



CITY COUNCIL MEETING STAFF REPORT

Meeting Date: May 16, 2022	Subject: Resolution No. 2964 A Resolution of the City of Wilsonville Adopting the FY 22/23 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy. Staff Member: Zoe Mombert, Assistant to the City Manager Departments: Administration	
Action Required <input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 st Reading Date: <input type="checkbox"/> Ordinance 2 nd Reading Date: <input checked="" type="checkbox"/> Resolution Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda	Advisory Board/Commission Recommendation <input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable Comments: N/A	
Staff Recommendation: Staff recommends Council approve the consent agenda.		
Recommended Language for Motion: I move to approve the consent agenda.		
Project / Issue Relates To: <input checked="" type="checkbox"/> Council Goals/Priorities <input checked="" type="checkbox"/> Adopted Master Plan(s) <input type="checkbox"/> Not Applicable		

ISSUE BEFORE COUNCIL:

Adoption of Resolution No. 2964 approving proposed FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy.

EXECUTIVE SUMMARY:

The Tourism Promotion Committee unanimously recommended on April 5, 2022, adoption by Council of FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy.

The FY 2022/23 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 2022/23 fiscal year.

The Tourism Promotion Consultant, JayRay, increased social media and marketing efforts over the last year. JayRay has continued to expand the trip itineraries, produced regular blog posts, and recently contracted with Datafy, geofencing analytics consultant, on the City’s behalf. Datafy will help the Tourism Promotion Committee better understand our visitors and improve our marketing efforts. As the area re-opened from the Covid 19, Pandemic Wilsonville was positioned to start encouraging visitors to come to the area. In 2022, the Tourism Promotion Committee awarded Tourism Promotion Grants for the final time. In 2023, the new Arts, Culture and Heritage Commission will assume responsibility for the grant program.

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 2022 marks the seventh, 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 2022/23 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 2022/23.

EXPECTED RESULTS:

The City’s Explore Wilsonville tourism promotion program continues to operate through FY 2022/23.

TIMELINE:

The City's Explore Wilsonville tourism promotion program continues operation through June 30, 2022.

CURRENT YEAR BUDGET IMPACTS:

The proposed FY 2022/23 Promotion & Destination Marketing Services Plan is within budget. The City's FY 2022/23 total Park & Recreation Tourism budget includes \$150,000 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 four annual business plans, adopted by Council, and supervision of the City's community tourism matching grant program.

CITY MANAGER COMMENT:

City Council adoption of Resolution No. 2964 for the FY 2022/23 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. 2964

1. FY 2022/23 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy, April 5, 2022 and attachments