



## MEMO

To: Tourism Development Strategy Task Force Members

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From: Mark Ottenad, Public/Government Affairs Director; Task Force Staff Coordinator

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Date: April 16, 2014

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**RE: Changes to Draft Tourism Development Strategy, March 2014, Incorporated into the Revised Draft Tourism Development Strategy, April 2014**

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This memo summarizes primary changes made to the *Draft Tourism Development Strategy, March 2014*, that have been incorporated into the *Revised Draft Tourism Development Strategy, April 2014*. The modifications are based on suggestions provided by the Task Force members at the March 20 meeting, public comment submitted and City Council members' feedback at the April 7 Council work session.

Throughout the document, minor text and formatting changes were made to improve readability and provide style consistency.

### **Vision/Mission:**

- In the Revised Draft, the Vision and a portion of the Mission are highlighted for review by the Task Force. These two components of the Draft Strategy received a variety of comments in support or not in support. As a statement that is intended to be "visionary," the consultants with Total Destination Marketing believed that phrase "family-friendly city competing successfully as one of Oregon's leading destination cities" reflected the Task Force's desire and provided a high-bar to aim for — and certainly one that is better than being a "mediocre destination city." Task Force members may wish to weigh-in on this matter to set the bar at the desired level that we seek to achieve.

### **Document Organization:**

- Added an *Introduction* section to more clearly set-out the goal and purpose of the Tourism Development Strategy.
- Repositioned the *Leadership and Organization* section from section 5 to section 1 as the lead recommendation that sets the stage for following recommended actions.
- Added an appendix (#6) for "Tourism Strategy Performance Indicators" to show potential performance-measurement metrics.
- Added an appendix (#7) for Public Comments received, along with Consultants Review of the comments.

### **Recommended Actions:**

- Edited recommendations to reflect the priorities expressed by the Task Force members who completed the survey. A number of the recommendations have a commencement time, and then are carried forward into the future. These are shown in the Actions as "◆ Program Commencement" and "√ Continuation."
- Reworded many Actions in *Section 4, Infrastructure*, to "Support" to reflect the fact that Visit Wilsonville DMO will not be an initiator or developer of infrastructure, but will have a role to encourage and support development through other entities where appropriate.
- Modified the text of various Actions to show which Target Markets or Key Experience Themes are being emphasized; this text is currently highlighted in yellow.