MEMO

To: Tourism Development Strategy Task Force Members; City Council members
From: Mark Ottenad, Public/Government Affairs Director; Task Force Staff Coordinator
Date: April 25, 2014

This memo summarizes primary changes made to the Revised Draft Tourism Development Strategy, April 2014, that have been incorporated into the final version of the Wilsonville Tourism Development Strategy, May 2014. The modifications are based on suggestions provided by the Task Force members at the April 24 meeting, where public comments and City Council members’ feedback of the April 7 Council work session were considered.

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

Vision/Mission:

- The Task Force modified both the Vision and Mission Statements.

Recommended Actions:

- A number of recommended actions were slightly modified by changing the priority level and/or amending the language.

- Timing Priorities were modified to show “Top,” “Medium” and “Lower” Priorities, along with suggested timeframes.

- Action 4.11, “Support the feasibility study of an indoor aquatic and recreation center,” was removed since the feasibility study is now underway.