

RESOLUTION NO. 2669

A RESOLUTION OF THE CITY OF WILSONVILLE CITY COUNCIL ADOPTING THE FY17/18 & 18/19 TOURISM PROMOTION MARKETING PLAN.

WHEREAS, the City Council adopted, on May 5, 2014, the *Wilsonville Tourism Development Strategy* (“Strategy”), which set forth a blueprint for implementing a tourism strategy for the greater Wilsonville community, including forming a Destination Marketing Organization (DMO) or committee to develop and promote tourism; and

WHEREAS, the City Council adopted, on June 15, 2015, Resolution No. 2541 to establish the Tourism Promotion Committee that, among other duties, is to oversee the implementation of the Strategy and develop an annual business plan; and

WHEREAS, the City Council adopted, on June 19, 2017, the second annual *FY 2017/18 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), that called for:

Developing the tourism promotion program organizational framework and staffing resource by acquiring the professional services of a Tourism Development and Operations Consultant contractor to advance the Strategy and the Plan.

Advancing tourism promotion marketing by working with the Tourism Development and Operations Consultant contractor to develop a tourism branding strategy and a marketing promotion plan with a focus on Wilsonville tourism branding, marketing and online/Internet website products and processes.

Furthering study efforts for the City to advance tourism development, including a visitor profile study; and

WHEREAS, the City undertook a Request for Proposals process in 2017 that resulted in the City awarding a professional services agreement to Vertigo Marketing LLC for acting as the Tourism Development and Operations Consultant to advance tourism efforts, including developing a tourism branding strategy and a marketing promotion plan; and

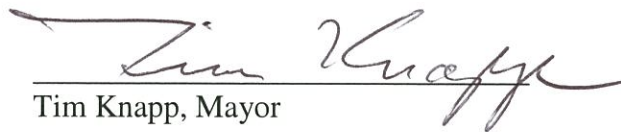
WHEREAS, acting in their capacity as Tourism Development and Operations Consultant, principals of Vertigo Marketing worked from August 2017 through January 2018 with the Tourism Promotion Committee to develop a comprehensive Tourism Promotion Marketing Plan; and

WHEREAS, the Tourism Promotion Committee approved the FY17/18 & 18/19 Tourism Promotion Marketing Plan on December 12, 2017, and January 30, 2018, composed of the “FY17/18 & 18/19 Marketing Playbook” Plan dated February 2018 and supporting “Scope of Work 2018/2019 Advertising & Marketing Services” dated January 19, 2018.

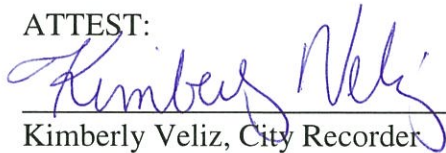
NOW, THEREFORE, THE CITY OF WILSONVILLE RESOLVES AS FOLLOWS:

1. The City Council adopts the FY17/18 & 18/19 Tourism Promotion Marketing Plan composed of the “FY17/18 & 18/19 Marketing Playbook” Plan, dated February 2018, and supporting “Scope of Work 2018/2019 Advertising & Marketing Services,” dated January 19, 2018, to implement the *Wilsonville Tourism Development Strategy*.
2. This resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting on February 22, 2018, and filed with the Wilsonville City Recorder this date.


Tim Knapp, Mayor

ATTEST:


Kimberly Veliz, City Recorder

SUMMARY OF VOTES:

Mayor Knapp	Yes
Council President Starr	Yes
Councilor Stevens	Excused
Councilor Lehan	Yes
Councilor Akervall	Yes