



"Draft Tourism Development Strategy" Public Comment Survey

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1. Do you have any comments on the "Destination Situation" section, pages 8-12?

2. Do you have any comments on the "Destination SWOT" section, pages 13-18?

3. Do you have any comments on the Vision and Mission Statements in the "Strategic Directions" section, page 19:

Our Vision for Tourism: The following tourism vision statement has been created following extensive public consultation and input through interviews, workshops and surveys. This vision sets the path to develop a vibrant visitor economy in Wilsonville over the next decade.

"In 2023, Wilsonville is a welcoming, family-friendly city competing successfully as one of Oregon's leading destination cities, investing in its tourism, meetings, leisure and recreation strengths, amenities and services to provide compelling year-round experiences."

4. Do you have any comments on the Mission Statements in the "Strategic Directions" section, page 19:

Our Mission Statement: The following is the mission statement for Wilsonville in

regard to tourism management in a manner that is collaborative, sustainable and customer-focused.

“We facilitate the thoughtful development of Wilsonville’s visitor economy for the benefit of our visitors and partners, and to enhance the quality of life for all residents.”

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5. Do you have any comments on the Priority Target Markets in the "Strategic Directions" section, pages 20-23?

- **Horse Shows:** Competitors/participants, spectators, horse owners, and event organizers, class clinicians, recreational and student riders, horse buyers, and supporters. Predominantly women.
- **Meetings & Conventions:** Delegates are predominantly from within Metro and Northwest and meetings drawn by convenient, affordable location.
- **Northwest Getaways:** From all western states or international. Portland metropolitan area is a major draw.
- **Sports Tournaments:** Organizers and participants in targeted sports tournaments.
- **Transit:** Predominantly I-5 travelers originating from all western states and international source markets.

6. Do you have any comments on the Supplementary Target Markets in the "Strategic Directions" section, pages 20-23?

- **Business Visitors:** Long-term stays who may explore the area, business relocation or future stay.
- **Cycling ***
- **Family Getaways ***

- **Genealogy Research**
- **Korean nationals, Korean-Americans, Veterans ***
- **Outdoor recreation (parks, water features, hiking)**
- **River recreation ***
- **Shopping: Group shopping tours.**
- **Weddings and Reunions**

*** Requires infrastructure development to be elevated to priority market status.**

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7. Do you have any comments on the Key Experience Themes in the "Strategic Directions" section, pages 21-23?

1. Sports tournaments

2. Meetings and conferences

3. Horse shows

4. Northwest getaways – wineries, shopping, farm fresh, heritage, recreation, Portland Metro, North Willamette Valley etc. i.e. some of the "Best of Oregon".

8. Do you have any comments on the Emerging Experience Themes in the "Strategic Directions" section, page 23?

- **Cycling**
- **Farm fresh**
- **Genealogy research**
- **Korean War Memorial**
- **River recreation**
- **Weddings and reunions**
- **Wineries**

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9. Do you have any comments on Alignment with Partner Strategies or Overall Objectives and Strategies in the "Strategic Directions" section, pages 24-25?

10. Do you have any comments on Actions for Success, Branding and Positioning, Visitor Experiences, Infrastructure and Placemaking, Marketing Communications, or Leadership and Organization in the "Wilsonville Strategic Directions" section, pages 26-49?

11. Do you have any comments on the Appendices, including Tourism Development Strategy Task Force, The Destination Management Options for Wilsonville, DMO Organizational and Financial Benchmarks, Wilsonville Transient Lodging Tax, or Wilsonville Tourism Grants, pages 50-61?

12. Do you have any other comments that you would like to offer for consideration?

13. If you would like to receive additional information about the Tourism Development Strategy effort, please provide your name, phone number and email address.

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Submit Comments