MEMO

To: Tourism Development Strategy Task Force Members

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

Date: April 16, 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.