



**EXPLORE
WILSONVILLE**.COM

A POCKET (OF FUN)



**FY2019/2020 CITY OF WILSONVILLE TOURISM
PROMOTION & DESTINATION MARKETING
SERVICES PLAN**



4




Velocity

VELOCITY TOURISM
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WILSONVILLE
OREGON

MAY 21, 2019

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EXPLORE
WILSONVILLE.COM

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43% OREGON VISITORS
ARE AAA MEMBERS

21% PLAN TO TAKE MORE TRIPS
LEISURE INTENT TO TRAVEL
DOMESTICALLY IN THE NEXT 12 MONTHS

92% OREGON TRAVELERS
STATED "EXPLORATION" AS PRIMARY
MOTIVATION FOR TRAVEL

42% SEARCHED FOR CHEAPER ITINERARIES
VALUE & PRICE IS GROWING

79% OREGON TRAVELERS
STATED EXPERIENCING "NEW CUISINES" AS
MOTIVATION FOR TRAVEL

100+ BILLION
GOOGLE SEARCHES
PER MONTH

41% OREGON TRAVELERS
SEEK OFF-THE-BEATEN TRACK PLACES WHEN
VISITING NEW DESTINATIONS

42% OF TRAVELERS
CONSIDER SEARCH ENGINE
RESULTS WHEN BOOKING TRAVEL

32% PLAN TO TAKE MORE TRIPS
BUSINESS INTENT TO TRAVEL
DOMESTICALLY IN THE NEXT
12 MONTHS

74% OREGON VISITORS
USE SOCIAL MEDIA FOR
TRAVEL PURPOSES

FOR 54% OF MILLENNIAL WOMEN
EXPERIENCES WILL DRIVE BIGGEST PURCHASES

MISSION

Explore Wilsonville's mission is to enhance the economic vitality of the community by promoting Wilsonville as a year-round visitor and event destination by maximizing collaborative partnerships, efficiently activating lodging tax revenue into effective marketing programs, and cultivating an exceptional visitor experience.

VISION

The vision is to provide the best delivery of tourism promotion services and information to Wilsonville visitors, to be the tourism marketing resource of choice for businesses in Wilsonville, and to establish sound financial management practices for public tourism tax dollars.

PURPOSE

Explore Wilsonville is a non-membership economic development extension of the City funded by lodging tax collections from overnight visitors. Our purpose is to enhance the economy of the City of Wilsonville through tourism marketing that increases business revenues, meeting and event revenues, lodging tax revenues and creates jobs. Visit Wilsonville promotes the entire City and works in partnership with all sectors of Washington and Clackamas Counties and Travel Oregon.

VALUES

- Stewardship of Public Funds
- Optimum Trust and Relationship with the Citizens of Wilsonville, the City Staff, the Tourism Promotion Committee, and Wilsonville City Council
 - Innovation, Creativity and Excellence in All That We Do
 - Collaboration with Key Partners
 - Highest Level of Ethical Standards
- Reflect the Family-Friendly, Inclusive, and Welcoming Nature of the Community

GOALS & OBJECTIVES ACCOMPLISHED IN FY18/19

- Established lodging tax measurement reporting and comp cities to track hotel occupancy, demand, revenue and REVPAR
- Positioned the City as a compelling tourist destination between Portland, Salem and Northern Willamette Valley wine country where you pay less for lodging and there is plenty to do. We market the area within a 25-mile radius of Wilsonville.
- Launched Explore Wilsonville's tourism advertising campaign. Developed original content and articles for Explore Wilsonville Pocket Trip itineraries.
- Developed a comprehensive budget, print and digital media schedule to advertise the City and its events to potential visitors.
- Created the Explore Wilsonville 'Pocket Guide' Visitor Guide and fulfillment plan with regional distribution points.
- Redesigned website to enhance the visitor experience, promote local businesses and events, and align with destination branding.
- Launched branded social media channels (Facebook, Instagram, Twitter & Pinterest).
- Launched paid and organic social media campaigns and social media promotions to drive awareness and email collection.
- Developed a high-quality database of owned photography to be used in marketing efforts, PR, and City publications.
- Increased lodging tax collections.
- Worked with community partners, organizations, and event producers to increase visitor traffic during key events throughout the year.
- Launched public relations plan and distributed three press releases on the wire, which resulted in feature articles, social media shares, press pick-ups, and a radio interview.
- Managed a comprehensive City of Wilsonville Visitor Profile Study for summer 2018 and winter 2019 where we collected valuable visitor information and data.
- Worked with City staff and the City's Tourism Promotion Committee to maximize exposure to visitors at a reasonable cost.
- Improved communication and collaboration with Clackamas County Tourism & Cultural Affairs, Washington County Visitors Association, Travel Oregon and Oregon Destination Marketing Organizations (ODMO).
- Launched email marketing campaigns to opt-in list. Compiled email addresses from various media buys, visitor profile study, and online forms to market to potential visitors.
- Increased visitor count during the shoulder and winter seasons.
- Developed a comprehensive quarterly marketing report to prove marketing successes to committee, stakeholders and the City.
- Partnered with Mt. Hood Territory on a social media campaign rebate program and received \$250 in grant funds.

KEY MARKETING INITIATIVES FY19/20

Velocity Tourism is firmly focused on achieving the goals and objectives for FY2019/2020. The following **KEY INITIATIVES** provide a summary of Velocity's primary efforts that will be activated to achieve our objectives.

1: DESTINATION BRAND MARKETING

Continue with expanding the compelling tourism strategy and brand for Explore Wilsonville. Promoting the Wilsonville tourism experience through mass media represents Velocity's largest expenditure & a primary driver of traffic to ExploreWilsonville.com.

2: CITYWIDE EVENTS, CONVENTIONS, AND CONFERENCES

Promoting citywide events will continue to be a priority. We will continue to promote meeting venues in Wilsonville to improve off-season tourism & introduce new visitors to the destination. Increasing the length of stay with the business traveler is a priority.

3: DIRECT MARKETING

Design a less expensive visitor brochure for Wilsonville to increase distribution points throughout the region. Continue with marketing messaging to grow our opt-in email database (lead generation), which will cultivate long-term customer relationships, awareness, and positive word-of-mouth. Consistent email marketing communications will continue throughout FY19/20. Work in partnership with the City to turn our local residents into our most compelling brand evangelists by communicating events, things to do, new restaurants and lodging.

4: PUBLIC RELATIONS

Working with our regional DMO partners to host journalists is an effective way to market Wilsonville. Explore Wilsonville will also continue its own PR efforts which include strategy, research, pitching, press release writing (2), and wire distribution.

5: WEBSITE AND DIGITAL MARKETING

The ExploreWilsonville.com website is the most important part of Velocity's marketing mix. Ensuring Wilsonville tourism is supported by a robust and informative tourism website is Velocity's most important job. Wilsonville's social media strategy, campaign, engagement, and search engine optimization (SEO), and search engine marketing (SEM) efforts extend and reinforce the Wilsonville campaign and brand.

6: VISITOR RESEARCH DATA

Continue to use various sources of quality research data to guide our marketing decisions and strategies. We utilize data from a variety of sources to make innovative and informed marketing decisions for Explore Wilsonville. Primary data comes from the City of Wilsonville's Visitor Profile Study 2018/2019, Travel Oregon, 2018/19 MMGY Global Portrait of American Travelers, Google analytics from ExploreWilsonville.com, and additional sources.



7: COMMUNITY COLLABORATIONS, PARTNERSHIPS & PROMOTION

Establish relationships with community partners, event producers and tourism stakeholders that will extend Wilsonville's marketing reach and validate the destination. Continue to look for ways to improve efficiencies and cost in marketing expenses by collaborating when we can across City departments.

8: TOURISM LEADERSHIP

Allocating time & resources to make the City an active participant in the community, region, and state enables Wilsonville to be of broader value to the community, and ensures Wilsonville's tourism industry is represented in important regional tourism conversations and planning. We will continue to work with area organizations and regional initiatives (Wilsonville Arts initiatives, Willamette Paddle Trail, bike bridge, etc.)

9: FINANCIAL MANAGEMENT

Velocity is focused on achieving excellence in transparent financial management & stewardship of public funds. This is an ongoing and unwavering priority for the City of Wilsonville and Velocity Tourism. An up-to-date marketing budget is available online at all times. City lodging tax marketing dollars are spent in a fiscally responsible way by getting the "best bang for our buck".

FY19/20 GOALS & OBJECTIVES

- Work with the City to collect TLT data in a timely manner for performance metrics and quarterly reporting.
- Develop a comprehensive budget, print and digital media schedule to advertise the City and its events to potential visitors.
- Analyze and extract valuable marketing data from the final Visitor Profile Survey report and use insights to guide marketing decisions.
- Work with the City on the new Signage and Wayfinding Plan for Visitor/Info Kiosks. Assist with guidance and expertise.
- Continue to use search engine optimization (SEO) and SEO-social strategies to improve rankings and increase visitation to ExploreWilsonville.com.
- Leverage highly searched vacation locales (like Portland and Willamette Valley) to gain exposure for Wilsonville online with our pocket trip articles.
- Continue with crafting highly targeted digital campaigns to our identified "target personas" and geotargeted locations. Use remarketing pixel data to tap into summer visitors for off-season visits.
- Increase visitor count during the shoulder and winter seasons.
- Continue working with community partners, organizations, and event producers to increase visitor traffic during key events throughout the year.
- Create a less-expensive tri-fold Explore Wilsonville brochure to extend brochure distribution.
- Look for more collaborations and grant opportunities to stretch the Explore Wilsonville marketing budget (co-ops with regional DMOs, providing materials and assistance to the City on their relocation campaign, etc.).
- Grow website traffic by using SEO and content marketing strategies.
- Grow social media engagement via paid and organic social media campaigns.
- Continue crafting engaging "Pocket Trip" itineraries featuring area attractions.
- Continue public relations efforts, FAM trip planning, and distribute two press releases on the wire.
- Continue adding new photos to our owned photography database for marketing, PR and City use.
- Continue growing the opt-in email list for email marketing purposes. Six email newsletters will be sent in FY19/20.
- Continue collaboration with state and regional stakeholders and tourism organizations.

EVALUATION PERFORMANCE CRITERIA

We use metrics to evaluate the effectiveness of Explore Wilsonville's marketing efforts. Listed below are the primary **EVALUATION PERFORMANCE CRITERIA** Velocity Tourism uses with a brief description of each. Quarterly marketing reports include these performance metrics:

TRANSIENT LODGING TAX (TLT)

TLT collections serve as the primary metric Wilsonville uses to measure the ebb and flow of the tourism industry. Due to the demand driven nature of lodging pricing (the higher the demand, the higher the lodging rates), TLT collections provide a **BLENDED METRIC** of rate and occupancy that effectively approximates the overall demand for a destination's lodging inventory.

CITYWIDE LODGING OCCUPANCY

Citywide lodging occupancy is the percentage of available lodging units occupied for a defined period of time. Smith Travel Research (STR) occupancy data is the industry standard used by most lodging companies, including Velocity Tourism. Along with TLT data, citywide occupancy data helps Velocity measure the health of the City's tourism industry.

WEBSITE TRAFFIC TO EXPLOREWILSONVILLE.COM

Velocity's marketing model is designed to drive potential visitors and leads to ExploreWilsonville.com where they are converted to customers for local businesses and attractions. As a result, the volume of visitors to the Explore Wilsonville website is a key metric used to evaluate interest in the destination and the effectiveness of our marketing.

SOCIAL MEDIA ENGAGEMENT & IMPRESSIONS

Velocity rebranded and launched new social media channels for Explore Wilsonville in order to build awareness of the tourism assets found within and outside of the City. Multiple social media channels allow us to monitor what is being said about Wilsonville—good or bad—and engage with not only potential visitors, but writers, bloggers and media for public relations opportunities.

OVERALL CAMPAIGN IMPRESSIONS

Impression is a term that refers to the point in which an ad is viewed once by a visitor. It is sometimes called a view, an ad view, or an "opportunity to see". Impression data comes from media kits provided by each publication or provider. All digital marketing and PR campaigns are tracked and measured for optimal effectiveness. Velocity Tourism tracks impressions and engagement from all paid media buys.

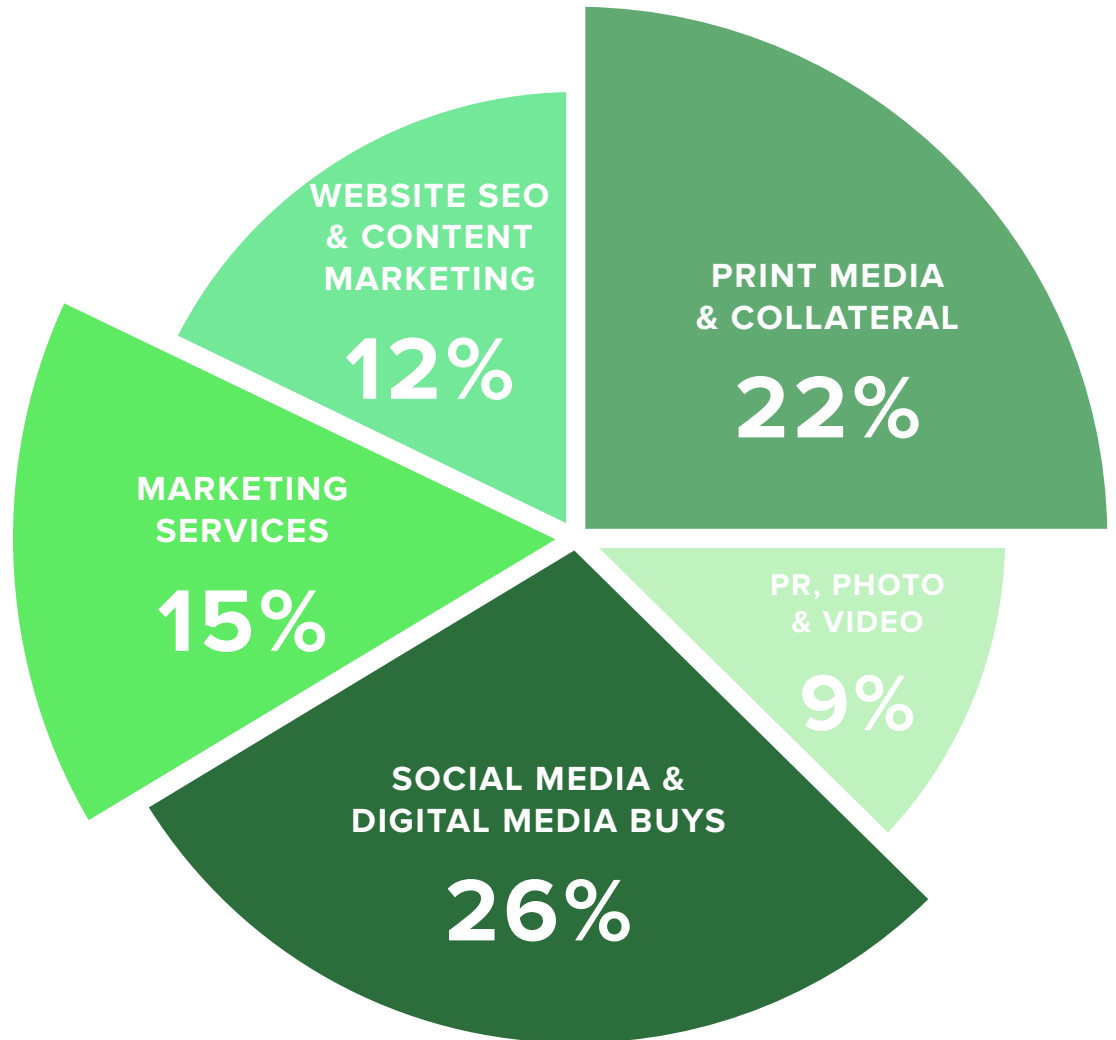
REFERRAL TRAFFIC FROM TOURISM SITE TO STAKEHOLDER WEBSITES

ExploreWilsonville.com is designed to convert Velocity's marketing efforts to revenue for local businesses. Therefore, the volume of website referrals sent from ExploreWilsonville.com to tourism stakeholders' websites is a primary metric used to evaluate the effectiveness of Velocity's marketing.

LEAD GENERATION & LIST GROWTH

Direct marketing is key to driving awareness and visits to a destination. Collecting "opt-in" email addresses, mobile phone numbers and mailing addresses for future marketing is built into our marketing strategy .

FY19/20 BUDGET ALLOCATION & TARGET MARKETS



MEDIA & EXECUTIONAL CONSIDERATIONS

Website, Print Ads, Paid and Organic Social Media, Digital Marketing, Search Engine Optimization (SEO)/Search engine marketing (SEM), Google Ads, Email Marketing, and Visitor Guide/Brochure

TARGET MARKET AUDIENCE & LOCATION

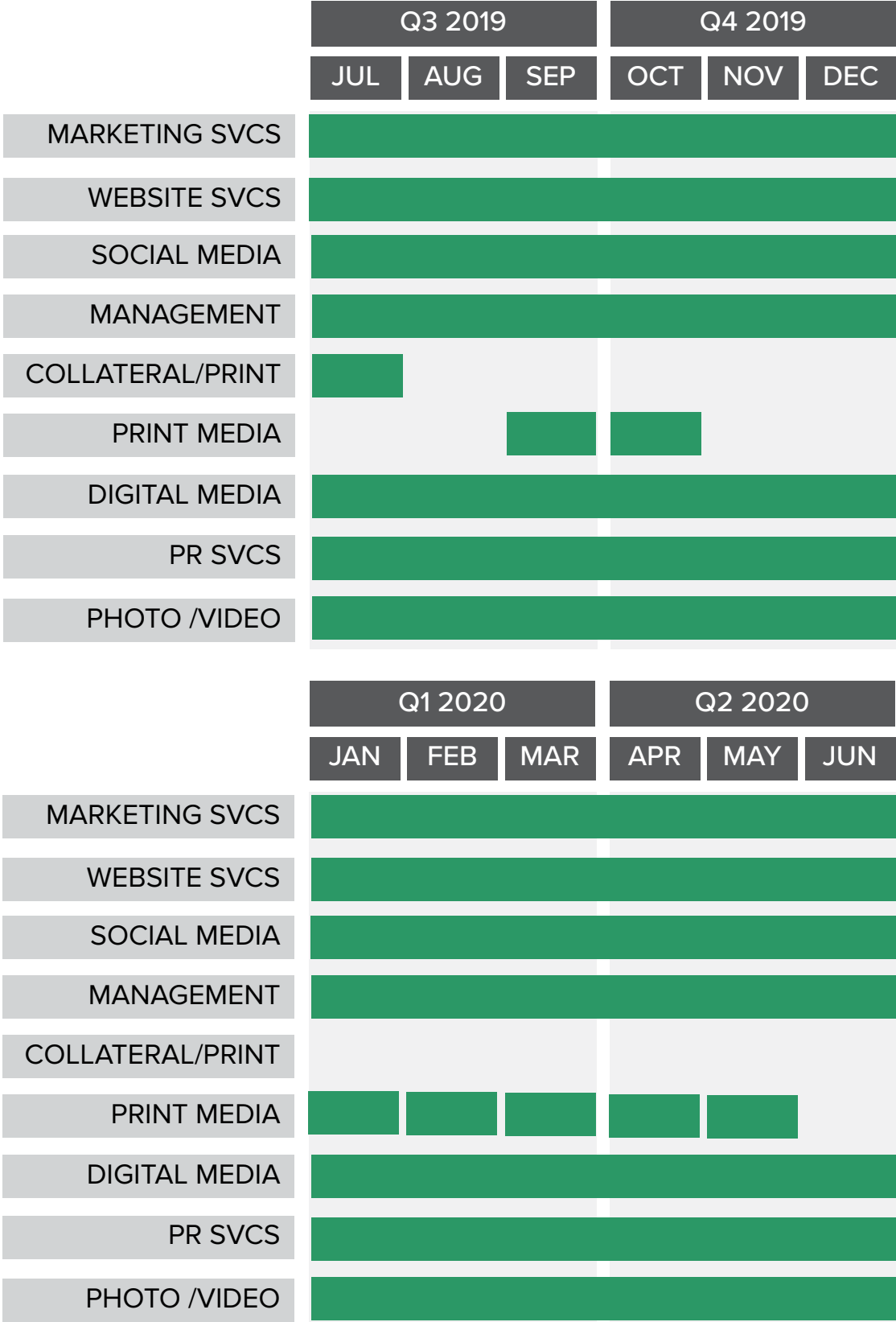
Active "explorer" type of travelers with children and singles or empty nesters with spouse/partner ages 35-64

Oregon I-5 Corridor & Bend
Washington (Seattle/Tacoma Metro)
California (LA, SF)
British Columbia, Canada

OTHER BUDGET ITEMS
MANAGEMENT 9%
RESERVE 3%

GANTT CHART - FY19/20

TOURISM ADVERTISING AND MARKETING SERVICES



FY19/20 SCOPE OF WORK & BUDGET DETAIL

Final costs are based on approved client budget and treated as “do not exceed”. Per contract, line items for the following goods and services can be reallocated to cover unanticipated needs upon mutual agreement between Velocity Tourism and the City of Wilsonville. Line items may be reallocated if requested by Velocity Tourism and approved by the Public/Government Affairs Director. Additional performance outside the Scope of Work will be invoiced separately at the rate of \$150 per hour. 2019 Clackamas County Lodging per diem rate is \$116 per night, Meals & Incidentals \$56 per day, and mileage POV is \$.545 per mile.

A. MARKETING SERVICES: \$29,550

A. To include the following services and deliverables:

- **Media Buying:** Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, upload ads
- **Art & Creative Direction:** Develop creative that aligns and enhances current marketing efforts
- **Production:** Non-creative production services
- **Ad Design:** Creative services for print advertising campaigns
- **Digital Ad Design:** Creative services for digital advertising campaigns
- **Copywriting:** Develop copy for marketing collateral, print and digital advertising
- **Quarterly Reports:** Provide quarterly KPI data in report form
- **Email Marketing Campaign:** Email Blast (6x) includes email campaign development, list management, graphic design and copywriting
- **Committee Meeting Administration:** Travel costs, meeting time, and preparation

Completion date: Throughout 2019/2020

B. WEBSITE SERVICES: \$24,000

A. To include the following services and deliverables:

- **Hosting & Maintenance**
- **Domain Name Renewals:** www.ExploreWilsonville.com
- **SSL Certificate Renewals:** www.ExploreWilsonville.com
- **Security/Hackalert Scanning**
- **Paid Plug-in Renewals**
- **Ongoing Updates for Listings**
- **Event Calendar Listings & Management**
- **Content Development**
- **Ongoing SEO (Search Engine Optimization) work**
- **Site Development**
- **Adding Graphics/Photos**
- **Reporting:** Quarterly KPI report

Completion date: Throughout 2019/2020

C. SOCIAL MEDIA: \$36,000

A. To include the following services and deliverables:

- **Strategy:** Promote off-season tourism by promoting attractions and events. Develop master editorial calendar for 2019, develop SEO-cial, strategies to assist with SEO efforts for the website, identify trending hashtags, review and analyze past posts to improve the campaign
- **Management & Implementation:** Strategy, design & management of all paid social media. Manage all channels and post 3-5x per week. Create events (or add existing events) to FB page, Manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination and

communication with event producers for events and happenings

- **Monitoring**
- **Reporting**

Completion date: Throughout 2019/2020

D. MANAGEMENT/MEETINGS: \$19,600

A. To include the following services and deliverables:

- **Accounting**
- **Memberships:** Travel Portland, ODMO
- **Software Subscriptions:** STR, ISSUU (Digital Visitor Guide)
- **Management**
- **Meetings:** (6 meetings) Additional meetings, if needed, will be invoiced separately

Completion date: Throughout 2019/2020

E. COLLATERAL, PRINTING & SHIPPING/DISTRIBUTION: \$28,571

A. To include the following services and deliverables:

- **Tri-fold Rack Brochure:** 12" x 9" (flat) brochure printed on 100# gloss book. Printed in four (process) colors plus flood gloss AQ on both sides of sheet (4+fAQ/4+fAQ), full bleed. Trimmed, roll folded to finish size of 4" x 9". Boxed. **Quantity:** 85,000
- **Certified Folder:** brochure distribution at all (8) State Welcome Centers (includes Portland International Airport) + (6) Rest Stops: Multnomah Falls, French Prairie South Bound, French Prairie North Bound, Santiam, Oak Grove, Mt. Hood + (227) Portland Super Cities + poster-sized display at I-5 French Prairie North Bound per Oregon Travel Information Council (OTIC)
- **Wilsonville Chamber of Commerce:** brochure distribution throughout local kiosk locations to include: Holiday Inn, Motel 6, LaQuinta, Quality Inn, SnoozInn, GuestHouse, City Hall, Library, Police, Clackamas Community College, Family Fun Center, Oregon Tech, Pioneer Pacific College, Fir Point Farms, Pheasant Ridge RV, Butteville Store, Aurora Airport
- **Postage:** \$1,000 of stamps for Visitor Center fulfillment
- **Freight, Shipping & Distribution**

Completion date: Summer 2019

F. MEDIA BUYS: \$36,376

A. Travel Oregon Visitor Guide - 2020 Annual	1,650,000 impressions	\$4,095
B. Travel Portland Visitor Guide - 2020 Annual	907,500 impressions	\$4,725
C. Sunset - September 2019: PNW Travel Planner	991,200 impressions	\$3,070
D. Sunset - October 2019: Travel Chronicles FP	991,200 impressions	PAID
E. AAA - Sept/Oct 2019: River Cruising With the Family	2,983,500 impressions	\$3,162
F. AAA - Jan/Feb 2020: Portland's Parks	2,983,500 impressions	\$3,162
G. AAA - Mar/Apr 2020	2,983,500 impressions	\$3,162
H. AAA - May/Jun 2020	2,983,500 impressions	PAID
I. Paid Digital Media	1.8 Million+ impressions	\$15,000

G. PR: \$10,750

A. To include the following services and deliverables:

- **Press Release Writing:** (2)
- **Pitching Story Ideas**
- **Responding to Writers with Content & Photos**

FY19/20 SCOPE OF WORK & BUDGET DETAIL

- Press Release Online Distribution to AP Wire
 - Software Subscription: Meltwater
 - Manage Media Contacts Data & Reporting in Meltwater Software
- Completion date:** Throughout 2019/2020

H. PHOTO & VIDEO: \$8,000

A. To include the following services and deliverables:

- New Photography and Videography
- Event Photography
- Usage & Rights Renewals *if applicable

Completion date: Throughout 2019/2020

I. RESERVE/CONTINGENCY: \$7,150

Funds to cover an item that might go over budget or to allow the tourism promotion program to take advantage of an unforeseen or unplanned opportunity.

2019/2020 TOTAL: \$199,997



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