

RESOLUTION NO. 3195

A Resolution Of The City Of Wilsonville Adopting The Tourism Development Strategy, April 2025.

WHEREAS, City Council adopted the original Wilsonville Tourism Development Strategy, May 2014 (Resolution No. 2468) on May 5, 2014; and

WHEREAS, the City Council established the Tourism Promotion Committee Charter (Resolution No. 2541) on June 15, 2015; and

WHEREAS, the Tourism Promotion Committee prioritized in 2015 key components of the Strategy and worked through those elements via annual approval of a larger five-year action plan over the past 10 years; and

WHEREAS, the City Council update the Tourism Promotion Committee Charter (Resolution No. 2951) on February 7, 2022; and

WHEREAS, many steps such as establishing an oversight committee and creating a tourism website and visitor itineraries were completed. The Covid pandemic created a disruption to traditional travel plans for both business and leisure visitors. A “new normal” may have evolved in terms of travel. Local attractions, including the World of Speed (motorsport museum) and Regal Cinemas movie theater closed, while a new 4-star hotel, Hilton Garden Inn, opened in 2018 and Holiday Inn Wilsonville/South Portland undertook a major remodel promoting the need for an updated strategy; and

WHEREAS, the Tourism Promotion Committee included the Tourism Development Strategy update project in their Five-Year Action Plan and Annual One-Year Implementation Plan that was approved by City Council in 2023; and

WHEREAS, following a competitive Response for Proposal process, Whereabout of Portland, Oregon was selected as the consultant to lead the Tourism Development Strategy project; and

WHEREAS, during the spring of 2024, Whereabout interviewed nine (9) individual stakeholders including government partners, industry experts and active individuals in the tourism industry to gather qualitative insight into the City's tourism challenges and strengths; and

WHEREAS, a tourism destination survey was conducted from February – May 2024, which yielded a moderately low sample size of 54 respondents; and

WHEREAS, Whereabout conducted a three-day in-market assessment in June 2024 following the review of several master plans, including but not limited to, the Parks and Recreation Comprehensive Master Plan, Town Center Plan, and Arts, Culture, and Heritage Strategy, as well as the 2024 Community Survey; and

WHEREAS, Whereabout convened a planning team composed of City staff and industry stakeholders met five (5) times during September – October 2024 to develop the vision, competitive position, keys to destination evolution, objects and collective impact model for the strategy; and

WHEREAS, the planning team identified the potential destination evolution for three common types of visitors to Wilsonville which led to nine (9) plan objectives;

1. Build Destination Management Capacity and Connections
2. Accelerate Sports and 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; and

WHEREAS, 39 strategies, broken out into three stages, are intended to be accomplished over the next 10 years to accomplish the nine objectives; and

WHEREAS, the Tourism Promotion Committee unanimously recommended approval of the Tourism Development Strategy, April 2025 at their March 19, 2025 meeting, which Strategy is attached hereto as Exhibit A.

NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

Section 1. Based on the above recitals, which are incorporated herein, the City Council, thanks and commends the members of the Tourism Promotion Committee for their work on the Wilsonville Tourism Development Strategy, April 2025;

Section 2. The City Council hereby adopts the Wilsonville Tourism Development Strategy, April 2025, as an official document of the City of Wilsonville that is a component of an economically vibrant and prosperous community, which is attached hereto as "Exhibit A" and is incorporated by reference as if fully set forth herein;

Section 3. Effective Date. This Resolution is effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 7th day of April, 2025, and filed with the Wilsonville City Recorder this date.

Shawn O'Neil, Mayor

ATTEST:

Kimberly Veliz, MMC, City Recorder

SUMMARY OF VOTES:

Mayor O'Neil

Council President Berry

Councilor Cunningham

Councilor Dunwell

Councilor Shevlin

EXHIBIT:

A. Tourism Development Strategy, April 2025