

FIVE –YEAR ACTION PLAN & ONE YEAR IMPLEMENTATION PLAN FOR THE TOURISM DEVELOPMENT STRATEGY





Fiscal Year 2024-25

- Evaluation of past years work
 - Meeting Committee Charter Requirements
 - Marketing
 - Social media content focused on “Staying in the Heart of it all”
 - Monitoring geolocation data (where are people going when they stay in Wilsonville)
 - Website operations
 - Seasonal itineraries are created and marketed
 - Influencer visits
 - Partner and promote regional tourism partners
- Tourism Strategy Project Update



Fiscal Year 2025-26

- Expected work
 - Meeting Committee Charter Requirements
 - Anticipated Marketing Plan
 - Tourism Strategy Project Update
 - Selection of Tourism Promotion and Marketing Services Consultant
 - Anticipated Budget
 - Implementation of the New Tourism Development Strategy
 - Strategy 1.15 and 1.16



Questions?