



**FY 2024/25 Five-Year Action Plan and
Annual One-Year Implementation Plan for
the Wilsonville Tourism Development Strategy**

DRAFT February 21, 2024

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Attachment:

- 1. JayRay 2023 Annual Report**



A. Introduction

The Wilsonville Tourism Promotion Committee met on **April 5, 2024**, and recommended for adoption to the City Council the ninth rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2024/25. Each year, the committee updates the plan to account for work accomplished during the prior year and to plan for the following year-plus time period.

Members of the committee have worked diligently to advance the objectives of the City Council as outlined in the past year’s FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan as provided for under the authority of Resolution No. 2541 (2015), which created the City’s Tourism Promotion Program; and the *Wilsonville Tourism Development Strategy* adopted by Council in May 2014.

B. Tourism Promotion Committee Members

Supported by the City Manager’s Office, the Wilsonville Tourism Promotion Committee is composed of 12 members total, with seven voting positions and five ex-officio advisory positions, as established by Resolution No. 2541, sorted descending alphabetically by last name.

The seven voting members of the committee include:

- **Lin Anderson:** Owner of Vanguard Brewing, Wilsonville. Appointed in May 2022 to fill Brian Everest’s unexpired term in Position No. 6 ending June 30, 2024 following his resignation.
- **Jennifer Gage:** Former General Manager of Abella Italian Kitchen restaurant, Wilsonville; appointed to Position No. 5 in July 2021 to full three-year term ending June 30, 2024.
- **Elaine Owen:** Owner of Lady Hill Winery, St. Paul, was reappointed to Position No. 3 in July 2023 to a term ending June 30, 2026.
- **Sungmin Park:** Owner of the Holiday Inn Hotel & Convention Center Portland South/Wilsonville; appointed in July 2023 to Position No. 7 with term ending June 30, 2026.
- **Brandon Roben, Chair:** CEO of Oaks Amusement Park, Portland; reappointed in July 2022 to Position No. 2 with a term ending June 30, 2025.
- **Lynn Sanders:** Former Marketing Director for Saint Louis Galleria shopping center appointed mid-term to Position No. 4 in on January 2024 with a term ending June 30, 2026
- **Rohit Sharma, Vice-Chair:** Owner, RR Hotels Portland, LLC, including Hilton Garden Inn, Wilsonville; reappointed in July 2022 to Position No.1 with term ending June 30, 2025.

The committee includes five non-voting, ex-officio advisory members composed of:

- **Clackamas County Tourism and Cultural Affairs, dba Oregon’s Mt Hood Territory:** Samara Phelps, Executive Director, or designee Jim Austin, Development & Community Relations Lead.
- **Washington County Visitors Association (WCVA):** Dave Parulo, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.
- **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O’Malley, CEO.

- **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
- **City of Wilsonville City Council:** City Councilor Caroline Berry was appointed January 2023, replacing prior City Council liaison Charlotte Lehan, who serves as the City Council liaison to the committee since 2014.

C. Committee Meetings

The committee met on **six** occasions in FY 2023/24, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 6, November 9, November 29, 2023, and **February 28, March 21 and May 1, 2024.**

D. Advancing Tourism Development Priorities

The committee continued to work on the Top-16 priorities, as determined by the committee during the first year of work during FY15/16, of 50 total potential ‘actions for success’ outlined in the *Tourism Development Strategy* adopted by Council in May 2014.

Tourism Development Strategy: **Top Priorities and “Themed Issues” for Additional Work**

Strategy No.	Strategy Title / Description
1.1	Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now Explore Wilsonville. <i>[Create the organizational framework]</i>
1.3	Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).
1.7	Initiate ongoing partnership and relationship-building programs.
2.1	Develop a destination branding strategy for Wilsonville.
5.4	Develop database and email marketing programs.
5.5	Optimize the online use of video.
5.6	Optimize linking strategies.
5.11	Develop and maintain a library of high-quality images and videos.
5.12	Optimize the use of website and social media analytics.
5.13	Develop an active content management and co-op marketing program.
5.14	Increase public awareness of the benefits of tourism.
5.16	Conduct ongoing visitor-satisfaction research.

E. Past Year’s Accomplishments, FY 2023/24

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 3047 on May 15, 2023.

Following is an accounting of accomplishments achieved towards meeting FY 23/24 objectives.

- **Recruit to fill all voting positions for the Tourism Promotion Committee.**

In July 2023, Mayor Fitzgerald reappointed with Council consent Elaine Owen to Position No. 3 and appointed with Council consent Sungmin Park to Position No. 7. In January 2024, Mayor Fitzgerald appointed with Council consent Lynn Sanders to Position No. 4.

- **Elect chair/vice-chair leadership positions.**

Brandon Roben, was elected Chair and Rohit Sharma, was elected Vice Chair during the first meeting of the new fiscal year in September 2023.

- **Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion Marketing Plan.**

JayRay, the City's Tourism Promotion and Destination Marketing Consultant, provided social media posts three times weekly to encourage people to stay in "the heart of it all" The posts have promoted the updated itineraries, Parks and Recreation programming, local businesses and area attractions. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville.

Additionally, the committee worked with JayRay to refresh the "Explore Wilsonville" visual identity. Following the update all print and electronic materials were revised with the new brand. JayRay spent 3 days in Wilsonville during the fall to capture post covid photography and videography to create short advertisements to be used in future online posts and campaigns.

- **Geolocation Data.**

The Tourism Promotion and Destination Marketing Consultant has continued to work with geolocation sub-consultant Datafy to focus on key areas including liquid tourism and shopping since these activities seem to be popular among overnight visitors. The data has been used to target marketing efforts. The data will continue to be evaluated and used to continue to improve our marketing efforts in FY 24/245.

- **The committee monitors implementation of the Tourism Promotion Marketing Plan, including features and operation of the tourism website.**

Staff worked with the Tourism Promotion and Destination Marketing Consultants to continue to enhance ExploreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified quarterly, itineraries and promotional packages were added as well. Seasonal blog posts and itineraries were also added to the website.

- **Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.**

The itineraries continue to be promoted on the ExploreWilsonville.com website. JayRay has created new seasonal itineraries to help visitors plan their visit in advance. JayRay has continued to focus on increasing the social media posts and growing the number of social media followers. Reels were used as a way to increase social media engagement.

One social-media Influencer visited Wilsonville in FY 23/24 and an increase in website traffic was directly linked to the visit. Influencers were selected based on the number of followers, content they post on social media, ability to connect with our target audience. JayRay

developed itineraries that would introduce the Influencer's followers to Wilsonville and the benefits of making it their travel location for family fun, outdoor adventures and foodies alike.

- **Continue tourism promotional programs are implemented with key partners.**

The Tourism Promotion and Destination Marketing Consultant is working with regional/state tourism partners for marketing promotion efforts, including Travel Oregon, Travel Portland, Travel Oregon, Willamette Valley Visitors Association, Clackamas County Tourism and Cultural Affairs (dba Oregon's Mt. Hood Territory) and Washington County Visitors Association. These joint efforts include purchase of print and online advertising and sharing of travel research.

The Tourism Promotion and Destination Marketing Consultant continued the advertisement at the Interstate 5 French Prairie northbound rest area, and researched additional brochure-placement programs, including all official State of Oregon Travel Oregon visitor information centers, including at Portland International Airport (PDX).

- **Committee starts Tourism Destination Strategy Update Project**

The committee developed a scope of work for the first half of the Tourism Development Strategy update before publishing a request for proposals in September 7, 2023. The committee received three proposals by the October 27, 2023, deadline. The committee reviewed the proposals at their November 9, 2023, meeting and interviewed two finalists on November 29, 2023. The Committee selected Whereabouts to prepare the strategy. The firm's knowledge of the knowledge of the local tourism industry and work experience with our partners made them an excellent choice for this project. The contract was complete and preliminary work began on the project in January 2024.

WORK COMPLETE/ UPDATES BEFORE FINAL APPROVAL IN APRIL.

F. Five-Year Action Plan for Tourism Development: FY2024/25 – FY2028/29

Since the committee is working with the Tourism Development Strategy contractor to update the guiding 'master plan' Strategy, creating a five-year plan at this time is inappropriate. A five-year action plan was not developed since the committee is currently working on an updated Tourism Development Strategy which will set future priorities and work plans.

However, the committee developed and recommended on April 5, 2023, to City Council adoption of the FY24/25 the Annual One-Year Implementation Plan.

G. Annual One-Year Implementation Plan: FY24/25, July 2024 – June 2025

The ninth, rolling one-year implementation plan seeks to focus on updating the Tourism Development Strategy. Next fiscal year's work plan is segmented into two main sections since the committee will not be implementing the previous strategy:

1. Conduct Tourism Promotion Committee Business: The committee executes all Council-mandated activities, including:

- **Leadership:** Elect a chair and vice chair at the first meeting of the new fiscal year.
- **Meetings:** Hold at least four meetings with quorum attendance during the fiscal year.
- **Marketing Plans:** Work with staff and consultant to draft for City Council adoption an Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY24/25. The full, complete FY24/25 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant.

2. Complete Update of the ‘Explore Wilsonville’ Tourism Development Strategy:

The Tourism Development Strategy that guides the work of the Tourism Promotion Committee is now 10 years old, having been researched and developed during 2013 and adopted by City Council in May 2014. Considerable changes in both the tourism market over time and vast improvement in the City’s destination-marketing efforts require that the City update the Strategy.

The Strategy was split over two fiscal years at \$50,000 per year, for a total budget amount of \$100,000. The second half of the work will be conducted in FY 24/25 with a final product approved for recommendation by the Committee to the City Council for adoption, tentatively November 2024.

• **The proposed Tourism Promotion budget for FY24/25:**

Tourism Promotion and Destination Marketing Contract\$ 200,000

Expenses are estimated based on the following itemization *(To be updated before the April TPC meeting)*

- Marketing: \$96,000
 - Geolocation data and marketing campaigns
 - Poster display at French Prairie Rest Area
 - Travel Oregon advertising
 - OMHT and other co-ops
 - Leisure travel digital ads (publications TBD)
 - Brochure printing and distribution with Certified Folders
 - Special project (tear-off maps, photo shoot, window clings/giveaways)
- Public Relations: \$32,000
 - Editorial calendar
 - Media pitching and follow up (quarterly)
 - Cision® media database subscription
 - Influencer marketing (host two per year)
 - Media hosting allowance (host 3-5 writers per year)
- Management: \$26,000
 - Manage program
 - STR® subscription
 - Memberships (Travel Oregon, Oregon Destination Association, Travel Portland)
 - Monthly dashboard of KPIs
 - Quarterly reports (fiscal year)

- Annual report (calendar year)
- Tourism Promotion Committee meetings (quarterly, virtual)
- Conference attendance at ODA or Oregon Governor’s Conference on Tourism
- Social Media: \$26,000
 - Manage Facebook, Instagram and Pinterest
 - Write copy and curate content for 3-5 posts per week
 - Community engagement
 - Boosted posts
 - Instagram reels (quarterly) to promote blog
- Website: \$20,000
 - Manage and host website
 - Plug-in/software subscriptions
 - Refresh content, events, hero images
 - Develop campaign landing pages for marketing campaigns
 - Quarterly blog
- Tourism Development Strategy Update (Year 2 of 2).....\$ 50,000

TOTAL Tourism Promotion Budget FY2024-25\$ 250,000

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2024.

The FY 24/25 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.