



**FY 2024/25 Five-Year Action Plan and
Annual One-Year Implementation Plan for
the Wilsonville Tourism Development Strategy**

March 19, 2025

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Attachment:

- 1. JayRay 2024 Annual Report**



4. **City of Wilsonville Parks and Recreation Department:** Kris Ammerman, Director, or designee Brian Stevenson, Recreation Manager.
5. **City of Wilsonville City Council:** City Councilor Caroline Berry was appointed January 2023.

C. Committee Meetings

The committee met on four occasions in fiscal year (FY) 2024/25, meeting the minimum required four meetings per fiscal year pursuant to Resolution No. 2541. Meetings of the committee were held on September 10, October 9, 2024, and January 29, and March 19, 2025. It is also anticipated that the committee will meet on April 2, 2025.

D. Advancing Tourism Development Priorities

The committee continued to work on the Top-12 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.

However, after 10 years of implementing the current *Tourism Development Strategy* and experiencing the disruptions of the Covid-19 pandemic, the TPC has been undertaking a new tourism development strategy effort. Going forward, this section will be greatly modified based on the new tourism development strategy, scheduled for adoption in April 2025.

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).
1.7	Initiate ongoing partnership and relationship-building programs.
2.1	Develop a destination branding strategy for Wilsonville.
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 2024/25

The TPC has had a successful year, advancing key objectives as set-out in the prior fiscal year’s plan, the FY 2024/25 Five-Year Action Plan and Annual One-Year Implementation Plan adopted by the City Council through Resolution No. 3141 on May 20, 2024.

and the benefits of making it their travel location for family fun, outdoor adventures and foodies alike.

- **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 (dba Explore Tualatin Valley). 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, and researched additional brochure-placement programs, including all official State of Oregon Travel Oregon visitor information centers.

- **Tourism Destination Strategy Update Project**

Whereabouts completed their interviews, site visit and initial assessment before working with staff and the committee to identify outcomes the committee hopes to achieve. Whereabouts developed a draft strategy based on their research, observations and committee input. The actions and measurement tools were developed and discussed with the committee in January 2025 before sharing the concepts with City Council in February 2025. The City Council's input was incorporated into the final draft before the Tourism Committee recommended approval of the Strategy to City Council. It is expected to be approved by City Council in spring 2025.

F. Five-Year Action Plan for Tourism Development: FY2025/26 – FY2029/30

Since the committee is working with the Tourism Development Strategy contractor to update the guiding 'master plan' Strategy, creating a five-year plan at this time is inappropriate. A five-year action plan will be developed in FY 2025/26 after the new Tourism Development Strategy, which will set future priorities and work plans, is adopted by City Council.

However, the committee developed and recommended on March 19, 2025, to City Council adoption of the FY25/26 the Annual One-Year Implementation Plan.

G. Annual One-Year Implementation Plan: FY25/26, July 2025 – June 2026

The tenth, rolling one-year implementation plan seeks to focus on finalizing and prioritizing the new Tourism Development Strategy (TDS). Next fiscal year's work plan is segmented into two main sections since the committee will not be implementing the previous strategy:

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.

- Manage Facebook, Instagram and Pinterest
 - Write copy and curate content for 3-5 posts per week
 - Community engagement
 - Boosted posts
 - Website: \$25,320
 - Manage and host website
 - Plug-in/software subscriptions
 - Refresh content, events, hero images
 - Develop campaign landing pages for marketing campaigns
 - Quarterly blog
 - Priority Project Identified in the TDS\$ 50,000
 - Wheel the World Assessment (if grant received)\$ 20,000
- TOTAL Tourism Promotion Budget FY2025-26.....\$ 270,000

The committee continues to see an increase in transient lodging tax collections, as well as tourism-related and hospitality businesses in 2025.

The FY 25/26 budget includes funds to continue increased social media, influencer campaigns among other marketing efforts and a continued investment in geolocation data to target advertising.

In FY 25/26, City of Wilsonville staff will start to advance draft TDS 1.15 “Increase Connections with Partner DMO at the Regional and State Level” and 1.16 “Increase Explore Wilsonville Visibility at Industry Events and within our Community” which is not anticipated to require additional budget allocation.

The City of Wilsonville/ Explore Wilsonville submitted a Travel Oregon Grant for a Wheel the World Assessment of 15 sites in Wilsonville on February 27, 2025. This project, which supports draft TDS 2.12 “Perform Destination Accessibility Audit,” would only be advanced if grant funding is received.

Following the prioritization of projects outlined in the Tourism Development Strategy, the committee could advance a project up to \$50,000.