City of Woodburn

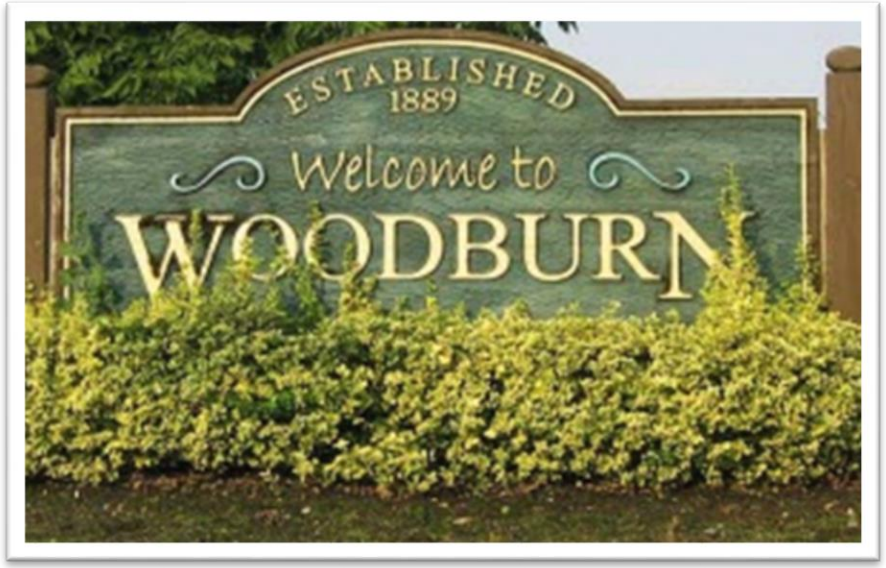
Tourism Development Plan

Woodburn Chamber of Commerce Annual Meeting
February 5, 2016

WHAT IS TOURISM?

Tourism can be defined in four different perspectives:

- The Tourist
- A Business Providing Tourist Goods and Services
- Local Government
- The Community



WHY IS TOURISM IMPORTANT TO WOODBURN?

- Creates and Sustains Jobs
- Brings New Business to Woodburn
- Contributes to a Vital Downtown
- Generates Tax Revenues
- Visitors Spend Dollars in Woodburn
- Contributes to the Quality of Life
- Brings Special Events to Woodburn
- Markets and Promotes the Community
- Is Critical to Woodburn's Future Economic Vitality
- Is Something the Community Can Be Proud Of

WOODBURN TOURISM DEVELOPMENT PLAN

GOAL: TO DEVELOP A COLLABORATIVE THREE-YEAR TOURISM DEVELOPMENT PLAN FOR THE WOODBURN AREA.

HOW WE ACHIEVE OUR TOURISM GOALS

- Inventory and Evaluate Tourism Assets
- Analyze Challenges/Barriers
- Visitor Demographic Profile
- Establish a Tourism Taskforce
- Develop Tourism Vision, Goals, and Objectives
- Develop Implementation and Marketing Strategies
- City Council Approval of Tourism Development Plan
- Create Marketing Materials

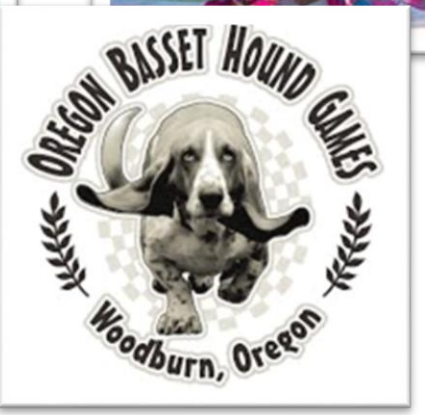
CITY AND CHAMBER ROLES

Roles of the City and Chamber in the Tourism Development Plan:

- Inventory and Outreach:
  - City Role – develop tools and resources
  - Chamber Role – outreach and interaction
- Tourism Climate Report and Visitor Profile:
  - City Role – analyze data and compile report
  - Chamber Role – conduct survey and interact with visitors
- Tourism Taskforce:
  - City Role – develop Taskforce criteria
  - Chamber Role – promote Taskforce
- Tourism Goals, Objectives and Implementation:
  - City, Chamber and Taskforce collaboration
- Marketing – Branding:
  - Chamber Role – lead in marketing and branding efforts
  - City Role – support Chamber

POSSIBLE PROJECTS REALIZED FROM PLAN

- Tourism website with mobile application
- Updated marketing tools
- Coordinated events calendar
- Gateway/directional signage
- Tourism signage
- Kiosks



NEXT STEPS…

1. Receive direction from City Council
2. Receive direction from Chamber of Commerce
3. Board Staff begin implementation of workplan