

Resolution No. 3047

Adopting FY 2023/24 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy

Wilsonville City Council Meeting

May 15, 2023



Accomplishments of the Tourism Promotion Committee on Implementing Past Year's FY 2022/23 1/5-Year Action/Implementation Plan

- 1. Excellent social media and marketing**
- 2. Visual Identity Updated**

'Explore Wilsonville' Tourism Promotion Website – *ExploreWilsonville.com*

FEATURED EVENT

Frog Pond Farm Walk-About

Come see and interact with over 80 farm animals. Plus, enjoy 12+ outside activities and games!



[SEE ALL EVENTS >](#)

FEATURED PACKAGE

Welcome to Wilsonville!

Explore Wilsonville with special deals and packages from local hotels and attractions.



[SEE ALL PACKAGES >](#)

FEATURED BLOG

Spring Retreats in Wilsonville:

The six best ways to take in the color and fresh flowers that spring brings to Oregon.



[SEE ALL BLOG POSTS >](#)

'Explore Wilsonville' Tourism Promotion Marketing

JANUARY-MARCH

Explore Wilsonville
Sponsored · 12

Spend the winter wine-tasting, Wilsonville is extensively featured from the Willamette Valley and Cascade Foothills. Take an engaging and special wine-tasting.



**More Delicious
The Wilsonville
Way**

Explore Wilsonville
1782 people like this

Explore Wilsonville
Sponsored · 12

From Prosecco to Pinot Noir, discover Wilsonville's historic wine. Follow along for tips about how the Tualatin-Willamette Valley Wine Country and more. Discover history by exploring. 121 in Wilsonville.




**UNCOVER
HISTORY'S
MYSTERIES**

Explore Wilsonville
1782 people like this

APRIL-JUNE

Explore Wilsonville
Sponsored · 12

Air up your tires, pack a helmet and BYOB (Bring your own bike) to Wilsonville, Oregon. Whether you're an avid cyclist or casual cruiser, start planning your scenic bike trip!



**BYOB
(Bring Your Own Bike)**

Scenic Bikeways
Near Portland... [Learn more](#)


Leisure Cruises
Near Ft... [Learn more](#)

Taste the Willamette
[Learn more](#)

Explore Mends
[Learn more](#)

Explore Wilsonville
Sponsored · 12

Getaway to Oregon—the Wilsonville way. Follow along for tips on exploring wine country, farmland, tax-free shopping and more.



Explore Wilsonville
1782 people like this

JULY-SEPTEMBER

Explore Wilsonville
Sponsored · 12

Getaway to Oregon—the Wilsonville way. Follow along for tips on exploring wine country, farmland, tax-free shopping and more.



Explore Wilsonville
Make Wilsonville, Oregon your base... [Like](#)

OCTOBER-DECEMBER

Explore Wilsonville
Sponsored · 12

What's not to love about fall in Wilsonville? Throw on that chunky sweater, kick on your boots and grab your favorite... [See more](#)



**FALL IN LOVE
WITH WILSONVILLE**

Celebrate autumn [Learn more](#) **Farm to dining**

'Explore Wilsonville' Tourism Promotion Social Media

JANUARY-MARCH

PINTEREST



Blog posts and content partners

FACEBOOK



Valentine's Day

INSTAGRAM



Tulip festival

APRIL-JUNE

PINTEREST



Itineraries

FACEBOOK



Oregon Wine Month

INSTAGRAM



Lavender festival

JULY-SEPTEMBER

PINTEREST



Wine Country

FACEBOOK



Lee Farms

INSTAGRAM



Dinner in the Field

OCTOBER-DECEMBER

PINTEREST



Winter in Wilsonville

FACEBOOK



Holiday shopping

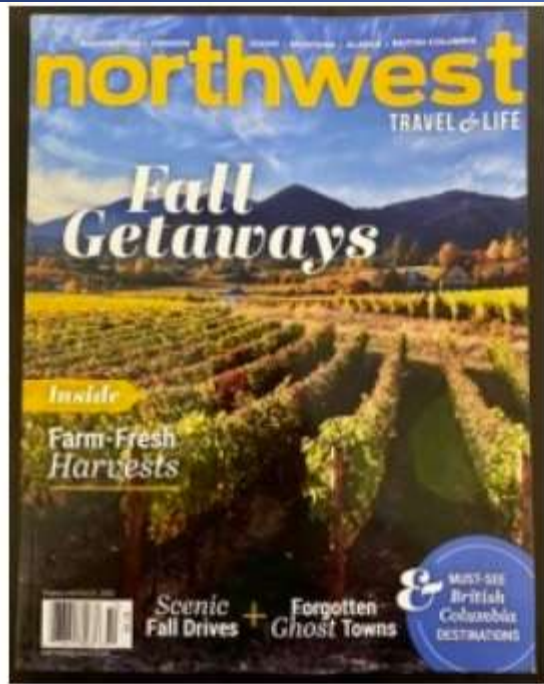
INSTAGRAM



Holiday shopping

'Explore Wilsonville' Tourism Promotion

Public Relations



'Explore Wilsonville' Tourism Promotion Public Relations

Out 'n About

DAY TRIPPER Wilsonville

Wilson Garden Inn
http://ahorturl.at/IMNOV

Places to Stay

The Dreamliner's Inn
1001 1st Street NE, Wilsonville, OR 97150

Things to See & Do

Changung State Heritage Area
1001 1st Street NE, Wilsonville, OR 97150

Out 'n About

Missile Museum
1001 1st Street NE, Wilsonville, OR 97150

Ice Age Tourist Trail
1001 1st Street NE, Wilsonville, OR 97150

Bullwhacker and Portland Family Fun Center
1001 1st Street NE, Wilsonville, OR 97150

Sunken War Memorial
1001 1st Street NE, Wilsonville, OR 97150

Out 'n About

Places to Shop

Crocker & Tessa Farm Store
1001 1st Street NE, Wilsonville, OR 97150

Places to Eat

Corner Coffee Shop
1001 1st Street NE, Wilsonville, OR 97150

Der Emsalem
1001 1st Street NE, Wilsonville, OR 97150

Wendy's Corner Station & Café
1001 1st Street NE, Wilsonville, OR 97150

Vanguard Brewing
1001 1st Street NE, Wilsonville, OR 97150

Mittlenhaus Wilsonville Distillery & Pub
1001 1st Street NE, Wilsonville, OR 97150

Walt's Bar
1001 1st Street NE, Wilsonville, OR 97150

HomeTown Pancakes
1001 1st Street NE, Wilsonville, OR 97150

Beaver Dam
1001 1st Street NE, Wilsonville, OR 97150

Changung State Heritage Area
1001 1st Street NE, Wilsonville, OR 97150

'Explore Wilsonville' Tourism Promotion

Public Relations



QUICK PICKS 13 | **DISCOVER** | LONG WEEKEND 26 | TASTE 29 | FOUR 31 | OFF THE GRID 102

WINTER IN WILSONVILLE, OREGON

BY ADAM SAWYER

Winter in the Willamette Valley is wonderful. Even without skis, the slower pace of the "off season" allows visitors to enjoy its sought-after offerings at a more purposeful and luxurious pace. Whether that's a forested stroll, wine tasting or shopping, who doesn't enjoy these things with fewer crowds and at a more leisurely pace?

As Willamette Valley destinations go, the town of Wilsonville is understated and tucked by the unadorned with some of the best and most eclectic shopping options in the valley, you might want to have it on your radar come the holiday season. Add to that, some delightful close-to hiking options and a snazzy-good food and drink scene, and you've got yourself a pretty wild option for a winter retreat. Here are some ideas.

Consider the Milliken Garden Inn for some base. It's a stone's throw from the Willamette River and steps away from the multitude of outdoor recreation options of Memorial Park. On top of that, the onsite restaurant, the Parkway Grille is a splendid option for breakfast, dinner or a nightcap.

Now, let's talk shopping. The neighboring township of Aurora is a contender for one of the best spots to go antiquing in Oregon. Check out Main Street Mercantile Antiques, Mill Creek Antiques and Vintage and Aurora Antiques, among others. Meanwhile, just a few minutes south, the Woodburn Premium Outlets features 110 stores just waiting to deck out anyone in the family from head to toe.

With regard to food and drink, start off with a sampling of the chardonnays and pinot noirs at the Turnwater Vineyard & Barrel House Tasting Room, or enjoy an approachable tasting experience at Olive Vineyards. If you're more of a craft-beer fan, check out the Ordinance Brewing Taproom or Vanguard Brewing Company for extensive beer and food options.

For dinner proper, the world is quite literally just your neighbor with enticing ethnic offerings. From Bar Ezeizian Moroccan Cuisine, Seattle Indian Kitchen, Koin Karim or the New Haven Restaurant.

In addition to Memorial Park, walkers and bikers can find a proper leg stretch at the Graham Oaks Nature Park, the Bookman Creek Crossing Trail, or the combination of nature, history and recreation found at the Cheung Kong State Heritage Area.

And if you're in the mood for family fun, Wilsonville's Wilsonville offers bowling, mini golf, go-karts, arcades, laser tag, the Kalamity Playground and more.

Wilsonville is less than 20 miles from Portland, making it an easy spot for a day's diversion or an overnight getaway. Learn more about Wilsonville at explorewilsonville.com.

24 Nov 1 Dec 2015 | www.nwtravel.com

'Explore Wilsonville' Tourism Promotion

Content Partners



Kirstie Chan – April 1 - 3

Rachel Teodoro – June 24 - 26



Kara Patajo

'Explore Wilsonville' Tourism Promotion

New Visual Identity



Tourism Promotion Committee on Upcoming FY 23/24 1/5-Year Action/Implementation Plan

Tourism Promotion Focus

- 1. Continue excellent social media and marketing**
- 2. Roll out new visual identity**
- 3. Start Tourism Development Strategy Update**

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