



## **Tourism Promotion Committee Staff Report**

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**Date:** March 19, 2025

**From:** Zoe Mombert, Assistant to the City Manager

**Subject:** Tourism Destination Strategy

### **Recommended Action:**

Provide a recommendation to City Council to adopt the Tourism Destination Strategy (Strategy) as presented or modified.

### **Background:**

The City Council reviewed the draft Tourism Destination Strategy at their February 20, 2025, meeting and provide the following comments.

- Concern about the timing of Town Center Plan and how it impacts the actions in the early phases of the plan.
  - Staff reviewed the actions referencing the town center plan. Objective 5: Invest in Town Center Development includes action item 1.13: Advocate for implementation of other elements of the Town Center Plan as appropriate for the development of the visitor economy. This action item is included in phase 1 of the Strategy since the Town Center plan is an adopted City plan and included in the City of Wilsonville's Comprehensive Plan and zoning code. The Town Center plan calls for a vibrant and walkable city center which is needed to advance the TDS. The action calls for advocacy when appropriate, therefore, it is included in phase 1.
  - Action item 2.3: Incentivize expansion of local dining options in the Town Center Area is included in stage 2 of the Strategy. As outlined in the strategy, multiple dining options is an important element to draw visitation over the long term.
- They expressed an interest on focusing on Willamette River access
  - As the Strategy notes, the river is an asset to the community and to the tourism program and there are actions in each stage to start to advance this initiative. Creating river access will take partnerships and major financial investments to the project. River access will need to be established before rental businesses or tours will be possible.
- Concern about focus on short-term rentals
  - Short-term rentals (STRs) are a way to increase transient lodging tax (TLT) revenue and diversify the lodging options within the city limits. The City of Wilsonville zoning codes are a consideration and any work to encourage or

support STRs will be done in collaboration with the planning and economic development departments.

- Concern that phasing is not the right term.
  - This has been changed to “stages” and a note was added that this is not a prioritization of the actions.

Staff reviewed these concerns and discussed options with the consultant.

**Fiscal Implications:**

N/A

**Steps Following Approval:**

The recommended Strategy will be forwarded to City Council for approval. Following City Council approval, the committee can determine which projects to commence.

The fiscal year 2025-26 five – year action plan and one year implementation plan includes action items 1.15 and 1.16 from the Strategy. These actions encourage enhancing relationships with regional partners and increasing recognition of the Explore Wilsonville program.

**Attachments:**

Tourism Development Strategy