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## 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

**RE: Changes to Revised Draft Tourism Development Strategy, April 2014, Incorporated into the final version of the Wilsonville Tourism Development Strategy, May 2014**

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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.