



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: May 18, 2026		Subject: Resolution No. 3253 A Resolution of the City of Wilsonville Adopting the FY 26/27 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy Staff Member: Zoe Mombert, Assistant to the City Manager Department: Administration	
Action Required		Advisory Board/Commission Recommendation	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable Comments: The Tourism Promotion Committee unanimously recommended adoption of the plan at the May 6, 2026, meeting.	
Staff Recommendation: Staff recommends adopting the Consent Agenda.			
Recommended Language for Motion: I move to adopt the Consent Agenda.			
Project / Issue Relates To:			
<input type="checkbox"/> Council Goals/Priorities:	<input checked="" type="checkbox"/> Adopted Master Plan(s): Tourism Development Strategy, April 2025	<input type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

Adoption of Resolution No. 3253 approves the proposed fiscal year (FY) 2026-2027 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy as recommended to City Council by the Tourism Promotion Committee on May 6, 2026.

EXECUTIVE SUMMARY:

The Tourism Promotion Committee unanimously recommended, on May 6, 2026, adoption by Council of fiscal year (FY) 2026-2027 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy. This is the eleventh, rolling version of the Tourism promotion business plan, which is updated annually as required by Resolution No. 2541 that created the City's tourism promotion program and formed the Tourism Promotion Committee. Essentially, this update to the Tourism promotion business plan continues to advance the longer-term five-year strategy of the action plan. That is, the short-term one-year implementation plan seeks to advance the top priorities of the larger five-year action plan.

The FY 2026-2027 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy is known by the shorthand "1/5-Year Action/Implementation Plan". It lists Tourism Promotion Committee Members and Committee Meetings, summarizes the past year's accomplishments and lays out possible projects to be accomplished in FY 2026-2027.

The Tourism Promotion Consultant JayRay Ads & PR continued to expand social media and marketing efforts over the last year; including hosting travel writers and influencers, relaunching the Explore Wilsonville E- newsletter, and implemented a successful "Cozy Season" digital marketing campaign. In early May, a stay local campaign, "Invite. Explore. Repeat." was launched to expand local familiarity with the brand and encourage community members to invite people to stay in Wilsonville. They also continue work with Datafy, a geofencing data-analytics consultant, on the City's behalf. Using aggregated credit card expenditure data, Datafy has helped JayRay and the Tourism Promotion Committee better understand our visitors and improve our marketing efforts.

The Tourism Promotion Committee focused on the following strategies in FY 2025 -26:

- 1.2 "Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage"
- 1.8 "Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff"
- 1.15 "Increase Connections with Partner Destination Marketing Organizations (DMO) at the Regional and State Level"
- 1.16 "Increase Explore Wilsonville Visibility at Industry Events and within our Community"
- 2.2 "Develop partnerships to identify and foster the development of a Wilsonville specific signature event"
- 2.12. "Perform Destination Accessibility Audit"

The Tourism Promotion Committee intends to focus on the following strategies in FY 2026 -27:

- 1.2 "Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage"
- 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.”
- 1.8 “Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff”
- 1.13 “Advocate for implementation of other elements of the Town Center Plan as appropriate for the development of the visitor economy.”
- 1.15 “Increase Connections with Partner DMO at the Regional and State Level”
- 1.16 “Increase Explore Wilsonville Visibility at Industry Events and within our Community”

EXPECTED RESULTS:

The City’s Explore Wilsonville tourism promotion program continues to operate through the fiscal year 2026-2027.

TIMELINE:

The City’s Explore Wilsonville tourism promotion program continues operation through June 30, 2027.

CURRENT YEAR BUDGET IMPACTS:

The proposed FY 2026-2027 Promotion & Destination Marketing Services Plan is within budget. The City’s FY 2026-2027 total Park & Recreation Tourism budget includes \$300,000 for tourism promotion.

COMMUNITY INVOLVEMENT PROCESS:

Development of the original Tourism Development Strategy had considerable public engagement during the 2013-2014 timeframe that included participation by a large citizen task force and interviews/surveys with residents and tourism stakeholders. Subsequently, the Tourism Promotion Committee has overseen the development of 10 annual business plans, adopted by the Council. There was community and stakeholder engagement during the development of the new Tourism Development Strategy, which is currently being implemented.

CITY MANAGER COMMENT:

N/A

ATTACHMENTS:

- A. Resolution No. 3253
 - 1. FY 2026/2027 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy