



TOURISM 2021/22 Annual Report

A YEAR IN REVIEW AND BEYOND

[Discover Forest Grove 2022 - YouTube](#)

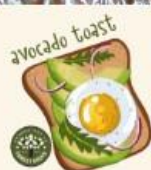
MARKETING

- Placement and installation of “Welcome” banners.
- Creation and distribution of Discover Forest Grove branded materials.
- Updated 4 days in Forest Grove write-up in Travel Oregon in 2021 and 2022, updating businesses covered each time.
- Creation of 2 1859 full-page ads.
- Developed destination marketing video distributed via WCVA.
- Partnered with Pamplin to update and distribute the Discover Guide
- 1859 Custom Newsletter (41K opt-in subscribers)



WEBSITE AND SOCIAL MEDIA

- Refreshed content
 - Cycling
 - Meetings and conferences (In progress)
 - Art, History, Culture and Entertainment.
- Continual website maintenance.
- Developed “Did You Know?”
- Cleaned up out-of-area wineries and restaurants.
- Weekly website updates.
- Bi-weekly social media updates.
- Frequent contacts with community partners to get updates on events for calendars and social media.
- Hired Pacific University Intern to help develop content and update website photos.



A Forest Grove Tourism pilot project to highlight businesses, new products or activities.

Did you know?

Waltz has 21 taps and 3 reach-in coolers packed with regional microbrews. Enjoy one with friends or take a 4/6-pack home.

[Visit Waltz Brewing](#)



EVENTS

- Farm-to-Table event initiated for 2023
- Oktoberfest
- McMenemy's Concerts
- Chalk Art
- Corn Roast and extended Harvest Festival
- Sesquicentennial
- Pickleball; 120 registrants, expected 50



PARTNERSHIPS

- Refreshed the TAC membership
- Held six TAC meetings
- Regularly meet with WCVA Staff
- Regular (weekly or more) meetings with City Staff, Council and/or Leadership
- Frequent participation in EDC, City Club, Task Forces and other Community organizations.
- Meetings, functions and grant applications with Travel Oregon and Travel Portland
- Attended Governor's Tourism Conference



A place where businesses and families thrive.

LOOKING FORWARD

- TAC hired Tourism Coordinator starts Sept. 12
- Recruit a hotelier supported by occupancy data
- Build on successful Pickleball Tournament
- Farm to Table Bike and Ride event next fall
- Partnering with hotels
- Ramp up social media and website events
- Implement user-added events on website
- Grant opportunities

