



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

March 19, 2025

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Attachment:

- 1. JayRay 2024 Annual Report**



A. Introduction

The Wilsonville Tourism Promotion Committee met on March 19, 2025, 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 fiscal year (FY) 2025/26. 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 2024/25 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 (TPC) 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 TPC include:

1. **Noelle Craddock:** Owner of Our Sweet Escape, Wilsonville. Appointed in November 2024 to Position No. 6 with a term expiring June 30, 2026. Linn Anderson did not seek reappointment.
2. **Elizabeth Crawford:** Executive Director, Crowning Moments Production, Wilsonville; appointed in November 2024 to Position No.1 to fill Rohit Sharma’s unexpired term ending June 30, 2025.
3. **Jerad Firby:** General Manager, Hilton Garden Inn appointed mid-term to Position No. 4 in November 2024 to fill Lynn Sanders’ unexpired term ending June 30, 2026
4. **Jennifer Gage:** Former General Manager of Abella Italian Kitchen restaurant, Wilsonville; reappointed to Position No. 5 in June 2024 to full three-year term ending June 30, 2027.
5. **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.
6. **Sungmin Park, Vice Chair:** 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.
7. **Brandon Roben, Chair:** CEO of Oaks Amusement Park, Portland; reappointed in July 2022 to Position No. 2 with a term ending June 30, 2025.

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

1. **Clackamas County Tourism and Cultural Affairs, dba Oregon’s Mt Hood Territory:** Lizzie Keenan, Executive Director, or designee Jim Austin, Development & Community Relations Lead.
2. **Washington County Visitors Association dba Explore Tualatin Valley:** Dave Parulo, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.

3. **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O'Malley, CEO.
4. **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
5. **City of Wilsonville City Council:** City Councilor Caroline Berry was appointed January 2023.

C. Committee Meetings

The committee met on four occasions in fiscal year (FY) 2024/25, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meetings of the committee were held on September 10, October 9, 2024, and January 29, and March 19, 2025. It is also anticipated that the committee will meet on April 2, 2025.

D. Advancing Tourism Development Priorities

The committee continued to work on the Top-12 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.

However, after 10 years of implementing the current *Tourism Development Strategy* and experiencing the disruptions of the Covid-19 pandemic, the TPC has been undertaking a new tourism development strategy effort. Going forward, this section will be greatly modified based on the new tourism development strategy, scheduled for adoption in April 2025.

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 2024/25

The TPC has had a successful year, advancing key objectives as set-out in the prior fiscal year's plan, the FY 2024/25 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 3141 on May 20, 2024.

Following is an accounting of accomplishments achieved towards meeting FY 24/25 objectives.

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

In November 2024, Mayor Fitzgerald appointed with Council consent Elizabeth Craford to Position No. 1, Jerad Firby to Position No. 4, and Noelle Craddock to Position No. 6.

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

Brandon Roben was elected Chair and Sungmin Park was elected Vice Chair during the first meeting of the new fiscal year in September 2024.

- **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 at Wilsonville, located "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, blog posts, and articles encourage potential travelers to plan their stay in Wilsonville while visiting area attractions and events.

- **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. Datafy aggregates anonymous credit-card expenditure data to understand where visitors are spending their money. The data has been used to target Explore Wilsonville marketing efforts at key audiences interested in particular kinds of attractions. The data will continue to be evaluated and used to continue to improve our marketing efforts in FY 25/26.

- **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 Consultant firm JayRay to continue to enhance ExploreWilsonville.com. Specifically, the online 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 social media posts and growing the number of social media followers. Reels were used as a way to increase social media engagement.

Three social-media Influencer visited Wilsonville in FY 24/25 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 (dba Explore Tualatin Valley). 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.

- **Tourism Destination Strategy Update Project**

Whereabouts completed their interviews, site visit and initial assessment before working with staff and the committee to identify outcomes the committee hopes to achieve. Whereabouts developed a draft strategy based on their research, observations and committee input. The actions and measurement tools were developed and discussed with the committee in January 2025 before sharing the concepts with City Council in February 2025. The City Council's input was incorporated into the final draft before the Tourism Committee recommended approval of the Strategy to City Council. It is expected to be approved by City Council in spring 2025.

F. Five-Year Action Plan for Tourism Development: FY2025/26 – FY2029/30

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 will be developed in FY 2025/26 after the new Tourism Development Strategy, which will set future priorities and work plans, is adopted by City Council.

However, the committee developed and recommended on March 19, 2025, to City Council adoption of the FY25/26 the Annual One-Year Implementation Plan.

G. Annual One-Year Implementation Plan: FY25/26, July 2025 – June 2026

The tenth, rolling one-year implementation plan seeks to focus on finalizing and prioritizing the new Tourism Development Strategy (TDS) . 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 FY25/26. The full, complete FY25/26 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 completed over two fiscal years. It will replace the outdated May 2014 Tourism Development Strategy. This plan will set the priorities and “road map” for the committee’s work over the next 10 years.

3. Develop and promote a request for proposals for Tourism Promotion and Destination Marketing Consultant services and select a successful applicant:

The current contract with JayRay expires in June 2025, and the TPC seeks to continue to advance Explore Wilsonville tourism promotion and destination marketing efforts. The schedule calls for issuing the RFP in February 2025, conducting interviews and selection in April, and signing a professional services agreement in May for FY25-26.

4. Implement the draft proposed Tourism Promotion budget for FY25/26:

Tourism Promotion and Destination Marketing Contract\$ 200,000

Expenses are estimated based on the following itemization Marketing: \$88,310

- Geolocation data and marketing campaigns
- Geofencing
- Art and Creative Design
- Ad Design
- Advertising allowance
- Brochure printing and distribution with Certified Folders
- Special project (Destination Marketing Strategic Plan)
- Public Relations: \$30,934
 - Editorial calendar
 - Media pitching and follow up (quarterly)
 - Cision® media database subscription
 - Micro-influencer/ travel blogger marketing
 - Media hosting allowance
- Management: \$29,940
 - Manage program
 - STR® subscription
 - Membership (Oregon Destination Association)
 - 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: \$25,496
 - Manage Facebook, Instagram and Pinterest
 - Write copy and curate content for 3-5 posts per week
 - Community engagement
 - Boosted posts
- Website: \$25,320
 - Manage and host website
 - Plug-in/software subscriptions
 - Refresh content, events, hero images
 - Develop campaign landing pages for marketing campaigns
 - Quarterly blog

● Priority Project Identified in the TDS\$ 50,000

● Wheel the World Assessment (if grant received)\$ 20,000

TOTAL Tourism Promotion Budget FY2025-26\$ 270,000

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2025.

The FY 25/26 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.

In FY 25/26, City of Wilsonville staff will start to advance draft TDS 1.15 “Increase Connections with Partner DMO at the Regional and State Level” and 1.16 “Increase Explore Wilsonville Visibility at Industry Events and within our Community” which is not anticipated to require additional budget allocation.

The City of Wilsonville/ Explore Wilsonville submitted a Travel Oregon Grant for a Wheel the World Assessment of 15 sites in Wilsonville on February 27, 2025. This project, which supports draft TDS 2.12 “Perform Destination Accessibility Audit,” would only be advanced if grant funding is received.

Following the prioritization of projects outlined in the Tourism Development Strategy, the committee could advance a project up to \$50,000.