

# EXPLORE WILSONVILLE

Q2 REPORT (Oct-Dec.)  
FY 2022-2023

January 17, 2023

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# DASHBOARD

## ANNUAL RESULTS TO DATE FY 2022-23

OCTOBER - DECEMBER 2022

METRICS	FY 22-23 RESULTS	% TO GOAL	FY 22-23 GOAL
<b>Influenced articles</b> (number of articles earned)	2	20%	5
<b>New website users</b>	9,646	64.3%	15,000
<b>Social media reach</b> (Facebook, Instagram, Pinterest)	88,498	59%	150,000
<b>Social media followers</b> (Facebook, Instagram)	2,295	76.5%	3,000
<b>Total engagements &amp; link clicks</b> (Facebook, Instagram, Pinterest)	2,005	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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## Q2 RECAP

- Visual identity project
  - Logo redesign
  - Points of interest for teaser brochure map
- Visiting content partner: Kara Patajo
- Cozy season geolocation ads
- Winter blog and media pitch
- Ongoing social media
- Winter social media promotions
- Ongoing website maintenance and events calendar





# WEBSITE REPORT

*Updated January 11, 2023*



# WEBSITE RECAP

- [Winter blog](#)
- Updated homepage banner
- Updated [media room](#) with 7 articles
- Added 71 events to the events calendar



2023:

PDX Parent: The Neighborhood Guide January 2023

2022:

10 Wonderful Things to do in Wilsonville that You'll Cherish Forever December 13, 2022

Two New Donut Shops Coming to Wilsonville December 1, 2022

Wilsonville's Burgeoning Housing, Business Plans November 14, 2022

Why Oregon is a Great Place for Residents and Visitors November 2022

Northwest Travel & Life's Discover: Winter in Wilsonville (p. 24) November/December 2022

More Treats Than Tricks at Wilsonville's Fall Harvest Festival October 24, 2022



The Kitchen at Middleground Farms Winemaker's Dinner Series featuring Hyland Estates  
January 12 @ 6:00 pm - 9:00 pm | \$50 - \$230



Christmas Trees Arrive at Yesteryear!  
November 17, 2022 @ 9:30 am - 7:00 pm



# WINTER BLOG

## WINTER WONDER IN WILSONVILLE: BEST PLACES TO SHOP AND SAVE FOR THE HOLIDAYS AND INTO THE NEW YEAR

Whether you celebrate the tradition of gift giving that comes with winter holidays or like to save a bundle, 'tis the season to shop your heart out. Wilsonville, located in the heart of it all, provides the best backdrop to shop and save while you're in Oregon. Plus, during this cozy season, Wilsonville offers plenty of respite if you need a break from the hustle and bustle of malls:



Decking the halls? We've got you, Rudolph and Santa's entire village covered! Check out the [Best of Wilsonville: Winter Edition Itinerary](#) that includes a stop at Yesteryear Pumpkin Patch & Christmas Trees. Here you can pick a pre-cut tree and then swing by their store to stock up on gifts and décor. If you need some jolly Instagramable shots, check out Yesteryear's outdoor "Christmas Crate Wall." If all this shopping and holiday spirit has your tummy feeling ho-ho-hum, Yesteryear offers a complimentary beverage cart as well as donuts, churros, kettle corn and tamales available for purchase. Oh, and be sure to watch for special guest appearances from Grinch, Santa and Frosty!

[Our Table Cooperative](#) offers a festive experience with local farm-produced goods and fresh treats. On December 3, they will host a night market and holiday craft fair, featuring local artisans, custom gift baskets, live music, food and drinks and more. Keep Our Table Cooperative on your list year-round, as they offer cooking classes, farm-to-table dinners and other homegrown events.

[Read More](#)

### FEATURED BLOG

## Winter Wonder in Wilsonville:

Best places to shop and save for the holidays and into the new year.



# EVENTS

## Christmas Trees & Holiday Market



## Fir Point Farms Harvest Festival



## Yesteryear Tree Farm Pumpkin Patch



## Wilsonville Harvest Festival



## HALLOWEEN WEEKEND AFTER DARK



## Country Christmas Bazaar



## Aurora Open House Weekend



## HARVEST DINNER



## Community Tree Lighting



*\*Maintenance sample: not an exhaustive list*





# WEBSITE ANALYTICS

- INCREASES ACROSS THE BOARD ON ALL USER MEASUREMENTS. COZY SEASON ADDED TO TOP PAGES DUE TO GEOLOCATION ADS

FY 2022-2023 Q1					FY 2021-2022 Q1				Change
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
New Users	1,123	1,739	1,679	4,541	712	609	516	1,837	147%
Users	1,144	1,773	1,703	4,620	725	621	527	1,873	147%
Page Views	3,400	3,783	3,729	10,912	1,995	1,646	1,271	4,912	122%



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 Q2 MOST POPULAR PAGES

1. </cozy-season/>
2. </>
3. </restaurants-wilsonville-oregon/>
4. </events/>
5. </pocket-trips/shoppers-delight/winter-wonder-in-wilsonville-best-places-to-shop-and-save-for-the-holidays-and-into-the-new-year/>

## 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 2022-23 TO DATE WEBSITE ANALYTICS

FY 2022-23 (JULY-JUNE)													
Metric	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
<b>New Users</b>	2,709	1,300	1,096	1,123	1,739	1,679	-	-	-	-	-	-	9,646
<b>Users</b>	2,609	1,400	1,109	1,144	1,773	1,703	-	-	-	-	-	-	9,738
<b>Page Views</b>	5,435	3,685	3,486	3,400	3,783	3,729	-	-	-	-	-	-	23,518





# SOCIAL MEDIA REPORT


*Updated January 10, 2023*

# SOCIAL MEDIA RECAP

- Updated social media strategy
- Total reach is up 260% from last year
- Facebook reach increased by 123%
- Instagram reach increased by 71%
- One paid FB and IG promotions
- Instagram growth is steady, sharp increase in FB due to paid promotions
- Continued benchmarking engagements

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more



**FALL IN LOVE**  
WITH WILSONVILLE

**Celebrate autumn** **Learn more** **Farm to dining**

👍❤️ Jackie Soler Zils and 23 others · 8 shares

👍 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 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

# FACEBOOK ENGAGEMENT

FY 2022-2023 Q2					FY 2021-2022 Q2				CHANGE
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Engagement* (%)	3.46%	2.17%	1.21%	2.28% AVG	8.05%	3.30%	4.81%	5.39% AVG	-58%
Post Total Reach**	14,729	16,166	16,088	46,983 TOTAL	882	10,761	1,415	13,058 TOTAL	+260%
Total Engagements ***	33	22	13	68 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark
Link Clicks****	32	19	25	76 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

## TOP CONTENT: AUGUST 5, 2022

<p><b>17</b> Reactions, Comments and Shares</p>	<p><b>159</b> Reached</p>
---	-------------------------------



- Total reach is up 260% from last year
- However, FB engagement is down due to the inverse relationship between reach and engagement
- Continued benchmarking engagements and 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 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 ENGAGEMENT

FY 2022-2023 Q2					FY 2021-2022 Q2				CHANGE
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Engagement* (%)	1.46%	1.93%	1.75%	1.71% AVG	2.24%	2.66%	2.06%	2.32% AVG	-26.15%
Average number of likes	11.3	15.5	14.2	13.67 AVG	10.7	17.6	13.1	13.8 AVG	-0.01
Post Total Reach**	3,453	4,149	4,832	12,434 TOTAL	2,377	2,252	2,652	7,281 TOTAL	+71%
Total Engagements ***	176	225	211	612 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark
Link Clicks****	9	12	25	46 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

TOP CONTENT: DECEMBER 7, 2022	
37 Likes	998 Reached
2 Comments	3 Shares




- Total reach is up 71% from last year
- However, IG engagement is down due to the inverse relationship between reach and engagement
- Roughly maintained avg number of likes
- Continued benchmarking engagements



# PAID SOCIAL MEDIA: CAROUSEL AD

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more



**FALL IN LOVE WITH WILSONVILLE**


**Celebrate autumn** Learn more **Farm to table dining**

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more



**10 ACTIVITIES TO CELEBRATE AUTUMN**


**Farm to table dining** Learn more **Halloween**

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more



**HARVEST FESTIVALS TO CELEBRATE AUTUMN**


**Harvest festivals** Learn more **Plan your fall getaway!**

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
Throw on that chunky sweater, kick on your boots and grab your favorite ...See more



**EXPLORE OREGON THE WILSONVILLE WAY**

**Plan your fall getaway!** Learn more

Jackie Soler Zils and 23 others · 8 shares

Like Comment Share



# PAID SOCIAL MEDIA (MARKETING)

The screenshot shows a Facebook sponsored post from 'Explore Wilsonville'. The post features a main image of a red pickup truck in a field with pumpkins and a smaller image of people in a kitchen. The text of the post asks 'What's not to love about fall in Wilsonville?' and promotes a 'FALL IN LOVE WITH WILSONVILLE' event. Below the images are two buttons: 'Celebrate autumn' and 'Learn more'. At the bottom, it shows engagement metrics: 'Jackie Soler Zils and 23 others' liked it, and there are 8 shares. The interface includes icons for Like, Comment, and Share.

**EXPLORE WILSONVILLE** Explore Wilsonville  
Sponsored · 🌐

What's not to love about fall in Wilsonville?  
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**FALL IN LOVE WITH WILSONVILLE**

**Celebrate autumn** **Learn more** **Farm to dining**

👍❤️ Jackie Soler Zils and 23 others · 8 shares

👍 Like    💬 Comment    ➦ Share

## OVERVIEW

**Dates:** October 6 – December 1, 2022

**Channel:** Facebook and Instagram

**Objective:** Traffic to Website

**Audience:** Adults in United States: 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, Halloween, Wine, Food & Wine, Farm-to-table, Tourism, Farm or Foodie

**Behaviors:** Frequent Travelers

## RESULTS

- Spend: \$249.50
- Reach: 16,712
- Impressions: 31,331
- **Landing page views: 391**





\*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 ENGAGEMENT

FY 2022-2023 Q2					FY 2021-2022 Q2				CHANGE
Metric	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Engagement* (%)	2.65%	1.20%	1.98%	1.94% AVG	1.49%	6.94%	3.00%	3.81% AVG	-49%
Post Total Reach**	414	923	326	1,663 TOTAL	739	605	1,268	2,612 TOTAL	-36%
Total Engagements***	14	16	11	41 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark
Link Clicks****	62	3	2	67 TOTAL	Benchmark	Benchmark	Benchmark	Benchmark	Benchmark

FY 22-23 Q2 TOP BOARD	
<b>1,435</b> Impressions	
n/a Saves	<b>8</b> Link Clicks



Explore Wilsonville,...  
291 Pins

1,44k  
Impressions

- Pinterest rates continue to exceed standard averages. However, we've seen a drop in post total reach and engagement due to a 2022 algorithm change in which Pinterest is prioritizing "Idea Pins" (previously known as story pins).



# PINTEREST POSTS



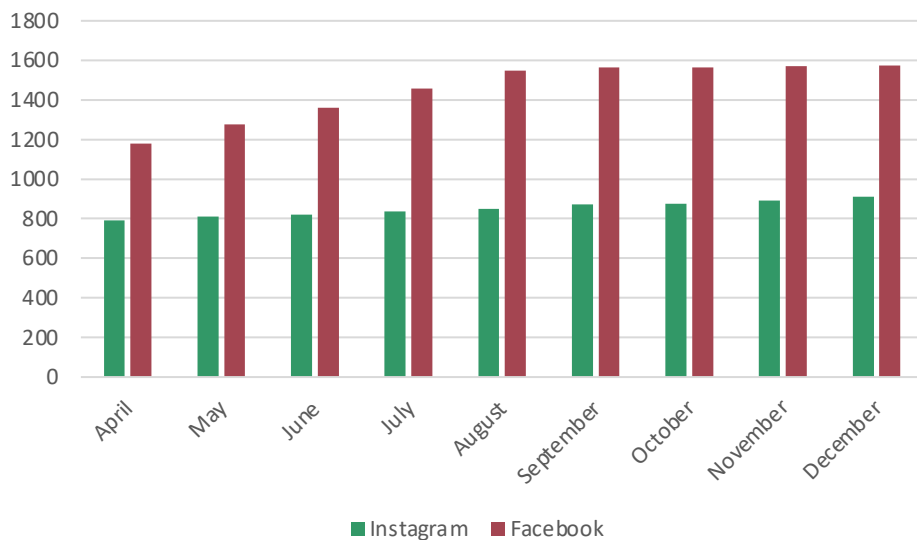
*\*Pin sample: not an exhaustive list*

# 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%	3.46%	2.17%	1.21%	-	-	-	-	-	-	4.30% AVG
Post Total Reach	8,012	6,712	1,419	14,729	16,166	16,088	-	-	-	-	-	-	63,126 TOTAL
Total Engagements & Link Clicks	167	56	91	33	22	13	-	-	-	-	-	-	382 TOTAL
INSTAGRAM	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	1.60%	1.60%	1.54%	1.46%	1.93%	1.75%	-	-	-	-	-	-	1.65% AVG
Average number of likes	11.71	12.3	10.67	11.3	15.5	14.2	-	-	-	-	-	-	12.61 AVG
Post Total Reach	2,960	2,908	2,822	3,453	4,149	4,832	-	-	-	-	-	-	21,124 TOTAL
Total Engagements & Link Clicks	227	231	173	176	225	211	-	-	-	-	-	-	1,243 TOTAL
PINTEREST	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	April	May	June	TOTAL
Engagement (%)	4.12%	2.45%	3.39%	2.65%	1.20%	1.98%	-	-	-	-	-	-	2.63% AVG
Post Total Reach	1,141	941	531	414	923	326	-	-	-	-	-	-	4,276 TOTAL
Total Engagements & Link Clicks	79	39	32	14	16	11	-	-	-	-	-	-	191 TOTAL



# SOCIAL MEDIA FOLLOWERS



**TOTAL FOLLOWERS: 2,485**

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

APRIL-SEPTEMBER 2022  
(END OF PRIOR 6 MONTHS):  
Total Followers: 2,434

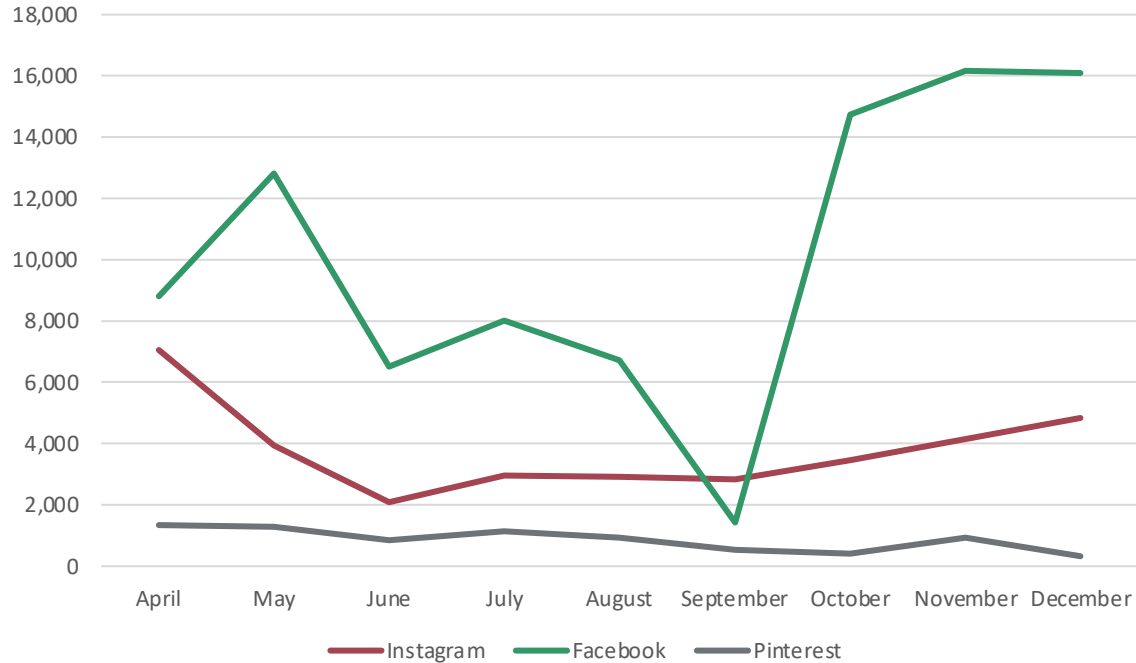
**2.1% INCREASE**

*\*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: 61,080**

LARGE INCREASE IN FACEBOOK REACH DUE TO PAID ADS. CONSISTENT REACH ON PINTEREST AND INSTAGRAM SINCE LAST QUARTER.

JULY-SEPT 2022  
(LAST QUARTER):  
Total Reach: 27,446

**123% INCREASE**



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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+, consistent with last quarter's measurements.

## GENDER

Approximately 65% of Explore Wilsonville's Facebook content reached women, and 34% reached men. This is a departure from last quarter's measurements of 82% of Explore Wilsonville's Facebook content reaching women, and 16% reaching men

## COUNTRY

A majority are from the United States (12,373), followed by Mexico (8). This is a departure from last quarter's measurements showing Morocco as the second country.

## CITIES

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

1. Las Vegas, NV (1,766)
2. Sacramento, CA (825)
3. Henderson, NV (413) *newly added*
4. Elk Grove, CA (319) *newly added*
5. Enterprise, NV (317) *newly added*



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# 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 (97%) are from the United States, followed by Canada (.4%).

## CITIES

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

1. Wilsonville, OR (32.6%)
2. Portland, OR (7.8%)
3. Canby, OR (5.3%)
4. Oregon City, OR (2.8%)
5. Tigard, OR (2.6%) *newly added*

*Updated January 11, 2023*



# 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 47% followed by ages 35-44 at 18.7%.

## GENDER

Approximately 64.1% of Explore Wilsonville's Pinterest audience identify as women. 26.7% identify men and approximately 9.2% are unspecified & custom.

## CITIES

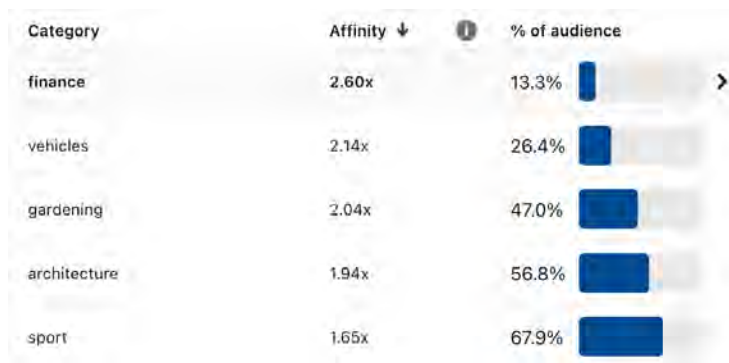
The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (13.2%)
2. Seattle-Tacoma, WA (4.8%)
3. Los Angeles, CA (4.8%)
4. Eugene, OR (3.9%) *newly added*
5. Dallas – Ft. Worth, TX (3.9%) *newly added*

## 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*



Updated January 11, 2023



# PR REPORT

*Updated January 12, 2023*





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## PR RECAP

- Northwest Travel & Life feature by Adam Sawyer Winter blog to 117 contacts + 65 outlets
- PDX Parent: January neighborhood guide
- Kara Patajo content partner
- Ongoing updates to website [media room](#)



# NW TRAVEL & LIFE



QUICK PICKS 17

DISCOVER

LONG WEEKEND 34

TASTE 90

POUR 95

OFF THE GRID 104

## WINTER IN WILSONVILLE, OREGON

BY ADAM SAWYER

Winter in the Willamette Valley is wondrous. Even without alitization, the slower pace of the "off-season" allows visitors to enjoy its sought-after offerings at a more purposeful and luxurious pace. Whether that's a forested kroll, wine tasting or shopping, who doesn't enjoy those things with fewer crowds and at a more leisurely pace?

As Willamette Valley destinations go, the town of Wilsonville is underrated and flanked by the undiscovered. With some of the best and most eclectic shopping options in the valley, you might want to have it on your radar come the holiday season. Add to that, some delightful close-in hiking options and a sneaky-good food and drink scene, and you've got yourself a pretty solid option for a winter retreat. Here are some ideas.

Consider the Hilton Garden Inn for home base. It's a stone's throw from the Willamette River and steps away from the multitude of outdoor recreation options of Memorial Park. On top of that, the onsite restaurant, the Parkway Grille is a splendid option for breakfast, dinner or a nightcap.

Now, let's talk shopping. The neighboring township of Aurora is a contender for one of the best spots to go antiquing in Oregon. Check out Main Street Mercantile Antiques, Mill Creek Antique and Vintage and Aurora Antiques, among others. Meanwhile, just a few minutes south, the Woodburn

Premium Outlets features 110 stores just waiting to deck out anyone in the family from head to toe.

With regard to food and drink, start off with a tasting of the chardonnays and pinot noirs at the Tumwater Vineyard & Barrel House Tasting Room, or enjoy an approachable tasting experience at Oles Vineyards. If you're more of a craft-beer fan, check out the Ordinance Brewing Taproom at Vanguard Brewing Company for extensive beer and food options. For dinner proper, the world is quite literally your oyster with enticing ethnic offerings from Dar Essalam Moroccan Cuisine, Abella Italian Kitchen, Kimi Ramen or the New Mexican Restaurant.

In addition to Memorial Park, walkers and hikers can find a proper leg stretch at the Graham Oaks Nature Park, the Beekman Creek Crossing Trail, or the combination of nature, history and recreation found at the Champoeg State Heritage Area.

And if you're in the mood for family fun, Bullwinkle's Wilsonville offers bowling, mini golf, go-karts, an arcade, laser tag, the Kidopolis Playland and more.

Wilsonville is less than 20 miles from Portland, making it an easy spot for a day's diversion or an overnight getaway. Learn more about Wilsonville at [explorewilsonville.com](http://explorewilsonville.com).



- WINTER FEATURE BY ADAM SAWYER
- [NOV/DEC 2022 ISSUE](#)
- REGIONAL DISTRIBUTION: WA, OR, ID, MT, AK, NORTH CA
- MONTHLY IMPRESSIONS: 435,000
- MAGAZINE CIRCULATION: 205,000
- NEWSLETTER: 52,000



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## FALL CONTENT PARTNER: KARA PATAJO



Explore Wilsonville contracted Kara Patajo as a content partner to visit Wilsonville with her family 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. Kara Patajo is a travel blogger focused on the Pacific Northwest, outdoor recreation and café dining.

### OVERVIEW:

- 2-day itinerary: Nov. 29-Dec. 1
- Focus on Outdoorsy Itinerary

### 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



POINTS OF INTEREST	
	Lux Sucre
	Champoeg State Heritage Area
	Parkway Grille
	Hilton Garden Inn
	Corner Coffee Shoppe
	Wild Grains Bakery
	Town Center Park
	Abella Italian Kitchen
	Coffee Lake Wetlands
	Vanguard Brewing
	Memorial Park





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## CONTENT SAMPLE: BLOG



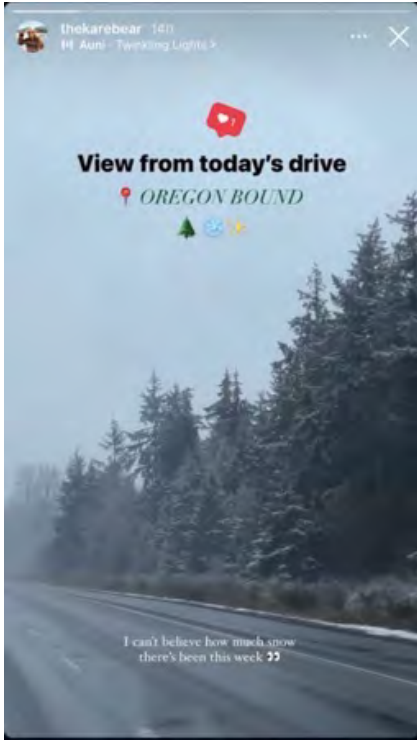
“ Renowned Chef Dolan Lane is known for staying in touch with local harvests and collaborating with farmers. So, you can expect seasonal-inspired dishes like Autumn Ravioli – homemade ravioli, roasted squash, autumn spices, parmesan, sage, & spiced pumpkin seeds.

Read full blog [here](#)

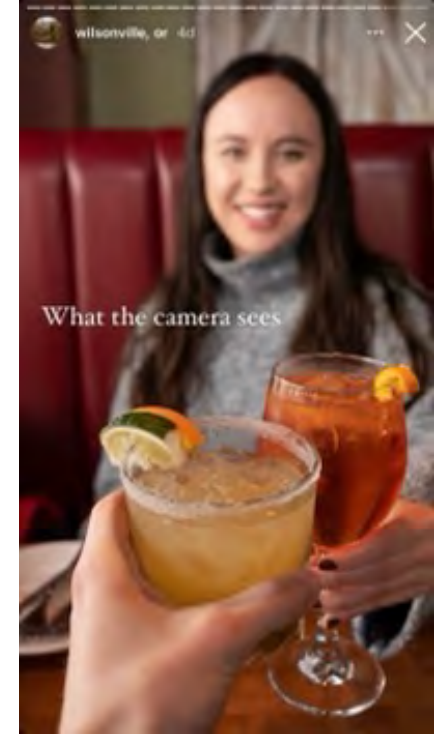




# CONTENT SAMPLE: STORIES



# CONTENT SAMPLE: STORIES





# CONTENT SAMPLE: INSTAGRAM FEED



**thekarebear** · Follow  
Paid partnership  
Wilsonville, Oregon

**thekarebear** Want a weekend getaway that's relaxing, refreshing, & not too far away? 🍂🍁 #ad

🚗 Road trip to Wilsonville, Oregon!  
@explorewilsonville

It's a charming riverfront town just south of Portland.

Between scenic parks, historic sites, & delicious bites, it's impossible not to make good memories here 🌟

Head over to [thekarebear.com](https://thekarebear.com) to read my 2-night itinerary & begin planning your trip! 📖  
#ExploreWilsonville

PS We enjoyed an awesome stay with Hilton and I can't recommend it enough! (See blog for details)



👤 Liked by [emmasediton](#) and others  
DECEMBER 14, 2022

😊 Add a comment...

Post



**The Coffee Lover's  
PNW Bucket List** ☕

**thekarebear** · Follow

**thekarebear** My dream cafe and maybe the most instagrammable?! 🍯

Follow @thekarebear for more Pacific Northwest adventures 🌟

📍 @luxsucredesserts located in the Charbonneau neighborhood of @explorewilsonville Oregon

Besides how cute it is, their food and drinks are SO delicious! No way your sweet tooth isn't satisfied here 🍪🍩

Plus, I appreciate their sustainable practices like offering glass cups & paper straws 🌱

Would you visit this coffee shop? 🗳️

⋮

#pnwcoffee #pnwcollective #pnwlifestyle #wilsonville #thatpnwife #traveloregon #oregonblogger #pnwblogger #v1st0regon #portlandblogger #pdxcoffee #pdx eats #coffeeshops

2w

[emmasediton](#) Omg this coffee spot is SO CUTE

2w Reply

[jensenkental](#) This cafe looks amazing!! I'd love to visit 🍯

2w 1 like Reply

— View replies (1)



👤 Liked by [emmasediton](#) and 196 others  
DECEMBER 13, 2022

😊 Add a comment...

Post



# PR COVERAGE

10 Wonderful Things to do in Wilsonville that You'll Cherish Forever December 13, 2022

Two New Donut Shops Coming to Wilsonville December 1, 2022

Wilsonville's Burgeoning Housing, Business Plans November 14, 2022

Why Oregon is a Great Place for Residents and Visitors November 2022

Northwest Travel & Life's Discover: Winter in Wilsonville (p. 24) November/December 2022

More Treats Than Tricks at Wilsonville's Fall Harvest Festival October 24, 2022

[SEE UPDATED MEDIA ROOM](#)



## More treats than tricks at Wilsonville's Fall Harvest Festival

Kaelyn Cassidy Oct 24, 2022 Updated Dec 13, 2022



Wilsonville Parks and Recreation Coordinator Erica Behler dressed as a witch and led the costume parade at the Fall Harvest Festival.

## Two new donut shops coming to Wilsonville

Kaelyn Cassidy Dec 1, 2022 Updated Dec 23, 2022



Mr. Maple Donuts is set to open in Wilsonville in early 2023.

# 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	14	2,550,354	-
November	13	4,694,322	1
December	13	4,493,820	-
January	-	-	-
February	-	-	-
March	-	-	-
April	-	-	-
May	-	-	-
June	-	-	-
<b>TOTAL</b>	<b>85</b>	<b>31,282,125</b>	<b>2</b>

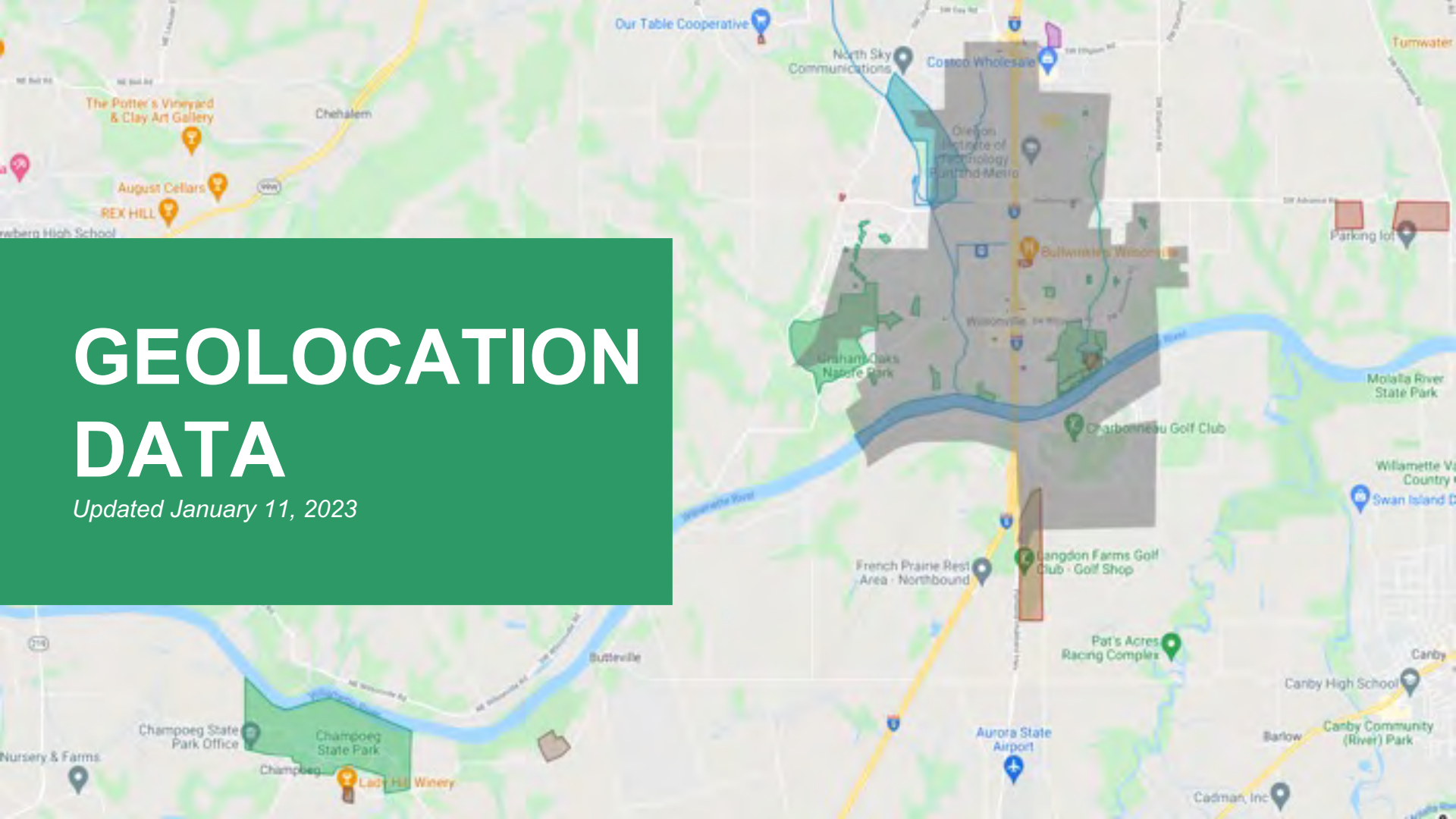
*Influenced articles are those that resulted from JayRay's media outreach, such as ongoing pitching, fact-checking, engagement with journalists or other media effort from JayRay.*





# GEOLOCATION DATA

Updated January 11, 2023



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# COZY SEASON CAMPAIGN OVERVIEW

- **Campaign Dates**
    - Nov. 7, 2022 – Feb. 28, 2023
  - **Areas of Focus**
    - Paring 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
  - **Strategies:**
    - Past visitor re-engagement
    - Look-a-likes
    - Geo-Conquest (target those who have visited WA's wine country but not Oregon's, AND match Wilsonville audience demographics)
  - **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
- Budget:** \$16,000 over four months
- Assets/Creative:**
- HTML5 Prospecting and Retargeting ad



# Past Visitor Data

## FILTERS

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

Clusters: Hotels, Outdoor Rec, Liquid Tourism

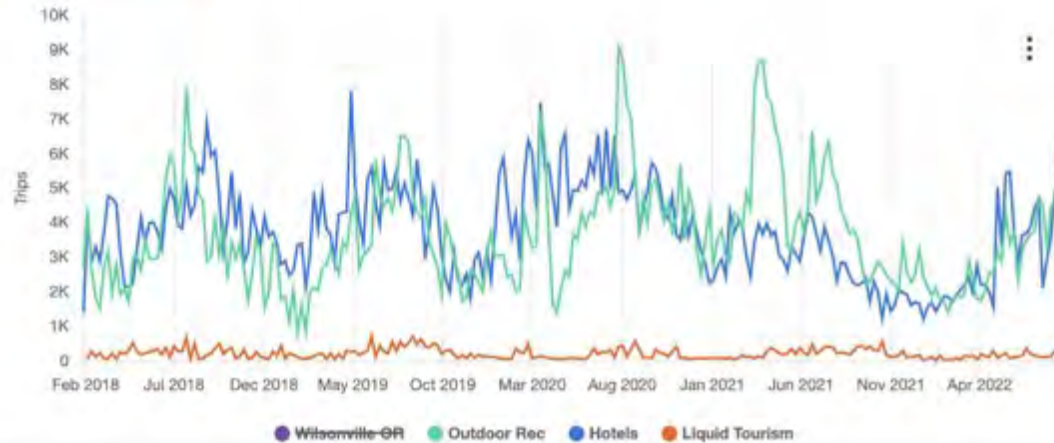
Geo: 50+ miles; In State, Out of State

### Top Clusters

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

### Weekly Trips by Cluster

### Cluster Trend Year Over Year

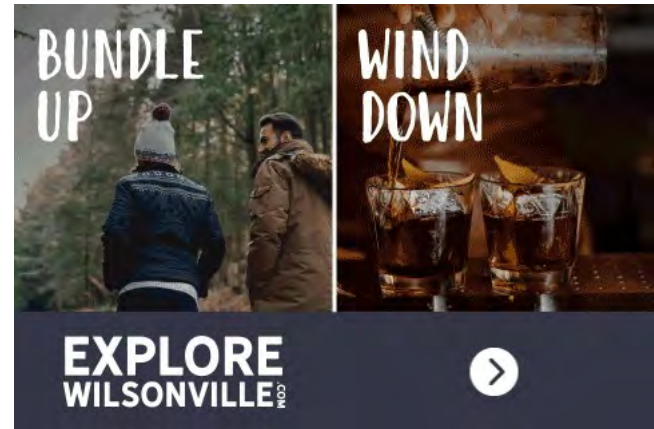
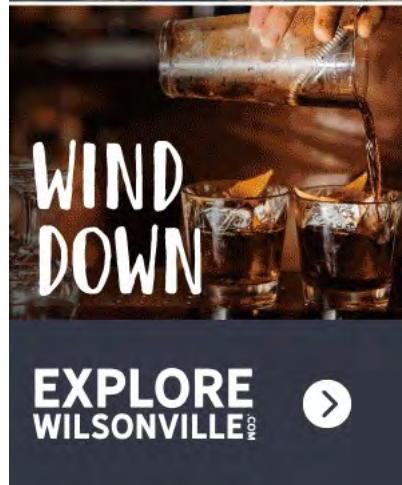


### Top Clusters

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-Rchlnd-Knwck	3.01%
Phoenix -Prescott	2.83%



# COZY SEASON CAMPAIGN







## WIND DOWN TO WINTER IN WILSONVILLE

Pairings aren't just for wine and cheese. Sunny days and chilly nights make for magical winter getaways in the heart of it all — Wilsonville, OR. Put on your cozy season attire and get ready for toasty times! We've paired the best winter activities with decadent food and drinks so you can spend less time planning and more time experiencing the Willamette Valley.

### Bundle up for adventure.



Wilsonville Memorial Park. The 126-acre park features playgrounds, an off-leash dog area and an extensive trail system with a half mile of Willamette River views.

Grab your winter gear and prepare for outdoor excursions. With moderate winter weather Wilsonville is the perfect spot to take a stroll. Get a taste of pioneer life with a visit to Champoege State Heritage Area. If you're feeling extra adventurous book a stay in a yurt to enjoy winter glamping at the site where Oregon's first provisional government was formed. Don't stop there! Live like a local with a visit to

### 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 Ordance Brewing and Vanguard Brewing. Sip on Vanguard's popular Good Day IPA and if you're feeling nostalgic for summer nights order a creamicle, fruit sour.



### Curl up with a spa day.



& Spa. Soak in luxury with a mimosa massage and divine wine facial.

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 sauna and cold therapy. Feeling fancy? Pamper yourself at Oregon's premiere resort and spa, The Allison Inn

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.

Trips-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 + Tootze, 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.

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



# Cozy Season Campaign

ADR

\$169.67

Spend per visitor

\$435

Campaign Run Dates: 11.10.2022 - 02.28.2023

Report Period 11.10.22 - 12.31.22

Attribution Mileage 50 - 4000 mile radius

## Attribution



### Destination

Total Trips/ Visits

744

Est. Campaign Impact

\$323,640.00

### Wine & Outdoor Rec

Total Trips/ Visits

105

Est. Campaign Impact

\$45,675.00

### Hotels

Total Trips/ Visits

22

Est. Campaign Impact

\$11,676.78

Attribution reflects visitation between  
11.17.2022 - 12.31.2022



Est. Campaign Impact

\$323,640.00



Est. ROAS

\$42.78 : \$1



Est. Room Nights

69

Total Impressions

970,438



Total Clicks

1,690



Spent \$8,582.52 of \$16,000

# Cozy Season Campaign

ADR

\$169.67

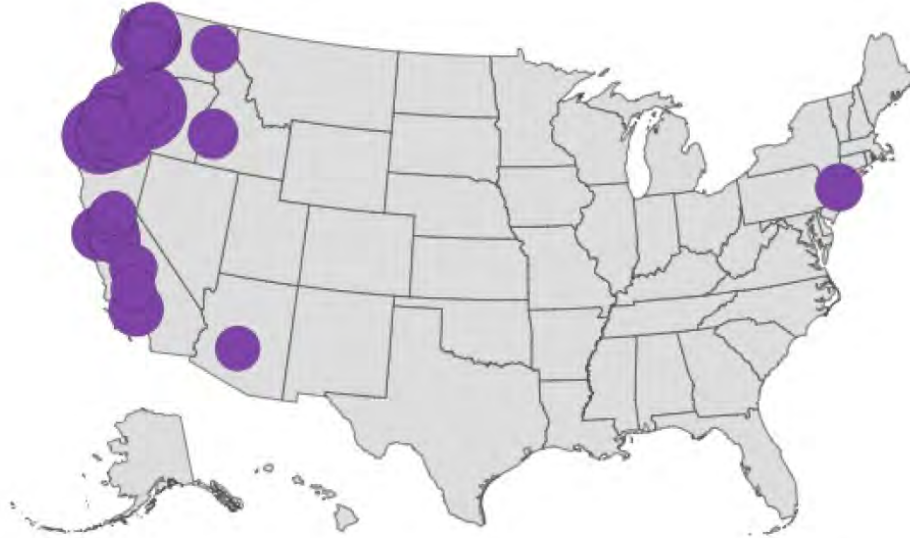
Spend per visitor

\$435

Campaign Run Dates: 11.10.2022 - 02.28.2023

Report Period 11.10.22 - 12.31.22

Attribution Mileage 50 - 4000 mile radius



Top Markets	Share	Avg Length of Stay
<b>Seattle-Tacoma</b>	22%	2 days
<b>Medford-Klamath ...</b>	11%	2 days
<b>Los Angeles</b>	9%	2 days
<b>Eugene</b>	7%	2 days
<b>Sacramnto-Stkton...</b>	7%	2 days
<b>Bend- OR</b>	6%	Day Trip
<b>San Francisco-Oa...</b>	3%	4 days
<b>Portland- OR</b>	3%	3 days

Seattle-Tacoma, Medford-Klamath, Los Angeles, and Sacramento are key DMA markets identified for campaign targeting. Collectively, these markets make up 49% share of all visitors exposed to campaign marketing.

# Cozy Season Campaign

ADR

\$169.67

Spend per visitor

\$435

Campaign Run Dates: 11.10.2022 - 02.28.2023

Report Period 11.10.22 - 12.31.22

Attribution Mileage 50 - 4000 mile radius

## Audience Analysis

Attributable visitors were also observed in the following areas:

### Top Clusters

Cluster ▼

Area	Trips
Wilsonville OR	100%
Outdoor Rec	14%
Attractions	4%
Hotels	3%
Business Travel	0.94%

### Top Age Group

65+

0.22% Attribution

- 16-24 years old
- 25-44 years old
- 45-64 years old
- 65+ years old

#### Destination



#### Wine & Outdoor Rec



#### Hotels



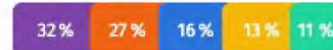
### Top Income

Under \$50k

0.16% Attribution

- \$0-\$50k
- \$50-\$74k
- \$75k-\$99k
- \$100k-\$150k
- \$150k+

#### Destination



#### Wine & Outdoor Rec



#### Hotels



### Top Household Group

1-2 in HH

0.31% Attribution

- 1-2
- 3-5
- 6+

#### Destination



#### Wine & Outdoor Rec



#### Hotels





# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 /1 /2022 - 12 /31 /2022

Comparison Date Range: 10 /1 /2021 - 12 /31 /2021

## Overview: 10 /1 /22 - 12 /31 /22

Total Trips

**345,714**

↓ **-8.0%** vs. 10 /1 /21 - 12 /31 /21

Average Length of Stay

**2.5 Days**

↑ **19.0%** vs. 10 /1 /21 - 12 /31 /21



Visitor Days

**854,850**

↑ **7.4%** vs. 10 /1 /21 - 12 /31 /21

Unique Visitors

**270,734**

↑ **3.4%** vs. 10 /1 /21 - 12 /31 /21



While total trips were down from previous year during same quarter, total trips were up - meaning people are staying longer. There was a 19 % increase in average length of stay. We're also seeing more new visitors vs. repeat

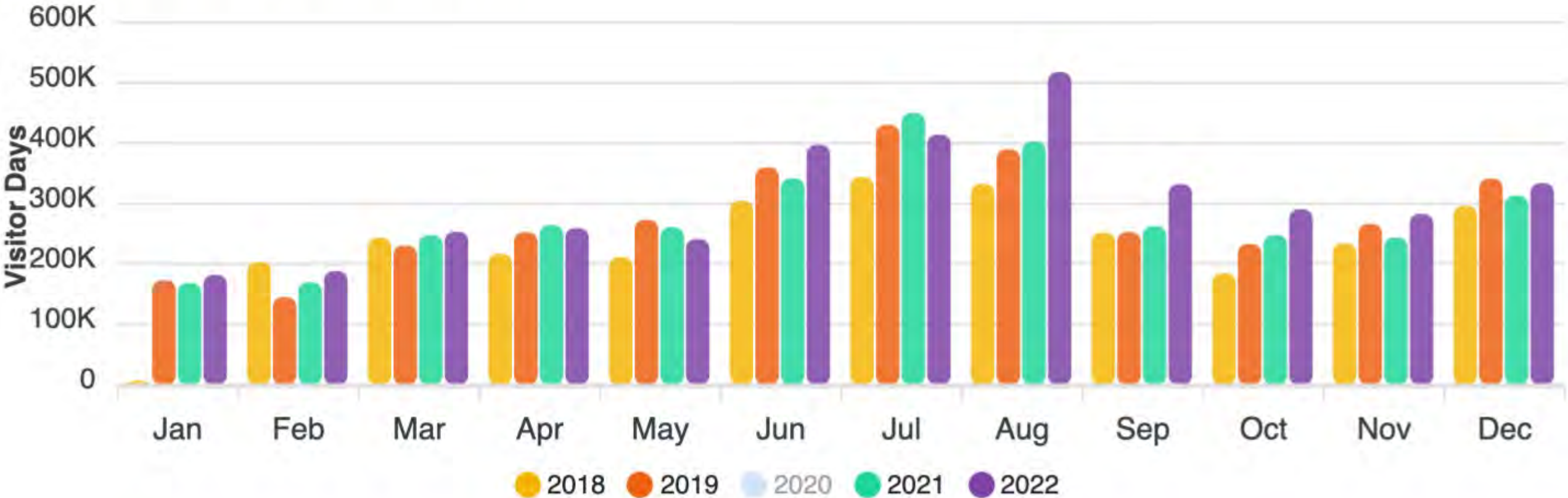


# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 / 1 / 2022 - 12 / 31 / 2022

Comparison Date Range: 10 / 1 / 2021 - 12 / 31 / 2021

## Annual Volume by Visitor Days



\*Data available through 12 / 31 / 2022

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>2018</b>	6.2K	203.1K	243.6K	216.9K	211.7K	304.3K	344.2K	332.8K	252.2K	184.6K	234.1K	296.3K
<b>2019</b>	172.9K	145.0K	230.7K	252.6K	273.2K	360.1K	430.5K	390.0K	253.0K	233.2K	266.5K	341.4K
<b>2020</b>	238.0K	221.8K	188.3K	88.0K	116.3K	237.9K	321.0K	363.2K	238.2K	251.7K	212.6K	207.7K
<b>2021</b>	168.5K	169.8K	247.7K	264.3K	261.0K	341.9K	450.1K	403.3K	262.6K	248.0K	243.9K	313.3K
<b>2022</b>	182.0K	188.3K	253.5K	259.4K	241.3K	397.4K	414.2K	518.0K	332.3K	290.7K	283.0K	333.8K

## Visitor Days by Length of Stay



- Day Trip 49.2%**
- 2 Days 13.4%**
- 3 Days 6.8%**
- 4 Days 6.2%**
- 5 Days 6.4%**
- 6+ Days 18.1%**

Visitor volume is still down from 2019. However, Wilsonville welcomed more visitors per year compared to 2018 and has seen steady growth since March 2021.



# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 /1 /2022 - 12 /31 /2022

Comparison Date Range: 10 /1 /2021 - 12 /31 /2021

## Top Markets

DMA	% of Trips 10/22 - 12/22	% Change of Trips vs 10/21 - 12/21	Total Visit % Change vs 10/21 - 12/21
Seattle-Tacoma	17.9 %	↓ 3.5%	↓ 25.8%
Eugene	16.0%	↓ 6.7%	↓ 37.8%
Portland- OR	15.0%	↓ 1.7 %	↓ 20.2%
Medford-Klamath	6.4%	↑ 1.2 %	↑ 9.1 %
Los Angeles	4.7%	↑ 1.3 %	↑ 19.8%
Bend- OR	4.5%	↑ 1.0%	↑ 16.0%
Yakima-Pasco-Rchln	4.2%	↑ 0.3%	↓ 6.7%
Sacramnto-Stkton	3.5%	↑ 1.6%	↑ 59.6%

DMA	% of Trips 10/22 - 12/22	% Change of Trips vs 10/21 - 12/21	Total Visit % Change vs 10/21 - 12/21
Spokane	2.7%	↑ 0.3%	↑ 1.5%
San Francisco-Oak	2.7%	↑ 0.3%	↓ 3.2%
Salt Lake City	2.1 %	↑ 1.1 %	↑ 85.9%
Phoenix -Prescott	2.1 %	↑ 0.2%	↓ 2.2%
Boise	1.3 %	— 0.0%	↓ 14.4%
Las Vegas	1.2 %	↑ 0.7%	↑ 101.4 %
Fresno-Visalia	1.1 %	↑ 0.6%	↑ 101.5 %
Albuquerque-Santa	1.1 %	↑ 0.9%	↑ 363.0%



# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

Main Date Range: 10 / 1 / 2022 - 12 / 31 / 2022

Comparison Date Range: 10 / 1 / 2021 - 12 / 31 / 2021

## Top POIs

POI	% of Trips 10/22 - 12/22	% Change vs 10/21 - 12/21
Willamette River	24.19 %	↑ 22.7%
Washington Square	18.54 %	↓ 19.0%
Woodburn Premium Outlets	11.49 %	↓ 15.0%
Bridgeport Village	6.5%	↓ 5.6%
Coffee Lake Wetlands	5.26%	↑ 4.4%
Aurora Acres RV Park	4.57%	↑ 2.6%
Topgolf Hillsboro	2.9%	↓ 3.0%
Coffee Lake Creek	2.62%	↑ 2.1%

POI	% of Trips 10/22 - 12/22	% Change vs 10/21 - 12/21
Memorial Park Wilsonville	1.69%	↑ 1.0%
Langdon Farms Golf Club	1.59%	↑ 1.0%
Bullwinkles Wilsonville	1.57 %	↑ 0.6%
Champoeg State Park	1.26%	↑ 0.7%
King City Public Golf Course	1.03%	↑ 0.7%
Holiday Inn Portland - I-	1%	↑ 0.2%
Chehalem Glenn Golf Course	0.94%	↑ 0.8%
Pheasant Ridge RV Park	0.88%	↑ 0.4%

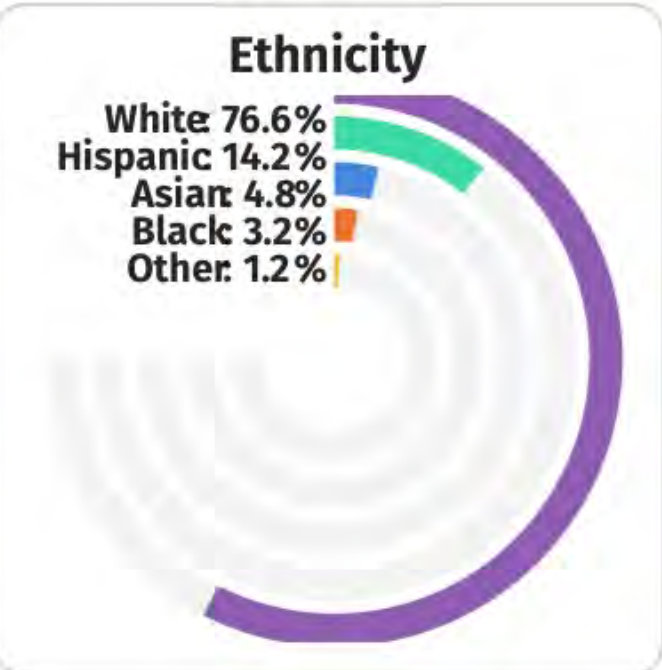
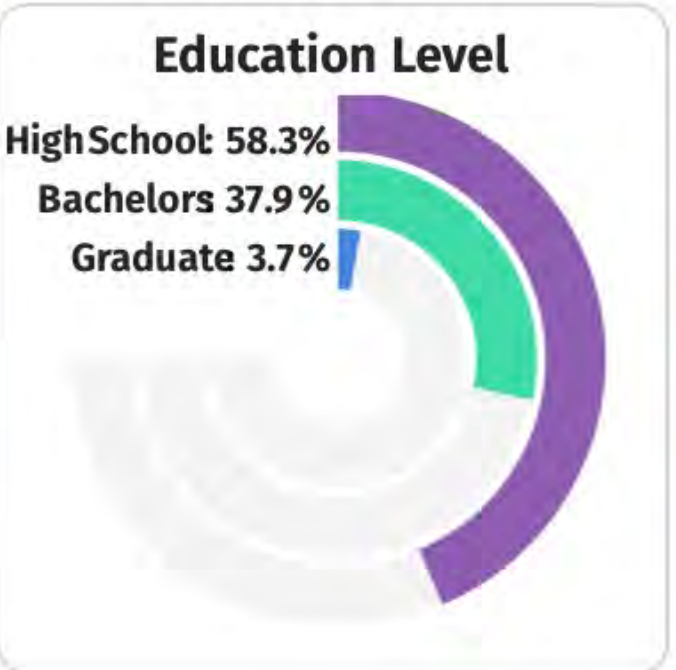
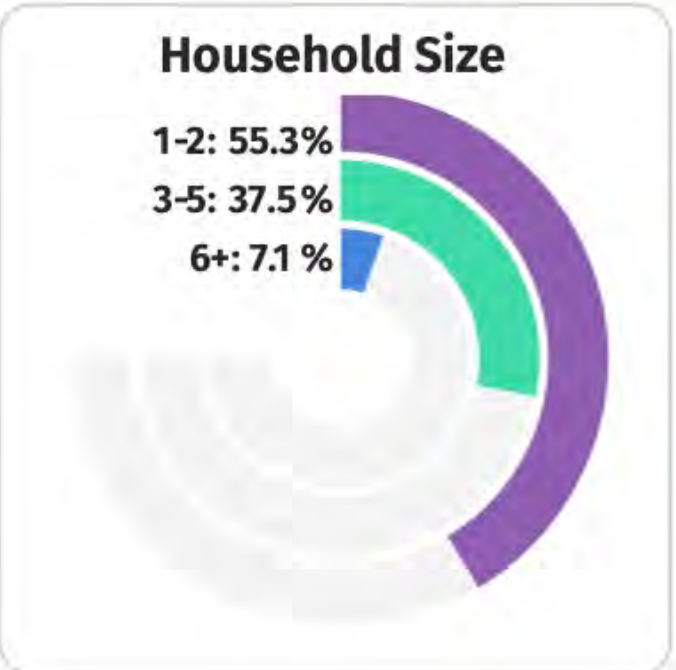
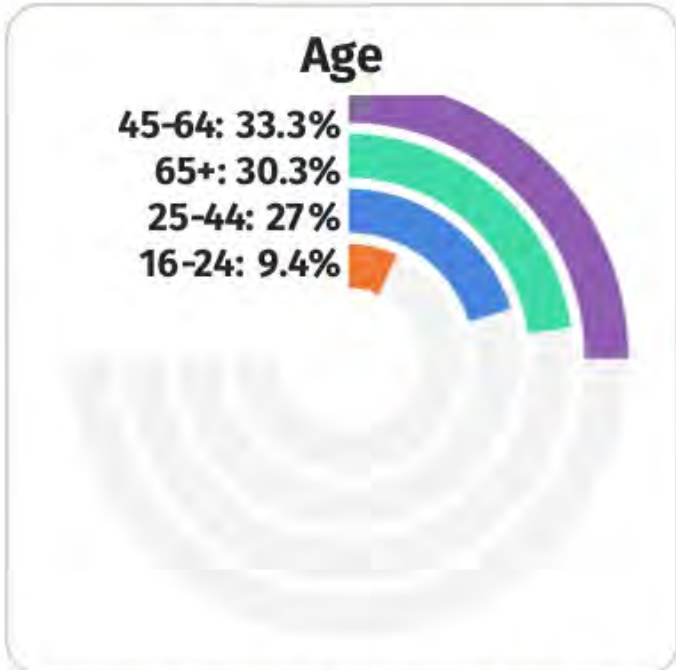


# Explore Wilsonville - Q2: Oct-Dec '22 Geolocation Data

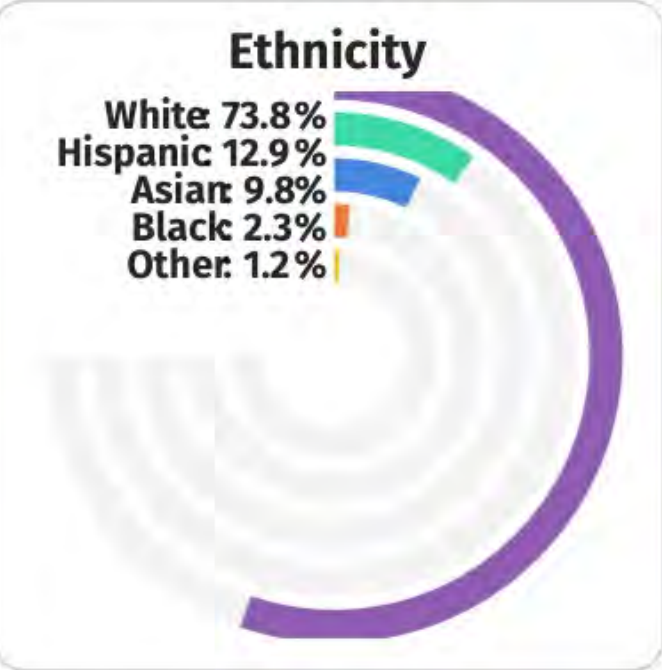
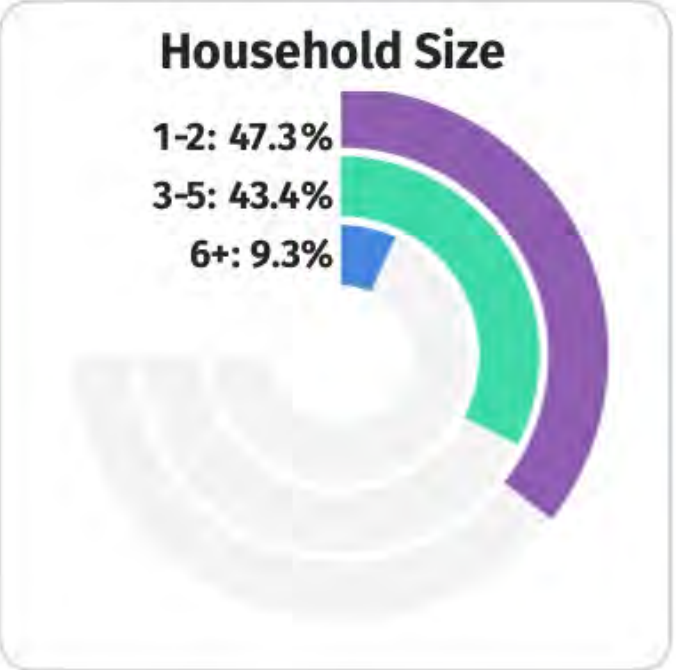
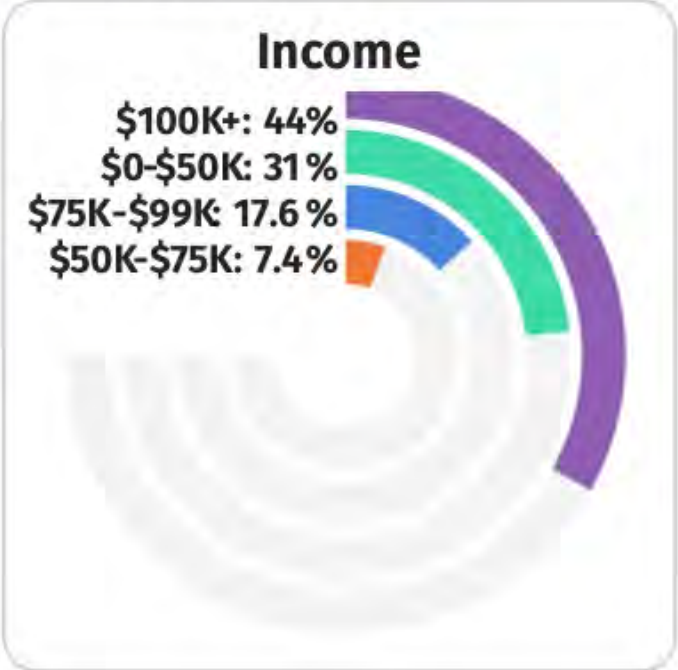
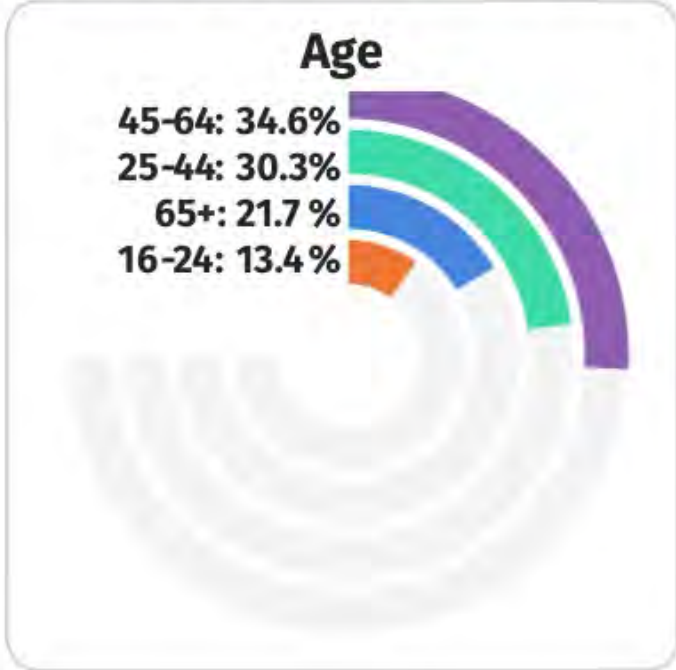
Main Date Range: 10 / 1 / 2022 - 12 / 31 / 2022

Comparison Date Range: 10 / 1 / 2021 - 12 / 31 / 2021

## Demographics for 10 / 1 / 22 - 12 / 31 / 22



## Demographics for 10 / 1 / 21 - 12 / 31 / 21





# Glossary

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**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.

**Number of Trips** - The number of distinct trips to a destination by a distinct Visitor. 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.

**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.



# Glossary

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**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.

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

**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 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 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.

**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.

**Our 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.



# STR REPORT

*Updated January 17, 2023*



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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.  
$$\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$$
- **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.



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

# STR REPORT – WILSONVILLE

## PERCENT CHANGE

2021

2022

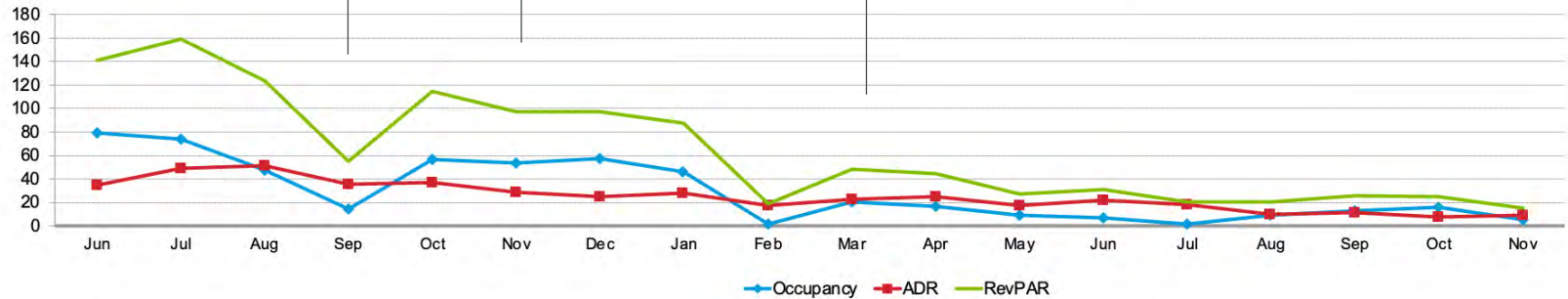
DELTA VARIANT

OMICRON

OREGON MASK MANDATE LIFTED

Dec. data coming soon –  
avail after Jan. 19

PERCENT (%)





# STR REPORT – WILSONVILLE

Q2 FY 22-23					Q2 FY 21-22				YOY QUARTERLY CHANGE
FY 22-23	Oct	Nov	Dec	Total	Oct	Nov	Dec	Total	
Occupancy %	74.3%	64.6%	TBD	69.4% AVG	64.1%	61.2%	57%	60.77% AVG	TBD AVG
RevPar	\$79.13	\$66.24	TBD	\$72.68 AVG	\$63.51	\$57.54	\$50.25	\$57.10 AVG	TBD AVG
Demand	14,162	11,916	TBD	26,078 TOTAL	12,225	11,298	10,859	34,382 TOTAL	TBD TOTAL
Revenue	1,508,545	1,222,059	TBD	\$2,730,604 TOTAL	1,210,822	1,061,555	958,017	\$3,230,394 TOTAL	TBD TOTAL

FY 22-23	Jul	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Occupancy %	78.9%	80.2%	77.7%	74.3%	64.6%	-	-	-	-	-	-	-
RevPAR	\$109.75	\$103.21	\$93.51	\$79.13	\$66.24	-	-	-	-	-	-	-
Demand	15,035	15,294	14,342	14,162	11,916	-	-	-	-	-	-	-
Revenue	\$2,092,395	\$1,967,775	\$1,725,258	\$1,508,545	\$1,222,059	-	-	-	-	-	-	-




Total Properties: 9



Total Rooms: 615



FINAL YOY MEASUREMENTS ARE PENDING STR REPORT, AVAIL JAN. 19

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

# **Q3 PLANS**

## **JANUARY-MARCH**

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# Q3 PLANS (JAN-MARCH)

- PR
  - Attending ODA: Jan. 18-20
  - Spring influencer trip (March)
  - Spring media pitch
  - Articles in the works:
    - *PDX Parent* – Jan: featured Wilsonville in their 2023 Neighborhood Guide. Feb: featuring The Hunt for Cupid's Hearts
    - *Portland Mom Collective* – story late winter or spring
    - *NW Thrifty Mom* blog has indicated story interest
- Social Media
  - Spring blog carousel promo on FB & IG
  - Seasonal boards on Pinterest
- Marketing
  - Continuation of Cozy Season campaign through February
  - Travel Oregon Visitor Guide advertising
- Website
  - Spring banner
  - Spring blog
  - Events calendar
- Visual Identity
  - Finalize logo
  - Brand guide
  - Teaser brochure with locator map
  - Website mockup – homepage
- Account Management
  - TPC meeting (Jan. 25)
  - Annual report (2022) by April
  - Monthly dashboards & geolocation data
  - Monthly meetings with Mark and Zoe
  - Q3 report (mid-April)




**JAYRAY** A PLACE TO THINK


Branding | Advertising | Strategic Communications

# THANK YOU!




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