

RESOLUTION NO. 2468

**A RESOLUTION OF THE WILSONVILLE CITY COUNCIL ADOPTING
THE WILSONVILLE TOURISM DEVELOPMENT STRATEGY, MAY 2014**

WHEREAS, the Wilsonville City Council adopted an *Economic Development Strategy* in August 2012 that was recommended for adoption by the Economic Development Advisory Committee; and

WHEREAS, the Economic Development Advisory Committee indicated to the City Council that the *Economic Development Strategy* focused primarily on economic development programs oriented towards major employers in the manufacturing sector and did not address the needs of small businesses in the service and retail sectors; and

WHEREAS, the City Council sought to leverage existing assets and planned developments to create a strategic plan that would identify opportunities and provide recommendations to increase the City's market-share of tourism-related expenditures that benefit primarily small businesses in the retail, services and hospitality sectors; and

WHEREAS, the City Council in March 2013 requested that the City Manager recruit a volunteer task force to assist with creation of a Tourism Development Strategy and appointed City Councilor Julie Fitzgerald in an ex-officio position to chair the task force; and

WHEREAS, the City Manager recruited a diverse 17-member task force comprised of a wide range of stakeholders, including representatives of local lodging, dining and entertainment establishments; operators of agri-tourism, golf and sporting-tournaments venues; chamber of commerce principals; officials with regional tourism agencies; and residents; and

WHEREAS, the City Manager issued a request for qualifications and through a competitive selection process selected Total Destination Marketing, an international tourism consulting firm based in Tualatin, Oregon, to act as professional consultants to advise on the creation of a Tourism Development Strategy; and

WHEREAS, the tourism consultants with Total Destination Marketing worked with members of the Tourism Development Strategy Task Force to:

- Host two community workshops in October 2013 focused on local tourism strengths, weaknesses, opportunities and threats;
- Conduct an online community survey of tourism opportunities;
- Identify key stakeholders for interviews to gain their perspectives on tourism-development opportunities;
- Hold five meetings of the task force over the seven-month period of October 2013 to April 2014 that included opportunities for public comment;
- Conduct a public-comment period in March 2014 on the Draft Tourism Development Strategy; and

WHEREAS, the Tourism Development Strategy effort involved extensive public engagement that included a large stakeholder advisory task force representing diverse interests as cited above; two community workshops; an online community survey; task force meetings open to the public and offering public comment opportunities; 27 stakeholder interviews; articles reporting on the tourism process appearing in the October 16 and 23, 2013, November 6 and 20, 2013, and April 2, 2014, editions of the *Wilsonville Spokesman* newspaper; a lengthy article in the December 2013 issue of the all-city *Boones Ferry Messenger* newsletter; email notices to over 50 members of the public of meetings, comment opportunities and document releases; mailing of hard-copy prints of the *Fieldwork Research Report, December 2013; Draft Tourism Development Strategy, March 2014; and Revised Draft Tourism Development Strategy, April 2014*, documents to City Council, Task Force members and key interested members of the public, such as principals of the chamber of commerce; a public-comment period on the Draft Tourism Development Strategy; and opportunities to appear before the City Council; and

WHEREAS, the Tourism Development Strategy Task Force has reviewed and accepted the *Wilsonville Tourism Development Strategy, May 2014*, and recommends that the City Council adopt the *Wilsonville Tourism Development Strategy, May 2014*.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF WILSONVILLE
RESOLVES AS FOLLOWS:

1. Based on the above recitals, which are incorporated herein, the City Council, thanks and commends the members of the Tourism Development Strategy Task Force for their work on the Wilsonville Tourism Development Strategy; and
2. The *Wilsonville Tourism Development Strategy, May 2014*, shall be an official document of the City of Wilsonville that is a component of the City's larger *Economic Development Strategy* designed to create an economically vibrant and prosperous community, a copy of the Strategy is marked "Exhibit A" attached hereto and incorporated by reference as if fully set forth herein; and
3. The City Manager is directed to return to the City Council at the Manager's earliest reasonable opportunity with a draft work plan implementing *the Wilsonville Tourism Development Strategy, May 2014*; including a transitional and organizational plan for a destination marketing organization (DMO); and
4. This Resolution is effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting on May 5, 2014, and filed with the Wilsonville City Recorder this date.

TIM KNAPP, MAYOR

ATTEST:

Sandra C. King, City Recorder, MMC

SUMMARY OF VOTES:

Mayor Knapp – Yes
Council President Starr – Yes
Councilor Goddard – Excused
Councilor Fitzgerald – Yes
Councilor Stevens – Yes

Attachment:

Exhibit A - Wilsonville Tourism Development Strategy, May 2014



MEMO

To: Tourism Development Strategy Task Force Members

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

Date: April 16, 2014

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

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

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

Vision/Mission:

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

Document Organization:

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

Recommended Actions:

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