-oregon/
5. /events/



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# FY 2022-23 TO DATE WEBSITE ANALYTICS

| FY 2022-23 (JULY-SEPT) |       |       |       |     |     |     |       |     |      |      |     |      |        |
|------------------------|-------|-------|-------|-----|-----|-----|-------|-----|------|------|-----|------|--------|
| Metric                 | July  | Aug   | Sept  | Jan | Feb | Mar | April | May | June | July | Aug | Sept | Total  |
| New Users              | 2,709 | 1,300 | 1,096 | -   | -   | -   | -     | -   | -    | -    | -   | -    | 5,105  |
| Users                  | 2,609 | 1,400 | 1,109 | -   | -   | -   | -     | -   | -    | -    | -   | -    | 5,118  |
| Page Views             | 5,435 | 3,685 | 3,486 | -   | -   | -   | -     | -   | -    | -    | -   | -    | 12,606 |



A young man and woman are sitting at a wooden table outdoors, clinking their beer glasses. The man is on the left, wearing a light blue button-down shirt, and the woman is on the right, wearing a black tank top and blue jeans. They are both smiling. In the background, there are large windows of a building and some greenery. A green banner is overlaid on the bottom left of the image.

# SOCIAL MEDIA REPORT

*Updated October 18, 2022*

# SOCIAL MEDIA RECAP

- Began measuring total engagements for each social media platform
- Pinterest post total reach increased 34%
- Pinterest engagement rate up 19%
- FB engagement rate is up 10%
- Followers increased by 11.5%
- One paid FB and IG promotions
- Instagram growth is steady, FB slightly faster pace of increase due to paid promotions

**EXPLORE WILSONVILLE** Explore Wilsonville  
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Getaway to Oregon—the Wilsonville way. Follow along for tips on exploring wine country, farmlandia, tax-free shopping and more.



**Explore Wilsonville**  
Make Wilsonville, Oregon your base... 👍

👍 Like    💬 Comment    ➦ Share



\*Engagement percentage is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).  
 \*\*Reach is the total number of people the page's posts were seen by.  
 \*\*\* Total engagements defined as likes, comments, shares  
 \*\*\*\*Link clicks defined as the number of times social media is used to drive traffic to the website

Item 3.

# FACEBOOK ENGAGEMENT

| FY 2022-2023 Q1       |       |       |        |                 | FY 2021-2022 Q1 |           |           |                 | CHANGE    |
|-----------------------|-------|-------|--------|-----------------|-----------------|-----------|-----------|-----------------|-----------|
| Metric                | July  | Aug   | Sept   | Total           | July            | Aug       | Sept      | Total           |           |
| Engagement* (%)       | 4.04% | 3.99% | 10.92% | 6.32%<br>AVG    | 8.88%           | 3.83%     | 4.44%     | 5.72%<br>AVG    | +10%      |
| Post Total Reach**    | 8,012 | 6,712 | 1,419  | 16,143<br>TOTAL | 890             | 32,857    | 1,937     | 35,684<br>TOTAL | -55%      |
| Total Engagements *** | 65    | 33    | 45     | 143<br>TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark       | Benchmark |
| Link Clicks****       | 102   | 23    | 46     | 171<br>TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark       | Benchmark |

## TOP CONTENT: AUGUST 5, 2022

|   |                       |
|---|-----------------------|
| <b>28</b><br>Reactions, Comments and Shares | <b>326</b><br>Reached |
|---|-----------------------|



- ENGAGEMENT IS UP 10% FROM LAST YEAR
- HOWEVER, FB REACH IS DOWN DUE TO THE INVERSE RELATIONSHIP BETWEEN REACH AND ENGAGEMENT
- BEGAN BENCHMARKING TOTAL ENGAGEMENTS AND LINK CLICKS



\*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

\*\*Reach is the total number of people the page's posts were seen by

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

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

Item 3.

# INSTAGRAM ENGAGEMENT

| FY 2022-2023 Q1         |       |       |       |                | FY 2021-2022 Q1 |           |           |                 | CHANGE    |
|-------------------------|-------|-------|-------|----------------|-----------------|-----------|-----------|-----------------|-----------|
| Metric                  | July  | Aug   | Sept  | Total          | July            | Aug       | Sept      | Total           |           |
| Engagement* (%)         | 1.60% | 1.60% | 1.54% | 1.58%<br>AVG   | 2.23%           | 1.84%     | 2.14%     | 2.07%<br>AVG    | -0.49%    |
| Average number of likes | 11.71 | 12.3  | 10.67 | 11.56<br>AVG   | 12.7            | 11        | 13        | 12.2<br>AVG     | -0.64     |
| Post Total Reach**      | 2,960 | 2,908 | 2,822 | 8,690<br>TOTAL | 2,155           | 5,328     | 2,594     | 10,077<br>TOTAL | -14%      |
| Total Engagements ***   | 190   | 214   | 163   | 567<br>TOTAL   | Benchmark       | Benchmark | Benchmark | Benchmark       | Benchmark |
| Link Clicks****         | 37    | 17    | 10    | 64<br>TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark       | Benchmark |

| TOP CONTENT: JULY 6, 2022 |                       |
|---------------------------|-----------------------|
| <b>28</b><br>Likes        | <b>306</b><br>Reached |
| <b>3</b><br>Comments      | <b>18</b><br>Shares   |



- SLIGHT DECREASES ARE FROM HIGHER AD SPEND IN Q1 OF FY 2021-22. SLIGHT DECREASES CAN ALSO BE ATTRIBUTED TO INSTAGRAM'S REFOCUS ON VIDEO VS. PHOTOS IN DECEMBER OF 2021
- BEGAN BENCHMARKING TOTAL ENGAGEMENTS AND LINK CLICKS



# PAID SOCIAL MEDIA (MARKETING)

## OVERVIEW & RESULTS

- SPEND: \$200
- REACH: 6,494
- IMPRESSIONS: 12,069
- **PAGE LIKES: 182**



**EXPLORE WILSONVILLE** Explore Wilsonville  
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Getaway to Oregon—the Wilsonville way. Follow along for tips on exploring wine country, farmlandia, tax-free shopping and more.



**Explore Wilsonville**  
Make Wilsonville, Oregon your base... 👍

👍 Like    💬 Comment    ➦ Share

**Dates:** July 7 - August 31, 2022

**Channel:** Facebook and Instagram

**Objective:** Page likes

**Audience:** Adults in United States: Redding (+25 mi), Sacramento (+25 mi) California; Boise (+25 mi), Coeur d'Alene (+25 mi) Idaho; Bend (+30 mi), Eugene (+25 mi), Klamath Falls (+25 mi), Medford (+25 mi), Salem (+25 mi) Oregon; Kennewick (+50 mi), Seattle (+25 mi), Spokane (+25 mi), Tacoma (+50 mi) Washington

**Interests:** Outdoor Living, Peloton, hiking trails, Wine, Motorhome, Vegetable Gardening, Farm-to-table, Outside (magazine), History, Flower, Road trip, Wine tasting, Bicycle touring, Farmers' market, Farm, Retirement age, Well-being or BackyardGardener.com - Your Backyard Gardening Source



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

Item 3.

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

# PINTEREST ENGAGEMENT

| FY 2022-2023 Q1      |       |       |       |                | FY 2021-2022 Q1 |           |           |                  | CHANGE    |
|----------------------|-------|-------|-------|----------------|-----------------|-----------|-----------|------------------|-----------|
| Metric               | July  | Aug   | Sept  | Total          | July            | Aug       | Sept      | Total            |           |
| Engagement* (%)      | 4.12% | 2.45% | 3.39% | 3.32%<br>AVG   | 2.97%           | 2.41%     | 3.01%     | 2.80%<br>Average | +19%      |
| Post Total Reach**   | 1,141 | 941   | 531   | 3,493<br>TOTAL | 807             | 705       | 1,096     | 2,608<br>Total   | +34%      |
| Total Engagements*** | 47    | 23    | 18    | 88<br>TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark        | Benchmark |
| Link Clicks****      | 32    | 16    | 14    | 62<br>TOTAL    | Benchmark       | Benchmark | Benchmark | Benchmark        | Benchmark |

**FY 22-23 Q1 TOP BOARD**

**1,196**  
Impressions

**1**  
Saves

**57**  
Link Clicks



WINE HARVEST  
 Explore Wilsonville, ...  
 263 Pins

1.2k  
 Impressions

- REACH AND ENGAGEMENT ARE UP. REACH BY 34% AND ENGAGEMENT BY 19%. INCREASES ATTRIBUTED TO TARGETING TRENDING KEYWORDS THAT ALIGN WITH BRAND GOALS. (ex. bucket-list blooms, wine tasting and bike trips)
- BEGAN BENCHMARKING TOTAL ENGAGEMENTS AND LINK CLICKS



# PINTEREST POSTS



*\*Pin sample: not an exhaustive list*

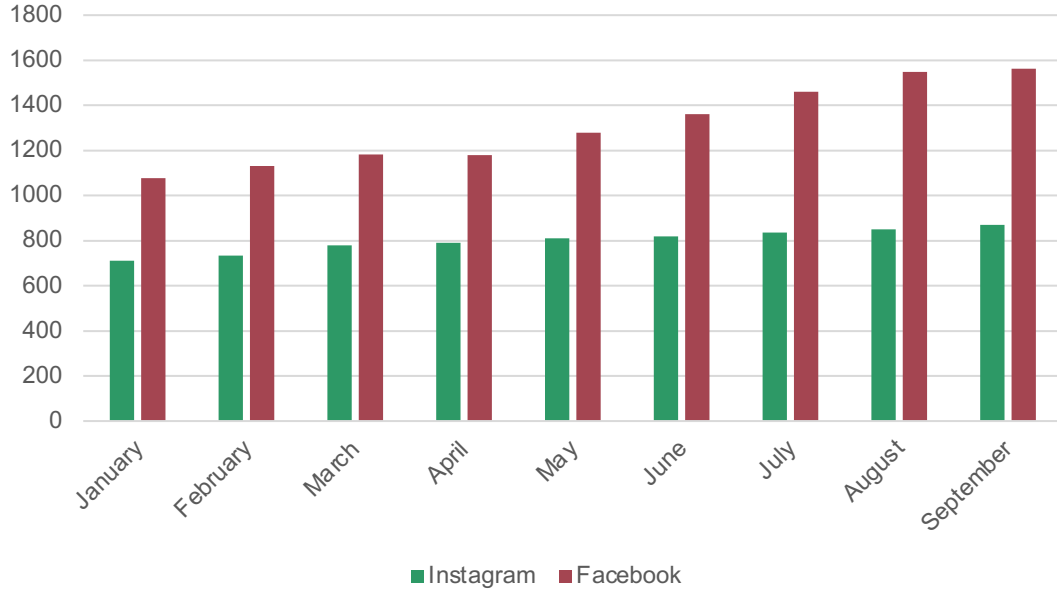


# FY 2022-2023 SOCIAL MEDIA ENGAGEMENT

| FACEBOOK                        | July  | Aug   | Sept   | Oct | Nov | Dec | Jan | Feb | Mar | April | May | June | TOTAL        |
|---------------------------------|-------|-------|--------|-----|-----|-----|-----|-----|-----|-------|-----|------|--------------|
| Engagement (%)                  | 4.04% | 3.99% | 10.92% | -   | -   | -   | -   | -   | -   | -     | -   | -    | 6.32% AVG    |
| Post Total Reach                | 8,012 | 6,712 | 1,419  | -   | -   | -   | -   | -   | -   | -     | -   | -    | 16,143 TOTAL |
| Total Engagements & Link Clicks | 167   | 56    | 91     | -   | -   | -   | -   | -   | -   | -     | -   | -    | 314 TOTAL    |
| INSTAGRAM                       | July  | Aug   | Sept   | Oct | Nov | Dec | Jan | Feb | Mar | April | May | June | TOTAL        |
| Engagement (%)                  | 1.60% | 1.60% | 1.54%  | -   | -   | -   | -   | -   | -   | -     | -   | -    | 1.58% AVG    |
| Average number of likes         | 11.71 | 12.3  | 10.67  | -   | -   | -   | -   | -   | -   | -     | -   | -    | 11.56 AVG    |
| Post Total Reach                | 2,960 | 2,908 | 2,822  | -   | -   | -   | -   | -   | -   | -     | -   | -    | 8,690 TOTAL  |
| Total Engagements & Link Clicks | 227   | 231   | 173    | -   | -   | -   | -   | -   | -   | -     | -   | -    | 631 TOTAL    |
| PINTEREST                       | July  | Aug   | Sept   | Oct | Nov | Dec | Jan | Feb | Mar | April | May | June | TOTAL        |
| Engagement (%)                  | 4.12% | 2.45% | 3.39%  | -   | -   | -   | -   | -   | -   | -     | -   | -    | 3.32% AVG    |
| Post Total Reach                | 1,141 | 941   | 531    | -   | -   | -   | -   | -   | -   | -     | -   | -    | 3,493 TOTAL  |
| Total Engagements & Link Clicks | 79    | 39    | 32     | -   | -   | -   | -   | -   | -   | -     | -   | -    | 150 TOTAL    |



# SOCIAL MEDIA FOLLOWERS



**TOTAL FOLLOWERS: 2,434**

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

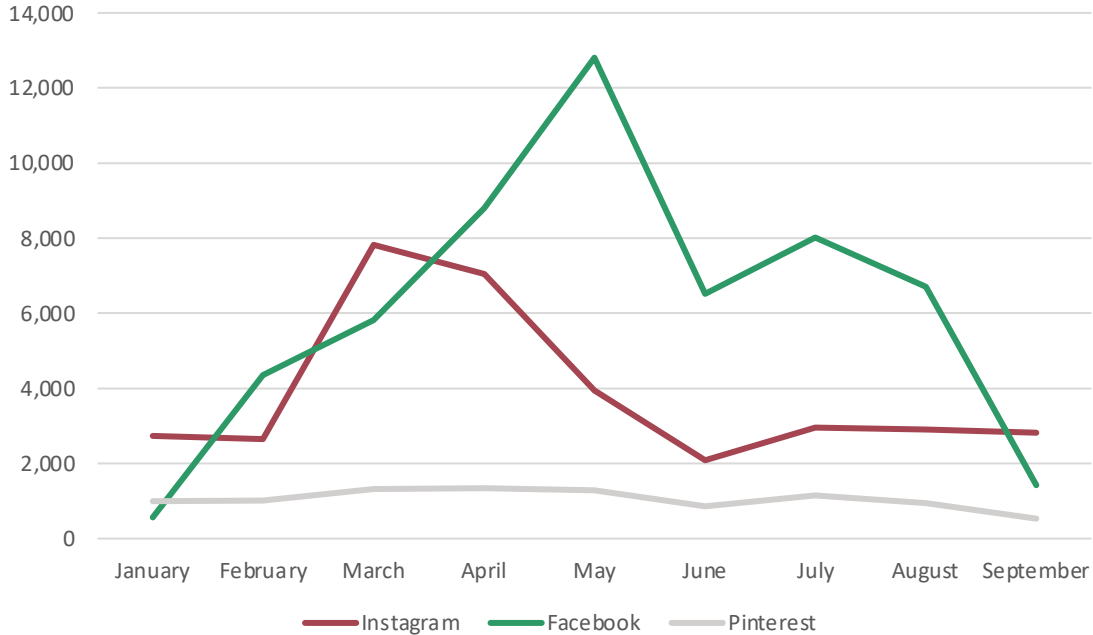
JAN-JUNE 2022  
(END OF PRIOR 6 MONTHS):  
Total Followers: 2,182

**11.5% INCREASE**

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



# SOCIAL MEDIA REACH



**TOTAL REACH: 27,418**

PEAKS AND VALLEYS IN FACEBOOK AND INSTAGRAM DUE TO PAID ADS. CONSISTENT REACH ON PINTEREST

JAN-JUNE 2022  
(TOTAL PRIOR 6 MONTHS):  
Total Reach: 71,968



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# FACEBOOK DEMOGRAPHICS

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

## AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 45, with the largest segment 65+. This is a departure from last quarter's measurements showing a majority between ages 45-64.

## GENDER

Approximately 82% of Explore Wilsonville's Facebook content reached women, and 16% reached men. This is a departure from last quarter's measurements of 74% of Explore Wilsonville's Facebook content reaching women, and 26% reaching men

## COUNTRY

A majority are from the United States (5,244), followed by Morocco (55). This is a departure from last quarter's measurements showing Canada as the second country.

## CITIES

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

1. Las Vegas, NV (6.1%)
2. Sacramento, CA (3.9%)
3. Seattle, WA (3.1%)
4. Boise, ID (3%)
5. Meridian, ID (3%)



---

# INSTAGRAM DEMOGRAPHICS

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

## AGE RANGE

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

## GENDER

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

## COUNTRY

A majority (90%) are from the United States, followed by Canada (.6%).

## CITIES

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

1. Wilsonville, OR (30.7%)
2. Portland, OR (8.4%)
3. Canby, OR (4.9%)
4. Oregon City, OR (2.9%)
5. Sherwood, OR (2.8%)

*Updated October 18, 2022*



# PINTEREST DEMOGRAPHICS

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

## AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 24-44, with ages 25-34 leading at 45.7% followed by ages 35-44 at 17.3%.

## GENDER

Approximately 79.8% of Explore Wilsonville's Pinterest audience identify as women. 19.4% identify men and approximately 10.8% are unspecified & custom.

## CITIES






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

1. Portland, OR (14.1%)
2. Los Angeles, CA (4.8%)
3. Boise, ID (4.8%) (newly added to top 5)
4. Atlanta, GA (3.7%) (newly added to top 5)
5. New York, NY (3.7%)

## 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   |
|--------------------|--------------|---|
| health             | 1.28x        | 63.3%  |
| children's fashion | 1.27x        | 17.1%  |
| education          | 1.25x        | 86.6%  |
| design             | 1.24x        | 93.3%  |
| home decor         | 1.23x        | 92.5%  |

Updated October 14, 2022



# PR REPORT

*Updated October 18, 2022*

# FARM BAR

BEER &  
CIDER

ORDER HERE



# PR RECAP

- Fall pitch to 200+ journalists
- NW Travel & Life Advertorial published
- Willamette Living Feature published
- Updated media fact sheet
- Updated editorial calendar
  - Fall in Love with Wilsonville
  - Winter Wonder
  - Spring Retreats
  - Summer Memories
- Ongoing updates to website [media room](#)



**DISCOVER TRAVEL**  
**THE WILSONVILLE WAY**



Graham Oaks Nature park

Lady Hill Winery

**STAY IN THE HEART OF IT ALL, JUST 16 MILES SOUTH OF PORTLAND**

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

**ITINERARIES FOR EVERYONE**

- OUTDOORSY TRIP**  
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 500-acre family farm, the Willamette River and hundreds of miles of bike-friendly trails.
- FOODIE TRIP**  
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even take a cooking class for your next date night! Wash it all down with handcrafted beer, wine and spirits.
- SHOPPING TRIP**  
Skip the sales tax. Wilsonville is just 10 minutes from Oregon's biggest shopping centers: Woodburn Premium Outlets and Bridgeport Village. Hunt for quirky gifts in Aurora, named one of the "Best Antique Towns."
- WINE COUNTRY TRIP**  
Get centered in wine country, with over 700 wineries in the Willamette Valley. Expand your tasting palate and become a Pinot noir aficionado.
- HISTORY & HERITAGE TRIP**  
Push through the boundaries of time and study Oregon history from the Ice Age to present. Explore settlements at Champoeg State Heritage Area, ride the Canby Ferry and challenge your nerves at historic cemeteries.

➤ Find more itineraries at [EXPLOREWILSONVILLE.COM](#) ➤

**EXPLORE WILSONVILLE**

**ROAD TRIP READY**

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

**WHY WILSONVILLE**

- Comfortable and convenient lodging from budget-friendly to upper-class
- 16 miles south of downtown Portland (about a 20-minute drive)
- Easy access to 700+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville
- 10 minutes to Woodburn Premium Outlets and Bridgeport Village—Oregon's most-visited destinations
- Home of the Oregon Korean War Memorial
- Hub of industry: Coca-Cola, TE Medical and Siemens/Mentor Graphics all have a home-base in Wilsonville
- 15 parks and trails, including dog parks, sports fields, public water features and the historic Stein Boozler Barn

**Item 3.**



Lux Sucre Desserts



The Hilton Garden Inn

**NEW & UPDATED HOTEL ACCOMMODATIONS**

- **HILTON GARDEN INN WILSONVILLE**
- Wilsonville's newest hotel, opened October 2020
- 118 guest rooms
- 1,620 square feet of event space
- Indoor pool, on-site restaurant and bar
- **HOLIDAY INN I-5 SOUTH**
- Renovated summer 2020
- 169 guest rooms
- Full-service hotel and convention center housing over 14,000 square feet of flexible meeting space
- Indoor pool, on-site restaurant and bar
- Pet friendly, and kids stay and eat free!

We love sharing stories about Wilsonville. Curious? Need more information, photos or contact details? Let's chat at [jwilley@jayray.com](mailto:jwilley@jayray.com)

➤ [EXPLOREWILSONVILLE.COM/PRESS-MEDIA](#) ➤



**EXPLORE WILSONVILLE**

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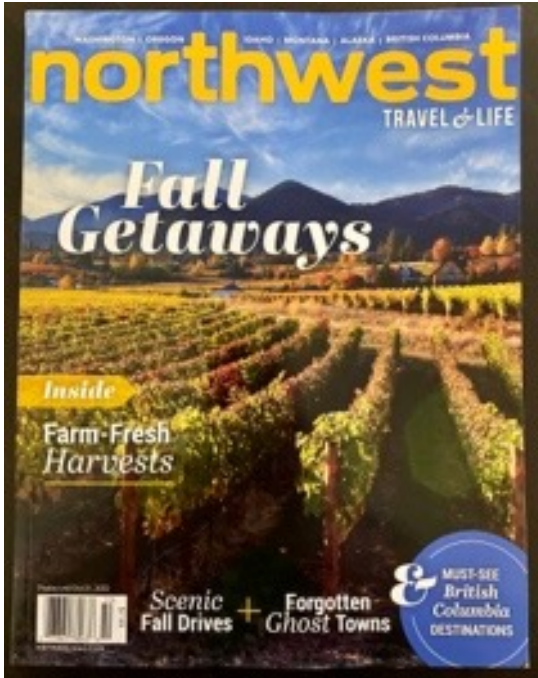
**EXPLORE WILSONVILLE** 28





# NW TRAVEL & LIFE

- TWO-PAGE SPREAD IN [AUG/SEPT/OCT ISSUE](#)
- REGIONAL DISTRIBUTION: WA, OR, ID, MT, AK, NORTH CA
- MONTHLY IMPRESSIONS: 435,000



# WILAMETTE LEVING FEATURE

- FOUR-PAGE SPREAD IN SEPT/OCT ISSUE
- 20 POINTS OF INTEREST FOR DAY-TRIPS IN WILSONVILLE

**Out 'n About**

## DAY TRIPPER Wilsonville

By *Stacy Day*

**Hilton Garden Inn**  
3080 SW Parkway Ave, Wilsonville  
hilton.com  
Quality is evident in and throughout this hotel, which also offers a top-notch dining experience in its on-site restaurant. Chef Daniel Laine offers new options seasonally that have attracted visitors and Wilsonville locals alike. We also recommend the Little Gem Salad and Swiss Fries, but the Flat Breaded Wild Salmon baked fish is the star. The chef is a devotee thanks to his partnerships with local farmers like Virginia (see below) and Oregon distillers: local beer, Tomcat, and Lewis & Clark to Name a Few. They also serve cook-to-order breakfasts.

**Historic Butteville Store**  
3017 Butte St. NE, Aurora  
historicbutteville.com  
Not just a charming relic for complete with a store at the mercantile, historic Butteville Store, celebrating 100 years of operation, is a treasure trove of locally sourced goods and ingredients from local, Willamette Valley partners. It's so full in season, you might not even want to leave. From fresh bread or almond with butter (Saturday evenings get some 4 breads), to a whole dinner and live live music. Or stop by for Tuesdays, served all day.

**Ice Age Tetonquin Trail**  
www.tetonquin.com  
To hike, the miles of groomed 22-mile trail from Wilsonville through Tetonquin to Portland has been completed. 4.5-mile pathing formations created 1,000 to 1,500 years ago by repeated flooding during the Ice Age when water over the Montana-Canada border froze and led loose water and debris that eroded the Columbia River Gorge and northern Willamette Valley. Future sections of trail will be completed as funds become available but head the Hiker Trail on the Oregon Metro website for more details.

**Historic Butteville Store to Cream Cheese**  


**Bullwinkle's and Portland Family Fun Center**  
2811 Town Center Loop W, Wilsonville  
www.bullwinkles.com  
The regional hub of family entertainment, Bullwinkle's offers both outdoor and indoor activities for kids of all ages in the summer months. Kids take a trip through play city go-karts, or off in bumper boats. We're hard fun can be found at their bowling alley, arcade or traps with playground that won't forget your leg and the 3D Dark Fun!

**Korean War Memorial**  
2060 SW Foothill Ave, Wilsonville  
www.koreanwar.org  
Centrally located off the Town Center Loop, this 5-acre memorial park honors the 288 Oregonians who died or were listed as missing during the war.

**Oregon Korean War Memorial**  


**Things to See & Do**

**The Dreamgiver's Inn**  
7152 NE Eastwood Rd, Newberg  
www.dreamgivers.com  
This 10-acre property is quietly tucked away from the rush and bustle, and the scenic view makes it the perfect place to relax. They have a family farm to take breakfast every morning including fresh breads and baked goods. The vintage, well-appointed and comfortable making it perfect for a getaway.

**Champoeg State Heritage Area**  
4230 Champoeg Rd. NE, St. Paul  
www.oregon.gov/DES/heritage  
This Oregon State Park is at the site where, on May 2, 1843, the first vote was cast in a general election. The park is a site commemorated by a granite marker. The park is a site with a well-maintained and comfortable making it perfect for a getaway. There is a \$5.00 Day Use permit fee.

**Bullwinkle's and Portland Family Fun Center**  


**Out 'n About**

## Places to Shop

**Craham & Tooze Farm Store**  
3287 SW Crahams Ferry Rd, Sherwood  
crahamandtooze.com  
Hiding on the edge of Willamette, this homey farm store is bright and friendly. It has been happily fresh with unique gift and local items, including organic jams, preserves, and beer. Local items are a gem. They have a coffee pop-up on the weekends and are having their first Pumpkin Market on October 10, 2023 with local vendors and vendors. Their newly restored 190 barn is also the site of weekly yoga classes.

**Corner Coffee Shoppe**  
8289 SW Wilsonville Rd #A, Wilsonville  
cornercoffee.com  
This locally owned business is doing it right by being family-friendly, passing it over new families, thoughtful people, and serving organic coffee from around the world. For a higher quality, you'll find their sourdough focaccia, buttery Buns, or fresh local fruit. After breakfast, they have sourdough bread by the loaf and a sister store, Wild Grass, a dedicated gluten-free bakery located next door.


**Crater Cabana**  
8436 SW Main St #202, Wilsonville  
cratercabana.com  
Crater Cabana is a locally owned, established pet store with a variety of pet supplies, including toys, accessories, and more. They offer grooming services and are in a second location in Newberg.

**AF's Garden & Home**  
27755 SW Parkway Ave, Wilsonville  
www.afsgarden.com  
Owned by the same family for three generations, all of the plants they sell are grown at their greenhouse in Clatsop Farms, Wilsonville is one of four retail centers. They are coming up on the 25th anniversary and these items are really starting in 2023. Oh, and you can buy UK World Christmas brand ornaments year round!

**Dar Essalam**  
25865 Park Pl, Wilsonville  
dar-essalam.com  
A family-owned Moroccan restaurant with North African dishes, all are prepared with a flourish and presentation. And the menu offers salads, grills, and light dishes as well as a great selection of signature options. Be sure to try the authentic chicha and mint tea, and their signature couscous. They have their own micro-brewery, Madras Cider, which is a local favorite. The menu includes a full bar, and you can recommend the Buffalo Wing with fries and pickles. Don't miss the chance to catch up some authentic Moroccan specialties, from hummus, falafel, soups, and...


**Wanker's Corner Saloon & Cafe**  
8439 Main St, Wilsonville  
wankerscorner.com  
Besides being a local institution (the original Wanker's Corner Saloon & Cafe opened in 1982), this restaurant supports the community through regular cash donations to the Oregon State Fair. In addition, they support an impressive number of charities, like local schools, and their signature salads. They have their own micro-brewery, Madras Cider, which is a local favorite. The menu includes a full bar, and you can recommend the Buffalo Wing with fries and pickles. Don't miss the chance to catch up some authentic Moroccan specialties, from hummus, falafel, soups, and...

**Places to Eat**

**Crater Coffee Shoppe**  


**Vanguard Brewing**  
25800 SW 95th Ave #946, Wilsonville  
www.vanguardbrewing.com  
Vanguard and family-owned, this brewery opened in 2015, and takes their pride as a Willamette Valley brewery. They're originally a microbrewery but are now one of the all day family-friendly, serving a wide variety of veterans during COVID-19, and often host fundraisers for worthwhile causes. They operate as a community gathering place and a place of local pride. The outdoor seating area is a great place to enjoy a drink and watch the production of the best-of-brewery and featured in local news like Parkway City.

**Lux Suce**  
3182 SW Charleston Dr #A, Wilsonville  
luxsucce.com  
This bakery is newly expanded, and they now offer both breads and lunch every day. They're also offering a new menu, and all items are available in the place or order online. They're open for a special occasion.

**Crater Cabana Pizzas**  


**McMenamins Wilsonville Old Church & Pub**  
30340 SW Boones Ferry Rd, Wilsonville  
www.mcmcnamins.com  
Originally a Methodist church built in 1868, most of the old ferry crossing, this McMenamins renovation includes a rooftop deck, brewery, and outdoor dining. They're open for a special occasion. They're also offering a new menu, and all items are available in the place or order online. They're open for a special occasion.

**Kim Ramen**  
3022 SW Boones Ferry Rd, Suite 72, Wilsonville  
kimramen.com  
Kim Ramen has been at this location for 5 years and hand-picked vendors in the local community. They have many Japanese favorites, and they also offer live drink like Pilsn and beer to eat or take home.

**Hometown Favorites:**  
• **Beaver's Pub & Grill**  
28850 Town Center Loop W, Wilsonville  
beaverspub.com  
• **Boone's Junction Pub**  
29700 SW Boones Ferry Rd, Wilsonville  
boonesjunctionpub.com  
• **Peasberry's Pies & Yagurt**  
1825 SW Parkside Rd, Wilsonville  
peasberrys.com

## Day Tripper: Wilsonville (Sept/Oct Issue)



# PR COVERAGE

2022:

[Frog Pond Farm's annual Spooky Farm Walk kicks off this weekend September 30, 2022](#)

[Willamette Weekly's Day Tripper in Wilsonville September 1, 2022](#)

[This Barn And Farm-Themed Playground In Oregon Is The Stuff Of Childhood Dreams August 31, 2022](#)

[This Rural Road Trip Will Lead You To Some Of The Best Countryside Hidden Gems In Oregon July 29,](#)

[Wilsonville Named One of 23 'Walk Friendly' Cities in United States July 21, 2022](#)

[You'll Be Endlessly Delighted at This Oregon Farm That's Home to Camels, Emus, and Guinea Pigs July 19,](#)

[SEE UPDATED MEDIA ROOM](#)



## You'll Be Endlessly Delighted At This Oregon Farm That's Home To Camels, Emus, And Guinea Pigs

Item 3.

There's something about a visit to a local farm that's good for the soul. The opportunity to experience nature up-close, from [U-pick farms](#) and [flower fields](#) to [animal sanctuaries](#) and working farms, is something we always jump at the chance to do! And there's one farm in Wilsonville, Oregon, that's about as wonderful and wholesome as it gets, offering folks a big, old slice of country life, complete with some of the animal kingdom's most beguiling furry friends.

Located in Wilsonville, Oregon, about 20 minutes south of Portland, there is a pastoral paradise that welcomes all with open arms...

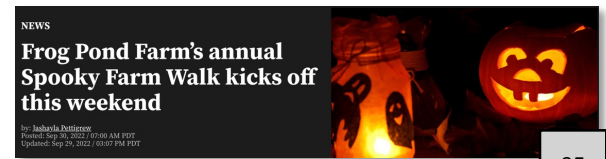


## Wilsonville named one of 23 'Walk Friendly' cities in United States

Shane Hoffmann July 21 2022

The city earned the designation in 2011 and has now been redesignated in both 2016 and 2022.

Wilsonville has been honored as one of 23 cities across the United States to be designated as "Walk Friendly" in 2022 by the Walk Friendly Communities program.



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# PUBLIC RELATIONS

| FY 2022-23   |                    |                   |                               |
|--------------|--------------------|-------------------|-------------------------------|
|              | Number of Articles | Circulation       | Number of Influenced Articles |
| July         | 22                 | 6,839,552         | -                             |
| August       | 4                  | 5,627,705         | -                             |
| September    | 19                 | 7,076,372         | 1                             |
| October      | -                  | -                 | -                             |
| November     | -                  | -                 | -                             |
| December     | -                  | -                 | -                             |
| January      | -                  | -                 | -                             |
| February     | -                  | -                 | -                             |
| March        | -                  | -                 | -                             |
| April        | -                  | -                 | -                             |
| May          | -                  | -                 | -                             |
| June         | -                  | -                 | -                             |
| <b>TOTAL</b> | <b>45</b>          | <b>19,543,629</b> | <b>1</b>                      |

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



# STR REPORT

*Updated October 18, 2022*



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# STR REPORT GLOSSARY

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



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

# STR REPORT – WILSONVILLE

## PERCENT CHANGE

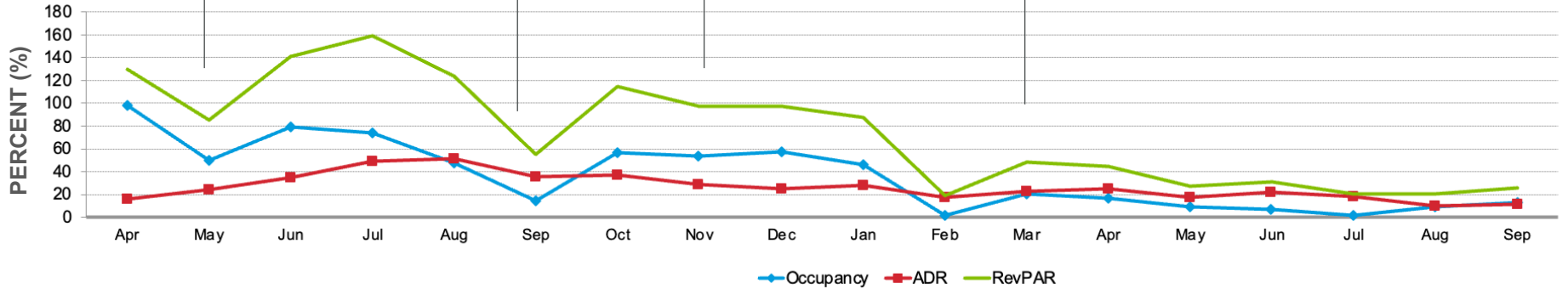
2021

2022

COVID-19 RESTRICTIONS LIFTED

DELTA VARIANT    OMICRON

OREGON MASK MANDATE LIFTED



# STR REPORT – WILSONVILLE

| Q1 FY 22-23 |             |             |             |                      | Q1 FY 21-22 |             |             |                      | YOY<br>QUARTERLY<br>CHANGE |
|-------------|-------------|-------------|-------------|----------------------|-------------|-------------|-------------|----------------------|----------------------------|
| FY 22-23    | July        | Aug         | Sept        | Total                | July        | Aug         | Sept        | Total                |                            |
| Occupancy % | 78.9%       | 80.2%       | 77.7%       | 78.93%<br>AVG        | 77.60%      | 73.3%       | 68.9%       | 73.27%<br>AVG        | +7.73%<br>AVG              |
| RevPar      | \$109.75    | \$103.21    | \$93.51     | \$102.16<br>AVG      | \$91.33     | \$85.55     | \$74.58     | \$83.82<br>AVG       | +22%<br>AVG                |
| Demand      | 15,035      | 15,294      | 14,342      | 44,671<br>TOTAL      | 14,791      | 13,973      | 12,712      | 41,476<br>TOTAL      | +8%<br>TOTAL               |
| Revenue     | \$2,092,395 | \$1,967,775 | \$1,725,258 | \$5,785,428<br>TOTAL | \$1,741,263 | \$1,631,032 | \$1,375,859 | \$4,748,154<br>TOTAL | +22%<br>TOTAL              |

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



Total Properties: **9**



Total Rooms: **615**



QUARTERLY MEASUREMENTS OF OCCUPANCY %, REVPAR, DEMAND AND REVENUE ALL INCREASED. SEPTEMBER 2021 IS AN OUTLIER DUE TO THE DELTA VARIANT.

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



**JAYRAY** A PLACE TO THINK




Branding | Advertising | Strategic Communications

Item 3.




# THANK YOU!



## Contact us

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