

Appendix 6

Public Comments on *Draft Wilsonville Tourism Development Strategy, March 2014: Consultants' Review*

A public-comment period for the *Draft Wilsonville Tourism Development Strategy, March 2014*, was held March 21-31, 2014. As with other public-outreach efforts related to creation of the Tourism Development Strategy, notices were sent to members of the task force, over 50 interested members of the public, subscribers to the City's e-news notification system and to local media, including the *Wilsonville Spokesman*, *The Oregonian* and *Charbonneau Villager*. An online public-comment survey form was utilized, along with email submissions.

A total of 23 separate sets of comments were submitted, including 21 through the online survey and two as email attachments. One set of comments submitted by Theonie Gilmore of the Wilsonville Arts & Culture Alliance included a 25-page proposal that was made to the Wilsonville City Council in October 2010 for an Arts & Wellness Facility; this proposal is not included in this report and has been forwarded to the City's current Recreation and Aquatics Center Study Task Force for consideration. The Draft Strategy does suggest consideration of a recreational/sports-event attractor.

This appendix includes reviews by the consultants of the public comment submitted, verbatim text of the public comments and the survey instrument.

The following are remarks and explanations by consultants with Total Destination Marketing (TDM) in regard to the public comments received in response to the *Draft Wilsonville Tourism Development Strategy, March 2014*.

- Throughout the research, consultation and strategy development phases TDM has stressed the importance of prioritization in the development of the strategy and in the operations of Visit Wilsonville. While Wilsonville, at this time, does not have any major signature attractions and events (except the Horse Shows) that generate considerable overnight stays, it does have a diversity of activities that can attract visitors. Critical to the success of Visit Wilsonville will be prioritizing a limited number of attractors. Some public comments to the strategy have sought to add more community and nearby assets to the lists of attributes. While they can easily be added, they do not change the recommended experience themes and target markets.
- There are a number of comments that relate to specific community assets and attractions. Many of these will possibly be of greater importance when Visit Wilsonville prepares its annual marketing plan and evaluates content for its website, brochures, PR releases and other promotions.
- World of Speed and Charbonneau will be added to the "Attractors and Experiences" section.

- Achieving the vision outlined on page 19 is dependent upon many of the actions outlined in the “Visitor Experiences” (pages 29-31) and “Infrastructure and Placemaking” (pages 32-39). Many of these actions relate to initiatives that are either planned or proposed by a variety of organizations, but in most cases rely on confirmation of funding or appointment of developers. We believe that the fulfillment of several of these may represent “game-changers” for Wilsonville and will place it well on the way toward achieving this vision.
- The comment regarding the inclusion of “non-resident workers” in the Mission Statement (page 19) is valid and we will suggest that they be included.
- A core role of Visit Wilsonville will be to add value to the efforts of individual entities. That is, Visit Wilsonville should not be undertaking the sales and marketing activities that an individual commercial organization should be conducting through its own marketing plan and budget. An exception to this may be where Visit Wilsonville may coordinate a united presence at an exhibition or a feature in a magazine where the costs may be shared.
- The prioritization of each recommendation will depend upon a number of variables. For instance the marketing recommendations will depend upon available human and financial resources. They may also be influenced by the ability of local tourism partners to participate with co-operative marketing contributions to raise their priorities. Their prioritization can be determined each year as the organization prepares its annual marketing plan. The Visitor Experiences and the Infrastructure and Placemaking recommendations in most cases are dependent upon priorities and funding of other organizations. In many cases these are government departments at City, County, State and Federal levels.
- Grants have been recommended for both the development of ‘festivals and events’ and for ‘sports tournaments’. The funds available for grants are very limited. Sports tournaments have been included because these incentives are directly tied to room nights in Wilsonville. Sports marketing is extremely competitive and the provision of these incentives is very common by many of Wilsonville’s competitors.
- The strategy does recognize the potential of the Horse Shows and encourages increased support and engagement by the City of Wilsonville and the business community. These events are well respected on the circuit and warrant optimal support from throughout the community.
- TDM endorses the proposal to increase the percentage of lodging tax directly dedicated to tourism development.

City of Wilsonville “Draft Tourism Development Strategy” Public Comment Survey Responses, March 21-31, 2014

Following are verbatim comments submitted; comments are numbered (#) for ease of reference. A total of 21 separate sets of comments were submitted; commenters did not necessarily comment on each question.

#	Q1: Do you have any comments on the “Destination Situation” section, pages 8-12?
1	Agree with restaurants and lack of fine dining. Quit bringing in fast food and get some decent restaurants in town. We leave to eat out to go Downtown or even Lake Oswego.
2	Appears to be a very apt summary of the current Destination Situation in Wilsonville and the area.
3	yes- p.8 Add CULTURE to 'Festivals and events' (the Libray and Boones Ferry Historical Association sponsored historical speaker in the monthy historical talk a cMenamins on March 25 to a FULL house!
4	Its weaknesses are the city's weaknesses. We don't have that much to begin with, and we're not doing a good job of leveraging what we have. Hopefully this project can kickstart a correction. It will happen only if the city has the will to morph this report into a manifest vision
5	In the main, the statements made seem accurate. I question validity of portions of the sentence, "The city attracts visitors because of". I think the number of visitors who come to Wilsonville for "outdoor recreation" (other than equestrian which is already noted) and as "an ideal base of exploring the region," are few.
6	Thorough assessment.
7	you might add World of Pseed to the list of Attractors onpage 8
8	an excellent & thorough analysis -- creates the fundamental context necessary to assess needs & opportunities.
9	an excellent & thorough analysis -- creates the fundamental context necessary to assess needs & opportunities.
10	We need to encourage the improvement of our lodging options to ensure visitors stay in Wilsonville. Also, the motel tax needs to be changes so that 80-90% of it is spent on promoting tourism.
11	We should not overlook our community of Charbonneau that is also located in Wilsonville and can also contribute local shopping, including remodeling services, two restaurants, a golf course, convenience mart, realtors and Travel & Tours Agency, These are also integral parts of the Wilsonville community and contribute greatly to our local spend as well as to tourism in general. Also, I think that we should include the newest hotel located in Tualatin as a part of our overall area accommodation. It is a an oversight not to include these valuable members of our community and in the study in general. Personally I offer genealogical services, boutique shopping and have just opened a new Irish retail shop that will help facilitate our equestrian/ cross cultural expansion between Ireland and Wisonville/Oregon/PNW as well as our golf tourism in a cross cultural capacity. I would also be happy to offer local Wilsonville tourism to my office. The last thing I want to contribute is that there are very few golf communities in Oregon such as Charbonneau and it should be included in the tourism spin here for cross cultural experiences for those looking to relocate here for retirement.
12	Many of the destinations are not located in Wilsonville, and it's a stretch to include them as major portions of our tourism plan, i.e. shopping at Woodburn factory stores.
13	no
14	I think you should include World of Speed car enthusiasts and people who like shopping for antiques
15	No questions

#	Q2: Do you have any comments on the "Destination SWOT" section, pages 13-18?
1	Agree on traffic congestion becoming an issue. One of the attractions of Wilsonville was the ease of traveling around. With all the new apartments, traffic is becoming increasingly bad, and tax-paying homeowners may move out as it becomes more like Tigard and Sherwood.
2	This was a very interesting section with a considerable number of issues identified.
3	p.13-under COMPLIMENTARY STRENGTHs 'Public art: Murase water features add SCULPTURE. 2) "opportunities" - add THEATER AUDITORIUM; under "Additional Weaknesses" add THEATER AUDITORIUM; under "Threats"- NOTHAVING THEATER AUDITORIUM AND SWIMMING POOL (SEE ARTS & WELLNESS CENTER PROPOSAL SUBMITTED 3-24-2014)
4	Impressed with the comprehensiveness, insight, and accuracy of this section.
5	"Destination Shopping" leads me to believe that there are significant shopping opportunities in Wilsonville. Because of Wilsonville's proximity to shopping, agritourism, heritage and wineries, there may be opportunity for a tour operator to use Wilsonville as a hub to access all these.
6	Comment of the horse shows. A few years ago, the Country Classic was much more of a Portland area highly prestigious social event that people besides those actually involved in the shows attended. Major businesses like Intel and Oracle bought patron tables located in fancy white tents with really nice food and wine was served while people watched the show events, especially the Grand Prix. They also had lots of vendors on site including food and wine for those who did not have tent access. Others sold horse related products, misc art and they also had fancy cars on display. At that time, I represented the owners of the property where the event was held and it was an impressive event followed by after parties. Now the County has limited the use so vendors can't come and the show sponsors seem to have lost their marketing and/or their patrons. Proceeds used to benefit organizations like the Opera so there was lots of press interest. I think there is an opportunity to revive that event into something much more, but only with County cooperation. I still have contacts with owners where the event used to take place and Shelly Campf and others who used to organize it. It could be a significant summer event again rather than just a horse show for horse people and it could expose a lot of people to other attractions in Wilsonville. We also need a nicer full service hotel but not much we can do about that one.
7	thorough & complete --
8	thorough & complete --
9	From the marketing communications weaknesses analysis it is listed that "no clear city identity" and "low awareness of Wilsonville as a destination". In my mind this is a strength. We don't want "Wilsonville" to be the focus, we want the activities people come to the city for to be the focus. My view would be to focus on equestrian, sporting programs and river recreation which draw visitors for multiple nights.
10	Our Washington County and Clackamas County officials do work together well, but community outreach and involvement is hard to come by and is not expanded enough on in meetings for people to understand the full impact of new roads, tourism and how all of it works together mainly because we don't think of tourism as an income generator. More education is certainly needed, not only in our small community but over all in the metro area. Pulling together in all these endeavors is essential as well as education.
11	Page 14: Don't view commuter rail as a complementary opportunity because it runs on very limited hours/days.
12	no
13	We have good shopping opportunities in Wilsonville? Frys I guess. Lower cost lodging and meeting space is a strength

#	Q2: Do you have any comments on the "Destination SWOT" section, pages 13-18?
14	What does intertwine connection mean? I agree, there is very limited boutiques and shopping. We should have had Cabello's here. Lost opportunity for sure! I also agree about the transportation. There should be a set schedule for the trolley service and WES should run during the day to connect to Portland. We do need a pedestrian friendly downtown. Canby has really made some improvements.

#	<p>Q3: Do you have any comments on the Vision and Mission Statements in the "Strategic Directions" section, page 19:</p> <p>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.</p> <p>"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."</p>
1	I don't think that Wilsonville will ever be "one of Oregon's leading destination cities". It's just close to Portland and Wine country and an alternative to staying in the city. There's nothing here to naturally draw people to the town. Horse events are great but the city is so limiting in how those can be run - plus they are only a few weekends a year.
2	This is a visionary 'vision' -- one that inspires and provides a grander target. Will the community act on the need to make the investments?
3	P. 19- Vision - before the phrase investing in tourism (add) AMENITIES AND SERVICES TO PROVIDE YEAR ROUND EXPERIENCES i.e.CULTURE (then the rest of the words)
4	I hope 10 to 15 years down the road, this will be an accurate brag. In the meantime, it is fairly empty until backed up with tangible development.
5	This vision seems overly-broad and I don't know that it takes into account the actual character of Wilsonville. Is there resident appetite for the leisure and meeting business?
6	Sounds great.
7	Concise, clear and inspiring.
8	Concise, clear and inspiring.
9	I would focus the statement more to what we want to attract. "one of Oregon's leading destination cities"... Ha! I'm not sure that is what we want, and we certainly don't have the variety of attractions to meet this. Focus 1 or 2 types of attractions which bring visitors for multiple nights.
10	Not sure that we can claim we are "competing successfully." Could probably buy into "one of whose goals is to compete successfully..."
11	no
12	Seems like this could be a bit more vision and a bit less tactical.
13	Compelling? Not something I see or believe about Wilsonville. It tries to say too much, no focus.

#	<p>Q4: Do you have any comments on the Mission Statements in the "Strategic Directions" section, page 19:</p> <p>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.</p> <p>"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."</p>
1	Bringing in tourists to Wilsonville will not enhance the quality of life for residents - just more traffic and more competition for the limited restaurants we have.
2	This is a excellent mission statement -- one that highlights that public investments can benefit both the community economy for small businesses as well as for residents.
3	Capitalize on history and proximity of Boone's Ferry by re-establishing the ferry service for other than motor vehicles. Night rides and café facilities aboard would greatly enhance the ride. Bicycle and walking pathways to Charbonneau.
4	Pleased to see the Mission put equal stress on enhancing the quality of life for residents. However-- and this is important--there is another group in addition to residents and tourists that we need to be aware of, namely the huge number of non-resident workers who spend perhaps more time in our city than many residents do and who also need to find satisfaction and pride as stakeholders in our city. All of the developments that will make Wilsonville attractive to tourism will as an intended consequence make it attractive and satisfying for all those who live, work, and/or study here.
5	No comments on this statement.
6	Nice.
7	I would add citizens into that statement
8	I suggest substituting the introductory descriptor phrase in place of the word "thoughtful", i.e. "We facilitate collaborative, sustainable, customer-focused development of Wilsonville's visitor economy....."
9	I suggest substituting the introductory descriptor phrase in place of the word "thoughtful", i.e. "We facilitate collaborative, sustainable, customer-focused development of Wilsonville's visitor economy....."
10	By enhancing the quality of life for all residents of our community, Wilsonville facilitates the thoughtful development of our visitor economy for the benefit of our visitors and partners, thus creating a sense of place that is vital to a thriving community where everyone wants to be.
11	Should change "and to enhance the quality of life for all residents" to "while enhancing the quality..."
12	Wilsonville's Fun in the Park festival meets objective 2 Visitor Experiences (p. 29) but started with a focus "to enhance the quality of life for all residents." By doing so, satisfied participants invite friends/relatives to share the experience, bolstering the "visitor economy." I like the "and to..." as an important consideration.
13	OK.
14	I am glad this is a focus! Thank you.

#	<p>Q5: Do you have any comments on the Priority Target Markets in the "Strategic Directions" section, pages 20-23?</p> <ul style="list-style-type: none"> • 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.
1	I would suggest putting together a projection of revenues by month from the priority target markets. This will help to evaluate whether the priority target markets reflect "year round" revenues for the city. One way to think about revenues is to think about "fixed" and "variable" revenue. That is, revenue you can expect to come in versus revenue that may or may not happen. Again, this will help in assessing whether there is a good base for "fixed/stable" revenue City can depend on coming in versus "variable/potential" revenue.
2	I don't think people staying in Wilsonville as an alternative to PDX is realistic. We don't even have SMART service into downtown on the weekends.
3	I understand that Business Visitors are a current market segment, and that the opportunity is to upsell them into becoming Leisure Travelers. Also, I understand that a considerable number of Canadians currently travel to the Woodburn Co Stores to do tax-free shopping; Woodburn has a very limited supply of lodging opportunities, and so Wilsonville appears like a logical location for this travel segment to do overnight and other end-of-the-day activities. Hence, I would suggest elevating Shopping: Group shopping tours to the Priority level.
4	P.20 - "Supplementary Markets"- Add ARTS AND CULTURE EVENTS.
5	No editorial comments
6	see my comment on the horse shows-"Country Classic" in particualr above. That could be revived into an exceptional annual summer event.
7	no comments - agree with this list
8	I would pick Horse Shows and Sports Tournaments... full stop.
9	Cross cultural spin such as twinning with other international cities and tourism initiatives such as awards for tidiest neighborhood etc. Again sense of place.
10	Most difficult to achieve is Northwest Getaways due to cost of advertising. Easiest to achieve is Horse Shows, since Chamber has already developed a huge base or this. Surprised document did not include Oregon Horse Country.
11	no
12	Seems like we are a great place to have trade association meetings and conventions. We are not all the way down in Salem and we are not in expensive Portland. This is a great place for tournaments.
13	Why Korean focus? Just because of the memorial? Don't agree, my husband is Korean. Why not more of a focus for shopping ? Make it easier for businesses. Villebois Plaza is still empty after years. That area could be a huge draw for specialty shops. Sports Tournaments? So you don't really want to draw tourists because there is not a focus for them once they get here. Sports tournaments seems short sighted. No shopping, not many restaurants..at least local ones. People want something they can't get other places. Trails are developing but are not connected yet. Could be a draw! Hiking?

#	<p>Q6: Do you have any comments on the Supplementary Target Markets in the "Strategic Directions" section, pages 20-23?</p> <ul style="list-style-type: none"> • 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 <p>* Requires infrastructure development to be elevated to priority market status.</p>
1	Some focus on creating/ allowing more businesses to set up offices in the City would help create business visitors.
2	The markets requiring infrastructure development will have a harder time getting the infrastructure if kept in the supplementary category. This is a "Catch 22" situation. Some of these can be facilitated by local businesses and hotels/motels being proactive with their advertising and with offering of enabling services. For example, lodging offering shuttle services across the Boone Bridge for bike riding customers could capture some of the cycling market. They shouldn't just do nothing waiting for infrastructure.
3	Cycling show incredible opportunity, provided key public infrastructure investments are made, especially in the proposed bike-ped-emergency bridge over the Willamette River. Weddings and Reunions appear to be an excellent target market for development.
4	See my comments in #4. The sternwheeler ferry service I have proposed should extend from Oregon City to Champoeg. Historical references to local Native American tribes, French Canadian trappers and early Missionaries, political maneuvering, and early settlers should be emphasized.
5	THEATRICAL AUDITORIUM AQUATIC CENTER
6	With the pike-ped bridge and riverfront facilities in place, cycling and river recreation would instantly become primary target markets.
7	I think specifying "Outdoor recreation" when equestrian and (aspirationally) river recreation does not play to Wilsonville's strengths.
8	no comments - agree with this list
9	River recreation
10	Believe the easiest of these to achieve is Weddings and Reunions. See what Randy Durig has done with Hubbard Chapel. Also, World of Speed to have 1,000 person meeting facility.
11	no
12	Genealogy research? Don't people just do that online. River recreation is not an option unless you have and bring your own boat.
13	See above. It seems that infrastructure is a necessity. Build on our strengths.

#	<p>Q7: Do you have any comments on the Key Experience Themes in the "Strategic Directions" section, pages 21-23?</p> <p>1. Sports tournaments</p> <p>2. Meetings and conferences</p> <p>3. Horse shows</p> <p>4. Northwest getaways – wineries, shopping, farm fresh, heritage, recreation, Portland Metro, North Willamette Valley etc. i.e. some of the "Best of Oregon".</p>
1	This section seems weak. Better identification of experience themes would be better.
2	Addition: The mission of Playwright Plethora (Sivyer ©2014) is to create an International tourism niche for Wilsonville, Oregon. Playwright Plethora consists of two stages: Stage One: Playwrights submit material for rating and constructive feedback. Currently working with the Wilsonville Library to develop and execute this stage. Stage Two: Highest-ranking playwrights will be invited to perform readings of their plays in various venues (e.g., hotels/motels/restaurants/Fun Center) over a 2-3 day event several times a year.
3	Very good identification of the Key Experience Themes.
4	All of these.
5	It appears that the work done has been thorough and thoughtful, and should prove useful in future decision making. I still think that Tourism misses the boat when it comes to Arts and Culture. It is not possible to develop a really vibrant community without specific attention to Arts & Culture programs. It doesn't work to treat Arts & Culture as a mere sideline. I think a "Separate Report outlining the strengths and weakness of Wilsonville's cultural programs. Tourism focuses on economic development which is good and well, but what really makes a city is the Arts & Culture programs which it provides its citizens. Going to a Burger King is not quite the experience which is going to uplift people's spirits, and give life some meaning.
6	Number 4 might be "Northwest Gateway to Getaways." I think the visitor will find very little of this in the city of Wilsonville.
7	see above
8	no comments
9	Sports Tournaments & Horse Shows are clear to me. I don't see what the attraction of Wilsonville might be for "meetings and conferences" we have very few places to hold such events. Further "getaways" sound interesting but it isn't clear what would attract people to Wilsonville. Many of the shopping, wineries and other recreation activities are at a distance from Wilsonville.
10	Since the Chamber has successfully developed Oregon Horse Country, I believe the city should fund the Chamber's expansion of this program, which has proven to be a real money generator for the city.
11	Number 1 and 2 are good ideas but we really need to have more fields and meeting space to attract tournaments and conferences.
12	I like #1 since we already have a foundation. We already host tournaments at the public school level so this one is confusing for me. I just read ahead. Yes, aquatics would draw folks and an expansion of sports facilities is great!

#	<p>Q8: Do you have any comments on the Emerging Experience Themes in the “Strategic Directions” section, page 23?</p> <ul style="list-style-type: none"> • Cycling • Farm fresh • Genealogy research • Korean War Memorial • River recreation • Weddings and reunions • Wineries
1	Again, these seem weak. Not sure I would go to Wilsonville for these events. That is, they don't seem very exciting.
2	Addition: The mission of Playwright Plethora (Sivyer ©2014) is to create an International tourism niche for Wilsonville, Oregon. Playwright Plethora consists of two stages: Stage One: Playwrights submit material for rating and constructive feedback. Currently working with the Wilsonville Library to develop and execute this stage. Stage Two: Highest-ranking playwrights will be invited to perform readings of their plays in various venues (e.g., hotels/motels/restaurants/Fun Center) over a 2-3 day event several times a year.
3	This is an excellent collection of Emerging Experience Themes. Agree with all except Genealogy research, for which I am not aware of local resources (the LSD facility in Lake Oswego?)
4	Cycling around French Prairie and Milan Roads should allow connection by ferry to Old Town. Fir Point is a well established spot on Canby Rd. John Smith and Steven Turner are great focal points (for area history and genealogy) at the Wilsonville Public Library. Kayaking and canoeing on the river should be encouraged, but restrict noisy, high speed watercraft. Terra Vina Vineyard on Ladd Hill Road may eventually be an interesting and beautiful tourist stop. For equestrians, Wilsonville Road is already the focal point for gatherings.
5	thank you for including "heritage and culture my be separated into their own themes...
6	Repeat response to Question 6. Also add here the World of Speed and (although not so much emerging as secondary) the Family Fun Center.
7	No edits.
8	no comments
9	These don't appear to generate overnight stays.
10	At this time, the city needs to focus on what is achievable with the dollars available. A cycling bridge over the Willamette is a good example of what is not achievable financially.
11	A world class skate board park that is capable on hosting national competitions. Locate it on the city owned property just north of city hall.
12	Antiques. World of Speed.
13	Yes cycling and hiking! But develop shopping and restaurants.

#	Q9: Do you have any comments on Alignment with Partner Strategies or Overall Objectives and Strategies in the "Strategic Directions" section, pages 24-25?
1	Wilsonville appears to have good alignment with both counties and state.
2	p. 25- CULTURE SHOULD BE ADDED SEPARATELY. IT IS NOT PART OF RECREATION.
3	Seems to me that we are overlooking or ignoring our proximity to northern Marion County and possibly also eastern Yamhill County. Wilsonville is in some important ways closely related to both and should exploit their resources in our tourism strategy. Of course we already do so some extent but are not recognizing that fact in this report.
4	These pages seem relevant and accurate.
5	thoughtful, sound and well-researched
6	No comments.

#	Q10: 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?
1	The amount of funds allocated to lodging and tourism to implement what is in the plan is very low. The budget doesn't seem realistic. I'd like to see in the appendix how the money would be spent. This would give us a better idea for whether the funds are sufficient or not.
2	I think it is a waste of taxpayer money to engage in branding Wilsonville as a destination.
3	Logical set of actions to pursue. All of the recommendations make sense; it appears that perhaps more thought should be given to the relative priorities of Timing -- that is, many recommendations have all three priorities checked. The recommendation for an independent DMO also makes considerable sense -- as a city in two counties and near two other counties, neither county tourism agency will provide sufficient attention to Wilsonville, especially when so many attractions are outside of Wilsonville in other counties or cities. Starting such a DMO from scratch appears to be major undertaking -- one that will sink if just let go to the wind or volunteers. It seems that it could make sense for the City to start this organization, doing the organizing work, and then transition to the nonprofit model. However, it is not clear how a DMO could run on its own, and so it would seem to need to have a close tie to the City in terms of funding and cooperation on initiatives like wayfinding, bike/ped infrastructure, etc.
4	.P.29 ARTS EXPERIENCES: SPARK, ENGAGE, STIMULATLE, INVOKE, ENLIVEN, GENERATE. P.31 - THE WILSONVILLE FESTIVAL OF ARTS COULD BE BILLED AS THE START OF THE SUMMER SEASON (1ST WEEKEND IN jUNE) P. 32- 3,1 ARTS & WELLNESS CENTER P. 37 - consider DEVELOPING a public art program. One was initiated by the Arts Action Alliance of Wilsonville. p.44-4.12 Key partners to receive monthly reports could be Non- profit organzaitions: Wilsonville Theater Company; Wilsonville Arts & Culture Council; arts Action Alliance of Wilsonville; Music & Arts Partners
5	I wish we could do it all, and soon, But some priorities obviously are necessary. Highest priority should be given to developments that do not depend on new, expensive infrastructure and that can be undertaken in the short term and ongoing. But we might as well give up if we are unwilling to spend on infrastructure that will be expensive and speculative---in other words, carry some risk. That said, we can be both visionary and responsible with deliberate study and planning. And that said, the bridge, for which seed money already exists and the need is so well attested, should be on the front burner for planning. Close behind should be sports fields, aquatic center, and performing arts venue. An expansive sports entertainment precinct near the Cinemas is an intriguing idea that needs to percolate. Development of needed riverfront facilities will come naturally together with the French Prairie Bridge.
6	I would expand 3.8 to include "...to assess the needs and feasibility of converting the Clackamas County Events Center OR TO BUILD A SHOWCASE FACILITY to ATTRACT horse shows events during periods of..." 3.12 and 3.13 are particularly interesting/exciting Priority should be put on the "Placemaking" portion of the report, as Wilsonville must decide to have a compelling "There 'there'" for visitors to choose it as a destination.
7	I agree that arts & culture are key elements of placemaking, and that is clearly recognized on pps 36 & 39 by addressing Public Art and commemorative sculptures and, later in document, an arts center. On the other hand, there are significant but more subtle advantages not captured here by omitting t arts/culture and creative thinking as instrumental for developing bold & iconic symbols for signage, branding elements, wayfinding. As well, heritage tourism is not called out as an objective, although two specific tactics are mentioned: Genealogy and Ice Age Trail are.
8	I don't think Wilsonville needs a brand. Our geographic location speaks for it self and the right recreational opportunities will attract visitors.
9	Charbonneau Golf Club is now offering it's services for wedding venue.

#	Q10: 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?
10	Include Chamber as one of responsible organizations for Festivals and Events-sections 2.4 and 3.8 (Horses). It is a glaring error not to include Chamber everywhere horses in mentioned in this document.
11	No.
12	I like the planning questions so there is focus...action for success

#	Q11: 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?
1	An independent DMO is essential since there is so much work to be done to make this successful. There needs to be creative leadership not bound by other priorities to make this happen. The Chamber of Commerce is too political and too self-focused to be put in charge though they could provide advisory input.
2	Addition: The mission of Playwright Plethora (Sivyer ©2014) is to create an International tourism niche for Wilsonville, Oregon. Playwright Plethora consists of two stages: Stage One: Playwrights submit material for rating and constructive feedback. Currently working with the Wilsonville Library to develop and execute this stage. Stage Two: Highest-ranking playwrights will be invited to perform readings of their plays in various venues (e.g., hotels/motels/restaurants/Fun Center) over a 2-3 day event several times a year.
3	You are going to spend more money per year than the tourist revenue generated in any year in the past 8 years. This is a huge waste of taxpayer money and completely reckless spending! Getting more businesses here will increase hotel stays and tax revenue - not trying to become a tourist destination! Government spending at it's finest!
4	Support the recommendation for Option 4, independent DMO, and the alternate as noted with City possibly starting the DMO.
5	Nice work on Appendix 2
6	Yes to Option 4 Independent DMO and to increasing the dedicated tourism use of the TLT. It now seems particularly short-sighted of us to have given up our Visitor Information Center when the city terminated its contract with the Chamber. That was throwing out the baby with the bath water. If the decision to repurpose that location and building for the Parks and Recreation Dept can be reversed or made only temporary, that facility would be the natural location for the new DMO. Find another place for P&R.
7	The biggest indicator of intent toward significant tourism development would be for Wilsonville to adopt a TRT apportionment plan which is more inline with state allocation.
8	I strongly endorse the recommended Option 4 for DMO management. Financial Benchmarks are specific and realistic
9	The DMO sounds like a good way to target the lodging tax dollars, provided it is done with strong influence from the local business community and is not part of the City Government. Through partnering with the local business community, the overhead costs can be minimal and allow lodging tax dollars to be spent on attracting people for overnight stays.
10	I feel it is short sighted to only suggest consideration for sport tourism for grants awarded BY Wilsonville.
11	Favor Option 2 on p. 54. The Chamber successfully ran tourism for years and this report seems to throw away a lot of knowledge and experience already developed.
12	No.

#	Q12: Do you have any other comments that you would like to offer for consideration?
1	Excellent plan overall; city should plan to update again in 3-4 years.
2	N O te: C ULTURE AND R ECREATION SHOULD N OT BE IN THE SAME CATEGORY. SEE C LACKAMAS COUNTY A RTS A LLIANCE D OCUMENTS
3	This seems to be a good start on a much needed development. It will be a test of our good citizens who will need to front some costs whether the city will make important things happen?
4	The relationship with the Old Church and Pub should be fully explored (would McMenamins consider opening an overnight facility nearby, with a focus on local history, etc.).
5	Please feel welcome to contact me directly for more information about either below: GRANTS : be aware that another local grant option exists -- Clackamas County Cultural Coalition provides annual project grants, with Tourism as a funding priority (see Clackamas Arts Alliance website for detail) PERCENT FOR ART : This public art funding instrument is best deployed when attached to public construction. It is generally a disincentive when attached to private development. Far more effective strategies exist regarding public art & private developers -- TRANSIENT LODGING TAX : explore whether a portion of these funds could be used to drive the placemaking objectives
6	I would like to be included on the task force moving forward for our community.
7	Yes. I believe the Chamber is the correct DMO for this. 80%-90% of the TLT would allow the Chamber to focus on grant projects that actually put heads in beds and generate local economic activity. The economic impact of Oregon Horse Country and the feasibility of an equestrian park is the best way to put Wilsonville on a tourist's map.
8	Leverage surrounding areas and events. St Paul Rodeo, Sports Tournaments, Tulip Festival, and Antique shops in Aurora, Wineries in Yamhill County. Create a website that packages weekends and events not just in Wilsonville but surrounding area and target classes of travelers with packaged options. Couples, families, visiting friends and family.

#	Q13: If you would like to receive additional information about the Tourism Development Strategy effort, please provide your name, phone number and email address.
1	Richard M. Bernard, MD 31530 SW Village Green Court Wilsonville, OR 97070 2bernards@comcast.net
2	Theonie Gilmore, 503-638-6933; Theonie@WilsonvilleArts.org
3	Cheryl Snow, E.D. Clackamas Arts Alliance 503-720-0662 cheryl@clackamasartsalliance.org
4	Ginger Aarons, CTC, Director Time Travel (Tours) LLC 31840 SW Charbonneau Dr. Ste. A 1-2 Wilsonville, OR 97070
5	Doris Wehler 6855 SW Boeckman Rd Wilsonville, Or 97070
6	Jon Gail 503-570-1502 gail@ci.wilsonville.or.us

WILSONVILLE
AREA CHAMBER OF COMMERCE
A South Metro Business Advocate

Date Received by
City of Wilsonville:
03/31/2014

Wilsonville Area Chamber Comments on the Draft Wilsonville Tourism Development Strategy

Councilor Julie Fitzgerald
Chair of the Tourism Task Force
29799 SW Town Center Loop East
Wilsonville, Oregon 97070

Dear Councilor Fitzgerald:

As the President of the Wilsonville Area Chamber of Commerce, representing 572 businesses that employ 12,000 in the South Metro Oregon, the Chamber's members have a vested interest in the success of the tourism development strategy. We appreciate that you have given local business people and residents the opportunity to comment on this important plan.

It became very clear to the Chamber that the current funding level, 40% of the Tourism Lodging Tax collected, for tourism programming is not sufficient to meet the long-term needs of its success. Tourism experts from the Washington County Visitors Association, Clackamas County Tourism, and the city's consultant all identified the lack of funding as a major hurdle to success, we agree with their assessment. The Chamber believes that the funding for this program should be doubled from 40% to 80% of taxes collected, which will give the tourism program enough resources to be successful.

The consultants indicated that the keyword is "development" in the title of their draft document. One alternative that has not been discussed in the draft strategy is a large grant program that would provide funding to tourism development projects that would generate local economic activity and overnight stays. The Chamber has discussed this concept in previous correspondence to the Wilsonville City Council. This program would need to be administered by an independent board that would include key tourism partners such as sports tournament coordinators, event coordinators, attractions, hotels and restaurants. This approach would put every dollar possible into developing our local tourism attractions versus spending money on payroll and overhead associated with a separate organization.

If a separate organization is determined to be the preferred option by the task force and city council we would strongly suggest that it meets certain conditions. The organization should be truly independent from the City of Wilsonville and should not be connected to any political process, including the city's budget process or a contract renewal. The City should create the organization and funding for it by referring to the voters a charter amendment that would truly create a separate, standalone and independent organization. The city should have representation on the board of the organization, and measures can be written into the charter amendment that could provide the necessary transparency that taxpayers would expect with this type of arrangement.

There is some concern that the current draft document has not clearly prioritized or has a clear timeline of full implementation of the plan. Before the plan goes to the city council the task

force should better prioritize and develop a suggested implementation plan for the strategy so there are clear expectations for stakeholders.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Darren Harmon". The signature is fluid and cursive, with the first name "Darren" being more prominent than the last name "Harmon".

Darren Harmon
President
Wilsonville Area Chamber of Commerce

Cc: The Wilsonville City Council



"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