

OCTOBER 2023

# EXPLORE WILSONVILLE

---

PROPOSAL FOR TOURISM DEVELOPMENT STRATEGY



Photo by drburtoni on flickr



Dear Selection Committee:

You have chosen a pivotal time to initiate a Tourism Development Strategy process for Explore Wilsonville. As the country continues its emergence from the COVID-19 pandemic, destinations have the opportunity to reconsider how they approach travel and tourism to empower economic recovery; how to enhance their tourism product; who their visitors are; who they want their visitors to be; and how to ensure an equitable distribution of the benefits of tourism throughout the community. With recent changes to Wilsonville's local tourism product and an expiring 10-year plan, this moment is the opening to reconsider how tourism serves visitors, the local quality of life, and equitably grows the economy.

As the proposed lead for this project, let me introduce myself: I'm a Portland-based destination strategist who has led travel and tourism projects across a multitude of challenges: sustainability, recovery, and destination development. My past clients span the U.S. and include Brand USA, Travel South, nine state tourism agencies, to dozens of county and municipal destinations—many of which are right here in Oregon: Explore Tualatin Valley, Willamette Valley Visitors Association, Clackamas County Tourism, and Travel Oregon. I've been doing this work for over a decade.

As you consider the proposals you receive for your Tourism Development Plan, I'd like to highlight a few key attributes that I believe set the Whereabout team and approach apart:

- » As an **Oregon-based team**, we understand the local dynamics and the broader tourism ecosystem in which Explore Wilsonville operates.
- » Our approach seeks to get **solid, reliable information** during research and planning, and we are expert at converting that information into **actionable insights** that can drive your strategic direction.
- » Our engagement with destinations across the U.S. brings with it an understanding of **trends and emerging innovations** that will help you create a plan responsive to our time.
- » Our leading thinking about **destination resilience** will enable Explore Wilsonville to build a visitor economy that is able to survive unpredictable shocks.
- » As a small firm designed specifically for planning efforts like yours, you'll receive the **responsiveness and personalized service** that this process deserves.

Finally, per the RFP, we hereby acknowledge the single addendum to the RFP, published on October 19, 2023.

On behalf of my team, we are enthusiastic about the opportunity to help Explore Wilsonville shape the future of your visitor economy and look forward to the opportunity to share more about Whereabout's approach with you.

Sincerely,



Matthew Landkamer  
Founding Principal, Whereabout

# CONTENTS

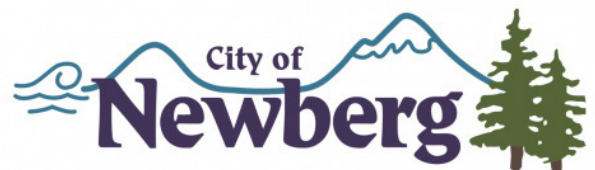
<b>2</b>	<b>ABOUT WHEREABOUT</b>
<b>3</b>	<b>WHEREABOUT TEAM</b>
<b>6</b>	<b>APPROACH TO STRATEGIC PLANNING</b>
<b>15</b>	<b>EXAMPLE PROJECTS</b>
<b>16</b>	<b>REFERENCES</b>
<b>17</b>	<b>PROPOSED TIMELINE</b>
<b>18</b>	<b>PROPOSED INVESTMENT</b>
<b>19</b>	<b>EXCEPTIONS TO SERVICES AGREEMENT</b>
<b>20</b>	<b>INSURANCE</b>

# ABOUT WHEREABOUT



Whereabout is a **destination futures studio** focused on stewardship. We believe that every destination can achieve a sustainable balance between a robust visitor economy, protection of natural resources, and resident quality of life—and that setting a long-term vision for the future is the first step. We've worked with destination organizations across the U.S. at every scale to create destination assessments, strategic plans, stewardship plans, and marketing plans.

Primary Contact: Matthew Landkamer, Founding Principal  
(206) 349-5948 | [matthew@whereabout.travel](mailto:matthew@whereabout.travel)  
P.O. Box 3604 Portland, OR 97208





# WHEREABOUT TEAM

---



**MATTHEW LANDKAMER**  
PROJECT LEAD,  
DESTINATION STRATEGIST

Matthew is a destination strategist, change leader, and idea generator. For nearly a decade, his work has been focused on helping destinations think strategically about their organization, their visitor economy, and their place. He has helped state tourism agencies and local DMOs across the country with Sustainable Destination Management Planning, recovery planning, strategic planning, and change management. He founded Whereabout in 2021 to focus his work around his belief that every destination can achieve a healthy balance between a robust visitor economy, protection of natural resources, and resident quality of life. Matthew is often invited to speak at conferences throughout the U.S. on topics such as destination resilience, destination strategy, and regional collaboration between destination organizations.

## CERTIFICATIONS

Professional Certificate  
in Sustainable Tourism,  
Global Sustainable Tourism  
Council (GSTC)

PROSCI® Change  
Management

Public Interest Design,  
SEED Network

## EDUCATION

B.A. in Fine Arts, Nebraska  
Wesleyan University

## RELEVANT PROJECTS

- » **Explore Tualatin Valley, OR**  
Strategic Plan (in progress)
- » **Oregon's Mt. Hood Territory, OR**  
Destination Strategy Framework Development
- » **Travel Oregon**  
Collaborative Regional Investments (ongoing)  
Tribal Tourism Strategy (ongoing)
- » **City of Newberg, OR**  
Tourism Strategic Plan
- » **Willamette Valley Visitors Association, OR**  
Strategic Plan\*
- » **Albany Visitors Association, OR**  
Strategic Plan
- » **Coos Bay/North Bend/Charleston CVB, OR**  
Strategic Plan
- » **Park City/Summit County, UT**  
Sustainable Tourism Plan\*\*

projects marked \* performed under previous employment at Coraggio Group  
projects marked \*\* performed as Whereabout, contracted through Coraggio Group

# WHEREABOUT TEAM

---



**STACY HUMPHREY**  
PROJECT MANAGER,  
DESTINATION STRATEGIST

Stacy Humphrey is a strategic planner, community advocate, and destination strategist. For over two decades, she has been focused on community visioning and problem solving predominantly in the Portland Metro region, bringing in all community voices, and charting a path forward with the broadest benefit and support. Stacy has deep experience in travel & tourism and community economic development. She has helped local community and state tourism agencies across the country with tourism planning and in charting a course forward through economic recovery. Stacy founded Stacy Humphrey LLC in 2022 to focus her work on communities, strategy, and economic development.

## RELEVANT PROJECTS

- » **Visit Grants Pass, OR**  
Building a Vibrant Downtown
- » **Great Rivers and Routes, IL**  
Tourism Master Plan (in progress)
- » **City of Napa, CA**  
Tourism Improvement District Strategic Plan (in progress)
- » **Experience Champaign Urbana, IL**  
Strategic Plan (in progress)
- » **Metro Tribal Affairs, OR**  
Communications and Strategic Planning (in progress)
- » **Metro 2040 Program, OR**  
Grant project management
- » **Park City/Summit County, UT**  
Sustainable Tourism Plan\*
- » **Town of Gilbert, AZ**  
Tourism Strategic Plan\*
- » **Heber Valley, UT**  
Tourism Development Plan\*
- » **City of Avondale, AZ**  
Avondale Tourism Plan\*

## CERTIFICATIONS

PROSCI® Change Management

Project Management, PSU CEPE

Strategic Organizational Development, PSU CEPE

## EDUCATION

M.S.P. Urban Planning, Florida State University

Projects marked \* performed under previous employment at Coraggio Group



# WHEREABOUT TEAM

---



**GREG NETZER**  
**COMMUNITY STRATEGIST**

Greg is a strategic consultant and leadership advisor with more than 25 years of experience consulting for and leading organizations as varied as Fortune 100 companies and startup nonprofits, including a decade in entrepreneurship and economic development. He has extensive experience in strategic planning, brand strategy development, organizational alignment, process design and improvement, stakeholder engagement, communications and business planning, and facilitation. Greg focuses on helping leaders to clarify their vision and build the business strategy that will help them attain it. He is also an award-winning writer with a long history writing about business and culture for publications such as The New York Times Magazine and many others.

## INDUSTRY EXPERIENCE

Technology, Consumer Products, Healthcare, Energy, Food & Beverage, Education, Government, Manufacturing, Nonprofit, Economic Development, Tourism, Financial Services

## EDUCATION

Master of Fine Arts in English/Writing, University of Michigan

Bachelor of Science in Business Admin/Finance, University of Missouri

## RELEVANT EXPERIENCE

- » **City of Salem, Oregon**  
Strategic Communications & Engagement Plan
- » **City of Independence, Oregon**  
Tourism & Economic Development Brand Strategy
- » **Clark County & Skamania County, Washington**  
Crisis Triage Center Readiness Assessment, Strategic Plan
- » **Portland Innovation Quadrant (IQ)**  
Business Plan, Strategic Plan
- » **Worksystems, Inc.**  
Workforce Development Strategy Assessment
- » **Greater Portland Inc**  
Interim VP of Marketing
- » **Built Oregon**  
Entrepreneurship Strategy, Conference Design & Strategy, Strategic Plan
- » **Portland Incubator Experiment (PIE)**  
Leadership Advisor & Mentor
- » **NW Natural**  
Public Utility Environmental Activity/Insight Assessment
- » **Multiple Corporate / Private Sector Projects**  
Details on request

# APPROACH TO TOURISM PLANNING

---

Explore Wilsonville seeks a Tourism Development Strategy to create economic wealth, enhance the tourism product, and engage its constituents on behalf of tourism. Sustaining, growing, and diversifying the travel & tourism industry into the next decade and beyond will rely on an understanding of the current visitor, the region's assets, and opportunities for growth.

Based on more than a decade of experience developing destination and strategic marketing plans for other similar organizations, we are confident that the following approach will yield a plan that:

- » Engages a breadth of stakeholders in the process of assessing the current status of the city's tourism industry, and where it needs to go next.
- » Identifies threats and opportunities for the city's visitor economy.
- » Yields a roadmap for achieving objectives and strategies that add up to long-term success.
- » Facilitates stakeholder and community education and buy-in throughout the process to pave the way for plan adoption and implementation.
- » Creates opportunities for small businesses to support and succeed in the visitor economy, enabling a more equitable distribution of its positive impacts.

## PHASE I: DISCOVERY & ANALYSIS

Our approach begins with building towards a Current State Analysis Report. This report will detail the current state of the visitor economy for Explore Wilsonville and identify key strategic opportunities related to the visitor economy with a focus on how to build equitable economic wealth for the Wilsonville region.

## KICK-OFF MEETING

Our first step is a two-hour kickoff meeting with our key Explore Wilsonville contact where we will ensure alignment on the scope of work and timeline, discuss formation of the Planning Team (see below), identify relevant and available data sources, and identify other existing documents that will inform the planning process.

The Planning Team that will be our touchpoint for the overall effort should be a group representing various community interests to ensure buy-in and momentum for implementation. We recommend a group of 8-12 individuals, drawn from a variety of public- and private-sector organizations connected to the local visitor economy and representative of the broader community. Individuals chosen to be part of this Team should be capable of thinking beyond their own sector and seeing the "big picture." This may include one or more elected officials, City departmental representatives, business organization leaders, Tourism Promotion Committee members, tourism-related business owners, and other stakeholders we identify together.



## DATA & DOCUMENT REVIEW

After the Kickoff Meeting, we will gather your available information and data such as existing research related to economic impact, hotel occupancy & rate trends, target markets and demographics. We will also gather associated plans that will be influential to the Tourism Development Strategy and with which we may need our strategies to dovetail.

Once all the materials are gathered, we will review them with an eye towards pulling out relevant and influential information that will contribute to the Current State Analysis Report, including those areas of tourism-related activities that may provide opportunities for greater alignment and efficiency and those components that inform the future state of tourists' needs. Part of what we seek to assess in this review is the destination's available assets, strengths, opportunities, resources, community support for tourism, and readiness to implement a destination strategy.

It doesn't make sense to over-extend our data gathering, but we do want to remain open to pursuing opportunities that are illuminated by the discovery process. This is where the qualitative portion of our information gathering often comes in handy—you and your stakeholders will illuminate key challenges and opportunities for us and will guide us toward analyses that can help you make critical decisions. In other cases, we'll identify information gaps based on our experience working with scores of destinations—we might see things that you haven't and can dig deeper.

## IN-MARKET DESTINATION ASSESSMENT

A strong understanding of the visitor experience is essential to building toward the Tourism Development Strategy, and this is best done by visiting a destination in person and reviewing its assets first-hand. We will spend 3 days in-market “secret shopping” Wilsonville, taking photographs and notes, and scoring elements of the destination on aspects such as their appeal,



Photo by Gary Halvorson on Wikimedia Commons



value, access, mix, service, and authenticity. We will also be examining the infrastructure that supports tourism: transportation, wayfinding, and publicly accessible information. We will engage with front-line service staff, seeking advice on what to do locally, and we will pay attention to the accuracy of online hours and utilize user-generated content sources such as TripAdvisor to guide our choices for dining and other activities. To the degree possible, we will replicate the experience of a visitor to the region and capture the ups and downs of that experience. This in-market assessment will focus on—but not be limited to—those assets Explore Wilsonville knows will be central to the Tourism Development Strategy: lodging; nature & outdoor recreation; history, heritage & culture; sports; shopping; meetings; culinary; special events; industry; and commercial attractions.

Although this assessment will generally focus on Wilsonville-specific assets and attractions, because we have done tourism work with your regional DMOs—Explore Tualatin Valley and Clackamas County/Mt. Hood Territory—we will also bring our knowledge of regional assets into the conversation. This assessment will become part of the Current State Analysis Report. It will help highlight key opportunities for Explore Wilsonville to attract visitors who share its values and help grow local businesses throughout the region to participate in the visitor economy so the economic benefits are more equitably experienced.

## COMMUNITY, STAKEHOLDER, AND VISITOR ENGAGEMENT

Parallel to the in-market assessment and review of associated plans and available data, we will gather information from your stakeholders in two ways: targeted stakeholder interviews, and a broad survey.

The survey will go to as broad a selection of tourism stakeholders, residents, and past visitors as possible and will gather:

- » Their impressions of the current state of Wilsonville’s visitor economy



- » Their opinions about Wilsonville’s tourism assets
- » Their perspectives about tourism in the region
- » Where they see opportunities for shaping visitation to the destination
- » Their hopes for the future of the visitor economy
- » The primary obstacles they see that might mute the impact of the plan

While many of the questions will be universal for all respondents, there will be sections specific to tourism industry stakeholders, residents, and visitors. For tourism industry stakeholders, we will examine their perspectives of Explore Wilsonville as an organization and how it markets and manages the destination product. We’ll ask residents about quality of life and the role of travel & tourism. And we’ll ask past and current visitors more questions about their impressions from their visit. We will want to pay particular attention to ensuring all voices are heard and that the diversity of your stakeholders is reflected in the responses.

We will also perform up to 10 1:1 telephone/video interviews with key stakeholders in which we will drill down on preliminary survey results to build a more nuanced understanding of what



we see in the survey data. Participants may include elected officials, business leaders, Tourism Promotion Committee members, and representatives of key partners including JayRay Ads & PR. Finally, we will conduct 3 focus groups of mixed tourism stakeholders to round out our outreach and include multiple viewpoints in the planning process.



Photo by M.O. Stevens on Wikimedia Commons

## TOURISM PROMOTION COMMITTEE ENGAGEMENT

We will engage with the Tourism Promotion Committee on their regular meeting cadence, sharing updates from the process and draft materials, soliciting feedback, and incorporating that feedback into next steps of the process. Per the RFP, we will share agendas and materials at least one week in advance of a given meeting.

## PHASE II: STRATEGY DEVELOPMENT

In this phase, we will take what we collectively learned in the first phase and work with the Planning Team to turn insights into actionable strategies.

Ultimately, the plan created by this Team will be implemented by the greater Wilsonville community, and having some players from the community who are rooted in making things happen be part of the Plan creation will be a significant investment in the Plan's shared successful strategy implementation.

## CURRENT STATE ANALYSIS REPORT

The Current State Analysis Report is the foundation of the Strategy Development phase, as it provides key thematic considerations for the Planning Team and will be a head-start to the planning process. We will outline macro trends for Explore Wilsonville focused on specific areas of interest such as outdoor recreation and culinary tourism. We will do a summary of tourism economics that describes the impact tourism has on the local economy, and workforce and population changes. We will then analyze and synthesize all the information gathered from available data, our in-market assessment, other assessments, and stakeholder outreach then combine these with broader trends and data, to draw conclusions about where the Planning Team should expend effort. This will highlight areas of tourism opportunity, gaps, and future needs—all based upon quantitative and qualitative data for Wilsonville.





Photo by M.O. Stevens on Wikimedia Commons

The report will include the following sections:

- » Executive Summary
- » Introduction/Methodology
- » Trends to Watch
- » Key Strategic Considerations
  - » Thematic Summary
  - » Data Points
  - » Quotes
  - » Conclusions
- » Appendices
  - » Summary of Community and Stakeholder Engagement
  - » In-Market Assessment
- » Endnotes

The Key Strategic Considerations will highlight strengths and weaknesses of the Wilsonville region, identify gap areas, point to new opportunities, and recommend specific improvements, all with an eye towards building a more resilient tourism industry.

## WORKSHOP 1: CURRENT STATE ANALYSIS REPORT; VISITOR PROFILE AND EXPERIENCE

We will begin this approximately six-hour Planning Team workshop with a review of the Current State Analysis Report, as the insights and strategic recommendations contained in the report will set the stage for a focused and effective planning process. We will share what we've learned and what we think it means strategically for the Wilsonville visitor economy. We will also walk through the In-Market Destination Assessment to help the Planning Team reflect on the visitor experience.

Our next step will be to ground the Planning Team in the destination's visitors by diving into the top 2-3 current visitor profiles for the destination, thinking about what attracts them to the area, what they get out of it, and what kinds of statistics we know about their visits: length of stay, spend, etc. We will also explore how Explore Wilsonville wishes to see their primary



visitor profiles evolve over the planning horizon in terms of length of stay, what attracts them to the region, socio-economic profiles, etc. These future visitor profiles will be a point of beginning in establishing a vision for the future.

Reflecting on our Visitor Profiles and leveraging our observations from our In-Market Destination Assessment, we will lead the Team through an exercise designed to help them envision the destination from the perspective of a visitor—imagining a visitor’s full journey from planning, through each day of their visit, to their departure and any post-visit activities they might undertake. This exercise will allow us to highlight some of the destination’s greatest strengths, areas of challenge or opportunity. To maximize our time together in the room, we will come with some ideas pre-populated in the visitor experience based upon our experience of the destination in performing the In-Market Assessment.

## WORKSHOP 2: VISION, MISSION, COMPETITIVE POSITION, & PILLARS OF TOURISM

The second workshop will begin by focusing on taking everything we know about your destination and your current and future visitor profiles into a long-term Vision for the destination. Thinking fifteen years out, we will guide the Planning Team through exercises designed to understand how different aspects of the destination might evolve over that time frame—for instance, how will the area’s mix of outdoor recreation options grow to meet the preferences of future visitors? Rather than attempt to wordsmith a full Vision statement in the workshop, we will take good notes and capture the Team’s thoughts, then take that raw material back with us to craft into a draft Vision statement.

Within the Vision, we will focus on activities we hope your future visitors will take part in and will describe how we want them to interact with the destination in a way that supports a healthy visitor economy but doesn’t compromise local quality of life.

We will then work with the Planning Team to

articulate the city’s competitive position: what this destination offers that uniquely distinguishes it from other tourism destinations. Clear articulation of a competitive position empowers the Explore Wilsonville to focus on its winning qualities and competitive advantages.

We will also take time in this workshop to review and—if needed—revise the existing Mission statement for Explore Wilsonville. This statement should work in concert with the long-term tourism vision.

Finally, equipped with the findings of the Current State Analysis Report, a Vision, and a Competitive Position, we will work with the Planning Team to identify the fundamental pillars of the region’s visitor economy. This will be a general set of tourism drivers—for example youth sports, business-to-leisure (“blisure”) travel, outdoor recreation, and history. For each, we will identify the increasing complexities and value as they grow from a foundational, to a promotional, to an aspirational tourism offering in the region.



Photo by TriMet on flickr





Photo by M.O. Stevens on Wikimedia Commons

## STAKEHOLDER AND COMMUNITY CHECK-IN MEETING #1

We'll pause at this point in the process to check in with the community. In a 90-minute public meeting, we'll share insights from the Current State Analysis Report and the Planning Team's initial thoughts about the Visitor Journey, the Vision, and the Pillars of Tourism. We'll then give the community a chance to weigh in on what they think key strategies might be to move forward and will gather those inputs to become fodder for the Planning Team's use. As part of our ongoing engagement with the Tourism Promotion Committee, we will invite members to attend this meeting to hear the feedback firsthand.

## WORKSHOP 3: OBJECTIVES & DESTINATION STRATEGIES

In the third workshop, we will begin to brainstorm what efforts the community might undertake, answering the question, "What will it take to

make our Vision a reality?" We will use facilitated exercises that push the team toward bold thinking but will also ground the conversations in the realities described by the Current State Analysis Report. The goal of the workshop will be to arrive at a draft set of Objectives which we anticipate will be focused on how to build a more resilient tourism industry. These will be the organizing structure for the work of the plan—the 6-12 big, sweeping strategies that will guide development of the destination over the coming fifteen years.

Once identified, we will populate each of the Objectives with a series of specific strategies that will enable that direction. We will rely on the group's local knowledge of what is needed but will also structure the conversation around what we learned from the Current State Analysis Report, what we know about industry trends in general, and what stakeholders shared at our check-in. The Objectives will point strategic work towards topics such as: asset and event enhancement, diversification, and development with an aim to enhance

tourism demand generators and increase visitation; incentivizing redevelopment, recommendations to leverage business travel to drive repeat leisure visitation; and infrastructure improvements.

## WORKSHOP 4: INDICATORS, REFINEMENT, PHASING & IMPLEMENTATION

In this workshop, we will review and reflect upon and refine the significant body of work done at Workshop 3. This may entail cross-referencing our work to the Considerations highlighted in the Current State Analysis Report to ensure we are addressing all the opportunities described therein.

For each of the Objectives, we will identify a few specific measurable indicators that you will track over time to ensure that you're moving in the direction of your goals. We think of the Indicators as the crux of the plan, as they are what will allow you to track progress in implementation, and change course if your strategies aren't having the intended effect. In this workshop, we will likely only identify the specific things we will measure, but may not be able to identify specific target numbers yet. We'll work with you to dial in final expressions of these as we revise the plan.

Next we will discuss phasing of the specific strategies with a focus on near-term (0-3 years), mid-term (3-7 years) and long-term (7+ years) phasing. Additionally, we will dig into potential funding opportunities, alternatives, and strategies to make the Vision, Objectives, Indicators, and Strategies a reality—knowing that the value of the plan is rooted in its ability to truly be carried forward into reality.

## STAKEHOLDER AND COMMUNITY

### CHECK-IN MEETING #2

Before finalizing the plan, we will check in with your stakeholders and community one more time, sharing your updated Vision, Objectives, Indicators, Strategies, and Phasing, and seeking their input. We will be careful not to



give the public editorial rights over the plan but will also want to demonstrate active listening and choose to take good advice when we get it. This engagement will pay dividends during implementation, when community participation will be essential to success.

## WORKSHOP 5: REVIEW & PARTNERS

At this point, we will have all the elements of Explore Wilsonville's Tourism Development Strategy, and we will spend some time reviewing everything together, ensuring that we've addressed all the strategic challenges and opportunities identified in the Current State Analysis Report, that all the elements of the plan hang together well, and that we've addressed any concerns raised by stakeholders. We'll ensure that we've identified funding opportunities and alternatives for all Strategies, and we'll ensure that each of the Indicators is specifically measurable and has an ongoing data source identified.

We'll finish the workshop by discussing the Collective Impact Model as a framework for implementation—identifying a lead organization, key participants, lead and support agencies for individual strategies, initial and ongoing meeting cadence, and a continuous communication plan (see graphic).

## PHASE III: IMPLEMENTATION ROADMAP

In this final phase, we will deliver a complete Tourism Development Strategy to Explore Wilsonville and support the organization in implementing it.

### TOURISM DEVELOPMENT STRATEGY

A plan's content is more important than its presentation. However, we've found over time that it's helpful to document plans in two ways when possible: a plan summary that can become a daily working document for those tasked with implementing the plan or as a quick guide to share with stakeholders, and a more in-depth booklet-style plan that provides more detail about each of the key areas of focus to give necessary context to those who will be tasked with implementing the plan. Using professional desktop publishing software, we will develop well-written, sharp, and logically organized PDF documents in both formats, ready for printing. The Tourism Development Strategy will include:

- » Destination Vision
- » Competitive Position
- » Future Visitor Profiles
- » Pillars of Tourism
- » Objectives
  - » Indicators
  - » Strategies
  - » Phasing
  - » Funding Strategies
  - » Partners
- » Implementation

Before finalizing this version, a 21-day public comment period will commence, and we will work with Explore Wilsonville to make any changes that are warranted by the public feedback before committing to a final version of the Strategy.

## IMPLEMENTATION SUPPORT

To support Explore Wilsonville and partners for successful implementation of the Tourism Development Strategy, we will schedule every-other-month meetings via phone/video conference for a year beyond plan completion. These meetings will be an opportunity for the Tourism Development Strategy Manager to share with us what is working, where there are challenges, and for us to discuss solutions together. We want the plan to be successful as much as you do and know an ongoing supportive relationship will pay dividends towards that future.



# EXAMPLE PROJECTS

---



## VISIT PARK CITY: SUSTAINABLE TOURISM PLAN

Matthew Landkamer, under subcontract to Coraggio Group, and Stacy Humphrey, under previous employment at Coraggio Group, facilitated the planning process for this internationally-recognized Sustainable Tourism Plan that is supported by a Global Sustainable Tourism Council assessment and includes rigorous indicators of success.



## CITY OF NEWBERG: TOURISM STRATEGIC PLAN

Whereabout worked with a cross-section of the Newberg community to develop a five-year Tourism Strategic Plan for this city. The Plan includes a long-term Vision for Newberg and identifies how Newberg will evolve its visitors over time.



## TOWN OF GILBERT: TOURISM STRATEGIC PLAN

Matthew Landkamer, under subcontract to Coraggio Group, and Stacy Humphrey, under previous employment at Coraggio Group, led a process to develop a Tourism Strategic Plan for the town of Gilbert, Arizona. The process included a detailed in-market assessment of Gilbert which scored the destination across an array of aspects.



## CITY OF AVONDALE, AZ: TOURISM PLAN

Matthew Landkamer and Stacy Humphrey, both under previous employment at Coraggio Group, worked with Discover Avondale to develop a five-year strategy for the development of the visitor economy in Avondale. Across six Imperatives, 32 specific strategies are guiding Avondale's tourism growth.

# REFERENCES

---

## OREGON TOURISM COMMISSION

**Lucinda DiNovo**

Chairperson

(541) 756-8800

ldinovo@themillcasino.com

## TRAVEL OREGON

**Lisa Itel**

Director, Industry Relations

(503) 351-3439

lisai@traveloregon.com

## EXPLORE TUALATIN VALLEY

**Dave Parulo**

President & CEO

(971) 245-3210

dave@wcva.org

## CLACKAMAS COUNTY TOURISM

**Samara Phelps**

Executive Director

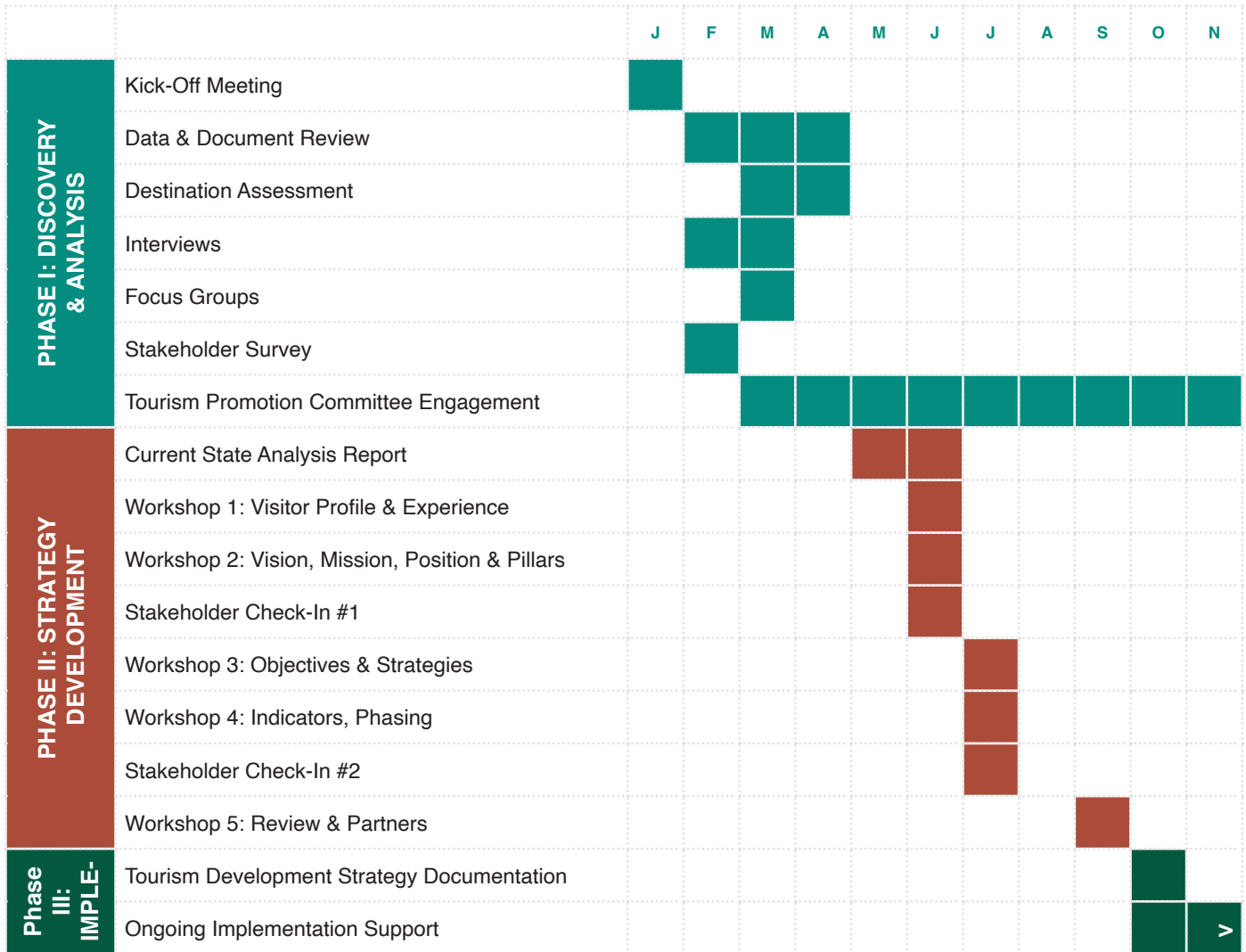
(971) 334-9479

samara@mthoodterritory.com



Photo by M.O.. Stevens on Wikimedia Commons

# PROPOSED TIMELINE





# PROPOSED INVESTMENT

---

## TOTAL INVESTMENT

Whereabout's proposed costs per phase are detailed below. The total proposed fees for the Explore Wilsonville Tourism Development Strategy, including travel costs, are **\$99,095**.

**PHASE I: DISCOVERY & ANALYSIS** **\$38,528**

**PHASE II: STRATEGY DEVELOPMENT** **\$40,533**

**PHASE III: IMPLEMENTATION READINESS** **\$20,034**

---

**TOTAL CONSULTING FEES** **\$99,095**

## TERMS

Whereabout invoices monthly, including consulting fees as incurred and reimbursable travel costs. Invoices are due Net 30.

## RATE SCHEDULE

- » Matthew Landkamer \$275
- » Greg Netzer \$250
- » Stacy Humphrey \$225
- » Destination Analyst \$60

# EXCEPTIONS TO SERVICES AGREEMENT

---

As a small professional services business, Whereabout carries insurance for General Liability to an aggregate amount of \$2,000,000 and Professional Liability to an aggregate amount of \$1,000,000. In our experience, this has been sufficient for both public- and private-sector clients. With no business vehicle and no employees (all team members are independent contractors), we do not carry Business Auto or Workers Compensation Insurance.

Should Whereabout be the successful proposer, we will work with the City of Wilsonville to arrive at an agreed-upon level of insurance that will meet the City's needs without unduly burdening Whereabout. The following page demonstrates proof of insurance.

Excluding Insurance Requirements, the remainder of the Professional Services Agreement is acceptable to Whereabout.

## REQUIREMENTS IN CURRENT AGREEMENT

Commercial General Liability Insurance:  
\$2,000,000 each occurrence; \$3,000,000 aggregate

Professional Errors & Omissions: \$2,000,000 limit

Business Automobile Liability Insurance: \$2,000,000

Worker's Compensation Insurance: \$500,000

## PROPOSED REVISION

Commercial General Liability Insurance:  
\$1,000,000 each occurrence; \$2,000,000 aggregate

Professional Errors & Omissions: \$1,000,000 limit

Business Automobile Liability Insurance: none

Worker's Compensation Insurance: none