



# FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy



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April 5, 2022

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### Attachment:

#### 1. JayRay 2021 Annual Report

## A. Introduction

The Wilsonville Tourism Promotion Committee on April 5, 2022, recommended for adoption to the City Council the seventh rolling Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the “1/5-Year Action/Implementation Plan”) for FY 2022/23. 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 2021/22 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 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 committee include:

- **Brian Everest:** Manager at Vitis Ridge Winery in Silverton. Reappointed in July 2021 to Position No. 6 to full three-year term ending 6/30/24.
- **Jennifer Gage:** General Manager of Abella Italian Kitchen; appointed to Position No. 5 in July 2021 to full three-year term ending 6/30/24.
- **Al Levit:** Retired resident, former bike club coordinator and former City of Wilsonville Planning Commissioner; reappointed to Position No. 4 in on July 1, 2020 to full three-year term ending 6/30/23
- **Elaine Owen:** Owner of Lady Hill Winery was appointed to Position No. 3 in July 2021 to a partial term ending 6/30/23
- **Beth Price, Chair:** Director of Sales and Marketing for Holiday Inn Hotel & Convention Center Portland South/Wilsonville; reappointed mid-term in July 2021 to Position No. 7 with term ending 6/30/2024.
- **Brandon Roben:** CEO of Oaks Amusement Park, Portland; reappointed mid-term in July 2019 to Position No. 2 with term ending 6/30/22.
- **Rohit Sharma, Vice Chair:** Owner, RR Hotels Portland, LLC; appointed mid-term in March 2020 to Position No.1 with term ending 6/30/22.

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

- **Clackamas County Tourism and Cultural Affairs**, dba Oregon’s Mt Hood Territory: Samara Phelps, Executive Director, or designee Jim Austin, Development & Community Relations Lead.
- **Washington County Visitors Association (WCVA):** Dave Parulo, President/CEO, or designee Sylke Neal-Finnegan, Vice President of Marketing & Communications.

- **Wilsonville Area Chamber of Commerce:** Kevin Ferrasci O'Malley, CEO.
- **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
- **City of Wilsonville City Council:** Councilor Charlotte Lehan, who serves as the City Council liaison to the committee.

## C. Committee Meetings

The committee met on four occasions in FY 2021/22, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meeting of the committee were held on September 30 and November 10, 2021, and January 13 and April 5, 2022.

## D. Advancing Tourism Development Priorities

The committee continued to work on the Top-16 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.

### **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).
1.5	Review Wilsonville Tourism Grants Program.
1.7	Initiate ongoing partnership and relationship-building programs.
2.1	Develop a destination branding strategy for Wilsonville.
5.1	Establish a stand-alone Wilsonville tourism website.
5.2	Introduce an ongoing internet marketing campaign.
5.3	Develop social media programs relevant to key markets.
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 2021/22

The Tourism Promotion Committee has had a successful year, advancing key objectives as set-out in the prior fiscal year's plan, the FY 2021/22 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 2898 on May 17, 2021.

Following is an accounting of accomplishments achieved towards meeting FY 20/21 objectives.

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

In July 2021, Mayor July Fitzgerald appointed with Council consent Jennifer Gage to Position No. 5 and Elaine Owen to Position No. 6. Beth Price was reappointed to Position No. 7.

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

Beth Price, was elected as Chair and Rohit Sharma as Vice Chair during the first meeting of the new fiscal year in September 2021.

- **Committee continues to oversee tourism grant programs.**

The committee continued to oversee the tourism grant program for FY 2021-22. The committee met to review and award tourism grants on April 5, 2022. Due to the creation of the new Arts, Culture and Heritage Committee (ACHC), the grant program will be transferred to the ACHC in 2023 per Resolution No. 2941 (2021). The Tourism Promotion Committee has recommended revisions to their bylaws to reflect this modification of committee duties.

- **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 "recreate responsibly." The posts have promoted the updated itineraries, Parks and Recreation programming and local businesses. The intent is to continue to engage and grow social media followers. The social media posts encourage potential travelers to plan their stay in Wilsonville now and explore Wilsonville when they feel comfortable doing so.

In 2021, the website was updated and outreach increased as the State opened up to visitors. In addition to increased social media posts, JayRay invited our first Influencer to Wilsonville to introduce new visitors to Wilsonville and surrounding area activities.

In the second half of the fiscal year, JayRay worked with Datafy, using a geolocation platform to better understand visitors. This information was used to create targeted marketing approaches.

- **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 Consultants to continue to enhance ExploreWilsonville.com. Specifically, the event calendar was regularly updated and maintained as needed, graphic images were modified quarterly, itineraries and promotional packages were added as well.

- **Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.**

The pocket trips continue to be promoted on the ExploreWilsonville.com website. JayRay has created ten itineraries. They focus on ten types of travelers such as outdoors, wineries, foodies or family fun. The itineraries focus on areas of interest and can be combined with other itineraries. JayRay has continued to focus on increasing the social media posts and growing the number of social media followers. Gifs, low-resolution/fast-loading graphics interchange format digital files, were used as a way to increase social media engagement.

Our first Influencer visited Wilsonville in the fall. The Influencer was 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 basecamp.

- **Request for Proposal (RFP).**

Staff worked with committee members to advance a Request for Proposal (RFP), consistent with the 2019 RFP for contract services with a Tourism Promotion and Destination Marketing Consultant starting in FY 22/23. The City is required to seek RFPs for ongoing work for projects or services over \$100,000. The 2021 RFP and associated draft contract outline the need for a one-year contract with up to two contract extensions.

The City received two bids by the close of the RFP deadline. The Tourism Promotion Committee, acting as the selection review committee, evaluated the proposal at their November 15 meeting and unanimously selected JayRay of Tacoma, WA.

The scope of work was updated before it was approved by City Council to include GeoLocation services, which were being developed concurrent with the RFP for work to be performed in the second half of FY 21/22. The City Council authorized the City Manager to sign the contract at the January 20, 2022, City Council meeting.

- **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. 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.

- **Committee develops and recommends to City Council for adoption the update to the FY 22/23 Five-Year Action Plan and Annual One-Year Implementation Plan.**

The committee developed and recommended on April 5, 2022, to City Council adoption of the FY22/23 update to the tourism business plan formally named the FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan (also known as the "1/5-Year Action/Implementation Plan").

## F. Five-Year Action Plan for Tourism Development: FY2022/23 – FY2026/27

The longer-range five-year plan recommended by the committee focuses on developing the organizational infrastructure, advancing the marketing/promotion program for Explore Wilsonville tourism-development efforts, and researching larger study-efforts to advance tourism.

This seventh, rolling annual one-year implementation action plan follows directly from the committee’s review of the most-pressing, “Top Priorities.” While the committee recognizes that adjustments are to be made to the longer-range plan via annual ‘course corrections’—especially given the COVID-19 pandemic—the five-year plan is outlined below in fiscal years, July 1 of one year to June 30 of the following year.

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### Year 1 FY 2022/23

#### 1. Conduct Tourism Promotion Committee Business

- **Leadership, Meetings:** Continue recruitment efforts to fill all voting positions for the Tourism Promotion Committee. Elect committee chair/vice-chair leadership positions.
- **Business and Marketing Plans:** Tourism Promotion and Destination Marketing Consultant contractor advances components of the Tourism Promotion and Destination Marketing Plan that the committee monitors implementation. The Committee develops and recommends to City Council for adoption the update this business plan as the new FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan.
- 2. **Implement the FY22/23 Tourism Promotion Program:** Committee finalizes evaluation criteria for Consultant work performance and Benchmark tourism metrics to establish baseline for future quarterly reports. The visitor profile study (item G 3.1) summer and winter survey report results are analyzed with consideration given to modifying components of the Tourism Promotion Marketing Promotion Plan based on results of the survey.
- 3. **Advance Study Effort for City to Enhance Tourism Development:** If the COVID-19 pandemic comes to pass timely, consider updating to the *Tourism Development Strategy*.

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### Year 2 FY 2023/24

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
  - Request line-item budget of \$50,000 to develop RFP for tourism marketing/management consultant service to update the Tourism Development Strategy adopted by Council in May 2014.
    - Substantial changes in the tourism and hospitality industry due to Covid-19 and a 10-year-old plan provide impetus to reevaluate tourism strategy.
  - New tourism promotional programs are implemented with key partners
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**Year 3  
FY 2024/25**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Internet/website and social media products are researched and reviewed by staff/contractor with committee to target product recommendation and selection.
- Commence the destination marketing strategy plan (item G.3.3)
- Feasibility study for a year-round, multi-purpose facility (item G 3.2)

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**Year 4  
2025/26**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
- Website is further refined and major marketing promotion continues.
- New tourism promotional programs are implemented with key partners.
- Committee recommends to Council to advance formation of nonprofit DMO.

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**Year 5  
2026/27**

- Tourism Promotion and Destination Marketing Consultant contractor continues to advance Tourism Promotion Program as outlined in the Plan.
  - Committee obtains legal assistance; reviews federal and state requirements for forming 501(c)(6) nonprofit DMO called “Explore Wilsonville”; creates bylaws.
-

## G. Annual One-Year Implementation Plan: FY22/23, July 2022 – June 2023

The seventh, rolling one-year implementation plan seeks to advance the top priorities of the larger five-year action plan. Next fiscal year's work plan is segmented into three main sections:

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.
  - **Business and Marketing Plans:** Work with staff and consultant to draft for City Council adoption an updated version of the Five-Year Action Plan and Annual One-Year Implementation Plan and the Tourism Promotion and Destination Marketing Plan for FY22/23. The full, complete FY22/23 marketing plan is to be developed by JayRay, the Tourism Promotion and Destination Marketing Consultant, at a later date due to the uncertainty and timing of the COVID-19 pandemic, likely focusing on a back-to-normal level of activity.
2. **Implement the FY22/23 Tourism Promotion Program:** The committee works with staff of the City Manager's Office and Parks & Recreation Dept. and Tourism Promotion and Destination Marketing Consultant to advance both the larger FY22/23 Five-Year Action Plan and Annual One-Year Implementation Plan and the more specific FY22/23 Tourism Promotion and Destination Marketing Plan.

Specific components of the FY22/23 Tourism Promotion Program include:

- **Target Marketing Refinement:** Refining as needed the marketing promotional elements and online/Internet website products and processes. Send regular e-newsletters, create a new marketing content strategy and encourage signups on social media. Package offerings and promotions will be explored to increase social followers and hotel bookings.
- **Focused Day Trips:** Focusing sets of themed "Pocket Trips," with clear information about their proximity to Wilsonville and map routes. "Pocket Trips" are to achieve stronger brand positioning and a focus on being in "the middle of it all."
- **Performance Metrics:** Refining the specific metrics/evaluation criteria to gauge effectiveness of tourism marketing efforts.
- **Public Awareness:** Cultivating increased local residents' knowledge and interest in learning more about local attractions and the value of tourism to the economy and community-development efforts. Promote Wilsonville's brand position as "in the middle of it all" with locals and build brand ambassadors.

The proposed Tourism Promotion budget for FY22/23:

Tourism Promotion and Destination Marketing Contract	\$ 150,000
TOTAL Tourism Promotion Budget	<u>\$ 150,000</u>



The committee saw an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2021. Although, the changing restrictions and COVID -19 variants changed throughout the year, there was a rebound in both business and leisure travel.

The FY 22/23 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and an investment in geolocation data to target advertising.

The Community Tourism Grant Program funds will be managed by the ACHC.

## **H. Components of FY22/23 Annual One-Year Implementation Plan of the Tourism Promotion Program in Relation to the 2014 Tourism Development Strategy**

Following are more details on the top priorities summarized above for FY22/23 Tourism Promotion Program in relation to the *2014 Tourism Development Strategy's* Top Priorities and "Themed Issues" for Additional Work listed on page 3.

### **1. Tourism Promotion Committee Business**

**1.1 Staffing/Contractor Resource:** In order to advance components of the Explore Wilsonville tourism development strategy and the Plan, the committee continues advancing work with staff of the City Manager's Office and Parks & Recreation Dept. to examine a potential new Tourism and Cultural Affairs Coordinator position and to collaborate with the Tourism Promotion and Destination Marketing Consultant contractor to advance the tourism promotion program. The committee may seek to discuss how a City-staffed program could evolve into an independent Destination Marketing Organization.

**Authority for recommendation:** *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1:* Establish an Independent 501 (c) (6) Not-for-Profit DMO to be named Visit Wilsonville, now known as Explore Wilsonville. [Create the organizational framework]

**1.2 Budget Allocation:** The City reduced the funding for tourism promotion considerably due to the Covid- 19 pandemic. The budget was \$125,000 for FY 20/21 for the Tourism Promotion Marketing Plan and the Community Tourism Grant Program. The budget is increased to \$150,000 for FY22-23.

**Authority for recommendation:** *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.3:* Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT).

**1.3 Tourism Grants Programs:** The committee has successfully assumed responsibility from the Parks & Recreation Advisory Board over the past four years to oversee the City's Community Tourism Matching Grants Award Program and Clackamas County's Community Partnership Tourism Grants Program, with assistance from Parks & Recreation staff.

During FY 19/20 and FY 20/21, the grant cycle was put on hold due to the pandemic. It did not appear to be appropriate to offer grants for programs and projects, which could not meet the Governor's Covid-19 gathering restrictions. Community Tourism Matching Grants were awarded in FY 21/22. The new Arts, Culture and Heritage Committee will assume responsibility for this program in FY 22/23.

***Authority for recommendation:*** *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.5: Review Wilsonville Tourism Grants Program.*

## **2. Implement the FY 22/23 Tourism Promotion Program**

**2.1 Tourism Branding Strategy:** The Tourism Promotion and Destination Marketing Consultant contractor has developed an Explore Wilsonville tourism branding strategy. New research information may lead to modifications to the larger, over-arching tourism branding strategy that control key messages, marketing content and design and the look and feel of other promotional advertising products for print or online media.

**3.2 Destination marketing strategy plan:** The committee recommends that a focused tourism and visitor destination-marketing strategy is developed that complements the City's larger branding strategy in order to maximize branding integration and marketing expenditures. The committee recommends advancing this study during FY24/25 if funds become available.

***Authority for recommendation:*** *Wilsonville Tourism Development Strategy, May 2014, Action Item 1.1: Develop a destination branding strategy for Wilsonville.*

# EXPLORE WILSONVILLE

## 2021 ANNUAL REPORT

MARCH 10, 2022

EXPLORE  
WILSONVILLE<sub>.COM</sub>

A POCKET (OF FUN)



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# DASHBOARD

2021 was a baseline year—we continued to measure during the pandemic, and at a reduced budget level. The PR program began July 2021.

## ANNUAL RESULTS TO DATE 2021

GOALS	2021 RESULTS	2020 RESULTS	YOY % Change
<b>Earned media</b> (number of articles)	2	2	n/a
<b>New website users</b>	10,544	7,611	+39%
<b>Social media reach</b> (Facebook, Instagram and Pinterest)	71,320	69,675	+2%
<b>Social media followers</b> (Facebook, Instagram)	1,777	1,214	+46%
<b>Tourism packages</b> (# developed)	4	1	+300%



# 2021 ACTIVITY SUMMARY

## ONGOING

- Website maintenance and social media (homepage design, events and listings, 3 social accounts posting 3x a week)

### JANUARY-MARCH

- Developed five new trip itineraries with interactive Google MyMaps
- Designed five landing pages, one for each itinerary
- Created graphic locator itinerary maps, themed icons and suite of banners for foodie itinerary
- Developed media fact-sheet for PR program
- Renewed STR destination report

### APRIL-JUNE

- Developed five more interactive trip itineraries
- Designed central itinerary page
- Developed seasonal editorial calendar for PR and blogs
- Updated website to reflect more unique restaurant attractions

### JULY-SEPTEMBER

- Pitched PR editorial calendar for FY 21-22
- Hosted content partner: Gemini Connect
- Wrote Four Newly Reopened Activities for Summer Blog
- Wrote Fall Activities You Can't Miss in Wilsonville Blog

### OCTOBER-DECEMBER

- Identified locations to geofence to begin collecting geolocation data in January 2022
- Hosted travel writer: Adam Sawyer
- Wrote Winding Down to Winter Blog
- Ran Fall Getaway promo on social media



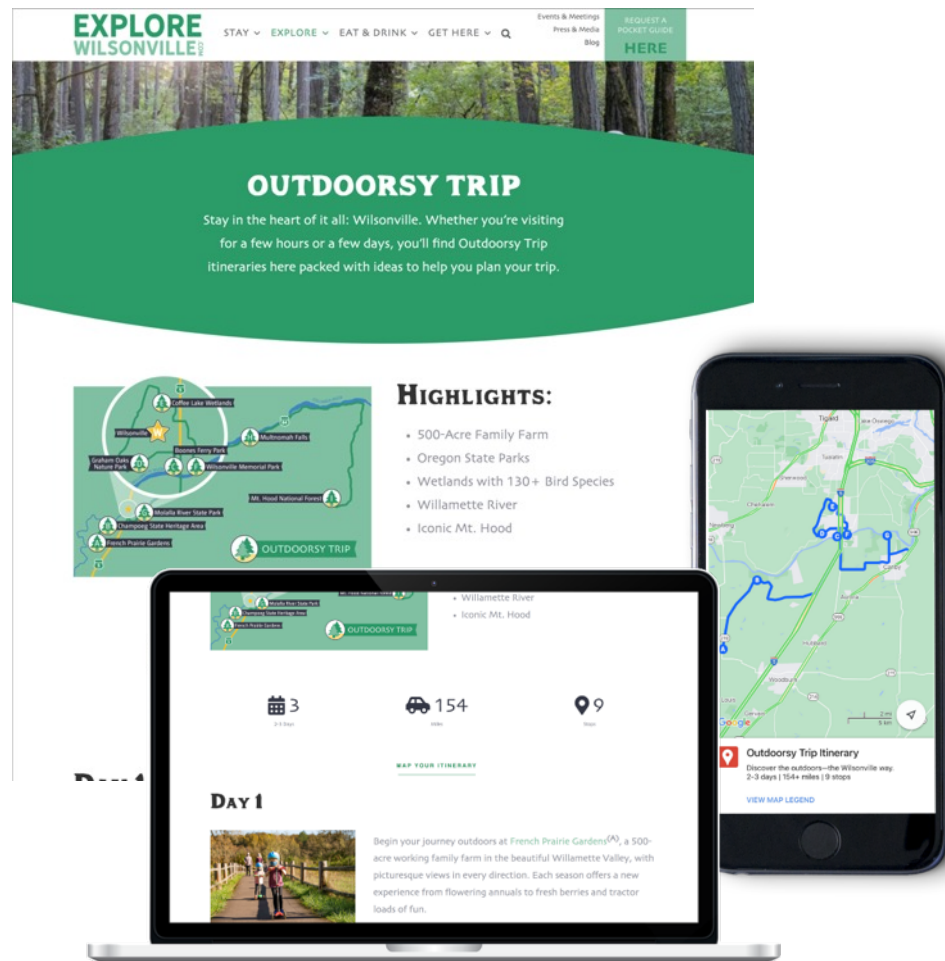


# WEBSITE REPORT



# WEBSITE OVERVIEW

- Ongoing event management
- Ongoing listings management
- Alert management, monitoring tourism closures, health and safety impacts
- Itinerary and map development (10)
- Homepage Instagram integration
- Re-organize pocket trip pages as blog
- Updated hotel packages page
- Updated featured events
- Updated featured blogs (3)





# WEBSITE ANALYTICS: SUMMARY

SIGNIFICANT INCREASED WEBSITE  
USERS AND VIEWS. POPULAR PAGES  
REFLECT NEWLY ADDED CONTENT.

2021													2021 TOTAL
Metric	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec	
New Users	380	394	1,372	1,151	959	1,006	1,377	1,297	771	712	609	516	10,544 TOTAL
Users	386	405	1,393	1,225	976	1,025	1,522	1,322	1,513	725	621	527	11,640 TOTAL
Page Views	905	1,208	3,254	2,855	2,350	2,259	3,631	2,885	1,819	1,995	1,646	1,271	26,078 TOTAL

*Users/New Users: A user is a person who has come to your website. A new user is a first-time visitor to the website during the selected date range.*

*Page Views: Page views is the total number of pages viewed. Repeated views of a single page are counted.*

## 2021 MOST POPULAR PAGES

1. /	6. /wineries/
2. /restaurants-wilsonville-oregon/	7. /pocket-trips/tulip-and-flower-festivals/
3. /pocket-trips/a-day-on-the-willamette-river-in-wilsonville/	8. /pocket-trips/shopping-in-wilsonville/
4. /events/	9. /itineraries/
5. /pocket-trips/wandering-through-wilsonvilles-history/	10. /meet/

METRIC	2020	YOY CHANGE	2021 % CHANGE
New Users	7,452	+3,092	+41%
Users	7,510	+4,130	+55%
Page Views	18,398	+7,680	+42%



# WEBSITE ANALYTICS: VISITORS

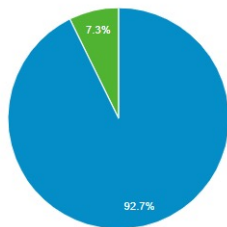
INCREASED RETURNING VISITORS BY ~3%  
INCREASED DIRECT TRAFFIC ~7%  
INCREASED SOCIAL TRAFFIC ~5%

2020

2021

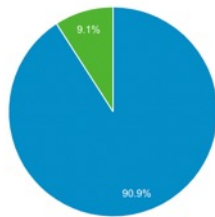
## VISITOR TYPE 2020

■ New Visitor ■ Returning Visitor



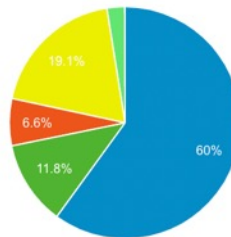
■ New Visitor 92.7%  
■ Returning Visitor 7.3%

## VISITOR TYPE 2021



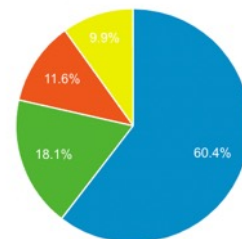
■ New Visitor 90.9%  
■ Returning Visitor 9.1%

## TOP SOURCES 2020



■ Organic Search 60%  
■ Direct 11.8%  
■ Social 6.6%  
■ Referral 19.1%  
■ (Other) nominal  
■ Display 2.5%

## TOP SOURCES 2021



■ Organic Search 60.4%  
■ Direct 18.1%  
■ Social 11.6%  
■ Referral 9.9%  
■ (Other) nominal  
■ Display nominal

\*other indicates traffic sources that do not fall into other categories.



# WEBSITE ANALYTICS: TOP CITIES

ADDED SAN FRANCISCO TO  
TOP CITIES WEBSITE REACH  
AS A DRIVE MARKET GOAL

2020

2021

*Most website users were from  
Oregon.*

1. Portland
2. Wilsonville
3. Tualatin
4. Seattle
5. (not set)
6. Beaverton
7. Tigard
8. Salem
9. Sherwood
10. Irvine

1. Portland
2. Wilsonville
3. Tualatin
4. (not set)
5. Seattle
6. Tigard
7. San Francisco
8. Beaverton
9. Salem
10. Sherwood



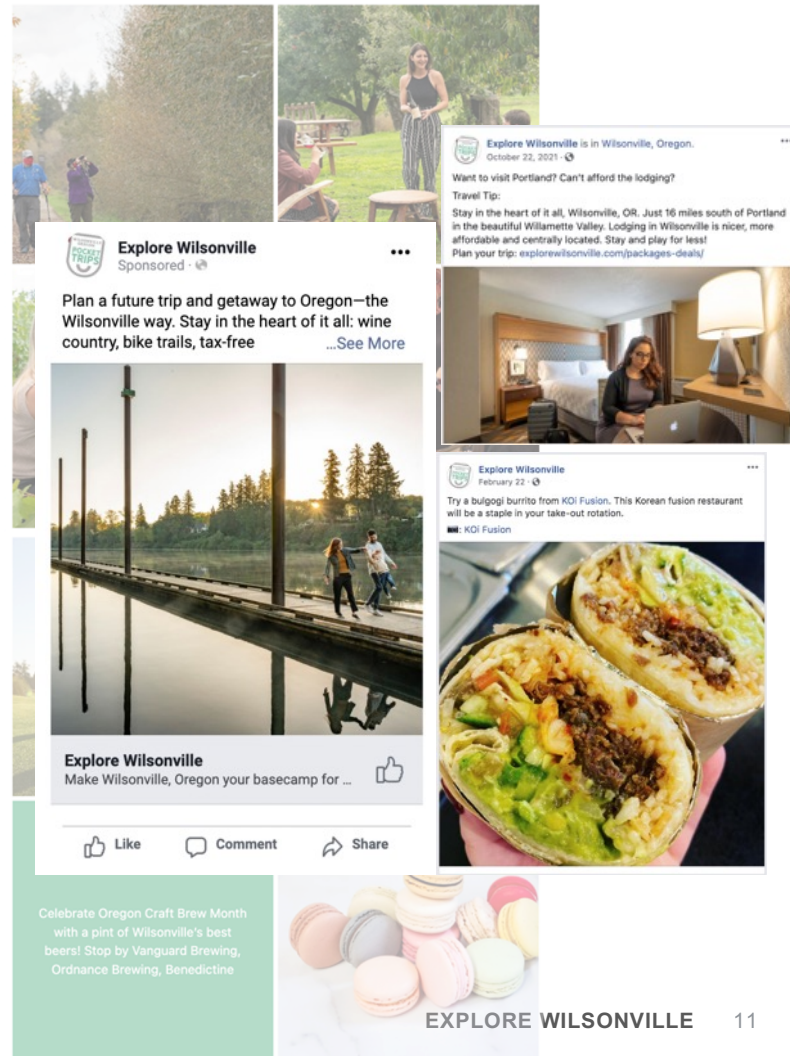


# SOCIAL MEDIA REPORT



# SOCIAL MEDIA OVERVIEW

- Posted 3-4 posts per week on Facebook, Pinterest and Instagram
- Provided ongoing social media engagement as part of follower growth strategy
- Developed Wine Country GIF to promote wine country trails near Wilsonville and grow Facebook page followers
- Earned high Facebook reach due to paid promotions
- Instagram page consistently performed in both follower growth and engagement
- Pinterest strategy resumed
- Social media reach more than doubled on every platform compared to 2020 (FB, IG and Pinterest)
- Total social following increased by 32%



# FACEBOOK ENGAGEMENT

Facebook													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	2.44%	2.94%	2.73%	7.83%	6.00%	5.67%	8.88%	3.83%	4.44%	8.05%	3.30%	4.81%	<b>5.08% AVG</b>
Post Total Reach**	16,969	9,690	25,096	460	779	11,598	890	32,857	1,937	882	10,761	1,415	<b>113,334 TOTAL</b>

\*Engagement is post total reach divided by the number of people who clicked anywhere on Explore Wilsonville posts. Industry standard is .13% (above 1% is good).

\*\*Reach is the total number of people the page's posts were served to

## TAKEAWAYS

Between January 1-December 31, 2021:

- Engagement increased 97%
- Followers increased 35%

Change in yearly total:

- Post total reach increased 171%

Total Followers 2021	
Jan	Dec
<b>800</b> Followers	<b>1,078</b> Followers

\*total social follower growth on page 16

METRIC	2021	2020	YOY CHANGE	2021 % CHANGE
Engagement* (Engagement %)	5.08% AVG	6.20% AVG	-1.12%	-18.12%
Post Total Reach**	113,334 TOTAL	41,789 TOTAL	<b>+71,545</b>	<b>+171%</b>



# INSTAGRAM ENGAGEMENT

Instagram													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	4.56%	4.53%	5.11%	4.16%	4.42%	3.04%	2.23%	4.42%	3.04%	2.24%	2.66%	2.06%	<b>3.54% AVG</b>
Average number of likes	23.3	23.6	28.14	23.5	33.7	23.5	12.7	11	13	10.7	17.6	13.1	<b>19.5 AVG</b>
Post Total Reach**	3,076	3,054	3,573	3,358	4,604	4,091	2,155	5,328	2,594	2,377	2,252	2,652	<b>39,114 TOTAL</b>

\*Engagement rate is based on the likes and comments received divided by the number of followers. Industry standard is 3.31%

\*\*Reach is the total number of people the page's posts were served to

## TAKEAWAYS

**Between January 1-December 31, 2021:**

- Instagram followers increased by 27%

**Change in yearly total:**

- Engagement slightly decreased due to the adverse relationship between engagement and reach
- Post total reach increased 78%

METRIC	2021	2020	YOY CHANGE	2021 % CHANGE
Engagement* (Engagement %)	3.54% AVG	5.53% AVG	-1.99%	-36%
Average number of likes	19.5 AVG	20.4 AVG	-0.9	-4%
Post Total Reach**	39,114 TOTAL	22,009 TOTAL	<b>+ 17,105</b>	<b>+78%</b>



# PINTEREST ENGAGEMENT

Pinterest													
Metric	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	RESULTS
Engagement* (Engagement %)	2.15%	1.90%	0.80%	3.90%	8.14%	3.36%	2.97%	2.41%	3.01%	1.49%	6.94%	3%	<b>3.34% AVG</b>
Post Total Reach**	605	422	376	666	1,155	1,190	807	705	1,096	739	605	1268	<b>9,634 TOTAL</b>

\*Engagement is the percentage of your pins with at least one repin

\*\*Reach is the total number of people the page's posts were served to

## TAKEAWAYS

Between January 1-December 31, 2021:

- Significant increase in Pinterest performance after a year of consistent presence, following a 3-month pause in 2020

METRIC	2021	2020	YOY CHANGE	2021 % CHANGE
Engagement* (Engagement %)	3.34% AVG	3.11% AVG	<b>+0.23%</b>	<b>+7.37%</b>
Post Total Reach**	9,634 TOTAL	5,877 TOTAL	<b>+3,757</b>	<b>+64%</b>





# SOCIAL MEDIA TOP CONTENT 2021

## JANUARY-MARCH

### PINTEREST



*Wine & Dine*

### FACEBOOK



*KOI Fusion*

### INSTAGRAM



*Tulip Festival*

## APRIL-JUNE

### PINTEREST



*Wine & Dine*

### FACEBOOK



*San Blas*

### INSTAGRAM



*Champoeg State Park*

## JULY-SEPTEMBER

### PINTEREST



*Fall Fun*

### FACEBOOK



*Clackamas Fair*

### INSTAGRAM



*Canby Rodeo*

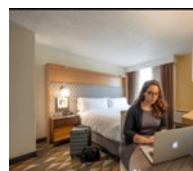
## OCTOBER-DECEMBER

### PINTEREST



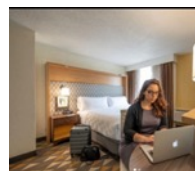
*Winter in Wilsonville*

### FACEBOOK



*Travel Packages*

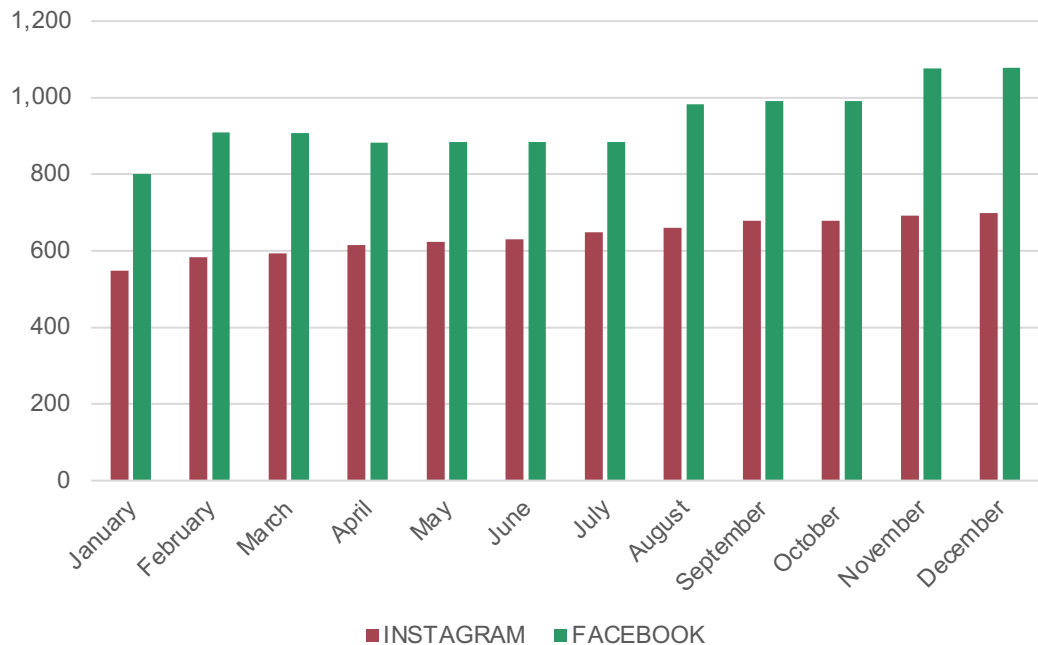
### INSTAGRAM



*Travel Packages*



# SOCIAL MEDIA FOLLOWERS 2021



**TOTAL FOLLOWERS: 1,777**

*\*as of December 31, 2021*

**INCREASE BETWEEN JAN - DEC**

**Instagram: +27%**

**Facebook: +35%**



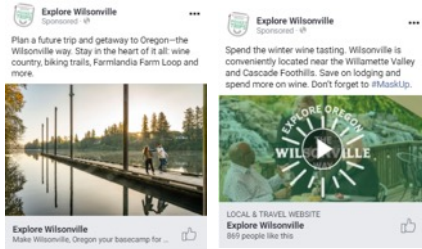
METRIC	January 2021	December 2021	YOY CHANGE	2021 % CHANGE
Social Media Followers	1,349	1,777	+428	+32%

*\*Pinterest followers are not tracked or measured. Due to the nature of the platform, it is not an accurate reflection of efforts*



# PAID SOCIAL MEDIA (MARKETING)

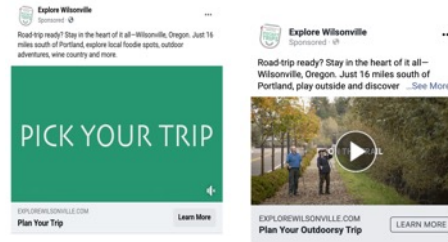
## JANUARY-MARCH



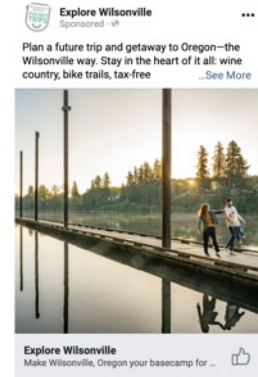
## APRIL-JUNE



## JULY-SEPTEMBER



## OCTOBER-DECEMBER



**TOTAL SPEND:** \$950

**TOTAL REACH & IMPRESSIONS:** 78,588

**TOTAL ENGAGEMENTS & PAGE LIKES:** 14,016

### TARGET MARKETS:

- Q1: Adults in Wilsonville and within 50 miles
- Q2: Adults in San Francisco and Seattle and within 25 miles of Wilsonville
- Q3 & Q4: Adults in Wilsonville, Portland, Salem, Eugene and within 25 miles of Wilsonville



---

# FACEBOOK DEMOGRAPHICS

Data on people reached. This is the number of people who had any content from Explore Wilsonville or about Explore Wilsonville enter their screen, grouped by age and gender. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Facebook content reaches people who are above the age of 35, and between ages 35-44.

## GENDER

Approximately 69% of Explore Wilsonville's Facebook content reached women, and 31% reached men.

## COUNTRY

A majority are from the United States, followed by Canada

## CITIES

The top five cities outside of Wilsonville for Explore Wilsonville Facebook content are:

1. Wilsonville, OR
2. Portland, OR
3. Hillsboro, OR
4. San Antonio, TX
5. Houston, TX



---

# INSTAGRAM DEMOGRAPHICS

This is the number of people who currently follow Explore Wilsonville on Instagram. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Instagram followers above the age of 24, and between ages 35-44.

## GENDER

Approximately 69% of Explore Wilsonville's Instagram followers are women. 26% are men, 5% prefer not to say.

## COUNTRY

A majority (96%) are from the United States, followed by Mexico (.6%).

## CITIES

The top five cities for Explore Wilsonville's Instagram are:

1. Wilsonville, OR (38%)
2. Portland, OR (12%)
3. Canby, OR (6.7%)
4. Sherwood, OR (3.1%)
5. Oregon City, OR (2.4%)



# PINTEREST DEMOGRAPHICS

Data on Explore Wilsonville's total Pinterest audience. This includes all users who have seen or engaged with Explore Wilsonville pins. These numbers are an estimate.

## AGE RANGE

Most of Explore Wilsonville's Pinterest audience are between the ages of 24-44, with ages 25-34 leading at 42% followed by ages 35-44 at 19.5%.

## GENDER

Approximately 73% of Explore Wilsonville's Pinterest audience are women. 17.8% are men and approximately 8.5% are unspecified.

## CITIES

The top five metro areas for Explore Wilsonville's Pinterest audience are:

1. Portland, OR (11.2%)
2. Los Angeles, CA (7.1%)
3. San Francisco, CA (6.6%)
4. New York, NY (3.8%)
5. Sacramento, CA (3.3%)

## CATEGORIES AND INTERESTS

The most popular categories for this audience.

*\*Affinity indicates how this audience is interested in a particular category compared to the general Pinterest audience*

Category	Affinity ↓ ⓘ	% of audience
finance	3.75x	16.0% 
vehicles	2.26x	40.2% 
children's fashion	2.18x	7.5% 
architecture	1.93x	39.7% 
design	1.70x	73.7% 





# PR REPORT



# PR OVERVIEW

- Monitored media clips and mentions monthly in Cision Media software
- Developed PR plan and annual editorial calendar
- Active pitching began in the summer
- Published three blogs in fall and winter
- Developed and designed a media fact sheet for media pitching program. Includes facts, figures and story starters for media.
- Hosted Suzi Pratt “Gemini Connect,” Content Partner
- Hosted Adam Sawyer, Travel Writer

**DISCOVER TRAVEL**  
THE WILSONVILLE WAY

**EXPLORE WILSONVILLE**

**ROAD TRIP READY**

- 20 minutes from Portland
- 30 minutes from Salem
- 2 hours from Seattle
- 2 hours from Eugene
- 10 hours from San Francisco

**WHY WILSONVILLE**

- Comfortable and convenient lodging from budget-friendly to upper-class
- 16 miles south of downtown Portland (about a 20-minute drive)
- Easy access to 300+ wineries in the Willamette Valley, including two tasting rooms in Wilsonville

**STAY IN THE HEART OF IT ALL. JUST 16 MILES SOUTH OF PORTLAND**

Enjoy tax-free shopping, family fun, affordable accommodations and the gateway to Oregon's wine country.

**ITINERARIES FOR EVERYONE**

- OUTDOORSY TRIP**  
Soak up wide open space in Wilsonville's great outdoors. Explore nearby state parks, a 500-acre family farm and the Willamette River.
- FOODIE TRIP**  
Feast on Oregon's bounty. Try farm-fresh food, family-style Italian—or even learn to cook for a romantic date ideal! Wash it all down with handcrafted beer, wine and spirits.
- SHOPPING TRIP**  
Skip the sales tax. Wilsonville is j Oregon's biggest shopping center Outlets and Bridgeport Village. H Aurora, named one of the "Best /
- WINE COUNTRY TRIP**  
Get centered in wine country, wll in the Willamette Valley. Expand palate and become a Pinot Noir
- HISTORY & HERITAGE TRIP**  
Push through the boundaries of t history from the Ice Age to prese at Champey State Heritage Area and challenge your nerves at hit

**A Weekend in Wilsonville, Oregon**

When you think of the state of Oregon in the USA, what comes to mind? You might think of farm-to-table food, Pinot noir wine, and heavily forested nature. You can find all of this and more in the town of Wilsonville. Martin and I packed up our Jeep and took Julian on his first out-of-state road trip for a weekend in Wilsonville. Here's everything we did during our weekend adventure!

**WILSONVILLE, OREGON**

**WHERE IS WILSONVILLE?**

Part of the Portland metro, Wilsonville is 30 minutes south of Portland, and 50 minutes north of Salem, the capital of Oregon. Thus, Wilsonville has become a desirable place to live for those wanting to commute to Portland or Salem. It is also a good base for travelers who want to explore the region and stay in a small town.





# PUBLIC RELATIONS

	Number of Articles	Circulation	Earned Media
January	3	420,304	-
February	3	494,958	-
March	6	661,731	-
April	2	164,986	-
May	2	165,486	-
June	1	6,809,640	-
July	3	329,972	-
August	14	14,664,313	1
September	2	13,619,280	-
October	6	13,801,066	1
November	6	8,507,386	-
December	2	180,200	-
TOTAL	50	59,819,322	2

PR program began in Q1  
(July-September)



---

# CONTENT PARTNER: GEMINI CONNECT

## OVERVIEW:

- 2-day itinerary: Sept. 25-26
- Focus on outdoor adventures and farms

## ITINERARY:

- Hilton Garden Inn
- Parkway Grille
- Lady Hill Winery
- Historic Butteville General Store
- Boones Ferry Park
- Graham Oaks Park
- Middleground Farms Dinner
- Lux Sucre Bakery
- Frog Pond Farm
- Tollen Farm
- Memorial Park

## HELLO! WE'RE SUZI & MARTIN!

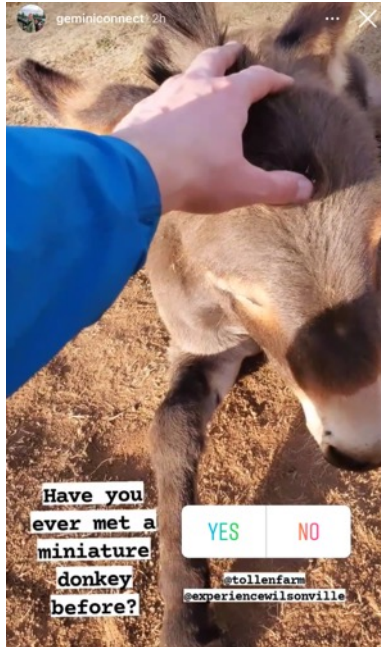
Based in the Pacific Northwest, we are professional photographers turned travel and lifestyle YouTubers. By documenting our journeys with quality, engaging content, we aim to inspire others to lead a life of adventure. We capture a wide variety of experiences in our videos, but our favorite activities are trying new foods and cultural experiences, and seeking out adventure in the outdoors.



[Don't Go to Portland - Go to Here Instead! Wilsonville, Oregon Travel Vlog](#)



# CONTENT PARTNER: GEMINI CONNECT




# CONTENT PARTNER: GEMINI CONNECT











# TRAVEL WRITER: ADAM SAWYER



**Adam Sawyer**

+ Follow

Follow to get new release updates



Adam Sawyer is an outdoor and travel writer, photographer, published author, guide, and public speaker based in the Northwest. Locally, he has written stories for the Oregonian, Willamette Week, Portland Mercury, Edible Seattle and Portland Monthly. In addition to online writing for Men's Journal, Travel Oregon, Eater and Visit Tillamook Coast, his work has appeared in numerous publications including Northwest Travel & Life, 1859 Magazine, 1889 Magazine, Alaska Beyond, Journey AAA, Sip Northwest, Backpacker, British Columbia, Canoe & Kayak and Bend Magazines.

He is the author of the guidebooks *Hiking Waterfalls in Oregon*, *Best Outdoor Adventures Near Portland*, *25 Hikes on Oregon's Tillamook Coast*, *Unique Eats and Eateries: Portland, Oregon*, *Best Easy Day Hikes Salem and Eugene* and the forthcoming titles *Urban Hikes Oregon* and *Hiking Waterfalls Idaho*. Adam also co-authored the guidebook *Hiking Waterfalls in Washington*.



---

# TRAVEL WRITER ADAM SAWYER IN WILSONVILLE FOR CHRISTMAS

## OVERVIEW:

- 4-day itinerary Dec. 23-26.
- Focus on shopping/antiques and outdoor adventures

## GOAL:

To inspire a trip to Wilsonville.  
Seeing Wilsonville through the eyes of a trusted authority delivers an authentic message and establishes Wilsonville as a destination among the content partner's followers.

- Tumwater Vineyard
- Hilton Garden Inn
- Dar Essalam
- Corner Coffee Shoppe
- Town Center Park
- Abella Italian Kitchen
- Aurora Antiques
- Woodburn Premium Outlets
- Kirin Ramen
- Parkway Grille
- Coffee Lake Wetlands
- Graham Oaks Nature Park
- Memorial Park
- Mollala River State Park
- Champoeg State Heritage Area
- Boone's Ferry Park
- Boeckman Creek
- Sourdough Bakery

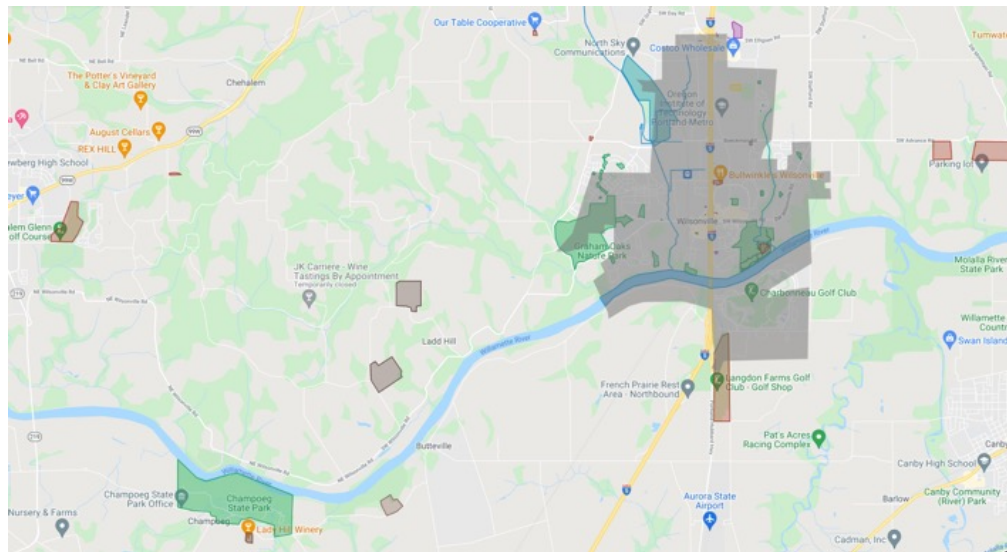


# GEOLOCATION REPORT



# GEOLOCATION & OVERVIEW

- Identified the most popular points of interests and categories of visitors
- Clusters proposed and approved by Tourism Promotions Committee
- Measurement and data being measured in early 2022





# GEOLOCATION & GEOFENCING UPDATE

Hotel Cluster
Best Western Wilsonville Inn & Suites
Holiday Inn Portland - I-5 (Wilsonville)
Hilton Garden Inn Wilsonville Portland
Motel 6 Wilsonville
Best Western Plus Parkway Inn
Quality Inn and Suites
Snoozinn
Pheasant Ridge RV Park
Aurora Acres RV Park

Outdoor Rec Cluster		
PARKS		RIVERS/LAKES
Arrowhead Creek Park	New Wilsonville Skatepark	Boeckman Creek
Boones Ferry Park	Oak Park	Coffee Lake Wetlands
Canyon Creek Park	Palermo Park	Coffee Lake Creek
Cedar Park	Park at Merryfield	Willamette River
Courtside Park	Piccadilly Park	
Edelweiss Park	River Fox Park	
Engelman Park	Sofia Park	
Graham Oaks Nature Park	Town Center Park	
Green Acres Park	Tranquil Park	
Hathaway Park	Triangle Park	
Memorial Park (including Murase Plaza)	Willow Creek - Landover Park	
Montague Park	Champoeg State Park / Heritage Area	
Memorial Park Forest Trail		



# GEOLOCATION & GEOFENCING UPDATE

Liquid Tourism Cluster			Business Cluster	
WINERIES	BREWERIES	DISTILLERIES		
Blakeslee Vineyard Estate	McMenamins Wilsonville Old Church & Pub	Vinn Distillery	Mentor Graphics Corporation HQ/Siemens EDA	SSI Shredding Systems
Carabella Vineyard	Ordnance Brewing - Taproom		Xerox Corporation	Express Personnel Services (labor source)
Champoeg Wine Cellars	RAM Restaurant & Brewhouse		Swire Coca-Cola	Precision Countertops
J Rallison Cellars	Vanguard Brewing Company		Sysco	OptiMIM
Lady Hill Winery			Rockwell Collins	OrePac Building Products
Tumwater Vineyard			Precision Interconnect	Oregon Glass Company
Aurora Colony Vineyard			Dealer Spike	ESS Inc.
Sineann Winery			FLIR Systems	
St. Josef's Winery			Southern Glazer Wine and Spirits	
Terra Wines Vineyard			DW Fritz	
			Rite Aid Distribution Center	



# GEOLOCATION & GEOFENCING UPDATE

Attractions Cluster		
ATTRACTIONS	GOLF COURSES	FARMS
Woodburn Premium Outlets	Disc Golf (Memorial Park)	French Prairie Gardens
Bullwinkle's Family Fun Center	Topgolf	Fir Point Farms
Butteville Store	Charbonneau Golf Club	Tollen Farm
Washington Square	Kohl Creek Golf Course	Frog Pond Farm
Bridgeport Village	Langdon Farms Golf Club - Golf Shop	The Kitchen at Middleground Farms
SIM Golf	King City Public Golf Course	Boxwood Gardens
	Chehalem Glenn Golf Course	Barn Owl Nursery
	Tualatin Island Greens	Our Table Cooperative
	Milroy Golf Systems	Graham & Tooze Farm Store
	Sandelie Original 18-Hole Golf Course	
	Lake Oswego Municipal Golf Course	

City Limits Cluster
Wilsonville city limits



# STR REPORT



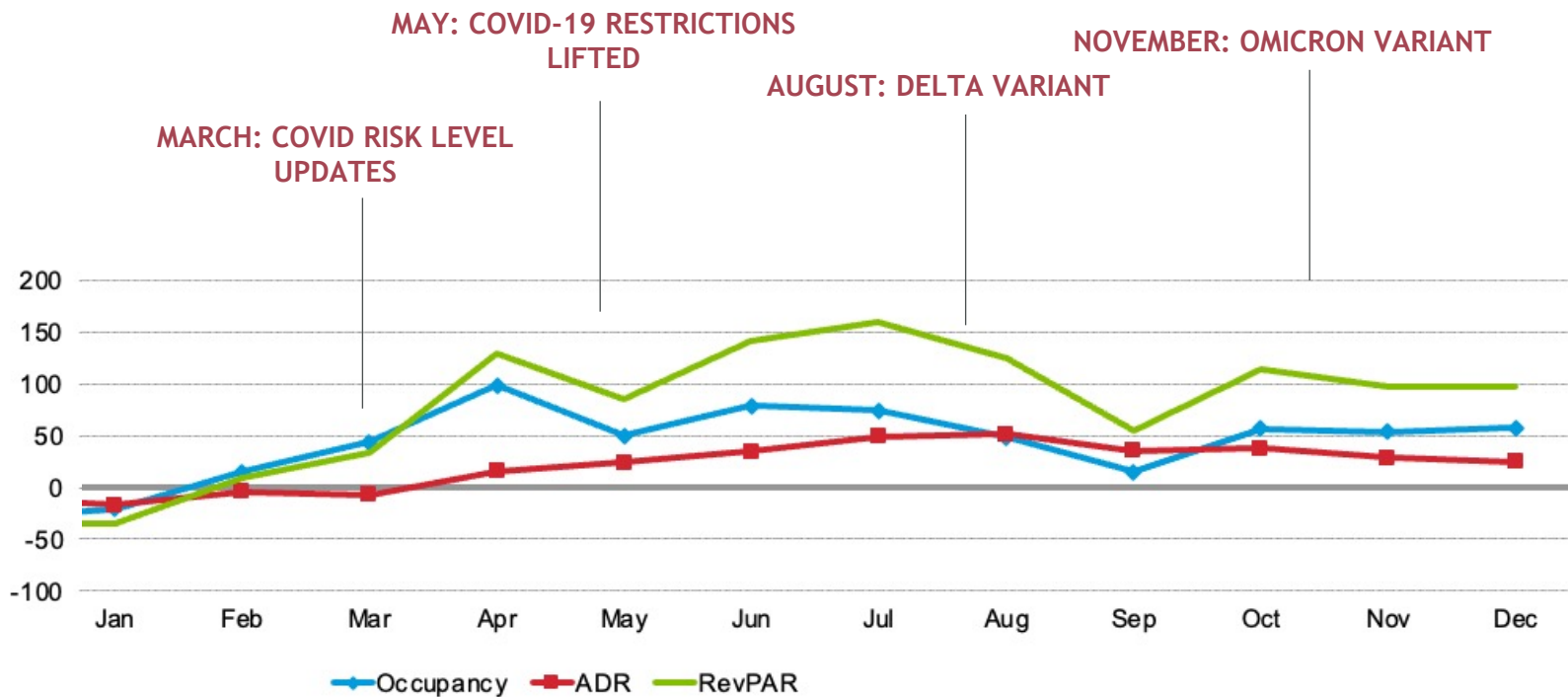
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# STR REPORT GLOSSARY

- **Occupancy:**
  - Percentage of available rooms sold during a specified time period. Occupancy is calculated by dividing the number of rooms sold by rooms available.  
 $\text{Occupancy} = \text{Rooms Sold} / \text{Rooms Available}$
- **Revenue per available room (RevPAR):**
  - Total room revenue divided by the total number of available rooms. See Room Revenue, Rooms Available.  
 $\text{Room Revenue} / \text{Rooms Available} = \text{RevPAR}$
- **Demand:**
  - The number of rooms sold in a specified time period (excludes complimentary rooms).
- **Revenue:**
  - Total room revenue generated from the guestroom rentals or sales.
- **Average daily room rate (ADR):**
  - A measure of the average rate paid for rooms sold, calculated by dividing room revenue by rooms sold.  
 $\text{ADR} = \text{Room Revenue} / \text{Rooms Sold}$



# STR REPORT – WILSONVILLE





# STR REPORT – WILSONVILLE



Total Properties: 7



Total Rooms: 615

JAN - DEC 2021		JAN - DEC 2020	
Occupancy %: 64.5% Avg	Demand: 144,781 Total	Occupancy %: 44.5% Avg	Demand: 86,371 Total
RevPAR (revenue per available room): \$61.61 Avg	Revenue: \$13,839,485 Total	RevPAR (revenue per available room): \$34.60 Avg	Revenue: \$6,652,340 Total

## TAKEAWAYS

- Insights on STR report show growth when benchmarked against the first pandemic year, 2020

METRIC	2021	2020	YOY CHANGE	% CHANGE
Occupancy % Average	64.50%	44.50%	<b>+20.00%</b>	<b>+45%</b>
RevPAR Average	\$61.61	\$34.60	<b>+\$27.01</b>	<b>+78%</b>
Demand Total	144781	86371	<b>+58,410</b>	<b>+68%</b>
Revenue Total	\$13,839,485	\$6,652,340	<b>+\$7,187,145</b>	<b>+108%</b>

*\*detailed monthly breakdown can be found on page 38*



# STR REPORT – WILSONVILLE

Occupancy												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	42.4%	64.9%	59.9%	63.6%	65.5%	75.9%	77.6%	73.5%	69.0%	63.9%	61.2%	57.0%
2020	53.7%	56.7%	41.7%	32.0%	43.7%	42.4%	44.6%	49.6%	60.2%	40.9%	39.9%	36.1%
% change	-20.9%	+14.6%	+43.8%	+98.5%	+49.7%	+79.1%	+74.0%	+48.2%	+14.7%	+56.4%	+53.5%	+57.7%

RevPAR												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	\$29.65	\$51.18	\$46.43	\$52.05	\$57.98	\$79.31	\$91.33	\$85.55	\$74.58	\$63.51	\$57.54	\$50.25
2020	\$45.11	\$46.56	\$34.68	\$22.64	\$31.17	\$32.92	\$35.20	\$38.18	\$48.09	\$29.57	\$29.19	\$25.47
% change	-34.3%	+9.9%	+33.9%	+130%	+86%	+140.9%	+159.5%	+124.1%	+55.1%	+114.8%	+97.1%	+97.3%

Demand												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	8,089	11,176	11,425	11,736	12,482	14,000	14,793	14,008	12,734	12,181	11,298	10,859
2020	8,267	7,884	6,422	4,778	6,736	6,317	6,871	7,636	8,975	7,790	7,360	6,885
% change	-2.2%	+41.8%	+77.9%	+145.6%	+85.3%	+121.6%	+115.3%	+83.4%	+41.9%	+56.4%	+53.5%	+57.7%

Revenue												
	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
2021	\$565,210	\$881,370	\$885,226	\$960,357	\$1,105,386	\$1,463,298	\$1,741,255	\$1,631,032	\$1,375,987	\$1,210,793	\$1,061,555	\$958,017
2020	\$695,014	\$647,866	\$534,354	\$337,502	\$480,234	\$490,812	\$542,362	\$588,288	\$717,074	\$563,662	\$538,496	\$485,624
% change	-18.7%	+36%	+65.7%	+184.5%	+130.2%	+198.1%	+221.1%	+177.3%	+91.9%	+114.8%	+97.1%	+97.3%



# TOURISM DEVELOPMENT REPORT



# TOURISM DEVELOPMENT

CONTINUED TO ADD AND PROMOTE PACKAGES ON  
EXPLOREWILSONVILLE.COM AND SOCIAL MEDIA CHANNELS

## ADVANCE SAVINGS



Enjoy extra savings for booking early! Deposit and Cancellation penalties apply. Deposit charged prior to arrival date.

[LEARN MORE](#)

## FALL GETAWAY



Book now to enjoy exclusive savings on your next visit. Stay longer and save more. Three nights required.

[LEARN MORE](#)

## GOVERNMENT RATE



As a government employee you are entitled to special rates. You book your reservation through the Explore Wilsonville website.



## WE'RE ALWAYS LOOKING FOR TRAVEL PACKAGES!

An ideal package includes an overnight stay and an experience, such as:

- Overnight stay + tasting at Vanguard Brewing
- Overnight stay + nearby winery package
- Overnight stay + dinner or shopping credit

Includes promotion on social media and ExploreWilsonville.com.

If you're willing to collaborate in a package promotion, please email Bridget at [bbaeth@jayray.com](mailto:bbaeth@jayray.com) for details





**JAYRAY** A PLACE TO THINK

Branding | Advertising | Strategic Communications

# THANK YOU!

## Contact us

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- ✉️ [bbaeth@jayray.com](mailto:bbaeth@jayray.com)

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