



## CITY COUNCIL MEETING STAFF REPORT

<b>Meeting Date:</b> May 15, 2023		<b>Subject: Resolution No. 3047</b> A Resolution of the City of Wilsonville Adopting the FY 23/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy <b>Staff Member:</b> Zoe Mombert, Assistant to the City Manager <b>Departments:</b> Administration	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable <b>Comments:</b> The Tourism Promotion Committee recommended adoption of the plan at the April 5, 2023, meeting.	
<b>Staff Recommendation:</b> Staff recommends that Council adopt Resolution No. 3047.			
<b>Recommended Language for Motion:</b> I move to adopt Resolution No. 3047.			
<b>Project / Issue Relates To:</b>			
<input type="checkbox"/> Council Goals/Priorities	<input checked="" type="checkbox"/> Adopted Master Plan(s) Tourism Development Strategy	<input type="checkbox"/> Not Applicable	

### ISSUE BEFORE COUNCIL:

Adoption of Resolution No. 3047 approves the proposed FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy as recommended to City Council by the Tourism Promotion Committee on April 5, 2023.

## **EXECUTIVE SUMMARY:**

The Tourism Promotion Committee unanimously recommended on April 5, 2023, adoption by Council of FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy.

The FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy is known by the shorthand “1/5-Year Action/Implementation Plan” or also just the “Tourism promotion business plan.” This plan summarizes the past year’s tourism promotion program, provides a longer-range five-year plan, and details specific components and activities for the upcoming 2023/24 fiscal year.

The Tourism Promotion Consultant JayRay continued social media and marketing efforts over the last year. JayRay has continued to expand the trip itineraries, produced regular blog posts, hosts influencers and continues work with Datafy, a geofencing data-analytics consultant, on the City’s behalf. Using aggregated credit card expenditure data, Datafy has helped JayRay and the Tourism Promotion Committee better understand our visitors and improve our marketing efforts. JayRay started specific marketing efforts in 2023 based on the geolocation data. In 2023, the Tourism Promotion Committee selected a new visual identity to better represent ‘Explore Wilsonville’. The new visual identity brand guide has been developed in addition to being represented on the website and on printed materials.

In 2024, the Tourism Promotion Committee will start a project to update the Tourism Development Strategy. This project will occur over two fiscal years to allow adequate time to develop a request for proposals (RFP), select a consultant and undertake the work. It is not anticipated that the work will be complete until fiscal year 24-25.

The “1/5-Year Action/Implementation Plan” or “Tourism promotion business plan” is then implemented by a corresponding tourism promotion marketing plan, now formally titled the Tourism Promotion & Destination Marketing Services Plan. This plan includes a Scope of Work that provides extensive details and information on specific marketing promotion programs are utilized by the Explore Wilsonville tourism promotion program.

## **Background Information**

The year 2023 marks the eighth, rolling version of the Tourism promotion business plan, which is updated annually as required by Resolution No. 2541 that created the City’s tourism promotion program and formed the Tourism Promotion Committee. Essentially, this update to the Tourism promotion business plan continues to advance the longer-term five-year strategy of the action plan. That is, the short-term one-year implementation plan seeks to advance the top priorities of the larger five-year action plan.

The FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy lists Tourism Promotion Committee Members and Committee Meetings, summarizes the past year’s accomplishments and lays out a longer-range five-year action plan and a short-term annual one-year implementation plan for FY 2023/24.

**EXPECTED RESULTS:**

The City’s Explore Wilsonville tourism promotion program continues to operate through FY 2023/24.

**TIMELINE:**

The City’s Explore Wilsonville tourism promotion program continues operation through June 30, 2024.

**CURRENT YEAR BUDGET IMPACTS:**

The proposed FY 2023/24 Promotion & Destination Marketing Services Plan is within budget. The City’s FY 2023/24 total Park & Recreation Tourism budget includes \$250,000 for tourism promotion.

**COMMUNITY INVOLVEMENT PROCESS:**

Development of the underlying Tourism Development Strategy had considerable public engagement during the 2013/14 timeframe that included participation by a large citizen task force and interviews/surveys with residents and tourism stakeholders. Subsequently, the Tourism Promotion Committee has overseen development of eight annual business plans, adopted by Council. Updating of the Tourism Development Strategy as proposed provides an opportunity for new community engagement opportunities.

**CITY MANAGER COMMENT:**

City Council adoption of Resolution No. 3047 for the FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy appears to be in alignment with and advance both the Tourism Development Strategy adopted by Council in May 2014.

**ATTACHMENTS:**

- A. Resolution No. 3047: A Resolution of the City of Wilsonville Adopting the FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy.
  - 1. FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, April 5, 2023, and attachment