

Final Draft: Wilsonville Tourism Development Strategy

Presentation to City Council 4/6/2025



Wilsonville as a Destination in 2035

In **2035**, Wilsonville is a city alive with a vibrant sense of **community, culture, and heritage**. Residents and visitors experience a city that is the model of an elevated regional culture—a **welcoming, vital city** that pays **homage to its past** and **celebrates its future**.

2035 VISION NARRATIVE

In 2035, Wilsonville is a city alive with a vibrant sense of community, culture, and heritage.

Years of thoughtful visioning, planning, and community engagement helped to bring the Wilsonville Town Center plan to fruition, and it has catalyzed the commercial center of the city. The lifestyle center-type development thrives with a variety of restaurants, eclectic local shops, and global-brand retail stores, and it acts as the center of an expanded public transportation system. Residents and visitors alike flock here to shop at the international grocery market, view the work of important regional artists in galleries, or stock up on gear from a breadth of outdoor recreation outfitters.

Over the past decade, Wilsonville's dining culture has blossomed into a unique mix of approachable family-friendly dining, independent bistros and coffee shops, and elevated farm-to-table experiences. This varied and exciting array of choices is most noticeable in the Town Center and a new food hall collaborative that features food carts and a local produce market, attracting much interest at its home on the west side of I-5. The town feels almost abuzz during Friday Happy Hour, and two new venues offer music and dancing until midnight, five nights a week.

The Town Center has become the beating heart of Wilsonville and has, among other things, created



Photo: Whereabout



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Nine Objectives (p. 24)

1. Build Destination Management Capacity and Connections
2. Accelerate Sports and Outdoor Recreation
3. Nurture and Attract Impactful Events
4. Enhance and Elevate Willamette River Access
5. Invest in Town Center Development
6. Focus on Access and Transportation
7. Support the Growth of our Arts and Culture Ecosystem
8. Highlight Food and Beverage
9. Diversify and Expand Lodging Options

DESTINATION OBJECTIVES, STRATEGIES, AND INDICATORS

Each Objective listed here is accompanied by a set of Strategies to attain that Objective and several Indicators to assess progress toward it. The Strategies are numbered by the implementation stage in which they will be addressed. The full description of the three stages of implementation begins on page 28.

Objective 1: Build Destination Management Capacity and Connections

Strategies

- 1.8 Develop destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff
- 1.14 Increase City Transient Lodging Tax (TLT) rate to augment and stabilize the marketing budget for Explore Wilsonville
- 1.15 Increase connections with partner DMOs at the regional and state levels
- 1.16 Increase Explore Wilsonville visibility at industry events and within our community
- 3.9 Determine the threshold at which dedicated destination staff or a separate DMO organization is necessary and prepare for that transition

Indicators

- Grow TLT collections by 10% from 2025 baseline
- Increase hotel occupancy one percentage point year-over-year from 2025 baseline
- Increase average daily visitor spend 3% year-over-year from 2025 baseline

Objective 2: Accelerate Sports and Recreation

Strategies

- 1.2 Evaluate needs and fund bicycle amenities such as maintenance stops, route maps, and bike route signage
- 1.3 Identify and evaluate funding strategies for continued investment in current and planned park and outdoor sports facilities
- 1.4 Conduct feasibility study for an indoor sports/entertainment complex with a potential adjacent lodging facility



Three Stages of Implementation

1. Stage 1, **Seeding Growth** (page 29), covers the first four years of the planning timeframe and includes 16 strategies.
2. Stage 2, **Supporting Growth** (page 36), covers years five through seven of the planning timeframe and includes 13 strategies.
3. Stage 3, **Reaping Rewards** (page 41), covers the last three years of the planning timeframe and includes 10 strategies.

STAGES 1-3: THE NEXT 10 YEARS

The Strategies in this plan will be implemented over a 10-year period and are divided into stages that represent the order in which they will potentially be undertaken. Prioritization is not the only factor considered in the timing of the Strategies. For example, some strategies are prerequisites for others and some that require a long timeline to completion must be started sooner. Depending upon changing conditions or priorities over the next 10 years, Wilsonville may elect to change the order in which many of these strategies are implemented. The stages are as follows:

1. Stage 1, Seeding Growth, covers the first four years of the planning timeframe and includes 16 strategies.
2. Stage 2, Supporting Growth, covers years five through seven of the planning timeframe and includes 13 strategies.
3. Stage 3, Reaping Rewards, covers the last three years of the planning timeframe and includes 10 strategies.



Next Steps: Implementing the Plan (p. 46)

1. Identify a **Core Tourism Development Strategy Implementation Team**
2. Identify **Ad Hoc Strategy Teams** for the first wave of strategies in Stage 1
3. Gather data to **set baselines for all Measurable Indicators** so that progress can be tracked throughout implementation
4. Integrate near-term strategies into the **Five-Year Action Plan and Annual One-Year Implementation Plan**

Potential Partners

1. Explore Tualatin Valley
2. Oregon's Mt. Hood Territory
3. Travel Oregon
4. Willamette Valley Visitors Association
5. Willamette Falls Locks Authority
6. Travel Portland
7. Regional, municipal, and county governments
8. Wilsonville Area Chamber of Commerce
9. Oregon Restaurant & Lodging Association
10. Oregon Travel Information Council
11. Wilsonville Historical Society
12. Tualatin Valley Creates
13. Clackamas County Arts Alliance

Questions?



Thank you.

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