VOTING MEMBERS

Jeff Brown, General Manager, Hotel Eastlund

Darren Harmon, Chair General Manager, Family Fun Center

Al Levit Former Commissioner, City of Wilsonville Planning Commission

Beth Price Director of Sales and Marketing, Holiday Inn Hotel & Convention Center Portland South/Wilsonville

Brandon Roben CEO, Oaks Park

Positions 1 and 6 vacant

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville City Councilor Charlotte Lehan, Council Liaison Michael McCarty, Parks & Recreation Director Brian Stevenson, Community Services Manager (designee) Erica Behler, Parks & Recreation Coordinator (designee)

Clackamas County Tourism & Cultural Affairs (TCA) "Oregon's Mt Hood Territory" Samara Phelps, Director

Washington County Visitors Association (WCVA) Carolyn McCormick, President/CEO Sylke Neal-Finnegan, VP/Marketing & Communications (designee)

Wilsonville Area Chamber of Commerce Kevin Ferrasci O'Malley, CEO

STAFF

Zoe Monahan, Assistant to the City Manager Mark Ottenad, Public/Government Affairs Director

OPERATIONS AND DEVELOPMENT COORDINATOR

JayRay, LLC Bridget Baeth, Senior Advisor & Principal Ryan Millard, Advisor Genny Boots, Assistant Advisor

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Tuesday, February 18, 2020 • 1 – 3 pm

Willamette River Room, Wilsonville City Hall

1. Welcome   1:00

   a. Committee members and guests introductions

2. Committee Business and Updates   1:10

   b. Approve Prior Meeting Minutes of October 17, 2019 and November 13, 2019 *   *page 2*

   c. Open Positions for Appointment:
- #1: formerly held by Dave Pearson, term expires 6/30/2022
- #6: formerly held by David Stead; term expires 6/30/2021

   d. Positions Expiring June 30, 2020:
- #3: Jeff Brown
- #4: Al Levit

   e. Recruitment:
- Rohit Sharma, CEO, RR Hotels Portland LLC; Pacific Northwest Petroleum, Inc: Wilsonville Hilton Garden Inn
- New Executive Director, World of Speed

   f. Update on City RFP for Market Feasibility Study for Year-Round Sports/Event Facility with Possible Adjacent Hotel

   g. Update on Arts, Culture, and Heritage Strategy

   h. Upcoming Meeting Dates
- March 19: City and County Tourism Grant Programs Awards
- Doodle Poll for April and May Meeting Dates

3. JayRay Report   1:30

   i. Explore Wilsonville Tourism Promotion and Development and Destination Marketing Services Audit: Findings and Recommendations *   *page 6*

   j. Progress update

   k. Identity Exercises

4. Adjourn   3:00

* Materials in packet

Wilsonville Tourism Promotion Committee

MEETING MINUTES

Thursday, October 17, 2019 • 1 – 3 pm
Willamette River Room, Wilsonville City Hall

1. Welcome

a. Voting members attending: Jeff Brown, Chair Darren Harmon, Al Levit, and Vice Chair Beth Price; **Excused:** Brandon Roben.

Ex-officio members, staff, consultants and guests attending: City Councilor Charlotte Lehan, Mike McCarty, Zoe Monahan, Mark Ottenad, Samara Phelps and Holli Thomas.

2. Committee Business and Updates

b. Election of Committee Chair and Vice Chair: Mark Ottenad noted that committee election of leadership is required by committee charter at first meeting of new fiscal year. Jeff Brown moved to nominate Darren Harmon to serve as Chair and Beth Price as Vice Chair; Al Levit seconded the motion that was adopted unanimously.

c. Approve Prior Meeting Minutes of May 21, 2019. Committee members reviewed the meeting minutes. Jeff Brown moved and Al Levit seconded approval of the minutes as presented; motion passed unanimously.

d. Open Positions for Appointment/Re-appointment: Mark Ottenad reviewed open positions for appointment, including Position #1, formerly held by Dave Pearson with a term expiring 6/30/2022; and Position #6, formerly held by David Stead, term expires 6/30/2021. Committee members discussed potential participation by owner or GM of new Hilton Garden Inn hotel that is now under construction.

3. Review and Evaluate Proposals Responding to 'Explore Wilsonville' RFP for Tourism Services

e. Written Proposal Evaluation Criteria and Scoring: Mark Ottenad reviewed the four key evaluation criteria that each have a maximum score of 25 points, for a total of 100 points possible:

- Proposal Quality for the quality and creativity of the Proposal and points addressed in the Scope of Work, and the likelihood of achieving program objectives
- Proposer's Experience/Demonstrated Results that includes Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities.
- Qualifications of Personnel, including prior professional experiences and work-products of consultant team members and how relevant to this Project.
- Value of Services Provided for Cost, for services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate.

f. Review of Initial Proposal Evaluation Criteria and Scoring: Committee members scored each proposal and the scores were added up, resulting in Proposers being ranked in priority order:

1. DVA Advertising & Public Relations
2. Velocity Tourism, LLC
3. JAYRAY
4. New Era Concepts, LLC

     5. LuLish
     6. Relic Agency
     7. Madden Media
     8. Stamats

g. Discussion of 8 Proposals: Committee members then reviewed in greater detail each proposal in priority preference order.

DVA Advertising & Public Relations: Proposal was well crafted and presented professionally. The firm's experience with several Central Oregon DMOs and background appear very good and well suited to Explore Wilsonville RFP for tourism services. The firm is willing to take risk and demonstrates creativity. The firm has a larger staff that provides more expertise in specific fields and more resources. However, the proposal contained little or no tourism development suggestions.

Velocity Tourism, LLC: Since this is the current Explore Wilsonville tourism promotion firm, this company would not need to "get up to speed" or need training; the committee will know what to expect. The staff team appears professional and has key experience. The proposal appears to review past year's accomplishments, but does not offer fresh ideas or tourism development suggestions.

JAYRAY: All of this firm's work has been in Washington state, so some question as to level of knowledge and connection with Oregon tourism industry. Proposal demonstrated thoughtful audience awareness and presented an excellent work plan/schedule. Refers to prior successful tourism campaigns that are of interest to committee. However, the proposal did not demonstrate tourism development skills nor contained little or no tourism development suggestions.

New Era Concepts, LLC: Samara Phelps indicated that Clackamas County Tourism/Oregon's Mt Hood Territory continues to work with principal Danielle Cowan on specific projects, but not with her firm. Committee members discussed that the proposal demonstrated an excellent understanding of the local area tourism industry, the area economy's businesses and all of Oregon tourism industry actors. Principal has professional tourism background operating one of Oregon's largest tourism agencies. The proposal was not as professionally presented, and the team is small, and the firm is new, which could mean that it will work harder to prove itself. The proposal contained extensive suggestions on tourism development.

LuLish: The proposal contained little or no specifics for tourism promotion and development services. The team is small and appears to not have depth of professional tourism experience. Committee members familiar with quality of work from prior Vertigo Marketing firm.

Relic Agency: The proposal appeared to be primarily aimed at branding. Primarily Utah state experience with no Oregon tourism industry connections, and little DMO experience. The proposal did not demonstrate tourism development skills nor contained little or no tourism development suggestions.

Madden Media: The proposal appeared generic in nature with little content addressing RFP desired characteristics. The branding work appeared good, but little else in proposal was of value.

Stamats: The proposal appeared generic in nature with little content addressing RFP desired characteristics and very little detail. The branding work appeared good, but little else in proposal was of value.

h. Review of Secondary Proposal Evaluation Criteria and Scoring: The committee members rescored the proposals, resulting in the same top-four proposals being selected to advance as finalists:

1. DVA Advertising & Public Relations
2. Velocity Tourism, LLC
3. JAYRAY
4. New Era Concepts, LLC

i. Interview Dates and Format for Finalist(s) Interview(s): Mark Ottenad reviewed results of Doodle Poll for potential interview dates. With four proposers to interview at approximately one hour each, the committee would need to find a four-hour block. In looking at schedules, committee members agreed that Wed, Nov 13, 9 am – 1 pm would work; Samara Phelps noted that she would need to leave by 1 pm.

Interviews could be scheduled for 30 to 45 minutes each, with each finalist responding to the same primary set of questions.

Mark Ottenad indicated that coffee, beverage and lunch would be provided for the Nov. 13 interview meeting.

Committee members discussed prospective questions, and indicated that they should be sent to the finalists in advance for consideration prior to the interviews:

- How would you prioritize components of the 'Explore Wilsonville' tourism promotion and development and destination marketing budget?

- The 'Explore Wilsonville' RFP for tourism services specifically sought "tourism development" services, especially for the shoulder-season months. Describe how your firm and your proposal would advance tourism development.

- How is your firm staffed in terms of having the needed expertise and professional experience to advance your proposal and successfully interact with the area tourism industry?

- How would your firm measure success? What the key performance indicators that you propose to use to evaluate results of the firm's work to advance 'Explore Wilsonville'?

Mark Ottenad to circulate questions to committee for additional feedback.

4. Adjourn

The meeting adjourned at 3:00 pm. Next meeting is Nov. 13, 9 am – 1 pm, to conduct interviews of RFP finalists.

Respectfully submitted by Mark Ottenad on June 4, 2019.

Wilsonville Tourism Promotion Committee
MEETING MINUTES

Wednesday November 13, 2019 • 8:45am – 1:15 pm
Willamette River Room, Wilsonville City Hall

1. Welcome

a. Voting members attending: Jeff Brown, Chair Darren Harmon, Al Levit, and Vice Chair Beth Price; Brandon Roben.

b. Ex-officio members, staff, consultants and guests attending: City Councilor Charlotte Lehan, Mike McCarty, Zoe Monahan, Mark Ottenad, Samara Phelps, Sylke Neal-Finnegan, and Kevin Ferrasci O'Malley

2. Review and Evaluate Finalists 'Explore Wilsonville' RFP for Tourism Services

Voting members and Ex-officio members gathered to review the Tourism Services RFP as the Selection Review Committee. Staff provided an overview and answered questions about the process and proposed questions.

a. 1st Interview – JayRay of Tacoma, WA (Bridget Baeth, Genny Boots, Ryan Millard)
b. 2nd Interview – New Era, LLC of Canby, OR (Danielle Cowan, Chandra Chase, Ben Cowan)
c. 3rd Interview – DVA Advertising & Public Relations of Bend, OR (Gary Fulkerson, Justin Yax, Troy Kerr)
d. 4th Interview – Velocity Tourism LLC of Bend OR (Trev Naranche and Megan Geiss)

After hearing each presentation and asking questions of each finalist, committee members scored each finalist based on the selection review criteria. Committee members discussed the results of their scoring and determined that JayRay of Tacoma, WA was the highest scoring finalist and directed staff to move forward to negotiate a contract with Jay Ray and notify the other finalists of the decision.

3. Adjourn

The meeting adjourned at 1:15 pm. Next meeting to be determined by doodle poll.

Respectfully submitted by Zoe Monahan on February 10, 2020.

EXPLORE WILSONVILLE TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES AUDIT

February 10, 2020

Findings & Recommendations

JayRay, the selected agency to represent tourism for the City of Wilsonville, dba Explore Wilsonville, has conducted an audit of **past programs**, reviewed **visitor profile studies** and held **conversations with industry partners** including Wilsonville Chamber of Commerce, Willamette Valley Visitors Association, Clackamas County Tourism & Cultural Affairs (dba Oregon's Mount Hood Territory) and Washington County Visitors Association (dba Visit Tualatin Valley). This process informed our findings and recommendations.

Explore Wilsonville's website originally launched in July 2017 and re-launched with new branding in February 2019, focusing on "Pocket Trips," themed trip inspiration throughout the greater area that positions Wilsonville as an affordable place to stay the night, with convenience to Interstate-5. Pocket Trips is consistently used throughout all marketing and communications, appearing as Wilsonville's brand identity. The nature of Pocket Trips is inspirational but lacks helpful information for the visitor to easily plan a trip. With most Pocket Trips pointing visitors outside of Wilsonville, it leaves Wilsonville's community identity a mystery.

Crafting Wisonville's brand story will help bring clarity to visitors, elevating awareness and local pride. JayRay will refinine Explore Wilsonville's key messages, brand identity and Pocket Trips across all channels to drive overnight stays during the non-summer shoulder season.

The following is a summary of high-level findings and recommendations for JayRay's scope of work, including:

MARKETING

- **Reviewed:** *Brand, Visitor Guide brochure, Certified Folders Distribution plan, Pocket Guide, print and digital ads, ExploreWilsonville.com, marketing plan and report, maps*

- **Findings:**

    ### Brand Identity Confusion
    - 10 "unique" brand selling propositions; brand color palette is limited and doesn't match the tone of voice "fun-loving, enlightening, exuberant"
    - Print ads have focused on one specific Pocket Trip, placed in general interest/travel publications. Messages overpromise ("stroll down our quirky main streets; Wilsonville is close to everywhere")

    ### Promotional Advertising/Brochures
    - Visitor Guide brochure is widely distributed through Oregon's rest stops and Portland-area hotels through Certified Folders. The Wilsonville Chamber of Commerce also distributes the Visitor Guide (quantity unclear) at the same Wilsonville locations
    - Visitor Guide brochure is working hard, trying to be all things to all people, from meetings and sports planners to visitors and prospective visitors
    - Pocket Guide brochure is cute but lacks informational details. Similar to the website, it provides cool trip ideas without context of how many days you need, or proximity to Wilsonville

    ### Marketing Budget
    - Nearly a quarter of Explore Wilsonville's annual budget has been spent on the Visitor Guide brochure (production, printing, distribution). ROI is not tracked
    - Majority of ad budget has been spent on print; with the largest spend in AAA Via. ROI on ads have not been tracked

    ### Metrics Identification
    - Marketing Plan goals are not quantifiable. KPIs (Key Performance Indicators) have not been set. Past report on goals has included an overview of tactics performed (vs. measurable outcomes against goals set)

- o **Recommendations:**
  - **Brand Identity Confusion**
    1. Identify Wilsonville's unique brand position and story—*why Wilsonville*—that resonates with locals, ultimately building brand ambassadors
    2. Develop graphic map that highlights Wilsonville's location to visitors' top interests (mountains, parks, wineries, etc.) as found in Visitor Profile Study. Incorporate map into existing collateral/website vs. stand-alone map; consider implementation of Google-type maps into websites, creating route itineraries and potentially outputting print-format maps.
    3. Narrow Pocket Trips to 5 (vs. 10), to achieve stronger brand positioning, differentiation and overall clarity. Re-write Pocket Trips online to make scannable in an itinerary style format, providing necessary details to plan a trip
       - Add a Google Map of Pocket Trips

  - **Promotional Advertising/Brochures & Marketing Budget**
    4. Shift primary advertising efforts from print to digital, i.e. targeted, trackable channels. Refine visitor guide strategy: distribute visitor guide in Wilsonville and French Prairie Rest Stop to reach visitors in-market, encouraging them to explore more and/or come back. Use more cost-effective, targeted and trackable channels to reach visitors out-of-market

  - **Metrics Identification**
    5. Develop an integrated marketing plan with measurable goals, and track progress to goals annually. Include a monthly dashboard and report out quarterly. Marketing plan will include specific goals and tactics when plan is developed using the following framework:
       (see proposed Measurement Dashboard for tactical goals/KPIs)
       - Goal: Broad statements about primary achievements in key areas
       - Objective: A measureable step you take to achieve a strategy
       - Strategy: How will this change in attitude or action be achieved, to meet your goals?
       - Tactic: A tool/approach used to pursue an objective associated with a strategy

EMAIL MARKETING

- **Reviewed:** *MailChimp*

- **Findings:**
  - Email newsletter has been inactive for 6 months
  - Emails focused on Pocket Trips and the Pocket Trip contest
  - Template is short and includes a nice social call-to-action
  - Upcoming events simply listed with no further details
  - Email subscriber list is 905 contacts

- **Recommendations:**
  1. Create an email marketing content strategy
  2. Create new email newsletter template that highlights upcoming events in a more clear and user-friendly way (Visitor Study shows special events are one main reason visitors stay in Wilsonville). Use to promote tourism packages and repurpose blog (see **WEBSITE**)
  3. Create growth strategies for list, e.g., encourage signups on social media (see **WEBSITE**)
  4. Send regular email newsletters (quarterly at minimum)

PUBLIC RELATIONS

- **Reviewed:** *Website, Online Search*

- **Findings:**

  ### Online Media Room
  - o Online press/media page includes one press release announcing website launch and Pocket Trips campaign

  ### Media Coverage
  - o Very little media coverage on Wilsonville, only items found came from Wilsonville Spokesman (which does not target overnight visitors)
  - o Does not appear PR was part of previous marketing communications strategy
  - o Unsure of Explore Wilsonville's prior media relationships

- **Recommendations:**

  ### Online Media Room
  1. Build out the online media room to highlight Wilsonville media coverage and press releases

  ### Media Coverage
  2. Develop PR plan to include 4 media themes/stories to promote shoulder-season travel with corresponding PR tactics including media pitches and press releases
  3. Subscribe and respond to HARO (Help A Reporter Out) media opportunities
  4. Develop media contact lists for 4 approved themes, conduct targeted PR outreach and provide ongoing media follow-up to grow relationships
  5. Attend Travel & Words: Northwest Travel & Lifestyle Writers Conference (May 2020 in Bend) to connect directly with travel writers and promote Wilsonville stories
  6. Micro influencer/travel blogger campaign (bring 3 IG influencers with travel blogs during shoulder season)
  7. Media hosting allowance for FAMS and approved media visits

PHOTO LIBRARY

- **Reviewed:** *Photo library provided by Velocity; photos provided by City of Wilsonville/Mark*

- **Findings:**
    - Photos lack diversity: type of traveler, age, ethnicity and season travelling
    - Most photos are taken in the summer months showcasing Wilsonville as a summer-friendly destination
    - Photos of most major Wilsonville attractions
    - No photo agreements or model releases provided by past agency

- **Recommendations:**
    1. Arrange new photo shoot that focuses on showcasing shoulder-season (Fall/Spring)
        - Models wear clothes to indicate season (long-sleeves, scarves, long pants…)
    2. Increase inventory of dining and wine photos
    3. Keep records of photo/video use agreement and model releases

GOOGLE ADS (TO DRIVE WEBSITE TRAFFIC)

- **Reviewed:** *Google Ads*

- **Findings:**
    - Campaign targeted off-season travel (ran Sept–Nov)
    - Ad copy was not focused, appealing to all personas (vacation, wine, things to do)
    - Ad copy mentioned "Pocket Trips" which have no meaning to potential visitors
    - Campaign was an expensive tactic to drive traffic to the website
        - Total cost ($1,465.89) resulted in 1,080 clicks to the website (cost per click of $1.36)
        - Cost per click and click through rate performed worse than industry averages

- **Recommendations:**
    1. Discontinue Google ad campaign in favor of more efficient cost per click medium, such as Facebook Ads (Ave. CPC for Travel & Hospitality on FB is $0.63)

WEBSITE

o **Reviewed:** *ExploreWilsonville.com, Google Analytics, Google Ads*

o **Findings:**

Messaging

o Key takeaway: Wilsonville's location within greater Portland, a "basecamp" for a regional trip
o Copy focused on peak (summer) travel
o Pocket Trip itineraries do not clearly demonstrate each attraction's proximity to Wilsonville or each other

Visuals

o Design leans heavily on "Pocket Trips" branding (visual + copy) and only clear call-to-action is to request a brochure
o Photos focused on peak (summer) travel
o Not optimized for mobile
  ▪ Homepage "slider" not entirely visible on smaller devices, green "Plan Your Fun" box is cut off
  ▪ Mobile menu is cut off
  ▪ Copy is not scannable, requires excessive scroll to view

Site Performance

o Google Analytics is connected to the site which allows performance to be objectively evaluated (metrics reflect 2/14/19–12/31/19)
  ▪ 33,000 visitors resulted in 61,000 pageviews
  ▪ Avg user viewed 1.6 pages per session, spending less than 52 seconds on the site
  ▪ 84% of users are from the U.S.
    – 39% from Oregon (all traffic within an hour of Wilsonville)
    – 24% from California; 14% from Washington
  ▪ 9% of users are from Canada
  ▪ Biggest "referral" site is Facebook (83% of all trackable referrals), next highest are City of Wilsonville, Instagram and Wilsonville Parks & Rec
  ▪ Most visited page is Pocket Trips (19%)
    – Other popular pages are Home (11%), Pocket Trips (6%), Events (4%)
o Broken links throughout site (15)

o **Recommendations:**

Messaging
o Support "basecamp" strategy by providing contextual information on Wilsonville's location to key attractions (map graphic and links to Google Maps itineraries)
o Create a strategy to feature partner tourism packages/promotions
o Provide additional calls-to-action (newsletter signup) to disseminate year-round content
o Add copy that focus on the seasons

Visuals
o Redesign homepage to engage visitors by:
   - Promote year-round activity (i.e. featured blog, event, featured package/promo)
   - Improve mobile experience (display issues, reduce scrolling)
   - Showcase images representing Spring, Winter and Fall travel

Site Performance
o Develop SEO strategy to improve "organic" (non-paid) traffic to the website
   - Provide consistent and relevant content visitors are seeking (a blog with inspirational, seasonal content)
   - Provide quarterly content audits to ensure accuracy (i.e. remove broken links)
   - Connect the site to Google Search Console to track the Google Searches that are connecting people with ExploreWilsonville.com
   - Add a Facebook pixel to track conversions from Facebooks ads (allows us to optimize ads and build targeted audiences for future ads also)
o Add free plug-in to website that routinely scans for broken links

SOCIAL MEDIA

o **Reviewed:** *Explore Wilsonville social media channels (Twitter, Pinterest, Instagram and Facebook), Facebook Ads Manager*

o **Findings:**

Content

o Social content is not tailored for the channel and doesn't always follow digital content best practices

o Content doesn't answer the question *Why Wilsonville* but is rather generic not touching the mix of inspiration and information that visitors need

o City's Park & Recreation Explore Wilsonville tourism social media unaffiliated and unconnected with City's other departments' social media posts from Parks & Recreation, Library, SMART and City

Campaigns & Performance

o Low following and engagement across all channels (Facebook, Twitter and Instagram) Organic social content rarely links back to the website, not leveraging social channels as a primary driver of website traffic

o Mismanaged Facebook campaigns with concerning cost-per-results rate, including one campaign where CPR was over $1,200

o **Recommendations:**

Content

1. Create a comprehensive social media strategy
   - Offer strategies to repurpose content among social channels
   - Review "best practices" for digital content
   - Reshare City (Parks & Rec, SMART, Library…) and tourism DMO partner content as relevant to tourism audience
2. Craft master editorial calendar to balance original and curated content for non-summer months
3. Use user-generated content (UGC) to show Wilsonville through an authentic lens

Campaigns & Performance

4. Grow following and increase engagement
   - Posting 3-5 times per week for Facebook, Instagram and Pinterest
   - Provide consistent community management and engagement (scheduling posts, interacting with followers, growing followers)
   - Invest in growing audience with visitors *and* locals through paid page promotions
   - Visitors get information from their friends and family (Explore Wilsonville Visitor Study) so use social channels to boost local love too
5. Stop Twitter. Use Pinterest as its inspirational travel planning platform, the second-best for driving website traffic
6. Create and maintain measurement dashboard (see **MARKETING**) to ensure we're on track to meet KPI's. Dashboard will also help measure social campaigns, boosted posts, etc. to ensure we're getting expected results

TOURISM DEVELOPMENT

o **Reviewed:** *Package offerings, collaboration/grant opportunities with industry partners, partner insights*

o **Findings:**

Tourism Product/Packages

o ExploreWilsonville.com does not currently offer/promote tourism packages

Industry Collaboration

o Past partnerships/co-ops have not been documented or tracked for ROI
o Most partner DMOs no longer offer "traditional" co-op print ads, as to not dilute their brand/avoid "logo soup." There may be opportunities for advertorial stories with WVVA in the future
o Best way to collaborate is to create close relationships with county DMOs (Clackamas and Washington), who work directly with region DMOs (WVVA and Greater Portland). County DMOs are interested in themed packages and promotions that they can use in their own marketing, and include in campaigns

Promotion Area

o WVVA advertises out-of-state and is focused on the Seattle market. WVVA promotes only the Clackamas County portion of Wilsonville and is including Wilsonville hotels in an upcoming Brand USA co-op with Expedia
o One partner commented: *"You're not going to make friends by using other people's attractions to get the room nights…be careful how far out you promote… and don't promote attractions/events that are highly visited like Multnomah Falls or Wooden Shoe Tulip Fest. If you do, take a sustainability angle and focus promotions on visiting when it's less crowded."*

Local Love

o Wilsonville residents are unsure of tourism assets and marketing efforts, and are not likely to recommend Wilsonville as a place to visit (Visitor Study)

- **Recommendations:**

  ### Tourism Product/Packages
  1. Develop overnight packages that align with Pocket Trips for non-summer shoulder season. Share with DMO partners and promote on Explore Wilsonville website and social media. Work with hotels to provide package booking on their websites
  2. Turn Pocket Trips into 1- 2- and 3-day itineraries with easy to use Google maps
  3. Be active in tourism development opportunities (e.g. Oregon 21, Willamette River Trail) and determine fit for Wilsonville

  ### Industry Collaboration
  4. Distribute a bi-monthly email to DMO partners with upcoming Wilsonville happenings/packages. Encourage partners to share promotions that feature Wilsonville for documentation and resharing on Explore Wilsonville channels
  5. Create a thorough list of tourism grants and co-ops (continue to update)

  ### Promotion Area
  6. Determine a "promotion area" that's respectful of DMO partners and neighboring destinations and be consistent. Generally recommend promoting attractions and things to do that are 20-25 miles south, east and west of Wilsonville and 5 miles north, which encompasses a multi-county area of multiple DMOs with disjointed tourism promotions and that has little overnight lodging opportunities. Be mindful of sustainable tourism

  ### Local Love
  7. Leverage word-of-mouth marketing to meet visitors where they are (per Visitor Profile Study). Think influencer campaigns and brand ambassador initiatives (examples: ask locals to invite their friends/family to Wilsonville; "Be a Tourist In Your Own Backyard" campaign during National Travel & Tourism Week)

FY 2020-2021 (JULY-JUNE)

ANNUAL RESULTS TO DATE		
GOALS	**FY 2020-21 RESULTS**	**TO GOAL**
Earned media (number of articles)		
New website users		
Social media reach (Facebook, Instagram and Pinterest)		
Social media followers (Facebook, Instagram)		
Avg. email open rate		
Email list growth		
Tourism packages (# developed)		

ANNUAL GOALS	
GOALS	**FY 2020-21**
Earned media (number of articles)	20
New website users	26,632
Social media reach (Facebook, Instagram and Pinterest)	726,000
Social media followers (Facebook, Instagram)	1,200
Avg. email open rate	20.00%
Email list growth	995
Tourism packages (# developed)	4

FY 2020-21 goals may change based on final results collected from Jan-June 2020

MEASUREMENT DASHBOARD

Establish a Baseline: January-June 2020

ANNUAL RESULTS TO DATE	
GOALS	**JAN-JUNE 20 RESULTS**
Earned media (number of articles)	0
New website users	595
Social media reach (Facebook, Instagram and Pinterest)	3,285
Social media followers (Facebook, Instagram)	462
Avg. email open rate	n/a
Email list growth	905
Tourism packages (# developed)	0

Monthly Measurements tracked (June-July 2020)-*inform Measurement Dashboard*
[screenshot]

KPI or GOAL?	Indicator of Success	Jan	Feb	March	April	May	June	Totals
	PUBLIC RELATIONS							
G	**Earned media** (# of articles)							0
KPI	**Earned media impressions**							0
	WEBSITE							
G	**New website users**	595						595
KPI	**Total website users**	619						619
KPI	**Page views**	1,803						1,803
	SOCIAL MEDIA							
G	**Social media reach** (Facebook, Instagram and Pinterest)	3,285						3,285
G	**Social media followers** (Facebook, Instagram)	462						462
KPI	**Social media engagement rate** (Facebook, Instagram, Pinterest)	4.82%						4.82%
	MARKETING							
G	**Avg. email open rate**							0
G	**Email subscribers** (total #)	905						905
KPI	**Digital campaign total reach**							0
KPI	**Digital campaign total impressions**							0
KPI	**Print campaign total circulation**							0
	TOURISM DEVELOPMENT							
G	**Tourism packages** (# developed)							0
KPI	**DMO partner contributed dollars** (amount of grant/sponsorship/match dollars earned from partners)							
KPI	**DMO partner collaborations*** (# of marketing partnerships/grants participated in)	1						1
	*	OMHT FB rebate program						
	Data Collection							
	STR REPORT							
	Occupany							
	RevPAR (revenue per available room)							
	Demand							
	Revenue							

Monthly Measurements tracked (July 2020-June 2021) *-inform Measurement Dashboard*

[screenshot]

													Monthly Measurements (KPIs)				
KPI or GOAL?	**Indicator of Success**	**July**	**Aug**	**Sept**	**Oct**	**Nov**	**Dec**	**Jan**	**Feb**	**March**	**April**	**May**	**June**	**Totals**	**Distance from Goals**	**Goals**
	PUBLIC RELATIONS															
G	**Earned media** (# of articles)													0		20
KPI	**Earned media impressions**													0	Benchmark	Benchmark
	WEBSITE															
G	**New website users**													0		26,632
KPI	**Total website users**													0		26,859
KPI	**Page views**													0	Benchmark	69,695
	SOCIAL MEDIA															
G	**Social media reach** (Facebook, Instagram and Pinterest)													0		726,000
G	**Social media followers** (Facebook, Instagram)													0		1,200
KPI	**Social media engagement rate** (Facebook, Instagram, Pinterest)														Benchmark	Benchmark
	MARKETING															
G	**Avg. email open rate**													0		20.00%
G	**Email subscribers** (total #)													0		995
KPI	**Digital campaign total reach**													0	Benchmark	Benchmark
KPI	**Digital campaign total impressions**													0	Benchmark	Benchmark
KPI	**Print campaign total circulation**													0	Benchmark	Benchmark
	TOURISM DEVELOPMENT															
G	**Tourism packages** (# developed)													0		4
KPI	**DMO partner contributed dollars** (amount of grant/sponsorship/match dollars earned from partners)															
KPI	**DMO partner collaborations*** (# of marketing partnerships/grants participated in)													0	Benchmark	Benchmark
	*															
	Data Collection															
	STR REPORT															
	Occupancy															
	RevPAR (revenue per available room)															
	Demand															
	Revenue															

EXPLORE WILSONVILLE

February 10, 2020

TOURISM PROMOTION COMMITTEE HOMEWORK

Please come prepared to answer the following question at the TPC meeting on February 18.

If Wilsonville was an animal, what animal would it be <u>and why</u>?

- Think about the *why* behind your answer
- What characteristics does that animal have that are similar to Wilsonville?
- Feel free to bring a photo of your animal, only if it helps in your explanation

Please don't share your answer with anyone else on the TPC.

THANK YOU!

~JayRay

SAVE ON LODGING,
SPEND MORE ON

🍷 Wine Country

Terra Vina Wines
Photo by Field & Vine Events

Tax-Free Shopping

Family Fun

Portland Sights

You Name It

Stay in the heart of it all—
Wilsonville, Oregon

EXPLOREWILSONVILLE.COM

Planning your Oregon
getaway is easy with our
Pocket Trip itineraries.

WILSONVILLE
OREGON
POCKET
TRIPS

EXPLORE
WILSONVILLE