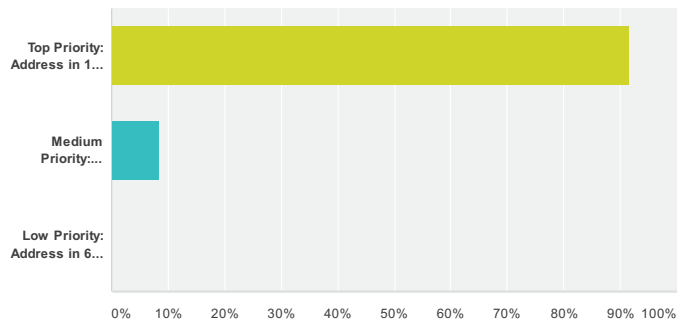


Tourism Development Strategy Priorities Survey for Task Force

**Q1 1.1 Develop a destination branding strategy for Wilsonville. Develop a well-researched destination branding strategy to determine the ideal positioning, Destination Promise and Brand Platform which can lead to a distinctive visual and verbal identity to be consistently conveyed to target audiences and be aligned with key experiences.**

Answered: 12 Skipped: 0



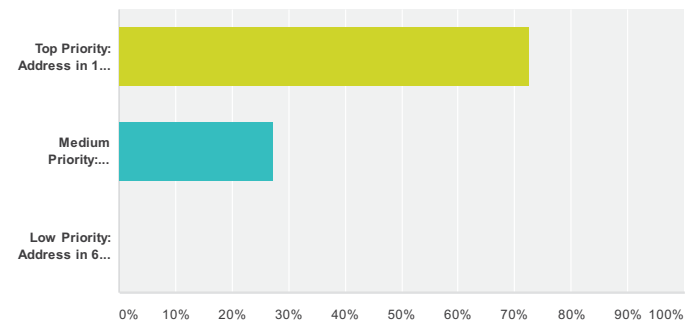
Answer Choices	Responses
Top Priority: Address in 1-2 years	91.67% 11
Medium Priority: Address in 3-5 years	8.33% 1
Low Priority: Address in 6-10 years	0.00% 0
<b>Total</b>	<b>12</b>

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q2 2.1 AGRI-TOURISM FARM FRESH: Encourage active participation by local product suppliers to participate in agri-tourism experiences, including the new Wilsonville-West Linn-Milwaukie Farm Loop. Encourage suitable local suppliers to participate and financially support the development of engaging experiences and marketing of ag-tourism and the proposed Loop. Include Loop and Farmers Market in Wilsonville marketing where appropriate.**

Answered: 11 Skipped: 1

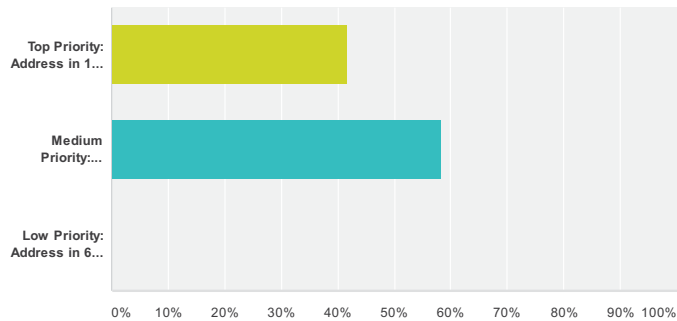


Answer Choices	Responses
Top Priority: Address in 1-2 years	72.73% 8
Medium Priority: Address in 3-5 years	27.27% 3
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 11</b>	

#	Other (please specify)	Date
	There are no responses.	

**Q3 2.2 CYCLING: Establish Wilsonville as a bike-friendly city and one of Oregon’s premier leisure cycling cities. Develop and support community-wide strategies, policies and programs to capitalize on the city’s pivotal location for cyclists. This should be supplemented through outreach, awareness and education programs. Encourage government, non-profits and local businesses to become more cycle focused including signage, trails, cycle cleaning stations. Encourage businesses to join the “Bicycle Friendly Business” (BFB) under Travel Oregon’s ‘Bike Friendly Business’ recognition program. This includes encouraging a bike shop to locate in the city.**

Answered: 12 Skipped: 0



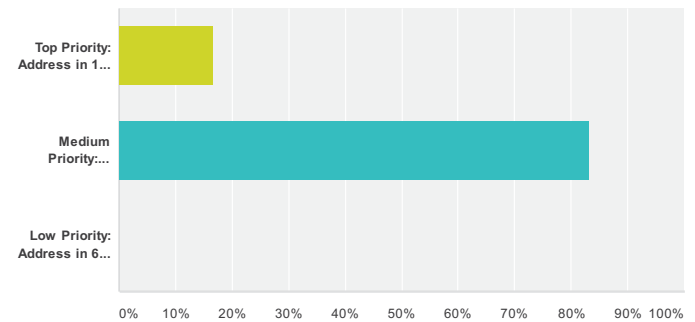
Answer Choices	Responses
Top Priority: Address in 1-2 years	41.67% 5
Medium Priority: Address in 3-5 years	58.33% 7
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

**Q4 2.3 Initiate and attract cycling events. As part of the long term strategy to establish Wilsonville as one of Oregon’s premier cycling destinations, attract or organize regional cycling events for those categories of cycling most suited to Wilsonville’s strengths. This may be achieved by adding cycling events to other events, e.g. Horse Show.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	16.67% 2
Medium Priority: Address in 3-5 years	83.33% 10
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

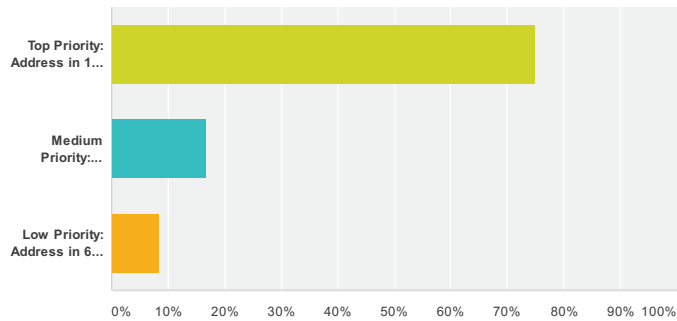
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q5 FESTIVALS AND EVENTS 2.4** Initiate programs to ensure that Wilsonville consistently presents outstanding experiences for horse show organizers, participants and attendees. Facilitate closer collaboration and engagement between the Horse Shows, City, businesses, non-profits, education and residents to ensure that the horse shows are highly successful, attract new events, more repeat visitors, and can be leveraged for their community activities. This includes assistance in regard to conformity with land use regulations on farmland.

Answered: 12 Skipped: 0

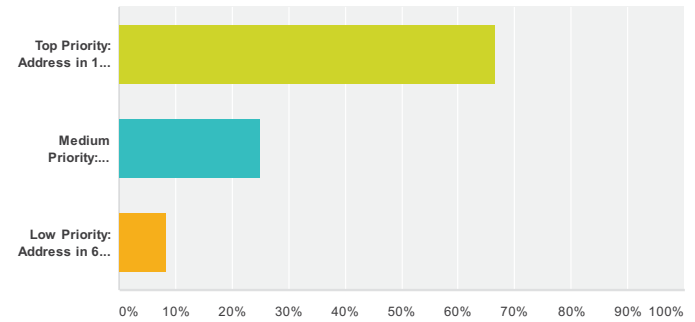


Answer Choices	Responses
Top Priority: Address in 1-2 years	75.00% 9
Medium Priority: Address in 3-5 years	16.67% 2
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.

Tourism Development Strategy Priorities Survey for Task Force

**Q6 2.4** Investigate the feasibility of establishing a signature event in Wilsonville to celebrate the start of Horse Show Season. Consider a multi-day event bringing together the horse, cycling, regional food and wine themes and other assets of Wilsonville. A name that arose from consultations was "Eqwine".

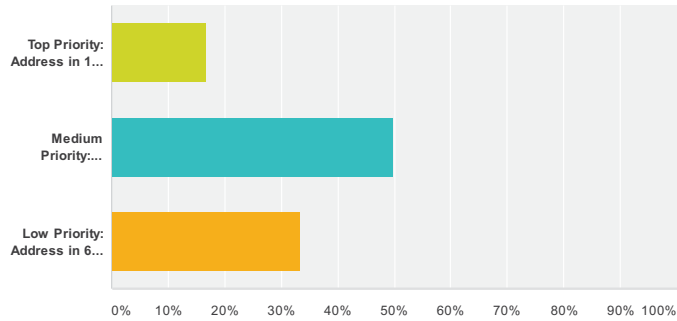
Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	66.67% 8
Medium Priority: Address in 3-5 years	25.00% 3
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.

**Q7 NEW INFRASTRUCTURE 3.1 Investigate the feasibility of redeveloping the area surrounding Regal Cinemas as an entertainment, sports, and leisure precinct. This large site presents a unique opportunity for the development of an indoor sports arena and entertainment/cultural complex, with outside dining/entertainment, and hotel / meeting facilities. Consider a “main street” with shopfronts and wide sidewalks to form an attractive pedestrian and gathering precinct.**

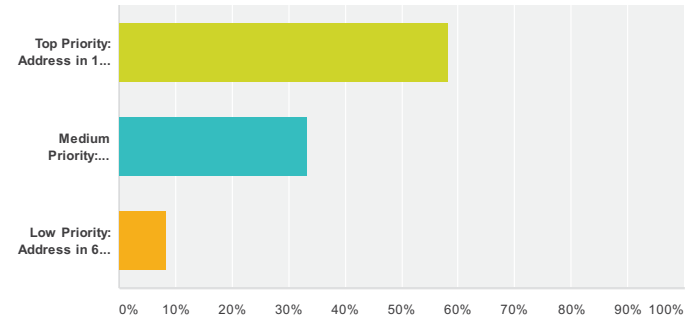
Answered: 12 Skipped: 0



Answer Choices	Responses	
Top Priority: Address in 1-2 years	16.67% 2	
Medium Priority: Address in 3-5 years	50.00% 6	
Low Priority: Address in 6-10 years	33.33% 4	
<b>Total Respondents: 12</b>		
#	Other (please specify)	Date
	There are no responses.	

**Q8 3.2 Support a hotel feasibility study to assess the medium term lodging and meeting space needs of the city. Workshops and interviews suggested that there are sometimes shortages of quality lodging and meetings / conference facilities. If a need for added hotels is verified, this should be used to actively recruit developers and operators. Expansion and improvements to the city’s current lodging inventory is important for future growth prospects.**

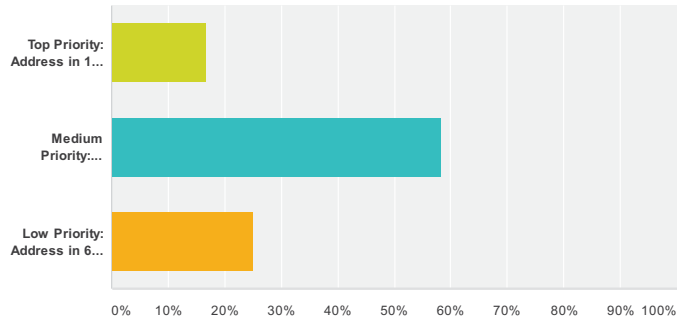
Answered: 12 Skipped: 0



Answer Choices	Responses	
Top Priority: Address in 1-2 years	58.33% 7	
Medium Priority: Address in 3-5 years	33.33% 4	
Low Priority: Address in 6-10 years	8.33% 1	
<b>Total Respondents: 12</b>		
#	Other (please specify)	Date
	There are no responses.	

**Q9 3.3 Investigate the feasibility of developing additional facilities within the City parks specifically designed for weddings, reunions and community events. These facilities should supplement the current spaces for group gatherings. The new venues should be designed to meet the specific needs for weddings (including ceremonies) and reunions. This should be actively supported by operational, business and marketing plans to maximize their economic contributions to the community.**

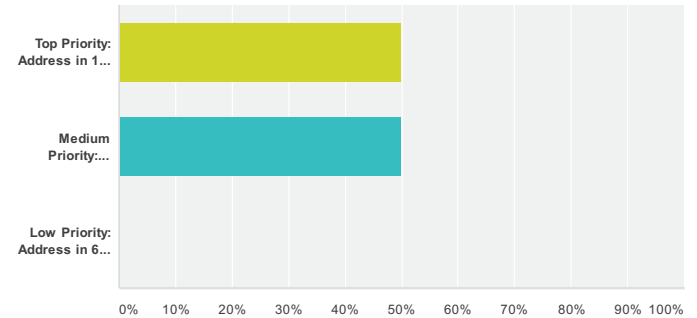
Answered: 12 Skipped: 0



Answer Choices	Responses	
Top Priority: Address in 1-2 years	16.67% 2	
Medium Priority: Address in 3-5 years	58.33% 7	
Low Priority: Address in 6-10 years	25.00% 3	
<b>Total Respondents: 12</b>		
#	Other (please specify)	Date
	There are no responses.	

**Q10 CYCLING AND WALKING 3.4 Support the expansion and integration of Wilsonville's trails system and brand the main trails with distinctive themes and names. Wilsonville can be an attractive destination for cyclists and walkers with the continued development and inter-connectedness of quality local trails, the Intertwine and links to key parks and recreational areas. This can be aided by signage and/or kiosks at trailheads and branding the main trails.**

Answered: 12 Skipped: 0

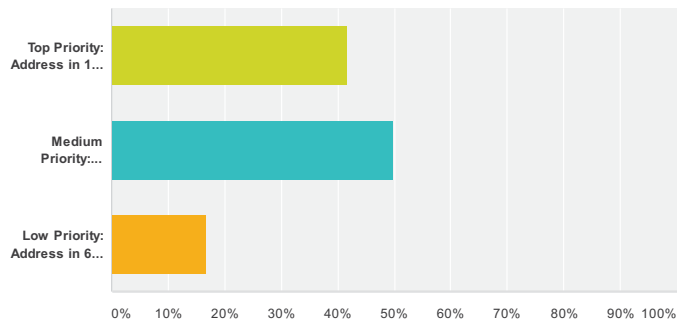


Answer Choices	Responses	
Top Priority: Address in 1-2 years	50.00% 6	
Medium Priority: Address in 3-5 years	50.00% 6	
Low Priority: Address in 6-10 years	0.00% 0	
<b>Total Respondents: 12</b>		
#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q11 3.5 Support the construction of the Bike-Ped-Emergency Bridge across the Willamette River. This single action can have a transformative effect in making Wilsonville one of the state's foremost cycling destination and service centers because of its location between Portland and the Willamette Valley, with access to numerous cycling trails.**

Answered: 12 Skipped: 0



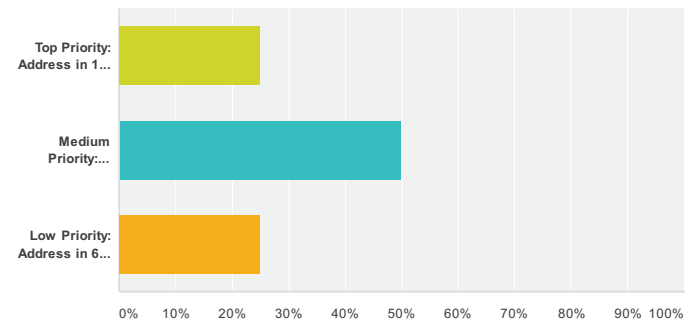
Answer Choices	Responses
Top Priority: Address in 1-2 years	41.67% 5
Medium Priority: Address in 3-5 years	50.00% 6
Low Priority: Address in 6-10 years	16.67% 2
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
1	FIRST YEAR, NOT SECOND	4/2/2014 2:45 PM
2	keep after this- funding needed	4/2/2014 1:23 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q12 3.6 Support the completion of the Ice Age Tonquin Trail. Encourage Metro to complete the trail through areas that are unincorporated. This should include and extend the Ice Age and natural history thematic interpretation in all areas of the trail. Ensure quality linkages between the Trail and key commercial leisure precincts in Wilsonville.**

Answered: 12 Skipped: 0



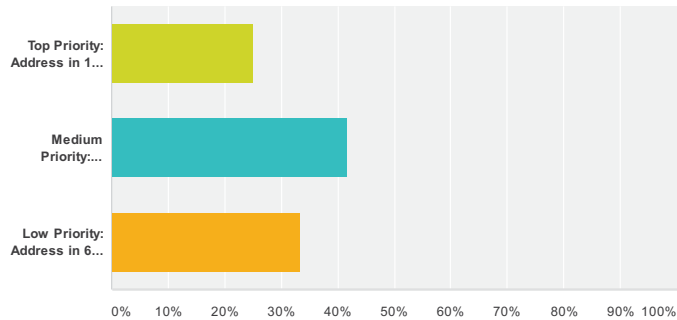
Answer Choices	Responses
Top Priority: Address in 1-2 years	25.00% 3
Medium Priority: Address in 3-5 years	50.00% 6
Low Priority: Address in 6-10 years	25.00% 3
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
1	long term is probably reality	4/2/2014 1:23 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q13 3.7 Introduce creative bike racks in areas popular with cyclists. Introduce artistically designed, but functional, bike racks to provide cyclists with not only convenient bike racks at critical locations, but also opportunities for creative expression by local and regional artists.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	25.00% 3
Medium Priority: Address in 3-5 years	41.67% 5
Low Priority: Address in 6-10 years	33.33% 4
<b>Total Respondents: 12</b>	

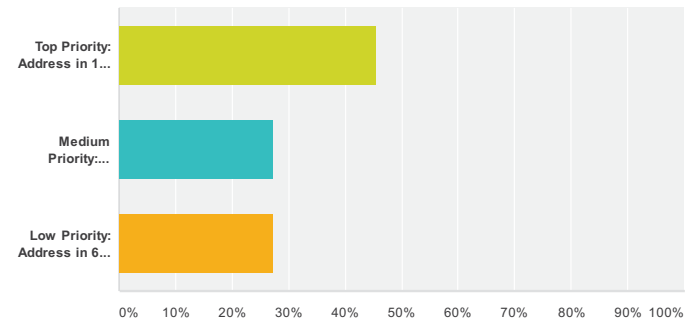
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q14 HORSES 3.8 Support a feasibility study to develop a covered venue for equestrian events. Consult closely with the local equine industry and CCTC to assess the needs and feasibility of converting the Clackamas County Events Center to host horse show events during periods of inclement weather.**

Answered: 11 Skipped: 1



Answer Choices	Responses
Top Priority: Address in 1-2 years	45.45% 5
Medium Priority: Address in 3-5 years	27.27% 3
Low Priority: Address in 6-10 years	27.27% 3
<b>Total Respondents: 11</b>	

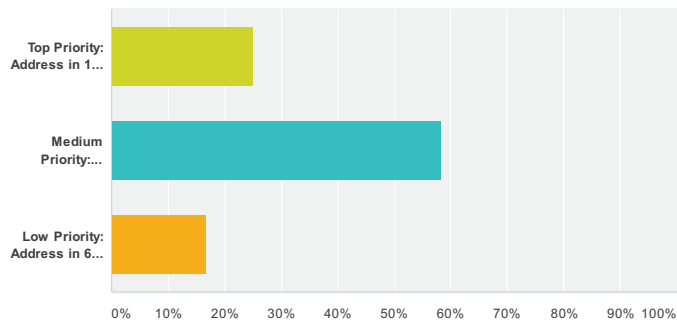
  

#	Other (please specify)	Date
1	the public has been asking for arts, swim and skateboard facilities for years, and this idea is interesting too. I would like to see how the public would respond to it in the context of the expressed interest in the other facilities needs as well. What is doable and affordable and in high demand?	4/2/2014 1:23 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q15 SPORTS 3.9 Complete the development of all-weather multi-purpose playing fields for sports tournaments. The addition of more turf fields will encourage more tournaments for a variety of sports in Wilsonville.**

Answered: 12 Skipped: 0

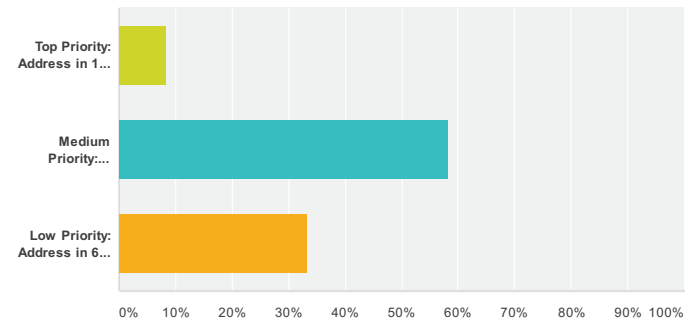


Answer Choices	Responses
Top Priority: Address in 1-2 years	25.00% 3
Medium Priority: Address in 3-5 years	58.33% 7
Low Priority: Address in 6-10 years	16.67% 2
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.

Tourism Development Strategy Priorities Survey for Task Force

**Q16 3.10 Support the development of the proposed push trail and new skate park. These expanded facilities will benefit both visitors and residents. The push trail will assist in winning mountain bike competition events. However, expanded sports facilities may require additional lodging for optimal results.**

Answered: 12 Skipped: 0



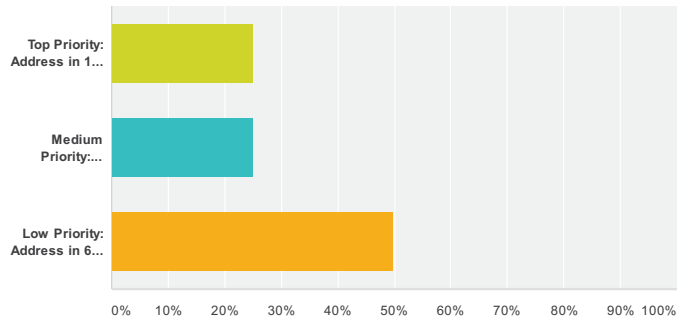
Answer Choices	Responses
Top Priority: Address in 1-2 years	8.33% 1
Medium Priority: Address in 3-5 years	58.33% 7
Low Priority: Address in 6-10 years	33.33% 4
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.



Tourism Development Strategy Priorities Survey for Task Force

**Q17 3.11 Investigate the development of an indoor aquatic center for the conduct of swimming events. Support development of the proposed competition standard aquatic center and gymnasium. This will enable Wilsonville to attract swimming tournaments. Consideration should be given to an imaginative design and inclusion of an indoor/outdoor café to take advantage of the park setting.**

Answered: 12 Skipped: 0



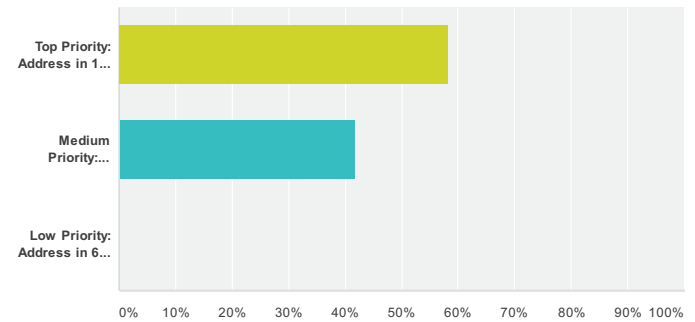
Answer Choices	Responses
Top Priority: Address in 1-2 years	25.00% 3
Medium Priority: Address in 3-5 years	25.00% 3
Low Priority: Address in 6-10 years	50.00% 6
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q18 RIVER RECREATION 3.12 Improve river foreshore and water access for active and passive recreation, including boat launch. Resident surveys and interviews show that they enthusiastically support the enhancement of river access for active and passive recreation including non-motorized boating, improved viewing corridors, dining, riverside walks and cycle trails. Access should provide links to the Willamette River Trail.**

Answered: 12 Skipped: 0

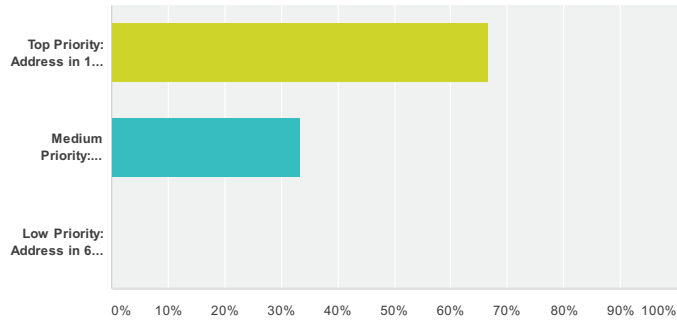


Answer Choices	Responses
Top Priority: Address in 1-2 years	58.33% 7
Medium Priority: Address in 3-5 years	41.67% 5
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
1	FIRST YEAR!	4/2/2014 2:45 PM
2	planning will take time and implementation will take money. it is worth investigating how to begin. The river is a high value unique and underutilized asset	4/2/2014 1:23 PM

**Q19 3.13 Enhance Boones Ferry Landing in Old Town as a recreation and tourism precinct. This site's historic significance, riverside location, connection to Old Town and potential completion of the Willamette River Bridge crossing present an excellent opportunity to create a tourism precinct catering to cyclists, kayakers, and other non-motorized river recreation, as well as provide a recreational outfitter, café and historic interpretation. It should also optimize Wilsonville's position on the Willamette River Water Trail.**

Answered: 12 Skipped: 0



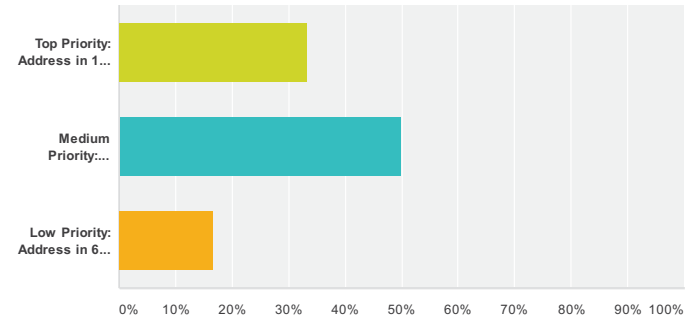
Answer Choices	Responses
Top Priority: Address in 1-2 years	66.67% 8
Medium Priority: Address in 3-5 years	33.33% 4
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
1	FIRST YEAR!	4/2/2014 2:45 PM

**Q20 PLACEMAKING 3.14 Develop the character and attractiveness of Wilsonville's key precincts Drawing upon the best placemaking principles used in successful precincts around the Metro area, brand each key precinct by naming, color, design, banners and signage. Where appropriate create pedestrian-friendly, relaxing gathering places that feature sidewalk dining and drinking, specialist shopping, live performances and distinctive public art.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	33.33% 4
Medium Priority: Address in 3-5 years	50.00% 6
Low Priority: Address in 6-10 years	16.67% 2
<b>Total Respondents: 12</b>	

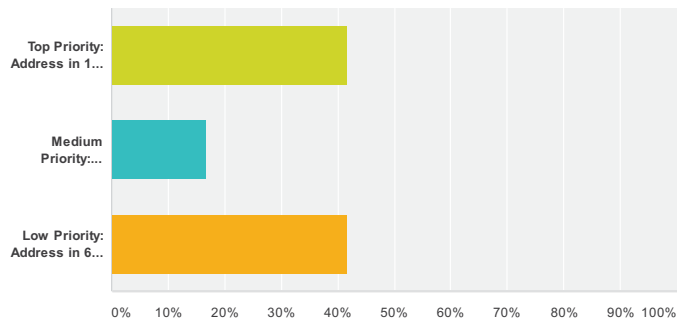
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q21 3.15 Consider establishing public art program. Investigate the creation of a 'Percentage for Art' requirement for new commercial developments. Currently, public art in Wilsonville informally reflects two themes, horses and water. The city is attracting families to its interactive water fountains. The proposed aquatic center may present further opportunities for water-based public art, as does increased access to the riverfront. Collaborate with Clackamas County Arts Alliance and interested Wilsonville cultural organizations.**

Answered: 12 Skipped: 0

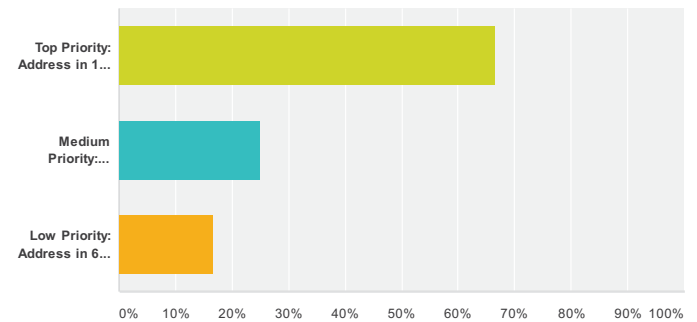


Answer Choices	Responses
Top Priority: Address in 1-2 years	41.67% 5
Medium Priority: Address in 3-5 years	16.67% 2
Low Priority: Address in 6-10 years	41.67% 5
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.

Tourism Development Strategy Priorities Survey for Task Force

**Q22 3.16 Increase the attractiveness and sense of welcome at city gateways Interviews, workshops and site visits revealed a desire for improved and more distinctive city gateways. Consideration should be given to addressing the attractiveness, scaling, signage and distinctive sense of welcome at key gateways.**

Answered: 12 Skipped: 0

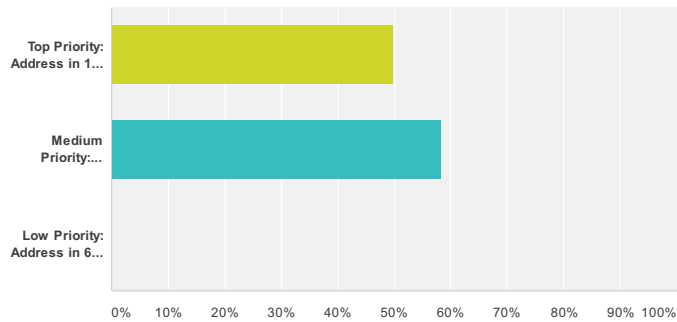


Answer Choices	Responses
Top Priority: Address in 1-2 years	66.67% 8
Medium Priority: Address in 3-5 years	25.00% 3
Low Priority: Address in 6-10 years	16.67% 2
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.

Tourism Development Strategy Priorities Survey for Task Force

**Q23 3.17 Develop and implement a comprehensive wayfinding signage system. The need for improved signage and wayfinding was identified in interviews and workshops. In addition to providing clear directions, signage is important for wayfinding, identity and the creation of attractions by linking venues to form coherent and attractive trails and touring routes. This should be conducted after the brand strategy is completed.**

Answered: 12 Skipped: 0



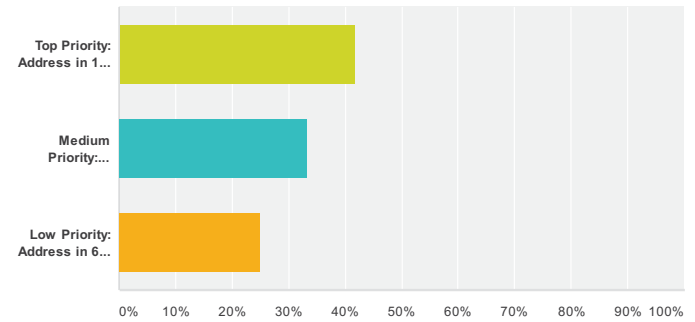
Answer Choices	Responses
Top Priority: Address in 1-2 years	50.00% 6
Medium Priority: Address in 3-5 years	58.33% 7
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q24 3.18 Develop a comprehensive directional and event signage strategy for the city. A comprehensive signage strategy is required to address directional signage issues in addition to more localized wayfinding, including the provision of quality, effective, temporary signage for events.**

Answered: 12 Skipped: 0



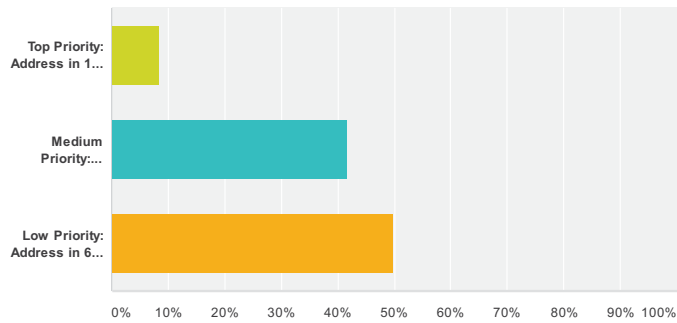
Answer Choices	Responses
Top Priority: Address in 1-2 years	41.67% 5
Medium Priority: Address in 3-5 years	33.33% 4
Low Priority: Address in 6-10 years	25.00% 3
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q25 3.19 Support the establishment of commemorative sculptures near the Oregon Korean War Memorial. Support the Korean War Memorial Foundation of Oregon's objective to acquire and install commemorative sculptures at or near the Oregon Korean War Memorial in Town Center Park.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	8.33% 1
Medium Priority: Address in 3-5 years	41.67% 5
Low Priority: Address in 6-10 years	50.00% 6
<b>Total Respondents: 12</b>	

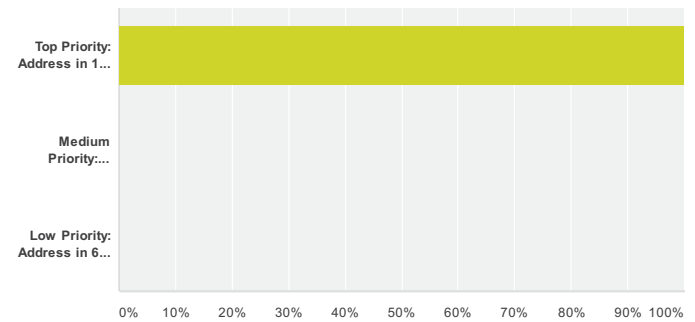
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q26 4.1 Establish a Stand-alone Wilsonville Tourism Website. Wilsonville's stand-alone, mobile-ready (responsive design) tourism web site that is highly interactive and is the portal for city marketing not only for visitor information, but to also feature a blog, capture customer information, community event calendar, and provide opportunities for partners to reach audiences. The site should be integrated with social media programs and Wilsonville's YouTube channel. The mobile capacity of the site is essential to the future growth of tourism in the city.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	100.00% 12
Medium Priority: Address in 3-5 years	0.00% 0
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

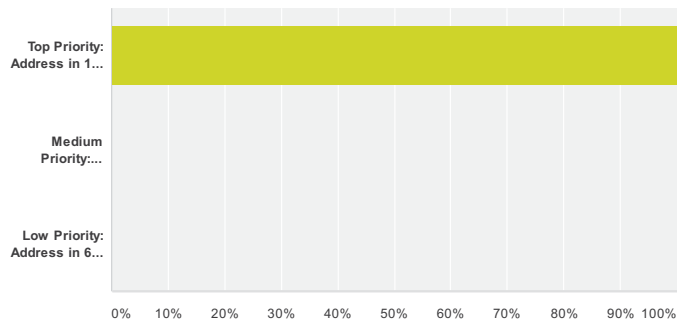
  

#	Other (please specify)	Date
1	NOW	4/2/2014 2:47 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q27 4.2 Introduce an ongoing internet marketing campaign. Ensure that all aspects of the web site are operating at optimal performance levels for search engine optimization. By focusing on specific keywords and phrases relevant to priority audiences, the city can achieve high ranking in Organic Search results. This should be supported by “Pay per Click” advertising. Re-marketing with Google Analytics will also allow the city, through cookie tracking, to follow-up with those who visit the website and have shown interest but may not have completed their actions e.g. order a brochure.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	100.00% 12
Medium Priority: Address in 3-5 years	0.00% 0
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

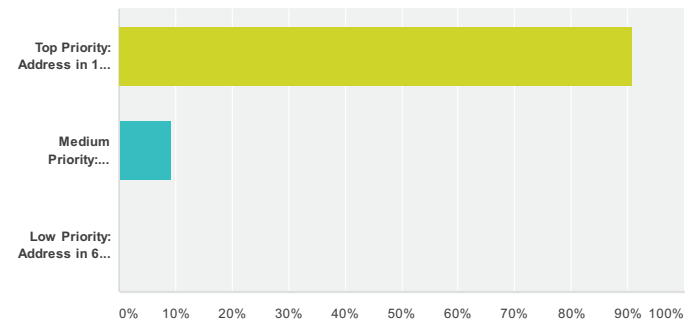
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q28 4.3 Develop social media programs relevant to key markets. Activate a social media strategy to engage and convert target audiences. This should initially involve Facebook, Pinterest, YouTube, and Twitter.**

Answered: 11 Skipped: 1



Answer Choices	Responses
Top Priority: Address in 1-2 years	90.91% 10
Medium Priority: Address in 3-5 years	9.09% 1
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 11</b>	

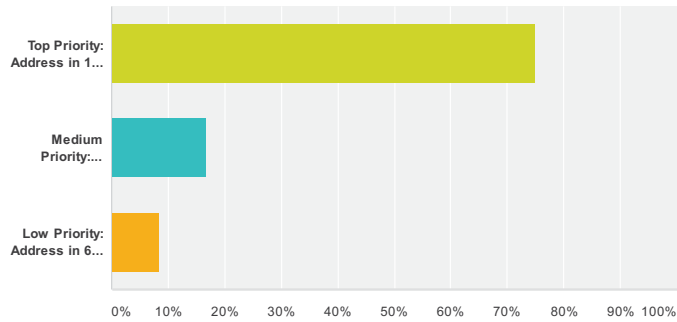
  

#	Other (please specify)	Date
1	Recommend starting with Facebook and adding other channels as resources allow	4/3/2014 4:47 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q29 4.4 Develop database and email marketing programs. Create database and subscriber list with opt-in forms on the website and through social media. Then create a monthly e-newsletter, with the aim of eventually reaching out to 3,000 subscribers.**

Answered: 12 Skipped: 0

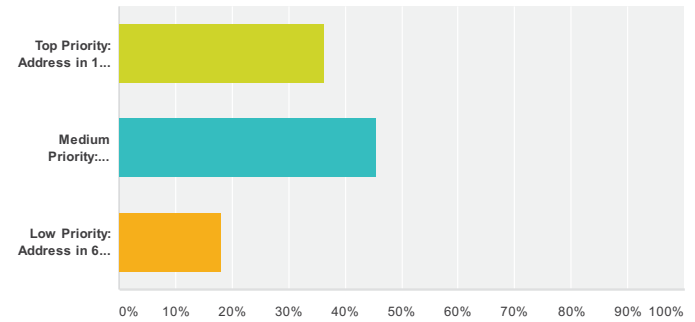


Answer Choices	Responses
Top Priority: Address in 1-2 years	75.00% 9
Medium Priority: Address in 3-5 years	16.67% 2
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.

Tourism Development Strategy Priorities Survey for Task Force

**Q30 4.5 Optimize the online use of video. Ensure that engaging videos are an important element in Wilsonville online marketing through the website and the creation of a Wilsonville YouTube channel. Encourage residents and visitors to upload their relevant Wilsonville videos.**

Answered: 11 Skipped: 1

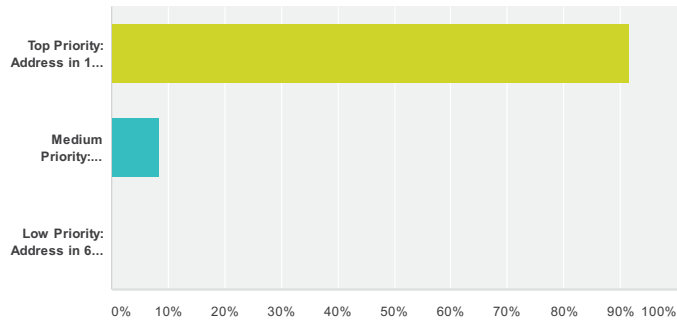


Answer Choices	Responses
Top Priority: Address in 1-2 years	36.36% 4
Medium Priority: Address in 3-5 years	45.45% 5
Low Priority: Address in 6-10 years	18.18% 2
<b>Total Respondents: 11</b>	
#	Other (please specify) Date
	There are no responses.

Tourism Development Strategy Priorities Survey for Task Force

**Q31 4.6 Optimize linking strategies. Maximize links to the Wilsonville website from key external and internal partner sites. It is particularly important for local partners such as hotels, attractors and events to provide links from their web sites for prospective visitors to the city.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	91.67% 11
Medium Priority: Address in 3-5 years	8.33% 1
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

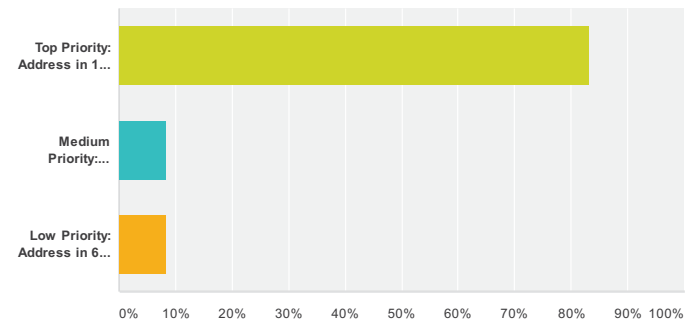
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q32 4.7 Produce a Wilsonville Visitors Guide. Produce a brochure specifically for use by visitors staying in the area. This rack brochure should have its sole focus on what to see and do, highlighting the key experience themes and a good map. Investigate paid advertising by appropriate local partners. A PDF version of the brochure should be online.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	83.33% 10
Medium Priority: Address in 3-5 years	8.33% 1
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	

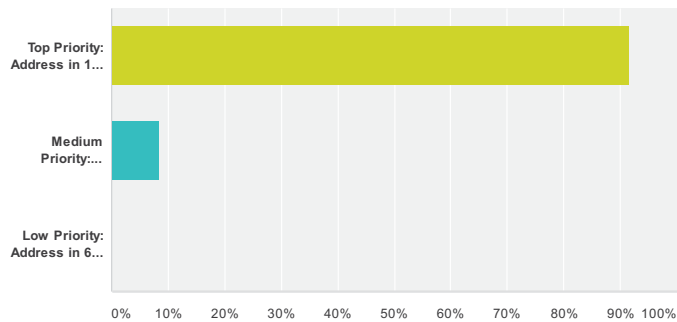
#	Other (please specify)	Date
	There are no responses.	



Tourism Development Strategy Priorities Survey for Task Force

**Q33 4.8 Ensure visitors have ready access to Wilsonville visitor information. Work with County DMOs to optimize distribution of visitor information. Beyond mobile website, social media and kiosks, ensure brochures are readily available for visitors (and residents) at popular locations within the city. Encourage partners to ensure their websites are mobile-ready.**

Answered: 12 Skipped: 0



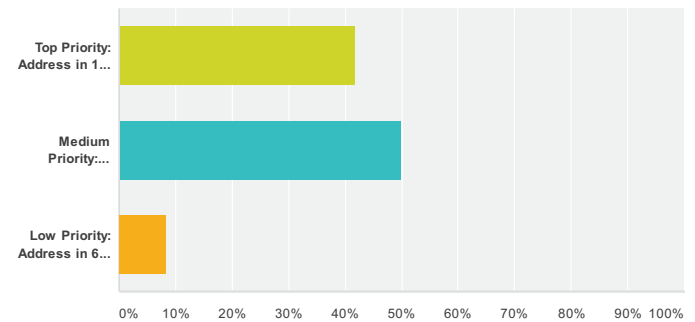
Answer Choices	Responses
Top Priority: Address in 1-2 years	91.67% 11
Medium Priority: Address in 3-5 years	8.33% 1
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q34 4.9 Assess the effectiveness of digital kiosks to provide visitor information. In conjunction with CCTCA and WCVA evaluate, according to set criteria the effectiveness of providing information via digital kiosks. If proven cost-effective, support expanded coverage. This includes the approach for the proposed French Prairie rest area.**

Answered: 12 Skipped: 0



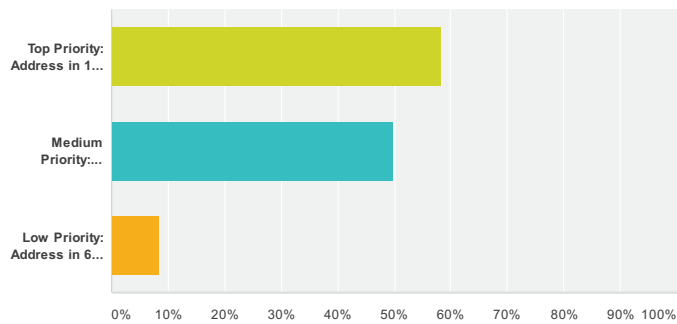
Answer Choices	Responses
Top Priority: Address in 1-2 years	41.67% 5
Medium Priority: Address in 3-5 years	50.00% 6
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q35 4.10 Develop an active public relations program. Create an online public relations campaign aligned to a social media editorial calendar. Utilize the power of leading travel bloggers and print journalists. Distribute quarterly PR Web press releases online and activate a comprehensive media center within the website. Also assist Travel Oregon and the Counties to publicize the city's key experience and events.**

Answered: 12 Skipped: 0

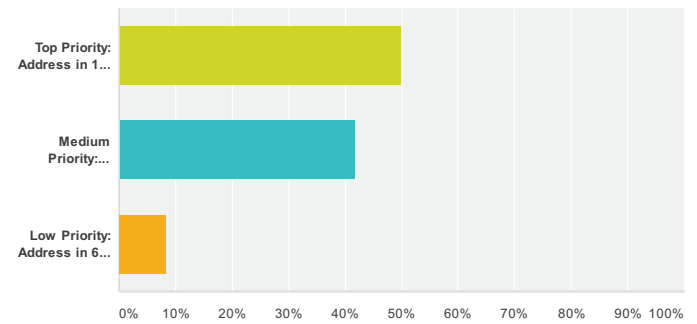


Answer Choices	Responses
Top Priority: Address in 1-2 years	58.33% 7
Medium Priority: Address in 3-5 years	50.00% 6
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
1	get other assets like website and signage established first 4/2/2014 1:26 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q36 4.11 Develop and maintain a library of high quality images and videos. Develop and consistently update an image and video library of evocative and high quality images which capture Wilsonville's key experience themes. Develop short videos for use on a Wilsonville YouTube channel.**

Answered: 12 Skipped: 0

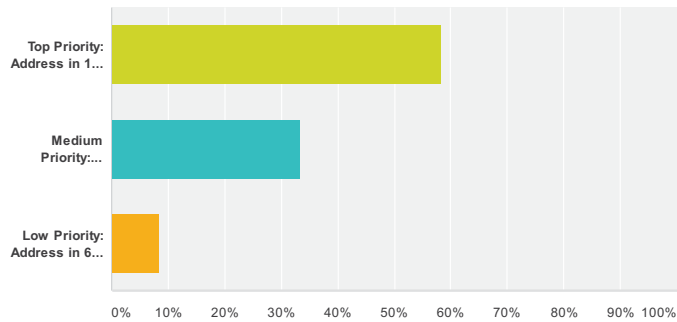


Answer Choices	Responses
Top Priority: Address in 1-2 years	50.00% 6
Medium Priority: Address in 3-5 years	41.67% 5
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	
#	Other (please specify) Date
	There are no responses.

Tourism Development Strategy Priorities Survey for Task Force

**Q37 4.12 Optimize the use of website and social media analytics. Conduct monthly analysis of the Wilsonville website and social media performance to set goals and objectives for marketing accountability. This should include its relationship to the online metrics of local partners. Consider providing key partners with a monthly report of monthly responses to enable them to optimize their online marketing in association with the Wilsonville DMO.**

Answered: 12 Skipped: 0



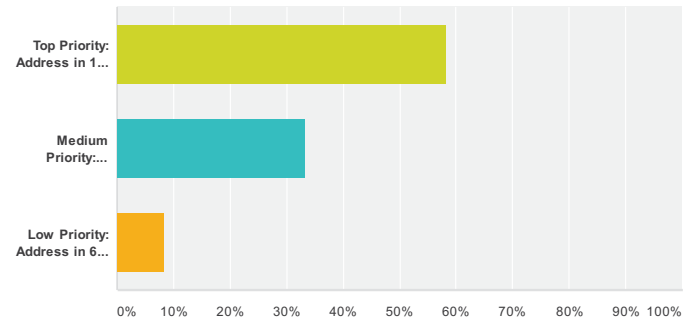
Answer Choices	Responses
Top Priority: Address in 1-2 years	58.33% 7
Medium Priority: Address in 3-5 years	33.33% 4
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
1	Timing will depend on the creation/development of other items and should be as resources and capacity allow	4/3/2014 4:47 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q38 4.13 Develop an active content management and co-op marketing program. Optimize targeted coverage of Wilsonville through CCTCA, WCVA and Travel Oregon by actively participating in selected marketing programs and by providing the most enticing content for marketing and media communications.**

Answered: 12 Skipped: 0



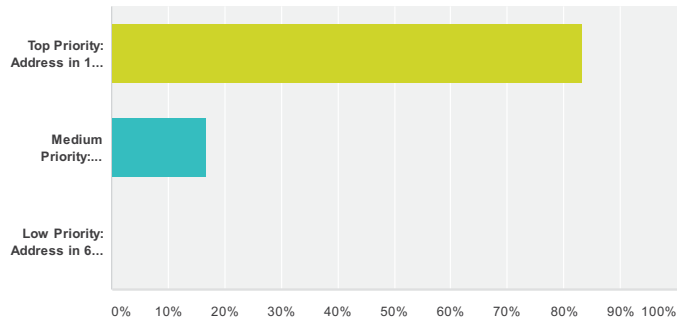
Answer Choices	Responses
Top Priority: Address in 1-2 years	58.33% 7
Medium Priority: Address in 3-5 years	33.33% 4
Low Priority: Address in 6-10 years	8.33% 1
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q39 4.14 Increase awareness of the benefits of tourism. Inform residents, businesses, service organizations, media and leaders of tourism's benefits, particularly as it relates to lodging tax collections, commercial opportunities, and major events.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	83.33% 10
Medium Priority: Address in 3-5 years	16.67% 2
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

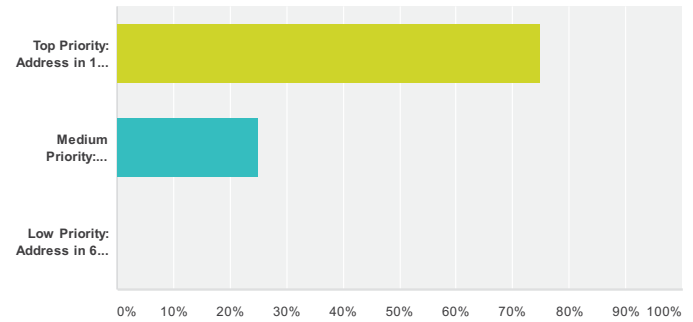
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q40 4.15 Encourage local residents to discover Wilsonville and surrounding area. In conjunction with local media, introduce residents to their city and to become ambassadors (on-line and off-line) for the area's recreational opportunities, events and attractions.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	75.00% 9
Medium Priority: Address in 3-5 years	25.00% 3
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

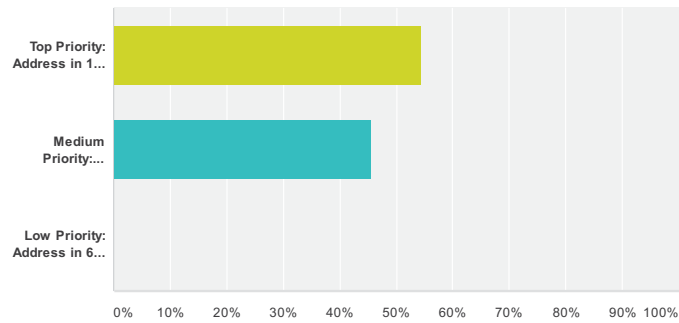
  

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q41 4.16 Conduct ongoing visitor satisfaction research. Provide ongoing opportunities for visitors to offer feedback on their experiences by making a simple satisfaction survey or feedback form readily available in hard copy and online. Discuss visitor satisfaction results and feedback at every Board meeting.**

Answered: 11 Skipped: 1



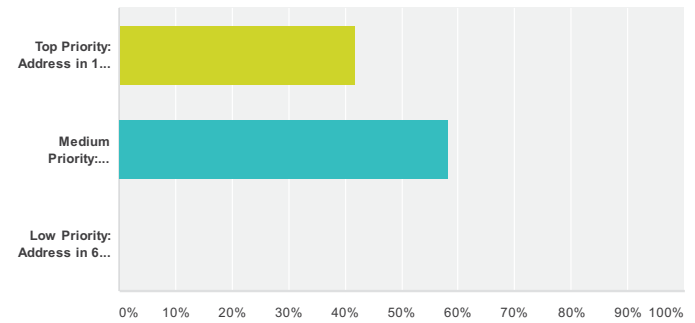
Answer Choices	Responses
Top Priority: Address in 1-2 years	54.55% 6
Medium Priority: Address in 3-5 years	45.45% 5
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 11</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q42 4.17 Conduct visitor research for each major event in Wilsonville. Initiate a customer research program to gain insights into the spending, economic impact, demographics, behavior, points of origin, motivations and satisfaction of visitors to major events and sports tournaments.**

Answered: 12 Skipped: 0



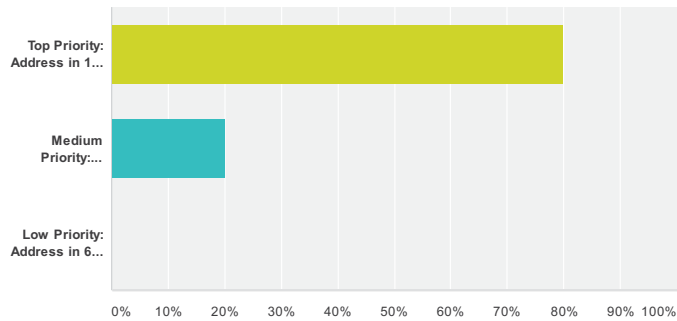
Answer Choices	Responses
Top Priority: Address in 1-2 years	41.67% 5
Medium Priority: Address in 3-5 years	58.33% 7
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
1	How do you do this?	4/3/2014 5:16 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q43 5.1 Establish an Independent 501 (C) (6) Not-for-Profit DMO to be named Visit Wilsonville. A DMO, named Visit Wilsonville operating as an independent, non-profit. It will work with a permanent Board of Management comprising key tourism stakeholders and community leaders. During the initial 3-5 years the major focus will be on optimizing tourism related development opportunities, basic marketing and enhancing the tourism performance of local partners. The DMO will be a non-member organization and will not operate a Visitor Information Center.**

Answered: 10 Skipped: 2



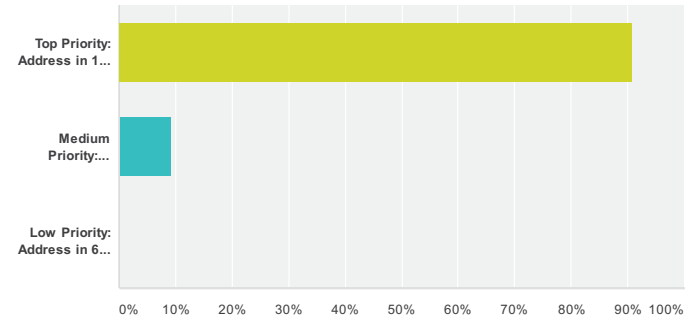
Answer Choices	Responses
Top Priority: Address in 1-2 years	80.00% 8
Medium Priority: Address in 3-5 years	20.00% 2
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 10</b>	

#	Other (please specify)	Date
1	The first two years will require setting up the DMO which should be done by a limited duration or paid consultant by the City of Wilsonville who would also work on other tourism programming. The 501 (3)C process takes longer to complete than a year, but the development of a tourism program should not be held up while this is being created.	4/3/2014 4:53 PM
2	Need to start with a Tourism Board supported by City and transition to a DMO	4/2/2014 1:47 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q44 5.2 Establish Board of Management for Visit Wilsonville DMO This Board, comprising representatives of a variety of local organizations with an interest in tourism, should not be dominated by members of any one category. The objective is to facilitate the effective development of tourism by optimizing access to marketing, funding, and government agencies at county, state, and national levels to aid product and market development.**

Answered: 11 Skipped: 1



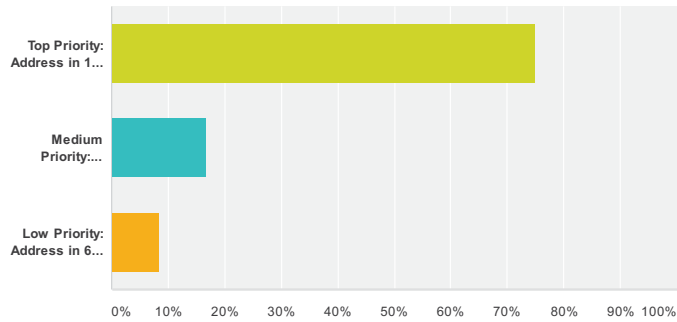
Answer Choices	Responses
Top Priority: Address in 1-2 years	90.91% 10
Medium Priority: Address in 3-5 years	9.09% 1
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 11</b>	

#	Other (please specify)	Date
1	Need to start with city staff support and transition to a DMO	4/2/2014 1:47 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q45 5.3 Increase the Allocation of the Hotel/Motel Transient Lodging Tax (TLT)**  
 The amount of the City's Hotel/Motel TLT directly allocated to tourism should be \$115,000 - \$188,000. This will provide a budget to address the strategies in this Plan.

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	75.00% 9
Medium Priority: Address in 3-5 years	16.67% 2
Low Priority: Address in 6-10 years	8.33% 1

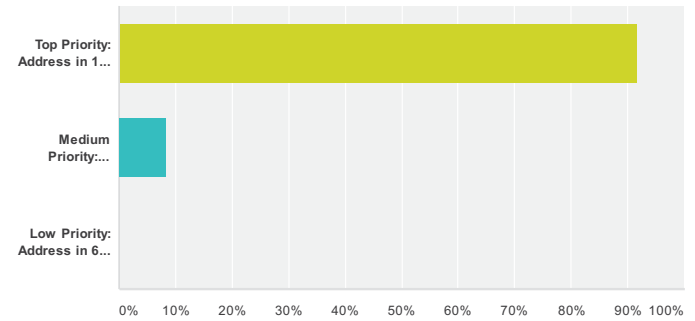
Total Respondents: 12

#	Other (please specify)	Date
1	If City staffed for transition less money needed until 3 years out.	4/2/2014 1:47 PM
2	70%-80% of Collected Tax	4/2/2014 11:57 AM
3	or more	3/25/2014 2:52 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q46 5.4 Request a special project budget to launch Visit Wilsonville DMO. Seek a one-time grant of \$60,000 from City of Wilsonville and other sources to facilitate the timely and coordinated launch of Visit Wilsonville and the quality production of its new website, brochures, social media, image and video libraries, and collateral. There is also a need for office equipment etc.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	91.67% 11
Medium Priority: Address in 3-5 years	8.33% 1
Low Priority: Address in 6-10 years	0.00% 0

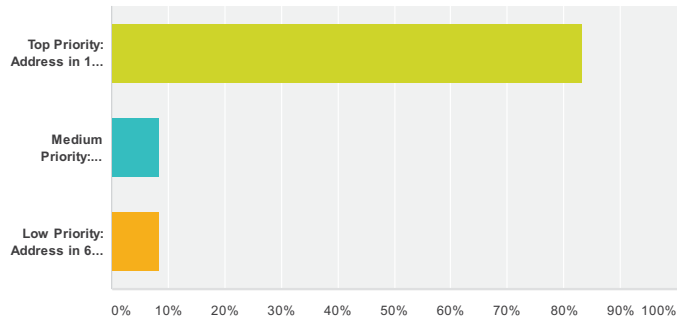
Total Respondents: 12

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q47 5.5 Review Wilsonville Tourism Grants Program. Tourism grants should be continued, however they should be invested to attract sports tournaments and aid major events that will directly lead to increased tourism arrivals. The grants must demonstrate that investments will generate more TLT funds. A set of criteria for evaluating applications should be established.**

Answered: 12 Skipped: 0

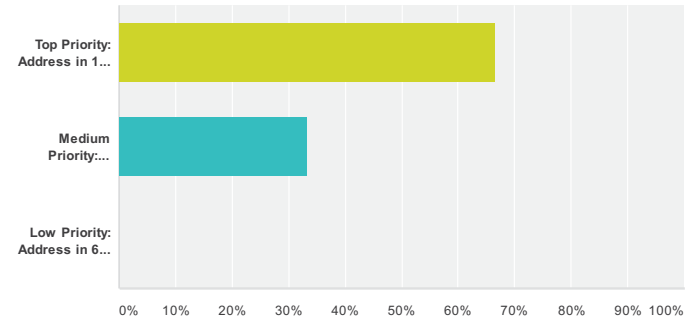


Answer Choices	Responses	
Top Priority: Address in 1-2 years	83.33% 10	
Medium Priority: Address in 3-5 years	8.33% 1	
Low Priority: Address in 6-10 years	8.33% 1	
<b>Total Respondents: 12</b>		
#	Other (please specify)	Date
1	This has to be thought through more carefully than stated above.	4/2/2014 1:47 PM

Tourism Development Strategy Priorities Survey for Task Force

**Q48 5.6 Actively seek grants for Visit Wilsonville. Actively research and apply for grants to support Visit Wilsonville marketing, tourism development and organizational projects.**

Answered: 12 Skipped: 0



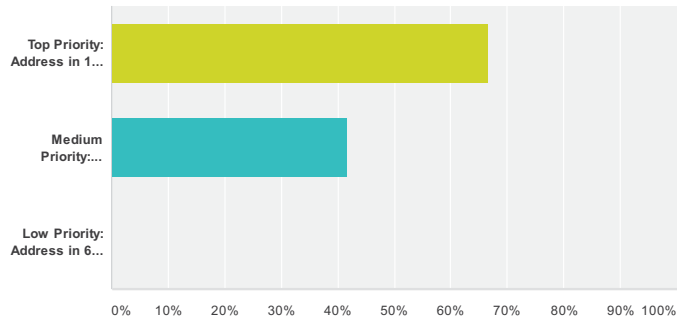
Answer Choices	Responses	
Top Priority: Address in 1-2 years	66.67% 8	
Medium Priority: Address in 3-5 years	33.33% 4	
Low Priority: Address in 6-10 years	0.00% 0	
<b>Total Respondents: 12</b>		
#	Other (please specify)	Date
1	get started first	4/2/2014 1:31 PM



Tourism Development Strategy Priorities Survey for Task Force

**Q49 5.6 Initiate ongoing partnership and relationship building programs. Introduce internal and external relationship building programs for Visit Wilsonville and Wilsonville tourism and its partners. Additionally, in collaboration with CCTCA, WCVA and Travel Oregon introduce programs to provide education, coop marketing and networking opportunities for local partners.**

Answered: 12 Skipped: 0



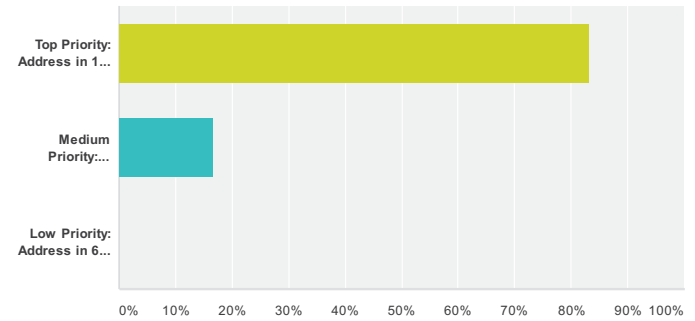
Answer Choices	Responses
Top Priority: Address in 1-2 years	66.67% 8
Medium Priority: Address in 3-5 years	41.67% 5
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
	There are no responses.	

Tourism Development Strategy Priorities Survey for Task Force

**Q50 5.7 Enhance destination knowledge of frontline staff Front line staff in Wilsonville should be knowledgeable about things to see and do locally for their guests. This should be addressed in conjunction with partners and through sales visits, information and familiarizations. It may be possible to address through a volunteer trainer program and possibly through the Oregon Q Care program.**

Answered: 12 Skipped: 0



Answer Choices	Responses
Top Priority: Address in 1-2 years	83.33% 10
Medium Priority: Address in 3-5 years	16.67% 2
Low Priority: Address in 6-10 years	0.00% 0
<b>Total Respondents: 12</b>	

#	Other (please specify)	Date
1	provide current maps and links to restaurants, stores, parks, walking and biking maps on line. offer a competition for the best referral sources or those with the best reputatun for being helpful to visitirs as well as residents.	4/2/2014 1:31 PM