

2020-2027

Five-Year
Action Plan &
Annual One-
Year
Implementation
Plan



City Council Presentation
May 18, 2026



Tourism Program In Wilsonville

- Hotel Properties & Short-Term Rentals
- Receive Transient Lodging Tax
 - Clackamas County
 - Washington County
- Attract overnight stays from 50 miles+



Program History

- Established in 2015
 - Tourism Development Strategy (TDS)
 - Tourism Promotion Committee Established
 - Annual Marketing and Work Plan



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STAY

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EAT & DRINK

EVENTS



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WILSONVILLE
IN THE HEART OF IT ALL

explore
WILSONVILLE



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Wilsonville MAY EVENTS

10	Mother's Day Brunch 📍 OUR TABLE COOPERATIVE
10	Mother's Day Brunch 📍 PARKWAY GRILLE
10	Mother's Day Country Brunch 📍 FRENCH PRAIRIE GARDENS
16	Canby Brewfest 📍 CLACKAMAS COUNTY FAIR & EVENTS CENTER
21	Winemaker's Dinner: Cristom Vineyards 📍 THE KITCHEN AT MIDDLEGROUND FARMS
23	Clackamette Mineral & Gem Show 📍 CLACKAMAS COUNTY FAIR & EVENTS CENTER
23	Rip City Music Bingo 📍 MCMENAMINS OLD CHURCH & PUB
25	Jordan World Circus 📍 CLACKAMAS COUNTY FAIR & EVENTS CENTER

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explorewilsonville 2w
Sip, sip, hooray! May is Oregon wine month, with fantastic events throughout the month.

Share this post with someone you want to toast with.

For more upcoming events, visit the link in bio.

tropescafe.readery 1w
Yay!! Looking forward to being a part of the Wilsonville Farmers market it should be great!!
Like Reply

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#ExploreWilsonville #PDXEvents

12 2
May 1
Log in to like or comment.



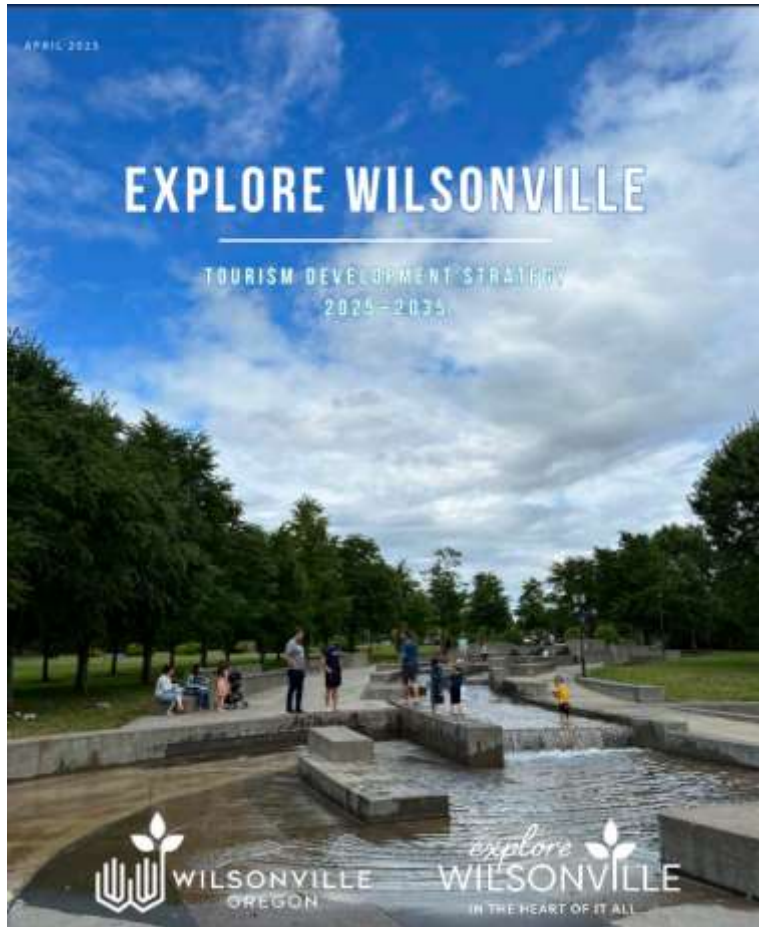
Stay Local Campaign



explorewilsonville.com/invite



Tourism Development Strategy



- 10 Year Strategy
- Nine (9) Objectives
- Nearly 40 Strategies



Current Work Plan

2.2 Develop partnerships to identify and foster the development of a Wilsonville specific signature event (to attract visitors)



Current Work Plan



2.12 "Perform Destination Accessibility Audit"



Hilton Garden Inn Bulwinkle's
Quality Inn Tumwater Vineyard
Lux Sucre Lady Hill Winery
Frog Pond Farms Our Table Cooperative
Wilsonville Library SMART
Memorial Park Town Center Park
The Book Nook McMenamins Old Church & Pub
Vanguard Brewing



Current and Ongoing Work Plan

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

- Bike Repair Stations Planned (Pending Grant Approval)
- Ride with GPS Planned
- Bike Friendly Certification Application



Current & Ongoing Work Plan

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

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

(DMO: Destination Marketing Organization)



Current and Ongoing Work Plan

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

- Program Material Development
- Program Promotion
- Program will Go Live in 2027



Upcoming Work Plan

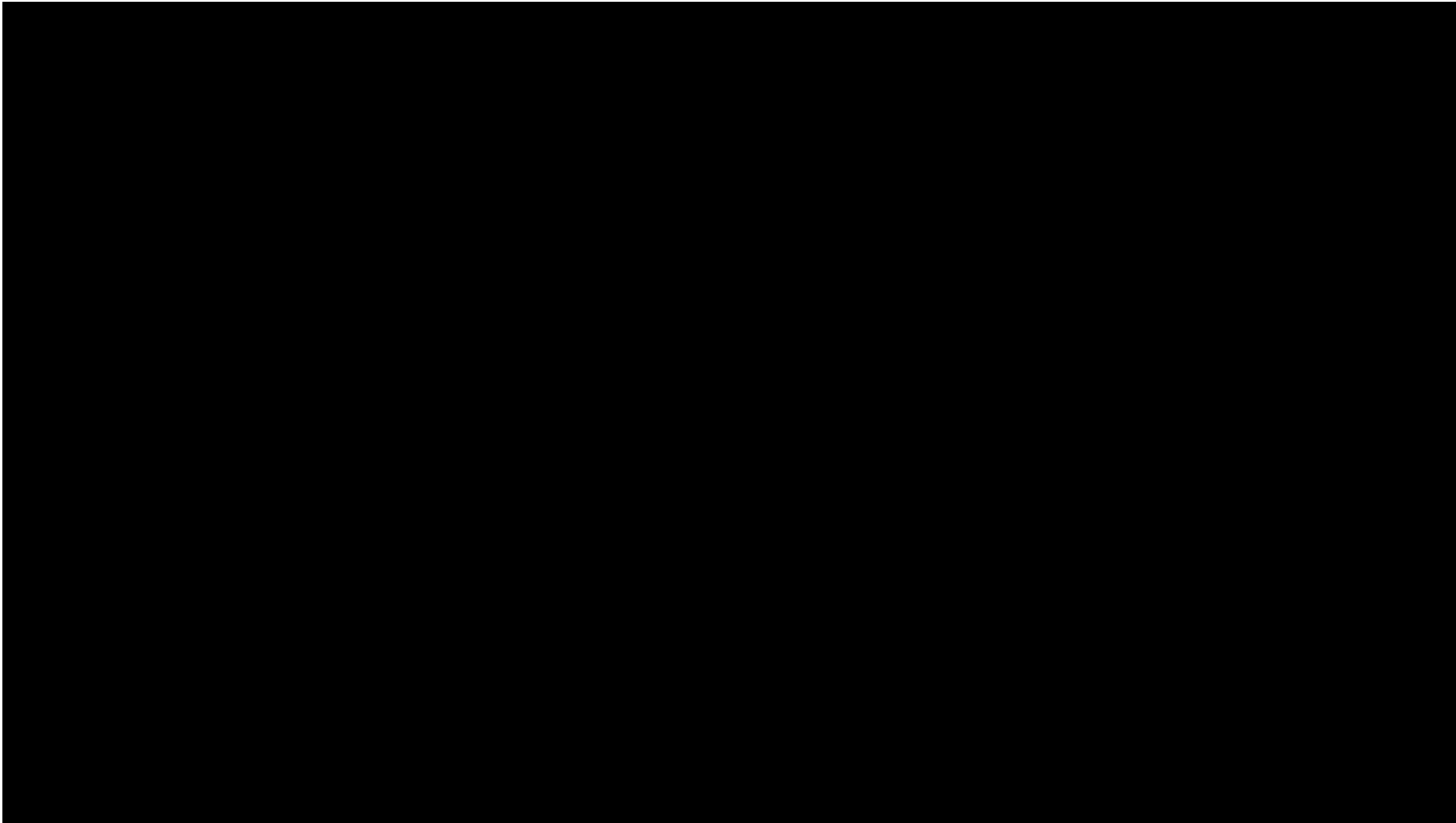
1.5 Collaborate with local producers to enhance and promote farm-to-table offerings

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

1.7 Perform gap analysis for food and beverage

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





Thank you.

