



**CITY COUNCIL MEETING
STAFF REPORT**

Meeting Date: May 20, 2024		Subject: Resolution No. 3141 A Resolution of the City of Wilsonville Adopting the FY 24/25 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 Departments: 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 recommended adoption of the plan at the May 1, 2024, meeting.	
Staff Recommendation: Staff recommends Council adopt 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	<input type="checkbox"/> Not Applicable	

ISSUE BEFORE COUNCIL:

Adoption of Resolution No. 3141 approves the proposed FY 2024/25 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 1, 2024.

EXECUTIVE SUMMARY:

The Tourism Promotion Committee unanimously recommended on May 1, 2024, adoption by Council of FY 2024/25 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy.

The FY 2024-2025 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” or also just the “Tourism promotion business plan.” This plan summarizes the past year’s tourism promotion program, provides a longer-range five-year plan, and details specific components and activities for the upcoming 2024/25 fiscal year.

The Tourism Promotion Consultant JayRay continued social media and marketing efforts over the last year. JayRay has continued to expand the trip itineraries, produced regular blog posts, hosts influencers and continues 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. JayRay updated the photo library with post pandemic pictures and created new video content to be used in social media campaigns. In 2024, the Tourism Promotion Committee selected a consultant, Whereabouts, to update the Tourism Development Strategy, which was originally adopted in 2014. The project is underway and anticipated to be complete by December 2024.

The “1/5-Year Action/Implementation Plan” or “Tourism promotion business plan” is then implemented by a corresponding tourism promotion marketing plan, now formally titled the Tourism Promotion & Destination Marketing Services Plan. This plan includes a Scope of Work that provides extensive details and information on specific marketing promotion programs that are utilized by the Explore Wilsonville tourism promotion program.

Background Information

The year 2024 marks the ninth, 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 fiscal year (FY) 2024-2025 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy lists Tourism Promotion Committee Members and Committee Meetings, summarizes the past year’s accomplishments and lays out a longer-range five-year action plan and a short-term annual one-year implementation plan for FY 2024-2025.

EXPECTED RESULTS:

The City's Explore Wilsonville tourism promotion program continues to operate through fiscal year 2024-2025.

TIMELINE:

The City's Explore Wilsonville tourism promotion program continues operation through June 30, 2025.

CURRENT YEAR BUDGET IMPACTS:

The proposed FY 2024-2025.Promotion & Destination Marketing Services Plan is within budget. The City's FY fiscal year 2024-2025.total Park & Recreation Tourism budget includes \$250,000 for tourism promotion.

COMMUNITY INVOLVEMENT PROCESS:

Development of the underlying 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 development of eight annual business plans, adopted by Council. Updating of the Tourism Development Strategy as proposed provides an opportunity for new community engagement opportunities.

CITY MANAGER COMMENT:

City Council adoption of Resolution No. 3141 for the FY 2024-2025 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy appears to be in alignment with and advance both the Tourism Development Strategy adopted by Council in May 2014.

ATTACHMENTS:

- A. Resolution No. 3141
 - 1. FY 2024-2025 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy