

Tourism Promotion Committee Staff Report

Date: September 3, 2025

From: Zoe Mombert, Assistant to the City Manager

Subject: Marketing Update

Recommended Action:

Review the attached Quarter 4 report and send any questions to staff in advance of the meeting.

At the upcoming meeting, JayRay will provide details about the new E-newsletter and Local Campaign. There will be an opportunity to provide feedback on both the local campaign and E-newsletter.

Background:

The Quarter 4 report is attached. JayRay will give a high-level summary of the marketing work completed over the last three months. A brief highlight of the marketing work is also available below. At the upcoming meeting, JayRay will provide details about the new E-newsletter and Local Campaign, summarize their July trip to Wilsonville and share upcoming content partner visits.

1. Website:

- Continue adding events
- New hearts itinerary [posted](#) | Downs & Towns blog [posted](#)
- Homepage switching over to Fall promotions 9/18-9/22

2. Public Relations:

- 25-26 PR monitoring is available [here](#) (see tabs for each month)
- 6 posted articles to [Press & Media](#)

3. Marketing:

- Local campaign – soft launch
 - Toolkit developed for TPC/businesses
 - First post 8/22
 - Robust campaign planned for summer 2026
- E-newsletter
- Fall social media campaign (October-November)
- Datafy Winter campaign (Dec-Feb)

Attachments:

Quarter 4 - Marketing Report