

**CITY COUNCIL MEETING  
STAFF REPORT**

<b>Meeting Date:</b> May 5, 2014	<b>Subject: Resolution No. 2468</b> Wilsonville Tourism Development Strategy <b>Staff Member:</b> Mark Ottenad, Public/Government Affairs Director <b>Department:</b> Administration	
<b>Action Required</b>	<b>Advisory Board/Commission Recommendation</b>	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input checked="" type="checkbox"/> Council Direction <input type="checkbox"/> Consent Agenda	<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable  <b>Comments:</b> Consultants from Total Destination Marketing have worked with Tourism Development Strategy Task Force members to craft a Draft Strategy document for public comment March 21-31, and potential Council adoption on May 5, 2014.	
<b>Staff Recommendations:</b> City Council adopts Tourism Development Strategy via Resolution.		
<b>Recommended Language for Motion:</b> I move to adopt Resolution No. 2468		
<b>PROJECT / ISSUE RELATES TO:</b>		
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s)	<input checked="" type="checkbox"/> Not Applicable

**ISSUE BEFORE COUNCIL**

The issue before Council is consideration of the draft Wilsonville Tourism Development Strategy.

**BACKGROUND**

On April 24, 2014, members of the Tourism Development Strategy Task Force recommended to the City Council adoption of the *Wilsonville Tourism Development Strategy, May 2014*. Members of the Task Force reviewed the *Revised Draft Wilsonville Tourism Development Strategy, April 2014*, on April 24 and made a number of suggestions that have been incorporated into the final, May 2014 version of the document.

At direction of the City Council, staff recruited a diverse, 17-member volunteer advisory task force during the summer of 2013 and retained the professional tourism-consulting firm of Total Destination Marketing (TDM) in October 2013 after conducting a competitive RFP process.

Starting in October 2013, the Tourism Development Strategy Task Force has conducted two public workshops, held five meetings open to the public, reviewed a 201-page Fieldwork Research Report released in December 2013, and discussed on March 20 the recommendations contained in the 62-page “Draft Tourism Development Strategy” document prepared by TDM and released in March 2014.

Following a meeting of the Task Force held on March 20 where the Draft Strategy was reviewed in detail, a public-comment period on the Draft Strategy was held March 21-31. Following the close of public comment, staff and consultants compiled and analyzed the comments and presented a report to the Council at the April 7 Council work session. Also during this time period the Task Force was surveyed regarding the relative priorities of various recommendations and this input was incorporated into the *Revised Draft*.

After hearing from the City Council on April 7, consultants and staff utilized the public comments, additional task force feedback on priorities, and Council direction to modify the March *Draft* and produce an April *Revised Draft*. Task Force suggestions at the April 24 meeting were then further incorporated into the April *Revised Draft* for producing the final May version.

**CURRENT YEAR BUDGET IMPACTS**

A portion of the City’s Hotel/Motel Tax (also known as Transient Lodging Tax) is used to fund tourism-related programs. State law requires that the City expend at least 40% of the tax on tourism-related programs. Following is a break-out of the current and next fiscal year budgets:

<b>Hotel/Motel Tax (aka Transient Lodging Tax) Budget Data, Finance Dept.</b>	<b>2013-14 Estimate</b>	<b>2014-15 Budget</b>
REVENUE: Tax Collections	\$245,000	\$250,000
EXPENSES		
• VIC Chamber Contract	45,656	-
• Tourism Development	50,225	125,000
• Tourism Grants Program	25,000	25,000
<b>Sub-total: Tourism Exp.</b>	<b>120,881</b>	<b>150,000</b>
<b>% of Revenue</b>	<b>49%</b>	<b>60%</b>
• General Fund / Law Enforcement	124,119	100,000
<b>TOTAL EXPENSES</b>	<b>245,000</b>	<b>250,000</b>

Future budget impacts will be dependent on Council action with respect to the recommended Tourism Development Strategies.

**FINANCIAL REVIEW / COMMENTS:**

Reviewed by: \_\_\_\_\_ CAR \_\_\_\_\_ Date: \_\_\_4/23/14\_\_\_

**LEGAL REVIEW / COMMENT:**

Reviewed by: \_MEK\_\_\_ Date: \_\_\_4/23/14\_\_\_

The Resolution is approved as to form.

## COMMUNITY INVOLVEMENT PROCESS

The Tourism Development Strategy effort has had an extensive community-engagement process that includes the following activities in chronological order:

1. Diverse 17-member stakeholder advisory task force recruited during summer of 2013.
2. Public survey of tourism issues to be considered early in process; open Oct. 9 – Dec. 4, 2013.
3. Two public, community workshops with 34 participants held in the evenings on Oct. 16 and Oct. 23, 2013.
4. Five public meetings of the Task Force with a news reporter in attendance and public-comment time set aside in each meeting: Oct. 24 and Nov. 12, 2013; Jan 29, March 20, and April 24, 2014.
5. A total of 27 in-person interviews with local-area tourism stakeholders, plus phone interviews with experts outside of the Wilsonville, conducted by consultants from TDM.
6. Wilsonville Spokesman announcements and articles, including “Task force aims to put Wilsonville on the map,” Oct. 16, 2013; “How can Wilsonville market itself to tourists?,” Oct. 23, 2013; “What exactly is a tourist, anyway?,” Nov. 6, 2013; “Destination Wilsonville,” Nov. 20, 2013; “Tourism report identifies key local markets, attractions,” April 2, 2014.
7. *City Boones Ferry Messenger* December 2013 newsletter full-page report on the tourism development work, “Wilsonville Tourism Development Strategy Advances.”
8. Email notices to over 50 interested members of the public of all workshops, meetings, surveys and document releases.
9. Mailing of hard-copy prints of *Fieldwork Research Report* and *Draft Strategy and Revised Draft Strategy* documents to task force members and key stakeholders, such as chamber of commerce representatives.
10. Public comment period, March 21-31, 2014, on Draft Strategy.
11. Survey of task force members on priorities of recommendations, March 25 – April 4, 2014.

More details on public-outreach efforts are contained in the Fieldwork Research Report that was distributed to the Council in December 2013.

## ATTACHMENTS

- Resolution No. 2468
- Memo to Task Force: Changes to *Draft Tourism Development Strategy, March 2014*, Incorporated into the *Revised Draft Tourism Development Strategy, April 2014*
- Wilsonville Tourism Development Strategy, May 2014
- Memo to Task Force: Changes to *Revised Draft Tourism Development Strategy, April 2014*, Incorporated into the final *Wilsonville Tourism Development Strategy, May 2014*