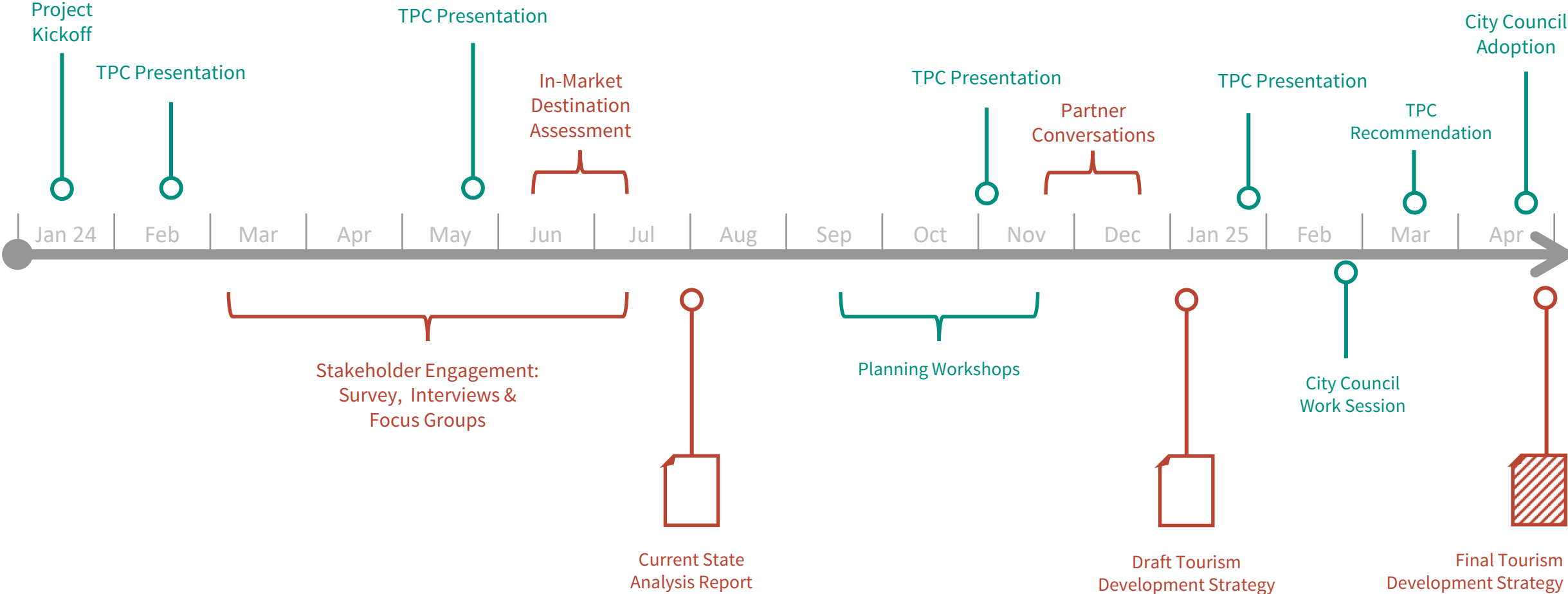


Draft Wilsonville Tourism Development Strategy

Presentation to City Council 2/20/2025



Project Timeline



Wilsonville as a Destination in 2035

In 2035, Wilsonville is a city alive with a vibrant sense of community, culture, and heritage. Residents and visitors experience a city that is the model of an elevated regional culture—a welcoming, vital city that pays homage to its past and celebrates its future.

- Town Center is **a walkable and thriving hub of visitor and resident activity** with restaurants, retail establishments, and events.
- Live music, theater, and other **evening entertainment takes place throughout the City**, supported by more wine tasting rooms, brewpubs, and a cultural center.
- Sports tournaments are playing a big role in **attracting families**, and there's also accommodation choices focused specifically on families.
- **Outdoor recreation**—especially river recreation and cycling—gives visitors outdoor activities and supports local rental businesses.

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- The **Willamette River is more integrated into the Wilsonville experience**, both for recreation and commercial river cruises.
- **Culture and heritage attractions** in the region draw visitation, focused on history, visual and performing arts, and events.
- **Tourism infrastructure is expanded and strengthened**, including visitor information, wayfinding, and transportation.
- The organizational **support for the marketing programs of Explore Wilsonville** is evolved and expanded.

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Keys to Destination Evolution



Objective 1: Build Destination Management Capacity and Connections

1. Develop **destination ambassadorship toolkit** for tourism-oriented businesses to inform visitors and train front-line staff
2. **Increase City Transient Lodging Tax (TLT) rate** to augment and stabilize the marketing budget for Explore Wilsonville
3. Increase **connections with partner DMOs** at the regional and state levels
4. **Increase Explore Wilsonville visibility** at industry events and within our community
5. Determine the threshold at which dedicated destination staff or **a separate DMO organization** is necessary and prepare for that transition

Objective 2: Accelerate Sports & Recreation

1. **Evaluate needs and fund bicycle amenities** such as maintenance stops, route maps, and bike route signage
2. Identify and evaluate **funding strategies** for continued investment in current and planned park and outdoor sports facilities
3. Conduct **feasibility study for an indoor sports/entertainment complex** with potential adjacent lodging facility

Objective 3: Nurture and Attract Impactful Events

1. Identify and execute **opportunities for funding events and festivals**, with a focus on outdoor recreation, cultural heritage, and automotive events
2. Develop partnerships to identify and foster the development of **a Wilsonville-specific signature event**
3. Develop sorting criteria to **prioritize investments in events & festivals** that drive visitation

Objective 4: Enhance and Elevate Willamette River Access

1. Collaborate with Parks & Recreation Department to **implement elements of Boones Ferry and Memorial Park Master Plans related to river access**
2. Partner with third parties to offer non-motorized watercraft rentals and guide **services for river activities**
3. Promote Wilsonville as a **key destination along the Willamette River Water Trail**
4. Bring Portland Spirit and/or other **tour boats** to Wilsonville for tours

Objective 5: Invest in Town Center Development

1. Advocate for implementation of other elements of the **Town Center Plan** as appropriate for the development of the visitor economy
2. Incentivize **expansion of local dining options** in the Town Center area
3. Develop **structured parking** surrounded by commercial retail
4. Create a **walkable downtown center** with gathering places, trails, parks, and public amenities

Objective 6: Focus on Access and Transportation

1. Partner with private or nonprofit entities to **enable bicycle rentals** in Wilsonville
2. Increase **SMART service on weekends** and investigate options to expand routes to include hotels and shopping centers
3. Perform **destination accessibility audit**
4. Facilitate expansion of **connections from Portland International Airport** to Wilsonville
5. Work with partners to continue to **build out the regional trail network**, connecting the Portland metro-area Ice Age Tonquin Trail to Willamette Valley Scenic

Objective 7: Support the Growth of our Arts & Culture Ecosystem

1. Offer **capacity-building resources** to arts, culture, and heritage nonprofits in order to increase programming
2. Explore **funding mechanisms for public arts** to enhance visitor areas
3. Develop a **mural policy** for private property and consider partnerships to develop a mural festival
4. Initiate a **feasibility study for a cultural arts center/theater**

Objective 8: Highlight Food & Beverage

1. Collaborate with local producers to enhance and promote **farm-to-table offerings**
2. Leverage proximity to wine country in marketing to **support local dining**
3. Perform **gap analysis for Food & Beverage**
4. Create relationships with local “**liquid tourism**” providers to offer more options with experiences and family-friendly activities
5. Foster development of **food cart pod or food hall**
6. Support development of **themed restaurant or bar** as an attraction

Objective 9: Diversify and Expand Lodging Options

1. Conduct gap **analysis of current lodging** and identify opportunities for new choices
2. Evaluate **short-term rental (STR) opportunities** and policies and create a quick-start guide to ease creation of new STRs for owners
3. Develop a **marketing toolkit for new STR** owners
4. Evaluate opportunities for **sharing economy locations for RVs and campsites**
5. Recruit **family-friendly hotel/entertainment** property

Questions?



Thank you.

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