

RESOLUTION NO. 2776

A RESOLUTION OF THE CITY OF WILSONVILLE AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES AGREEMENT WITH JAYRAY ADS & PR, INC. FOR ‘EXPLORE WILSONVILLE’ TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES.

WHEREAS, the City Council adopted Resolution No. 2468 on May 5, 2014, approving 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 Resolution No. 2541 on June 15, 2015, 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, on April 4, 2016, the City Council adopted the first annual *FY 2016/17 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program; and

WHEREAS, on June 19, 2017, the City Council adopted the second annual rolling *FY 2017/18 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy*, a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted Resolution No. 2669 on February 22, 2018, which approved the *FY 2017/18 & 18/19 Tourism Promotion Marketing Plan* composed of the “FY 2017/18 & 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*; and;

WHEREAS, the City Council adopted Resolution No. 2681 on March 19, 2018, which approved a Tourism Advertising and Marketing Services Professional Services Agreement that exercised a first one-year contract extension with a tourism operations and marketing development consultant that supports implementation of Resolution No. 2669; and

WHEREAS, the City Council adopted Resolution No. 2699 on July 16, 2018, the third annual rolling *FY 2018/19 Five-Year Action Plan and Annual One-Year Implementation Plan for*

the Wilsonville Tourism Development Strategy, a business plan for the tourism promotion program; and

WHEREAS, the City Council adopted Resolution No. 2758 on July 15, 2019, which approved the *FY 2019/20 Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* and *Half-Year FY 2019/20 Tourism Promotion & Destination Marketing Services Plan* for the period of time from June 30, 2019, to January 1, 2020; and

WHEREAS, City staff worked with the Tourism Promotion Committee to develop a *Request for Proposals (RFP) for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services*, published on August 20, 2019, that would cover the period of January 1, 2020 through June 30, 2021; and

WHEREAS, the City received eight (8) qualified proposals by the September 30, 2019 deadline, which members of the Tourism Promotion Committee and staff, acting as the Selection Review Committee, reviewed on October 18, 2019 and selected four (4) finalists to interview; and

WHEREAS, members of the Tourism Promotion Committee and staff, acting as the Selection Review Committee, interviewed four (4) finalists on November 13, 2019 and recommended to the City Council, as the consensus choice of the committee with the highest criteria evaluation, retaining the professional services of JayRay Ads & PR, Inc. of Tacoma, Washington; and

WHEREAS, the City and members of the Tourism Promotion Committee believe that the proposal by JayRay Ads & PR, Inc. provides the tourism promotion and development and destination marketing services needed by the City and is in the best interest of the City to continue the tourism-promotion program;

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

1. The City Council approves and authorizes the City Manager to execute, on behalf of the City of Wilsonville, a Professional Services Agreement with JayRay Ads & PR, Inc. for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services that is substantially similar in form as Exhibit 1 attached hereto.
2. This Resolution becomes effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 16th day of December 2019, 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 Akervall	Yes
Councilor Lehan	Yes
Councilor West	Excused
Councilor Linville	Yes

EXHIBIT:

1. Professional Services Agreement with JayRay Ads & PR, Inc. for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services.

**CITY OF WILSONVILLE
PROFESSIONAL SERVICES AGREEMENT**

Tourism Promotion and Destination Marketing

This Professional Services Agreement (“Agreement”) for the Tourism Promotion and Destination Marketing Project (“Project”) is made and entered into on this ____ day of _____ 20__ (“Effective Date”) by and between the **City of Wilsonville**, a municipal corporation of the State of Oregon (hereinafter referred to as the “City”), and **JayRay Ads & PR, Inc.**, a Washington corporation (hereinafter referred to as “Consultant”).

RECITALS

WHEREAS, the City requires services which Consultant is capable of providing, under terms and conditions hereinafter described; and

WHEREAS, Consultant represents that Consultant is qualified to perform the services described herein on the basis of specialized experience and technical expertise; and

WHEREAS, Consultant is prepared to provide such services as the City does hereinafter require.

NOW, THEREFORE, in consideration of these mutual promises and the terms and conditions set forth herein, the parties agree as follows:

AGREEMENT

Section 1. Scope of Work

Consultant shall diligently perform the tourism advertising and marketing services according to the requirements identified in the Scope of Work for the Project, attached hereto as **Exhibit A** and incorporated by reference herein (the “Services”).

Section 2. Term

The term of this Agreement shall be from the Effective Date until all Services required to be performed hereunder are completed and accepted, or no later than June 30, 2021, whichever occurs first, unless earlier terminated in accordance herewith or an extension of time is agreed to, in writing, by the City.

Section 3. Consultant’s Services

3.1. All written documents prepared by Consultant in conjunction with the Services shall bear the signature, stamp, or initials of Consultant’s authorized Project Manager.

3.2. Consultant will not be deemed to be in default by reason of delays in performance due to circumstances beyond Consultant's reasonable control, including but not limited to strikes, lockouts, severe acts of nature, or other unavoidable delays or acts of third parties not under Consultant's direction and control ("Force Majeure"). In the case of the happening of any Force Majeure event, the time for completion of the Services will be extended accordingly and proportionately by the City, in writing. Lack of labor, supplies, materials, or the cost of any of the foregoing shall not be deemed a Force Majeure event.

3.3. The existence of this Agreement between the City and Consultant shall not be construed as the City's promise or assurance that Consultant will be retained for future services beyond the Scope of Work described herein.

3.4. Consultant shall maintain the confidentiality of any confidential information that is exempt from disclosure under state or federal law to which Consultant may have access by reason of this Agreement. Consultant warrants that Consultant's employees assigned to the Services provided for in this Agreement shall be clearly instructed to maintain this confidentiality. All agreements with respect to confidentiality shall survive the termination or expiration of this Agreement.

Section 4. Compensation

4.1. Except as otherwise set forth in this **Section 4**, the City agrees to pay Consultant on a time and materials basis, guaranteed not to exceed THREE HUNDRED THOUSAND DOLLARS (\$300,000), for performance of the Services ("Compensation Amount"). Any compensation in excess of the Compensation Amount will require an express written Addendum to be executed between the City and Consultant.

4.2. During the course of Consultant's performance, if the City, through its Project Manager, specifically requests Consultant to provide additional services that are beyond the Scope of Work described on **Exhibit A**, a written Addendum to this Agreement must be executed in compliance with the provisions of **Section 14**.

4.3. Except for amounts withheld by the City pursuant to this Agreement, Consultant will be paid for Services for which an itemized invoice is received by the City within thirty (30) days of receipt, unless the City disputes such invoice. In that instance, the undisputed portion of the invoice will be paid by the City within the above timeframe. The City will set forth its reasons for the disputed claim amount and make good faith efforts to resolve the invoice dispute with Consultant as promptly as is reasonably possible.

4.4. The City will be responsible for the direct payment of required fees payable to governmental agencies, including but not limited to plan checking, land use, zoning, and all other similar fees resulting from this Project, that are not specifically covered by **Exhibit A**.

4.5. Consultant's Compensation Amount is all inclusive and includes, but is not limited to, all work-related costs, expenses, salaries or wages, plus fringe benefits and contributions, including payroll taxes, workers compensation insurance, liability insurance,

profit, pension benefits and similar contributions and benefits, technology and/or software charges, licensing, trademark, and/or copyright costs, office expenses, travel expenses, mileage, and all other indirect and overhead charges.

Section 5. City's Project Manager

The City's Project Manager is Zoe Monahan. The City shall give Consultant prompt written notice of any re-designation of its Project Manager.

Section 6. Consultant's Project Manager

Consultant's Project Manager is Bridget Baeth. In the event that Consultant's designated Project Manager is changed, Consultant shall give the City prompt written notification of such re-designation. Recognizing the need for consistency and knowledge in the administration of the Project, Consultant's Project Manager will not be changed without the written consent of the City, which consent shall not be unreasonably withheld. In the event the City receives any communication from Consultant that is not from Consultant's designated Project Manager, the City may request verification by Consultant's Project Manager, which verification must be promptly furnished.

Section 7. Subcontractors and Assignments

7.1. Unless expressly authorized in **Exhibit A** or **Section 8** of this Agreement, Consultant shall not subcontract with others for any of the Services prescribed herein. Consultant shall not assign any of Consultant's rights acquired hereunder without obtaining prior written approval from the City, which approval may be granted or denied in the City's sole discretion. Some Services may be performed by persons other than Consultant, provided Consultant advises the City of the names of such subcontractors and the work which they intend to perform, and the City specifically agrees in writing to such subcontracting. Consultant acknowledges such work will be provided to the City pursuant to a subcontract(s) between Consultant and subcontractor(s) and no privity of contract exists between the City and the subcontractor(s). Unless otherwise specifically provided by this Agreement, the City incurs no liability to third persons for payment of any compensation provided herein to Consultant. Any attempted assignment of this Agreement without the written consent of the City shall be void. Except as otherwise specifically agreed, all costs for work performed by others on behalf of Consultant shall not be subject to additional reimbursement by the City.

7.2. The City shall have the right to enter into other agreements for the Project, to be coordinated with this Agreement. Consultant shall cooperate with the City and other firms or subcontractors on the Project so that all portions of the Project may be completed in the least possible time and within normal working hours.

7.3. Consultant shall include this Agreement by reference in any subcontract and require subcontractors to perform in strict compliance with this Agreement.

Section 8. Consultant Is Independent Contractor

8.1. Consultant is an independent contractor for all purposes and shall be entitled to no compensation other than the Compensation Amount provided for under **Section 4** of this Agreement. Consultant will be solely responsible for determining the manner and means of accomplishing the end result of Consultant's Services. The City does not have the right to control or interfere with the manner or method of accomplishing said Services. The City, however, will have the right to specify and control the results of Consultant's Services so such Services meet the requirements of the Project.

8.2. Consultant may request that some consulting services be performed on the Project by persons or firms other than Consultant, through a subcontract with Consultant. Consultant acknowledges that if such services are provided to the City pursuant to a subcontract(s) between Consultant and those who provide such services, Consultant may not utilize any subcontractor(s), or in any way assign its responsibility under this Agreement, without first obtaining the express written consent of the City, which consent may be given or denied in the City's sole discretion. In all cases, processing and payment of billings from subcontractors is solely the responsibility of Consultant.

8.3. Consultant shall be responsible for, and defend, indemnify, and hold the City harmless against, any liability, cost, or damage arising out of Consultant's use of such subcontractor(s) and subcontractor's negligent acts, errors, or omissions. Unless otherwise agreed to, in writing, by the City, Consultant shall require that all of Consultant's subcontractors also comply with, and be subject to, the provisions of this **Section 8** and meet the same insurance requirements of Consultant under this Agreement.

Section 9. Consultant Responsibilities

9.1. Consultant must make prompt payment for any claims for labor, materials, or services furnished to Consultant by any person in connection with this Agreement as such claims become due. Consultant shall not permit any liens or claims to be filed or prosecuted against the City on account of any labor or material furnished to or on behalf of Consultant. If Consultant fails, neglects, or refuses to make prompt payment of any such claim, the City may, but shall not be obligated to, pay such claim to the person furnishing the labor, materials, or services and offset the amount of the payment against funds due or to become due to Consultant under this Agreement. The City may also recover any such amounts directly from Consultant.

9.2. Consultant must comply with all applicable Oregon and federal wage and hour laws, including Bureau of Labor and Industries (BOLI) wage requirements, if applicable. Consultant shall make all required workers compensation and medical care payments on time. Consultant shall be fully responsible for payment of all employee withholdings required by law, including but not limited to taxes, including payroll, income, Social Security (FICA), and Medicaid. Consultant shall also be fully responsible for payment of salaries, benefits, taxes, Industrial Accident Fund contributions, and all other charges on account of any employees. Consultant shall pay to the Department of Revenue all sums withheld from employees pursuant to ORS 316.167. All costs incident to the hiring of assistants or employees shall be Consultant's

responsibility. Consultant shall defend, indemnify, and hold the City harmless from claims for payment of all such expenses.

9.3. No person shall be discriminated against by Consultant or any subcontractor in the performance of this Agreement on the basis of sex, gender, race, color, creed, religion, marital status, age, disability, sexual orientation, gender identity, or national origin. Any violation of this provision shall be grounds for cancellation, termination, or suspension of the Agreement, in whole or in part, by the City. References to “subcontractor” mean a subcontractor at any tier.

Section 10. Indemnity

10.1. Indemnification. Consultant acknowledges responsibility for liability arising out of the performance of this Agreement, and shall defend, indemnify, and hold the City harmless from any and all liability, settlements, loss, costs, and expenses in connection with any action, suit, or claim resulting or allegedly resulting from Consultant’s negligent acts, omissions, errors, or willful or reckless misconduct pursuant to this Agreement, or from Consultant’s failure to perform its responsibilities as set forth in this Agreement. The review, approval, or acceptance by the City, its Project Manager, or any City employee of documents or other work performed, prepared, or submitted by Consultant shall not be considered a negligent act, error, omission, or willful misconduct on the part of the City, and none of the foregoing shall relieve Consultant of its responsibility to perform in full conformity with the City’s requirements, as set forth in this Agreement, and to indemnify the City as provided above and to reimburse the City for any and all costs and damages suffered by the City as a result of Consultant’s negligent performance of this Agreement, failure of performance hereunder, violation of state or federal laws, or failure to adhere to the standards of performance and care described in **Subsection 10.2**. Consultant shall defend the City (using legal counsel reasonably acceptable to the City) against any claim that alleges negligent acts, omissions, errors, or willful or reckless misconduct by Consultant. As used herein, the term “Consultant” applies to Consultant and its own agents, employees, and suppliers, and to all of Consultant’s subcontractors, including their agents, employees, and suppliers.

10.2. Standard of Care. In the performance of the Services, Consultant agrees to use at least that degree of care and skill exercised under similar circumstances by reputable members of Consultant’s profession practicing in the Portland metropolitan area. Consultant will re-perform any Services not meeting this standard without additional compensation. Consultant’s re-performance of any Services, even if done at the City’s request, shall not be considered as a limitation or waiver by the City of any other remedies or claims it may have arising out of Consultant’s failure to perform in accordance with the applicable standard of care of this Agreement and within the prescribed timeframe.

Section 11. Insurance

11.1. Insurance Requirements. Consultant shall maintain insurance coverage acceptable to the City in full force and effect throughout the term of this Agreement. Such insurance shall cover all risks arising directly or indirectly out of Consultant’s activities or work hereunder. Any and all agents, contractors, or subcontractors with which Consultant contracts

to work on the Services must have insurance that conforms to the insurance requirements in this Agreement. Additionally, if a subcontractor is an engineer, architect, or other professional, Consultant must require the subcontractor to carry Professional Errors and Omissions insurance and must provide to the City proof of such coverage. The amount of insurance carried is in no way a limitation on Consultant's liability hereunder. The policy or policies maintained by Consultant shall provide at least the following minimum limits and coverages at all times during performance under this Agreement:

11.1.1. Commercial General Liability Insurance. Consultant and all subcontractors shall obtain, at each of their own expense, and keep in effect during the term of this Agreement, comprehensive Commercial General Liability Insurance covering Bodily Injury and Property Damage, written on an "occurrence" form policy. This coverage shall include broad form Contractual Liability insurance for the indemnities provided under this Agreement and shall be for the following minimum insurance coverage amounts: The coverage shall be in the amount of **\$2,000,000** for each occurrence and **\$3,000,000** general aggregate and shall include Products-Completed Operations Aggregate in the minimum amount of **\$2,000,000** per occurrence, Fire Damage (any one fire) in the minimum amount of **\$50,000**, and Medical Expense (any one person) in the minimum amount of **\$10,000**. All of the foregoing coverages must be carried and maintained at all times during this Agreement.

11.1.2. Professional Errors and Omissions Coverage. Consultant agrees to carry Professional Errors and Omissions Liability insurance on a policy form appropriate to the professionals providing the Services hereunder with a limit of no less than **\$2,000,000** per claim. Consultant shall maintain this insurance for damages alleged to be as a result of errors, omissions, or negligent acts of Consultant. Such policy shall have a retroactive date effective before the commencement of any work by Consultant on the Services covered by this Agreement, and coverage will remain in force for a period of at least three (3) years after termination of the Contract.

11.1.3. Business Automobile Liability Insurance. If Consultant or any subcontractors will be using a motor vehicle in the performance of the Services herein, Consultant shall provide the City a certificate indicating that Consultant and its subcontractors have business automobile liability coverage for all owned, hired, and non-owned vehicles. The Combined Single Limit per occurrence shall not be less than **\$2,000,000**.

11.1.4. Workers Compensation Insurance. Consultant, its subcontractors, and all employers providing work, labor, or materials under this Agreement that are subject employers under the Oregon Workers Compensation Law shall comply with ORS 656.017, which requires them to provide workers compensation coverage that satisfies Oregon law for all their subject workers under ORS 656.126. Out-of-state employers must provide Oregon workers compensation coverage for their workers who work at a single location within Oregon for more than thirty (30) days in a calendar year. Consultants who perform work without the assistance or labor of any employee need not

obtain such coverage. This shall include Employer's Liability Insurance with coverage limits of not less than **\$500,000** each accident.

11.1.5. Insurance Carrier Rating. Coverages provided by Consultant and its subcontractors must be underwritten by an insurance company deemed acceptable by the City, with an AM Best Rating of A or better. The City reserves the right to reject all or any insurance carrier(s) with a financial rating that is unacceptable to the City.

11.1.6. Additional Insured and Termination Endorsements. The City will be named as an additional insured with respect to Consultant's liabilities hereunder in insurance coverages. Additional Insured coverage under Consultant's Commercial General Liability, Automobile Liability, and Excess Liability Policies, as applicable, will be provided by endorsement. Additional insured coverage shall be for both ongoing operations via ISO Form CG 2010 or its equivalent, and products and completed operations via ISO Form CG 2037 or its equivalent. Coverage shall be Primary and Non-Contributory. Waiver of Subrogation endorsement via ISO Form CG 2404 or its equivalent shall be provided. The following is included as additional insured: "The City of Wilsonville, its elected and appointed officials, officers, agents, employees, and volunteers." An endorsement shall also be provided requiring the insurance carrier to give the City at least thirty (30) days' written notification of any termination or major modification of the insurance policies required hereunder. Consultant must be an additional insured on the insurance policies obtained by its subcontractors performing work on the Services contemplated under this Agreement.

11.1.7. Certificates of Insurance. As evidence of the insurance coverage required by this Agreement, Consultant shall furnish a Certificate of Insurance to the City. This Agreement shall not be effective until the required certificates and the Additional Insured Endorsements have been received and approved by the City. Consultant agrees that it will not terminate or change its coverage during the term of this Agreement without giving the City at least thirty (30) days' prior advance notice and Consultant will obtain an endorsement from its insurance carrier, in favor of the City, requiring the carrier to notify the City of any termination or change in insurance coverage, as provided above.

11.2. Primary Coverage. The coverage provided by these policies shall be primary, and any other insurance carried by the City is excess. Consultant shall be responsible for any deductible amounts payable under all policies of insurance. If insurance policies are "Claims Made" policies, Consultant will be required to maintain such policies in full force and effect throughout any warranty period.

Section 12. Early Termination; Default

12.1. This Agreement may be terminated prior to the expiration of the agreed upon terms:

12.1.1. By mutual written consent of the parties;

12.1.2. By the City, for any reason, and within its sole discretion, effective upon delivery of written notice to Consultant by mail or in person; or

12.1.3. By Consultant, effective upon seven (7) days' prior written notice in the event of substantial failure by the City to perform in accordance with the terms through no fault of Consultant, where such default is not cured within the seven (7) day period by the City. Withholding of disputed payment is not a default by the City.

12.2. If the City terminates this Agreement, in whole or in part, due to default or failure of Consultant to perform Services in accordance with the Agreement, the City may procure, upon reasonable terms and in a reasonable manner, services similar to those so terminated. In addition to any other remedies the City may have, both at law and in equity, for breach of contract, Consultant shall be liable for all costs and damages incurred by the City as a result of the default by Consultant, including, but not limited to all costs incurred by the City in procuring services from others as needed to complete this Agreement. This Agreement shall be in full force to the extent not terminated by written notice from the City to Consultant. In the event of a default, the City will provide Consultant with written notice of the default and a period of ten (10) days to cure the default. If Consultant notifies the City that it wishes to cure the default but cannot, in good faith, do so within the ten (10) day cure period provided, then the City may elect, in its sole discretion, to extend the cure period to an agreed upon time period, or the City may elect to terminate this Agreement and seek remedies for the default, as provided above.

12.3. If the City terminates this Agreement for its own convenience not due to any default by Consultant, payment of Consultant shall be prorated to, and include the day of, termination and shall be in full satisfaction of all claims by Consultant against the City under this Agreement.

12.4. Termination under any provision of this section shall not affect any right, obligation, or liability of Consultant or the City that accrued prior to such termination. Consultant shall surrender to the City items of work or portions thereof, referred to in **Section 16**, for which Consultant has received payment or the City has made payment.

Section 13. Suspension of Services

The City may suspend, delay, or interrupt all or any part of the Services for such time as the City deems appropriate for its own convenience by giving written notice thereof to Consultant. An adjustment in the time of performance or method of compensation shall be allowed as a result of such delay or suspension unless the reason for the delay is within Consultant's control. The City shall not be responsible for Services performed by any subcontractors after notice of suspension is given by the City to Consultant. Should the City suspend, delay, or interrupt the Services and the suspension is not within Consultant's control, then the City shall extend the time of completion by the length of the delay.

Section 14. Modification/Addendum

Any modification of the provisions of this Agreement shall not be enforceable unless reduced to writing and signed by both the City and Consultant. A modification is a written document, contemporaneously executed by the City and Consultant, which increases or decreases the cost to the City over the agreed Compensation Amount in **Section 4** of this Agreement, or changes or modifies the Scope of Work or the time for performance. No modification shall be binding or effective until executed, in writing, by both Consultant and the City. If Consultant incurs additional costs or devotes additional time on Project tasks, the City shall be responsible for payment of only those additional costs for which it has agreed to pay under a signed Addendum to this Agreement.

Section 15. Access to Records

The City shall have access, upon request, to such books, documents, receipts, papers, and records of Consultant as are directly pertinent to this Agreement for the purpose of making audit, examination, excerpts, and transcripts during the term of this Agreement and for a period of four (4) years after termination of the Agreement, unless the City specifically requests an extension. This clause shall survive the expiration, completion, or termination of this Agreement.

Section 16. Property of the City

16.1. All documents, reports, and research gathered or prepared by Consultant under this Agreement, including but not limited to spreadsheets, charts, graphs, drawings, modeling, maps, data generation, papers, and diaries, shall be the exclusive property of the City and shall be delivered to the City prior to final payment. Any statutory or common law rights to such property held by Consultant as creator of such work shall be conveyed to the City upon request without additional compensation.

Section 17. Notices

Any notice required or permitted under this Agreement shall be in writing and shall be given when actually delivered in person or forty-eight (48) hours after having been deposited in the United States mail as certified or registered mail, addressed to the addresses set forth below, or to such other address as one party may indicate by written notice to the other party.

To City: City of Wilsonville
 Attn: Zoe Monahan, Assistant to the City Manager
 29799 SW Town Center Loop East
 Wilsonville, OR 97070

To Consultant: JayRay Ads & PR, Inc.
 Attn: Bridget Baeth, Senior Advisor and Principal
 535 Dock Street, Suite 205
 Tacoma, WA 98402

Section 18. Miscellaneous Provisions

18.1. Integration. This Agreement, including all exhibits attached hereto, contains the entire and integrated agreement between the parties and supersedes all prior written or oral discussions, representations, or agreements. In case of conflict among these documents, the provisions of this Agreement shall control.

18.2. Legal Effect and Assignment. This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective heirs, personal representatives, successors, and assigns. This Agreement may be enforced by an action at law or in equity.

18.3. No Assignment. Consultant may not assign this Agreement, nor delegate the performance of any obligations hereunder, unless agreed to in advance and in writing by the City.

18.4. Adherence to Law. In the performance of this Agreement, Consultant shall adhere to all applicable federal, state, and local laws (including the Wilsonville Code and Public Works Standards), including but not limited to laws, rules, regulations, and policies concerning employer and employee relationships, workers compensation, and minimum and prevailing wage requirements. Any certificates, licenses, or permits that Consultant is required by law to obtain or maintain in order to perform the Services described on **Exhibit A**, shall be obtained and maintained throughout the term of this Agreement.

18.5. Governing Law. This Agreement shall be construed in accordance with and governed by the laws of the State of Oregon, regardless of any conflicts of laws. All contractual provisions required by ORS Chapters 279A, 279B, 279C, and related Oregon Administrative Rules to be included in public agreements are hereby incorporated by reference and shall become a part of this Agreement as if fully set forth herein.

18.6. Jurisdiction. Venue for any dispute will be in Clackamas County Circuit Court.

18.7. Legal Action/Attorney Fees. If a suit, action, or other proceeding of any nature whatsoever (including any proceeding under the U.S. Bankruptcy Code) is instituted in connection with any controversy arising out of this Agreement or to interpret or enforce any rights or obligations hereunder, the prevailing party shall be entitled to recover attorney, paralegal, accountant, and other expert fees and all other fees, costs, and expenses actually incurred and reasonably necessary in connection therewith, as determined by the court or body at trial or on any appeal or review, in addition to all other amounts provided by law. If the City is required to seek legal assistance to enforce any term of this Agreement, such fees shall include all of the above fees, whether or not a proceeding is initiated. Payment of all such fees shall also apply to any administrative proceeding, trial, and/or any appeal or petition for review.

18.8. Nonwaiver. Failure by either party at any time to require performance by the other party of any of the provisions of this Agreement shall in no way affect the party's rights hereunder to enforce the same, nor shall any waiver by the party of the breach hereof be held to be a waiver of any succeeding breach or a waiver of this nonwaiver clause.

18.9. Severability. If any provision of this Agreement is found to be void or unenforceable to any extent, it is the intent of the parties that the rest of the Agreement shall remain in full force and effect, to the greatest extent allowed by law.

18.10. Modification. This Agreement may not be modified except by written instrument executed by Consultant and the City.

18.11. Time of the Essence. Time is expressly made of the essence in the performance of this Agreement.

18.12. Calculation of Time. Except where the reference is to business days, all periods of time referred to herein shall include Saturdays, Sundays, and legal holidays in the State of Oregon, except that if the last day of any period falls on any Saturday, Sunday, or legal holiday observed by the City, the period shall be extended to include the next day which is not a Saturday, Sunday, or legal holiday. Where the reference is to business days, periods of time referred to herein shall exclude Saturdays, Sundays, and legal holidays observed by the City. Whenever a time period is set forth in days in this Agreement, the first day from which the designated period of time begins to run shall not be included.

18.13. Headings. Any titles of the sections of this Agreement are inserted for convenience of reference only and shall be disregarded in construing or interpreting any of its provisions.

18.14. Number, Gender and Captions. In construing this Agreement, it is understood that, if the context so requires, the singular pronoun shall be taken to mean and include the plural, the masculine, the feminine and the neuter, and that, generally, all grammatical changes shall be made, assumed, and implied to individuals and/or corporations and partnerships. All captions and paragraph headings used herein are intended solely for convenience of reference and shall in no way limit any of the provisions of this Agreement.

18.15. Good Faith and Reasonableness. The parties intend that the obligations of good faith and fair dealing apply to this Agreement generally and that no negative inferences be drawn by the absence of an explicit obligation to be reasonable in any portion of this Agreement. The obligation to be reasonable shall only be negated if arbitrariness is clearly and explicitly permitted as to the specific item in question, such as in the case of where this Agreement gives the City “sole discretion” or the City is allowed to make a decision in its “sole judgment.”

18.16. Other Necessary Acts. Each party shall execute and deliver to the other all such further instruments and documents as may be reasonably necessary to carry out this Agreement in order to provide and secure to the other parties the full and complete enjoyment of rights and privileges hereunder.

18.17. Interpretation. As a further condition of this Agreement, the City and Consultant acknowledge that this Agreement shall be deemed and construed to have been prepared mutually by each party and it shall be expressly agreed that any uncertainty or ambiguity existing therein shall not be construed against any party. In the event that any party shall take an action, whether

judicial or otherwise, to enforce or interpret any of the terms of the Agreement, the prevailing party shall be entitled to recover from the other party all expenses which it may reasonably incur in taking such action, including attorney fees and costs, whether incurred in a court of law or otherwise.

18.18. Entire Agreement. This Agreement and all documents attached to this Agreement represent the entire agreement between the parties.

18.19. Counterparts. This Agreement may be executed in one or more counterparts, each of which shall constitute an original Agreement but all of which together shall constitute one and the same instrument.

18.20. Authority. Each party signing on behalf of Consultant and the City hereby warrants actual authority to bind their respective party.

The Consultant and the City hereby agree to all provisions of this Agreement.

CONSULTANT:

CITY:

JAYRAY ADS & PR, INC.

CITY OF WILSONVILLE

By: _____

By: _____

Print Name: _____

Print Name: _____

As Its: _____

As Its: _____

Employer I.D. No. _____

APPROVED AS TO FORM:

Amanda Guile-Hinman, Asst. City Attorney
City of Wilsonville, Oregon

Explore Wilsonville Scope of Work & Budget Detail

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

December 5, 2019

MARKETING SERVICES: \$95,775

Deliverables (includes advertising/media spend)	Budget	FY 2019-20	FY 2020-21
		Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Media buying: identify advertising opportunities, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, upload ads to publication. Work with partner organizations on co-op ad buys and other joint promotion efforts.		X	X
Art and creative direction, including conceiving		X	X
Ad design (for print and digital)		X	X
Copywriting (for print and digital ads, marketing collateral)		X	X
Production		X	X
Advertising allowance (\$43,000). Media buys (digital/print) to be placed after campaign concepts are approved and media plan has been approved to reach targeted audiences and track performance based on past results. Includes social media boosted posts. <i>May include co-op ad buys with Clackamas County Tourism and Cultural Affairs, dba Oregon's Mt Hood Territory as well as placement in regional visitor guides such as Travel Oregon and Travel Portland</i>		X	X
Email marketing campaign (e-blasts during shoulder-season, non-summer months (9)) includes content strategy, template development, list management, design and copywriting		X	X
Reporting* of marketing KPIs *cost included in Management Services		X	X
Develop FY2020-21 Tourism Promotion and Development and Destination Marketing Plan		X	
SUBTOTAL	\$95,775	\$25,233	\$70,542

WEBSITE SERVICES: \$38,200

Deliverables	Budget	Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Annual maintenance including software/paid plug-in renewals, website hosting, domain renewal, SSL certificate renewals, security/hack alert scanning, and a technical support plan (necessary theme and plug-in updates, daily cloud backups, 24/7 uptime monitoring and website restored when down within an hour) <i>Includes domain name & SSL Certificate renewals include: ExploreWilsonville.com</i>		X	X
Develop campaign landing page to track advertising, implement Facebook Pixels and UTMs		X	X
Optimize website for increased mobile responsiveness, shortening the homepage scroll		X	
Develop website content strategy to highlight Wilsonville as an overnight basecamp on homepage; Highlight upcoming events and new content on homepage, focusing on seasonality and shoulder season promotions, ultimately bringing visitors back to the site; enhance Meet landing page and Press & Media landing page to include "why Wilsonville"		X	
Provide ongoing content maintenance (attractions, lodging, calendar of events listings, photos and graphics)		X	X
Content website development (seasonal hero banners, homepage copy, images, maps...)		X	X
Reporting* of website traffic and related KPIs *cost included in Management Services		X	X
Create and implement SEO strategy, including quarterly reports		X	X
SUBTOTAL	\$38,200	\$16,316	\$21,884

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 2

SOCIAL MEDIA SERVICES: \$34,700

Deliverables	Budget	FY 2019-20	FY 2020-21
		Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Develop social media strategy (includes an audit of existing channels). Craft a master editorial calendar to include a balance of original and curated content for off-season tourism promotion across Instagram, Facebook and Pinterest (at a glance we recommend focusing efforts on three channels, closing your Twitter account)		x	x
Write and produce social content (copy and images) 3-5 times per week for three social media channels following approved social media strategy and editorial calendar		x	x
Community management and engagement (schedule and post content on three channels, find photos from followers to post, and grow followers)		x	x
Reporting* of social media KPIs *cost included in Management Services		x	x
SUBTOTAL	\$34,700	\$12,133	\$22,567

PUBLIC RELATIONS SERVICES: \$35,075

Deliverables	Budget	Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Develop PR plan to include 4 media themes/stories to promote shoulder-season travel with corresponding PR tactics including media pitches and press releases		x	x
Subscribe and respond to HARO (Help A Reporter Out) media opportunities (ongoing, review daily)		x	x
Develop media lists for 4 approved themes, conduct targeted PR outreach and provide ongoing media follow-up		x	x
Software subscription to robust Cision Media Database (\$1,000) to provide monthly monitoring, media contact lists, distribution and reporting		x	x
Attend Travel & Words: Northwest Travel & Lifestyle Writers Conference (May 2020 in Bend) to connect directly with travel writers and promote Wilsonville stories (also provides opportunity to network and strengthen partner/DMO relationships)		x	
Micro influencer/travel blogger campaign (bring 3 IG influencers with travel blogs, each tasked to promote a different Wilsonville Pocket Trip, during shoulder season). Includes influencer selection, contracts, itinerary building and hosting.			x
Reporting* of public relations KPIs *cost included in Management Services		x	x
Media hosting allowance for FAMS and approved media visits		x	x
SUBTOTAL	\$35,075	\$15,050	\$20,025

PHOTOGRAPHIC AND VIDEO SERVICES: \$13,000

Deliverables	Budget	Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Arrange for new photography or videography of attractions and events to enhance campaigns and marketing collateral		x	x
Arrange for models and releases as needed (recruit locals/volunteers to save on budget), develop storyboards, provide artistic direction and coordinate site locations. Obtain full usage and rights renewals, whenever possible.		x	x
SUBTOTAL	\$13,000	\$1,500	\$11,500

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 3

MANAGEMENT SERVICES: \$32,400

Deliverables	Budget	FY 2019-20	FY 2020-21
		Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Management of the overall tourism-promotion and destination marketing program (includes accounting for itemized expenses)		x	x
Developing and operating procedures/systems (fulfillment handled by City Parks and Recreation staff) to include printing, shipping and postage costs		x	x
Renew memberships to Travel Portland and Oregon Destination Association			x
Software and database subscriptions (STR for Wilsonville and Troutdale: \$4,000 and ISSUU: \$450) monthly subscription (18 months)		x	x
Provide quarterly reports of key performance indicators (KPIs) and STR report, in addition to a combined report of contracted services including website, marketing/advertising, social media, PR and visitor fulfillment. Reports will also include a high-level dashboard to track progress against annual goals and previous year's results.		x	x
Attend Tourism Promotion Committee meetings in Wilsonville, 6 times per year (9 meetings included in this contract)		x	x
Travel allowance for in-person meetings		x	x
SUBTOTAL	\$32,400	\$10,483	\$21,917

COLLATERAL, PRINTING AND SHIPPING/DISTRIBUTION SERVICES: \$38,025

Deliverables	Budget	Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Develop Wilsonville Visitor Guide with simple locator map, based off Google Maps. Includes tri-fold brochure design format to fit Certified Folder racks and copywriting. May launch new design in April.		x	x
<i>Printing allowance (digital print, full-bleed, trimmed, folded, includes proof) of up to 80,000 copies (approximately 20,000 additional print-run to finish out FY19-20 and 60,000 copies for FY20-21 – TBD based on inventory analysis); includes digital PDF, downloadable from website (*may use contingency to increase printing budget based on existing inventory)</i>		x	x
Certified Folder brochure distribution allowance		x	x
<i>Continue distribution pre secured through March 2020 at all (8) State Welcome Centers (includes Portland International Airport) + (6) Rest Stops: Multnomah Falls, French Prairie South Bound, French Prairie North Bound, Santiam, Oak Grove, Mt. Hood + (227) Portland Super Cities + poster-sized display at I-5 French Prairie North Bound per Oregon Travel Information Council (OTIC). Will evaluate distribution and recommend locations for distribution beginning April 2019-June 2021.</i>			
Wilsonville Chamber of Commerce brochure distribution		x	
<i>Continue distribution with Chamber through June 2020 at local kiosk locations: Holiday Inn, Motel 6, LaQuinta, Quality Inn, SnoozInn, GuestHouse, City Hall, Library, Police, Clackamas Community College, Family Fun Center, Oregon Tech, Pioneer Pacific College, Fir Point Farms, Pheasant Ridge RV, Butteville Store, Aurora Airport. Will evaluate distribution and provide recommendation for FY20-21 to avoid duplication efforts of Certified Folders</i>			
Postage allowance for visitor center fulfillment by Parks and Recreation staff		x	x
Freight and shipping to Certified Folder and other distribution outlets as contracted		x	x
SUBTOTAL	\$38,025	\$14,396	\$23,629

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 4

TOURISM DEVELOPMENT SERVICES: \$8,400

Deliverables	Budget	FY 2019-20	FY 2020-21
		Jan-June 2020	July 20-June 21
		Phase 1	Phase 2
Create and strengthen partnerships and relationships with leading DMOs and partner organizations for the creation of tourism products and packages (start with collaboration email, every other month). Review regional tourism opportunities and apply for grants as available.		X	X
Collaborate* with managers of local-area attractions, events and visitor/tourism services to produce/package new options that encourage overnight lodging during shoulder season <i>*network/collaborate after Tourism Promotion Committee meetings to save on costs when appropriate, setting up in-person meetings with regional tourism partners</i>		X	X
Promote and market new or improved tourism products/packages as a result of co-op tourism development efforts <i>*promotion budget included in marketing services</i>		X	X
Attend ODA Annual Conference in Sunriver to strengthen industry relationships (January 21-23, 2020) and again in January 2021		X	X
SUBTOTAL	\$8,400	\$3,075	\$5,325

EXPLORE WILSONVILLE SCOPE OF WORK TOTAL BUDGET

FY 2019-20, Jan 1, 2020-Jun 30 2020; FY 2020-21, Jul 1 2020-Jun 30, 20201

TOTAL	\$295,575
Contingency Fund	\$4,425
TOTAL BUDGET	\$300,000

FY 2019-20	FY 2020-21
Jan-June 2020	July 20-June 21
Phase 1	Phase 2
\$98,186	\$197,389
\$1,814	\$2,611
\$100,000	\$200,000

BILLABLE RATES

Additional work performed outside this scope of work will be billed at a blended rate of \$175 per hour.

JayRay Hourly Rate Schedule by Service

- Production Design: \$150
- Creative Direction/Graphic Design (Designer): \$175
- Web Design/Development: \$150
- Project Management: \$175
- Copywriting (social media, marketing, PR): \$175
- Strategy: \$200
- Videography: \$165 or \$1,500 day rate
- Photography: \$150

ROUNDS OF REVISION

All work includes one round of major revision, or two rounds of minor revisions to stay within budgeted hours.

ADDITIONAL EXPENSES

If appropriate, other expenses are billed at the current U.S. General Services Administration Per Diem Rates for Oregon or other appropriate location for Lodging and Meals & Incidentals.

Scope of Work, Draft Work Plan

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 5

MARKETING SERVICES	FY 2019-20: Jan 1, 2020-Jun 30, 2020					
	JAN	FEB	MAR	APR	MAY	JUN
Deliverables						
Media buying and co-ops	Media Buying		Off-Season Campaign			
Art and creative direction, including concepting		x				
Ad design (for print and digital)		x				
Copywriting (for print and digital ads, marketing collateral)		x				
Production		x				
Advertising/media buys	(TBD based on media buy plan)					
Email marketing campaign		x		x		x
Develop FY2020-21 Tourism Promotion and Development and Destination Marketing Plan			x			

WEBSITE SERVICES	FY 2019-20: Jan 1, 2020-Jun 30, 2020					
	JAN	FEB	MAR	APR	MAY	JUN
Deliverables						
Website maintenance and hosting (includes domain name and security/plugin renewals)	Ongoing					
Develop campaign landing page		x				
Optimize website		x				
Website content strategy	x					
Website content maintenance and listings	Ongoing					
Content website development (seasonal hero banners, homepage copy, images, maps...)	Ongoing					
SEO strategy and quarterly reports	x		Report			Report

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 6

SOCIAL MEDIA SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020

Deliverables	JAN	FEB	MAR	APR	MAY	JUN
Develop social media strategy and master editorial calendar (FB, Instagram, Pinterest)	x					
Write and produce social content (copy and images) 3-5 times per week	Ongoing					
Community management and engagement	Ongoing					

PUBLIC RELATIONS SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020

Deliverables	JAN	FEB	MAR	APR	MAY	JUN
Develop PR plan and pitch media	PR Plan	Pitching				
Monitor/respond to HARO	Ongoing					
Develop media lists and follow up	Lists			Follow up		
Monitor media coverage using Cision	Ongoing					
Travel & Words: Northwest Travel & Lifestyle Writers Conference (Bend, OR)					x	
Micro influencer/travel blogger campaign (3)						

PHOTOGRAPHIC AND VIDEO SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020

Deliverables	JAN	FEB	MAR	APR	MAY	JUN
Photography or videography plan	Eval		Plan			
Plan shoots					Shoots (TBD)	

MANAGEMENT SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020

Deliverables	JAN	FEB	MAR	APR	MAY	JUN
Management of the overall tourism-promotion and destination marketing program	Ongoing					
Developing and operating procedures/systems	Ongoing					
Renew memberships to Travel Portland and Oregon Destination Association						
Software and database subscriptions (monthly STR for Wilsonville and Troutdale; ISSUU)	Ongoing					
Provide quarterly reports KPIs and STR report (exact dates TBD)			x			x
Attend Tourism Promotion Committee meetings in Wilsonville	TBD based on dates and agreement					

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 7

COLLATERAL, PRINTING AND SHIPPING/DISTRIBUTION SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020

Deliverables	JAN	FEB	MAR	APR	MAY	JUN
Develop Wilsonville Visitor Guide with simple locator map	Plan	Develop new brochure/VG		Digital launch		
Print visitor guide brochure		Print additional copies of existing brochure if needed				
Certified Folder brochure distribution <i>Continue distribution pre secured through March 2020 at all (8) State Welcome Centers (includes Portland International Airport) + (6) Rest Stops: Multnomah Falls, French Prairie South Bound, French Prairie North Bound, Santiam, Oak Grove, Mt. Hood + (227) Portland Super Cities + poster-sized display at I-5 French Prairie North Bound per Oregon Travel Information Council (OTIC). Will evaluate distribution and recommend locations for distribution beginning April 2019-June 2021.</i>		x		TBD based on distribution evaluation		
Wilsonville Chamber of Commerce brochure distribution				x		
Freight and shipping (Certified Folder/other distribution outlets)	TBD based on dates and agreement					

TOURISM DEVELOPMENT SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020

Deliverables	JAN	FEB	MAR	APR	MAY	JUN
Create and strengthen tourism partnerships and relationships. Review regional tourism opportunities and apply for grants as available			Ongoing / TBD			
Collaborate to produce/package new options that encourage overnight lodging during shoulder season			Ongoing / TBD			
Promote and market new/improved tourism products/packages			Ongoing / TBD			
ODA Annual Conference	1/21-1/23					

Scope of Work, Draft Work Plan
TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 8

MARKETING SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021												
	DELIVERABLES	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Media buying and co-ops	Media Buys			Off-Season Campaign				Media Buys	Off-Season Campaign				
Art and creative direction, including concepting		x						x					
Ad design (for print and digital)		x						x					
Copywriting (for print and digital ads, marketing collateral)		x						x					
Production		x						x					
Advertising/media buys	(TBD based on media buy plan)												
Email marketing campaign		x		x		x		x		x			x
Develop FY2020-21 Tourism Promotion and Development and Destination Marketing Plan										x			

WEBSITE SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021												
	DELIVERABLES	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Website maintenance and hosting (includes domain name and security/plugin renewals)	Ongoing												
Develop campaign landing page		x											
Optimize website													
Website content strategy													
Website content maintenance and listings	Ongoing												
Content website development (seasonal hero banners, homepage copy, images, maps...)	Ongoing												
SEO strategy and quarterly reports	x		Report				Report			Report			Report

SOCIAL MEDIA SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021												
	DELIVERABLES	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Develop social media strategy and master editorial calendar (FB, Instagram, Pinterest)		x											
Write and produce social content (copy and images) 3-5 times per week	Ongoing												
Community management and engagement	Ongoing												

FY 2019-20: Jan 1, 2020-Jun 30, 2020; FY 2020-21: Jul 1, 2020-Jun 30, 2021

Page 9

PUBLIC RELATIONS SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021											
Deliverables	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Develop PR plan and pitch media	Plan	Pitching						Pitching				
Monitor/respond to HARO	Ongoing											
Develop media lists and follow up	Lists			Follow up						Follow up		
Monitor media coverage using Cision	Ongoing											
Travel & Words: Northwest Travel & Lifestyle Writers Conference (Bend, OR)												
Micro influencer/travel blogger campaign (3)	Plan	Pitching		Trip	Trip			Trip				

PHOTOGRAPHIC AND VIDEO SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021											
Deliverables	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Photography or videography plan	Plan											
Plan shoots		Shoots (TBD)										

MANAGEMENT SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021											
Deliverables	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Management of the overall tourism-promotion and destination marketing program	Ongoing											
Developing and operating procedures/systems	Ongoing											
Renew memberships to Travel Portland and Oregon Destination Association	TBD based on renewal dates											
Software and database subscriptions (monthly STR for Wilsonville and Troutdale; ISSUU)	Ongoing											
Provide quarterly reports KPIs and STR report (exact dates TBD)			x			x			x			x
Attend Tourism Promotion Committee meetings in Wilsonville	TBD based on dates and agreement											

COLLATERAL, PRINTING AND SHIPPING/DISTRIBUTION SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021												
	DELIVERABLES	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Develop Wilsonville Visitor Guide with simple locator map													
Print visitor guide brochure	Print new VG brochure												
Certified Folder brochure distribution <i>Will evaluate distribution and recommend locations for distribution beginning April 2019-June 2021.</i>	TBD based on distribution evaluation												
Wilsonville Chamber of Commerce brochure distribution	TBD based on distribution evaluation												
Freight and shipping (Certified Folder/other distribution outlets)	TBD based on dates and agreement												
TOURISM DEVELOPMENT SERVICES	FY 2020-21: Jul 1, 2020-Jun 30, 2021												
	DELIVERABLES	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Create and strengthen tourism partnerships and relationships. Review regional tourism opportunities and apply for grants as available	Ongoing / TBD												
Collaborate to produce/package new options that encourage overnight lodging during shoulder season	Ongoing / TBD												
Promote and market new/improved tourism products/packages	Ongoing / TBD												
ODA Annual Conference							x (TBD)						



EXPLORE WILSONVILLE

TOURISM PROMOTION AND DEVELOPMENT
AND DESTINATION MARKETING SERVICES

SEPTEMBER 30, 2019

JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications

INSIDE

Letter of Interest	3
About JayRay	5
Your JayRay Team	9
References	19
Work Plan	20
Cost Estimate	31
Work Samples	40

Dear Explore Wilsonville decision-makers:

We're uniquely qualified to partner with you to provide services that attract visitors during your shoulder seasons. Here's why:

We're Inspired by Oregon

It's where we weekend, and where some of us grew up. We have an intimate familiarity with Oregon—one that comes from time spent driving its roads, visiting its towns and exploring its lush valleys. From 'Seven Wonders' to 'Oregon, Only Slightly Exaggerated'—our heartstrings have been tugged. We're able to see Wilsonville through the eye of the visitor, from just 2.5 hours away.

We've Got Tourism Chops

Our partnerships have built awareness, engaged communities and increased visits. Our strategies have been successful for many:

- Shoulder-season campaigns and tourism sweepstakes for the Olympic Peninsula resulted in a 70 percent increase of website traffic (a first for non-summer months!)
- Food Trails product development paired with targeted PR outreach earned stories for Visit Kent on TV and out-of-state
- A 'decidedly different' brand for Experience Olympia & Beyond increased visitor spending by nearly 16 percent in its first year

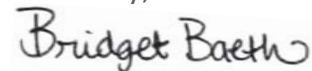
While tourism is core to what we do, it's not all that we do. We have a diverse roster of clients that allows us to bring fresh and experienced thinking to each brand we partner with. We do not fall into the cookie cutter traps that agencies that solely focus on tourism can be prone to.

We Bring an Integrated Strategy

You have the fundamentals—a new website and a fresh brand identity. Now is the time to level up. We'll create a unified message for visitors across all aspects of your marketing and communication channels to highlight the benefit of visiting during non-summer months. Collaboration with regional partners to package and deliver new tourism experiences is key. Let's get people to make Wilsonville their basecamp for Oregon dreaming.

Thank you for considering our proposal. We're excited to get started!

Sincerely,



Bridget Baeth | JAYRAY | Principal

TOURISM EXPERIENCE, BACKED WITH DATA

Let's position Wilsonville as a basecamp for exploration:

*92% of Oregon travelers stated
"exploration" as primary
motivation for travel*

Let's collaborate with travel influencers on social media:

*74% of Oregon visitors use
social media for travel purposes*

Let's reveal hidden gems through new tourism packages/products:

*41% of Oregon travelers seek
off-the-beaten track places*

JAYRAY A PLACE TO THINK

PERSONALLY CONNECTED—*from Bridget Baeth, Principal*

I was born in Oregon and spent my childhood in Albany. Summers were spent visiting relatives in Sheridan, Tualatin, Sherwood, McMinnville, Portland and all along the coast. Today, I take trips to visit my grandfather in Canby. Oregon holds a special place in my heart. There are many treasures that match what visitors are looking for. And Wilsonville is in the heart of it all. Spending the night means access to artisanal food and wine and expansive parks. Sweeping farmlands and urban nightlife are both within reach.

I believe what makes a place a great place to live, also makes it a great place to visit. My tourism career began at Travel Tacoma + Pierce County, as the Director of Marketing and Communications. With 12 years of destination marketing experience I bring in-house DMO knowledge and agency prowess. I also serve on the Board of Directors for Washington State Tourism.

I travel for fun, as much as I can. And, I'm happy to share that I'll be traveling to Oregon even more, as JayRay is now working with Astoria Parks & Recreation!

ABOUT JAYRAY

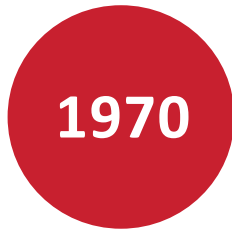


JAYRAY OVERVIEW

CREATIVE MARKETING + STRATEGIC COMMUNICATIONS

JayRay | 535 Dock Street | Suite 205
Tacoma, Washington 98406

TOURISM | PARKS & RECREATION | GOVERNMENT | NONPROFIT ORGANIZATIONS | BUSINESS



WE WERE
FOUNDED
IN 1970



OUR OFFICE IS
IN TACOMA, WA
(2.5 HOURS FROM
WILSONVILLE)



WE BELIEVE IN
CREATIVITY WITH
A PURPOSE
AND A PLAN



CLIENTS ARE
OUR PARTNERS

WE'RE A FULL-SERVICE AGENCY



**ADVERTISING
& MARKETING**



BRANDING



**STRATEGIC
COMMUNICATIONS**



**PUBLIC & MEDIA
RELATIONS**



**GRAPHIC
DESIGN**



**WEB
DEVELOPMENT
& DIGITAL**

SERVICES PROVIDED

- Destination marketing strategy and planning
- Media strategy, planning and buying
- Email marketing
- Brand development
- Target audience
- Persona development
- Messaging
- Positioning

SERVICES PROVIDED

- Media pitching and hosting
- Blogger and media relations
- Public affairs
- Issue management
- Internal communications
- Communication strategy
- Content strategy and creation
- Research and planning
- Promotions and events
- Launch strategy

SERVICES PROVIDED

- Art direction and graphic design
- Collateral development (print and digital)
- Video storytelling
- Photography
- Website design and development
- Website maintenance and support
- Search engine marketing
- Social media strategy and channel management

TOURISM, PARKS & GOVERNMENT CLIENTS



ASTORIA PARKS & RECREATION
CITY OF FIFE
CITY OF TACOMA
EXPERIENCE OLYMPIA & BEYOND
FIFE PARKS & RECREATION
KITTITAS COUNTY CHAMBER OF
COMMERCE (ELLENSBURG
TOURISM)
LEMAY—AMERICA’S CAR MUSEUM
METRO PARKS TACOMA
MUSEUM OF GLASS
NORTHWEST SEAPORT ALLIANCE
OLYMPIC PENINSULA VISITOR
BUREAU
PIERCE COUNTY ECONOMIC
DEVELOPMENT BOARD

PIERCE COUNTY PARKS AND
RECREATION
PIERCE COUNTY PUBLIC WORKS
PORT OF TACOMA
SOUTH SOUND CRAFT CRAWL
SOUTH SOUND TOGETHER
TACOMA PIERCE COUNTY
CHAMBER
TACOMA SOUTH SOUND SPORTS
COMMISSION
TRAVEL TACOMA + PIERCE COUNTY
UNIVERSITY OF WASHINGTON,
TACOMA
VISIT KENT
WASHINGTON STATE FAIR

YOUR JAYRAY TEAM



BRIDGET BAETH



Senior Advisor
and Principal

Visual communicator. Tourism pro. Merging art and words. That best describes Bridget’s game. From messaging to market research, her approach is always creative and her solutions are ever integrated. Bridget knows what it takes to build brands that connect with communities. She believes in the power of storytelling and helps organizations articulate their narratives to form deeper connections with people.

For more than five years she was the force behind marketing and PR campaigns that helped put Tacoma and Pierce County on the map. Bridget recently led the strategic marketing plan for Visit Kent and the rebrand of Experience Olympia & Beyond.

Bridget is always in the mood for a good road trip, especially if it involves going somewhere she hasn’t been. She serves on the Board of Directors for Washington Tourism Alliance and is a member of the PRSA Travel & Tourism sector.

PROJECT ROLE

STRATEGIC LEAD, PROJECT MANAGER

EXPERIENCE



Travel Tacoma + Pierce County,
Director of Marketing and
Communications (2008-2013)



Tourism expert with knowledge of
DMOs, including creating
destination marketing plans,
research, destination branding, PR
and influencer campaigns



Leads strategy for tourism clients:
Travel Tacoma, Visit Kent, Tacoma
South Sound Sports Commission,
Olympic Peninsula Visitor Bureau,
Astoria Parks & Recreation

RYAN MILLARD



Advisor

If he were a cocktail, Ryan would be one part creative thinker, one part problem solver, one part relationship builder, garnished with a smile.

His motto is simple: Embrace challenge and relish opportunity. Ryan's strategic thinking, hard-working nature and no-nonsense attitude allows him to quickly develop clients' trust.

Prior to joining JayRay, he successfully led campaigns for brands including Microsoft, Dell and McDonald's. Equally comfortable in-house, Ryan has led strategic development and executed marketing campaigns in the hospitality and sports industries.

When not doing great work for our clients, Ryan can be found spending time outside with his family, taking in a baseball or football game, and (trying to) keep up with the family dogs, Lulu and Dash.

PROJECT ROLE

PUBLIC RELATIONS SPECIALIST

EXPERIENCE

- ✓ OKI Golf, Marketing and Communication Manager (2014-2017)
- ✓ Recent tourism projects include Visit Kent PR and Tacoma South Sound Sports Commission website strategy and management
- ✓ Project manager for Astoria Parks & Recreation

JAY HEMBER



Senior Art Director

Passion for design, Midwest authenticity and keen strategic insight—in equal measure. That’s Jay at work. He’s as comfortable creating with Legos as managing corporate identity for a global corporation. He earned his chops in-house, providing creative leadership for multi-channel advertising, brand development, social media campaigns, environmental graphics and conference materials. Fascinated by the beauty of words, he believes the English language has 26 letters that are all pieces of art.

Never far from the creative process, Jay spends his free time volunteering, repurposing objects and exploring with his wife and two children.

Jay earned his bachelor’s degree in fine arts and visual communication from the University of Kansas

PROJECT ROLE

CREATIVE STRATEGIST | LEAD DESIGNER

EXPERIENCE

- ✓ Russell Investments, Associate Creative Director (1997-2014)
- ✓ Expansive design portfolio including recently launched brand identities for Wesley, Symphony Tacoma, South Sound Proud, Experience Olympia, Tacoma South Sound Sports Commission
- ✓ Award-winning creative strategy

JULIA WHITE



Graphic Designer

Julia's artistic pursuits take her from stage to screen. Computer screen, that is. She designs with creativity that's influenced by her experience in modern dance. Her diverse portfolio includes whimsical packaging, bus design, van wraps, hardworking collateral, watercolors and graphic novel-style illustrations. And it's all infused with a layer of psychology and strategy from her studies of the user experience.

Art fills her free time, too—painting, illustrating a zodiac poster series and providing graphic design services for a local nonprofit theater.

Julia earned her bachelor's degree in design from Western Washington University. She is a member of the American Institute of Graphic Arts.

PROJECT ROLE

GRAPHIC DESIGNER

EXPERIENCE

- ✓ Allsop Inc, Junior Graphic Designer (2016-2017)
- ✓ Custom illustrated City of Fife visitor maps, brochures, vehicle wraps and tourism Snapchat filters
- ✓ Web design for Olympic Peninsula Tourism Commission and The Road Trip is Back campaign ads and graphics

GENNY BOOTS



Assistant
Advisor

Optimistic and resourceful, Genny brings a dose of “can do” to every project. She has helped organize client photoshoots and refreshed her coding skills on website launch deadline. Genny’s tour guide enthusiasm adds authenticity to our work with travel and tourism clients.

She honed her versatile writing ability as a daily newspaper intern, social media manager for a Prague nonprofit and general manager of her college’s TV station.

Genny has a bachelor’s degree in media, mass communication and journalism from Pacific Lutheran University. She’s a foodie, hiker and Ultimate Frisbee player. (Ask her about PLU’s national ranking.)

PROJECT ROLE

DIGITAL CONTENT & SOCIAL MEDIA

EXPERIENCE

- ✓ Staff Writer, Pacific Lutheran University Marketing and Communications (2016-2018)
- ✓ Social media and content manager for Tacoma South Sound Sports Commission and Astoria Parks & Recreation
- ✓ Led research analysis and reporting for the South Sound YMCA and TAPCO Credit Union

ALLISON MATTSON



Assistant
Advisor

As a schoolgirl, Allison's nose was always in a book. Today she's the one telling stories. She creates marketing content that turns the page and earns engagement across platforms—social media, email, websites, blogs and news releases.

After hours Allison advocates for the right of women to education as volunteer chief marketing officer with Style Her Empowered, a nonprofit that provides girls in Togo, Africa, with skills training, mentoring and tuition assistance.

An Idaho native, Allison eagerly explores Tacoma's landmarks between coffee stops. She enjoys traveling with her husband and trying her hand at mindfulness coloring books—or filling her planner with alarming enthusiasm.

PROJECT ROLE

MARKETING ASSISTANT

EXPERIENCE

- ✓ Meter Group, Marketing Intern (2016-2017)
- ✓ Manages website marketing for Visit Kent, including events calendar, business listings and Google Analytics
- ✓ Coordinates digital tourism campaigns, including Olympic Peninsula's The Road Trip is Back and Visit Kent Food Trails influencer trips. Provides monthly PR and marketing reports for Visit Kent, Olympic Peninsula and Travel Tacoma

JEROMY CONDON



Web
Developer

You know you've mastered a skill when you can teach it to others. As the 2015 Instructor of the Year at Clover Park Technical College, Jeremy's developer skills are truly masterful. From small business to big brand websites, he is a full-stack developer with an eye for front-end design. With Jeremy you get a beautiful, functional and easy-to-use website.

When not buried in a computer, Jeremy enjoys watching football with his family and spending time hiking through Enumclaw with his dog.

PROJECT ROLE

WEB DEVELOPER

EXPERIENCE

- ✓ Full stack WordPress developer, with specialties in HTML5, CSS, JavaScript, UX Design, PHP, AJAX and MVC
- ✓ Developed South Sound Proud website and refresh of the Olympic Peninsula Tourism Commission site
- ✓ 2015 Faculty of the Year from Clover Park Technical College

INTEGRATED CREATIVE PARTNERSHIPS

Authentic, engaging creative is essential to inspire travel. We will partner with our highly trusted partners to capture vibrant photography and powerful video. These sub-contractors are an extension of our team, honoring the JayRay commitment to accountability and quality.

Photography Partner

Darren Zemanek | Darren Zemanek Photography



Darren sees the world through his photographer’s lens, and a global perspective shaped from his time studying abroad in Cadiz. He has over eight years experience capturing stunning photos and putting clients at ease with his laid-back personality.

DarrenZemanek.com | Seattle, WA

EXPERIENCE

- ✓ John Howie Restaurants, Digital Media Director (2016-2019)
- ✓ Former clients include Novelty Hill Winery, Visit Kent, Premiere Media Group

JAYRAY A PLACE TO THINK

Video Filming + Production Partner

Ryan Speier | Milkman Media



Milkman Media is a video and media production team re-imagining business and the way stories are told through video. Ryan is an experienced photographer and storyteller with an eye for catching the light—and the story.

Milkman-Media.com | Tacoma, WA

EXPERIENCE

- ✓ Triniti Media, Digital Producer and Editor (2008-2014)
- ✓ Former clients include Carol Milgard Breast Center, Safe Streets, United Way of Pierce County

EXPLORE WILSONVILLE 17

INTEGRATED CREATIVE PARTNERSHIPS

Media Buyer + Google Adwords

Michelle Strom | Strom Media



Since 1992, Michelle Strom has helped brands grow via strategic marketing. She serves clients in diverse categories including tourism, travel, healthcare and transit. With over 25 years of experience, Michelle is a trusted media advisor to her clients and partners.

StromMedia.com | Puyallup, WA

EXPERIENCE

- ✓ 25+ years of media buying, planning and strategy
- ✓ Clients include Puyallup Main Street Association, Kent Station, Intercity Transit, Smith Brothers Farms, Watsons Greenhouse & Nursery, Puyallup Sumner Chamber of Commerce, Tacoma City Ballet, Sunrise Village

CLIENT REFERENCES

Marsha Massey

Executive Director

Olympic Peninsula Visitor Bureau &
Olympic Peninsula Tourism Commission

director@olympicpeninsula.org

360.452.8552

Dean Burke

President & CEO

Travel Tacoma + Pierce County

Executive Director

Tacoma South Sound Sports Commission

dean@traveltacoma.com

253.627.2836

Michelle Wilmot

Economic & Community
Development Manager

Visit Kent

mwilmot@KentWA.gov

253.856.5709

WORK PLAN



GOALS & OBJECTIVES

GOAL: Visitors choose to stay in Wilsonville, making it their travel basecamp to explore the greater region—from the Portland metro market to the Willamette Valley.

KEY OBJECTIVES:

<input checked="" type="checkbox"/>	Increase overnight lodging occupancy during the non-summer, shoulder-season months (October-May)
<input checked="" type="checkbox"/>	Leverage regional attractions and events to extend overnight stays 1-hour drive = 4 hours of activity 2-hour drive = 8-hours of activity
<input checked="" type="checkbox"/>	Increase repeat visits throughout the year
<input checked="" type="checkbox"/>	Influence development of the destination and its brand by creating strategic partnerships

*For every one hour traveled,
visitors need 4 hours of activity*

WE KNOW YOUR AUDIENCE

Motivation:

- Budget-friendly travelers, searching for affordable overnight accommodations
- Travelers visiting friends and relatives
- In Wilsonville for a business trip

Interests and Activities:

- Special events, leisure and sightseeing
- City and state parks, dining and shopping

Target Audience:

- Families
- Business Travelers
- Those who've visited in summer (get them to return in winter)
- Age range: 35-64

Opportunity:

- Extend targeting beyond Portland Metro, Eugene and Bend to I-5 corridor of Oregon and Washington

JAYRAY A PLACE TO THINK



YOUR VISITOR'S PATH

REACHING WILSONVILLE'S TARGET AUDIENCE DURING EACH STAGE OF THE TRAVEL JOURNEY

Destination marketing is about reaching the right person with the right message, at the right time



DREAMING

Awareness

Inspire people to travel; drive brand consideration



PLANNING

Engagement

Make it easy to take action on any device or channel



BOOKING

Conversion

Provide benefits and incentives to get them to book



EXPERIENCING

Loyalty

Create an exceptional experience they'll share with others

PRIORITIES

We've rolled up our sleeves, and dug in. But of course we'll want to confirm that these are the right priorities during our kick-off meeting.

1

TACKLE THE SHOULDER SEASON

Promote the benefits of staying in Wilsonville during shoulder season through a balance of digital and print advertising.

2

DRIVE WEBSITE TRAFFIC

Drive traffic to ExploreWilsonville.com through inspiring and informational marketing collateral.

3

POSITION AS A BASECAMP

Make Wilsonville's position as the basecamp for the greater Portland region and Willamette Valley more prominent on the homepage of ExploreWilsonville.com.

4

OPTIMIZE FOR MOBILE

Continue to optimize the website for mobile to increase repeat visits and lower the bounce rate.

5

INCREASE PR EFFORTS

Gain earned media coverage through a robust PR approach, pitching traditional media outlets, as well as travel bloggers/influencers, both online and in-person.

6

SHARE MORE STORIES ON SOCIAL

Consistently craft authentic and engaging social media content (organic and paid).

7

COLLABORATE TO GROW

Build stronger relationships with DMOs and partner organizations.

8

DEVELOP TOURISM OFFERINGS

Develop tourism products and packages with regional partners.

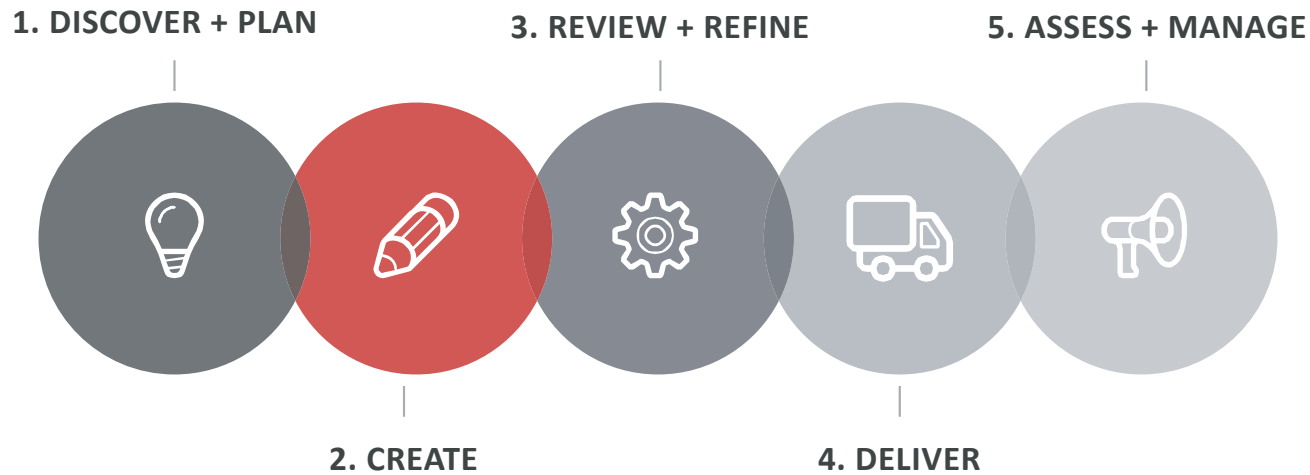
9

ENGAGE LOCALS

Turn local residents into brand evangelists to increase word-of-mouth referrals.

OVERALL APPROACH

DELIVERING DESTINATION MARKETING, TOURISM DEVELOPMENT & PROMOTION SERVICES



Explore Wilsonville has a new brand that will guide everything we do. We believe as your partner, our most important role is to help you differentiate Wilsonville from other destinations, making it easy for visitors to choose you. Doing this requires knowledge, talent, problem solving and a lot of collaboration.

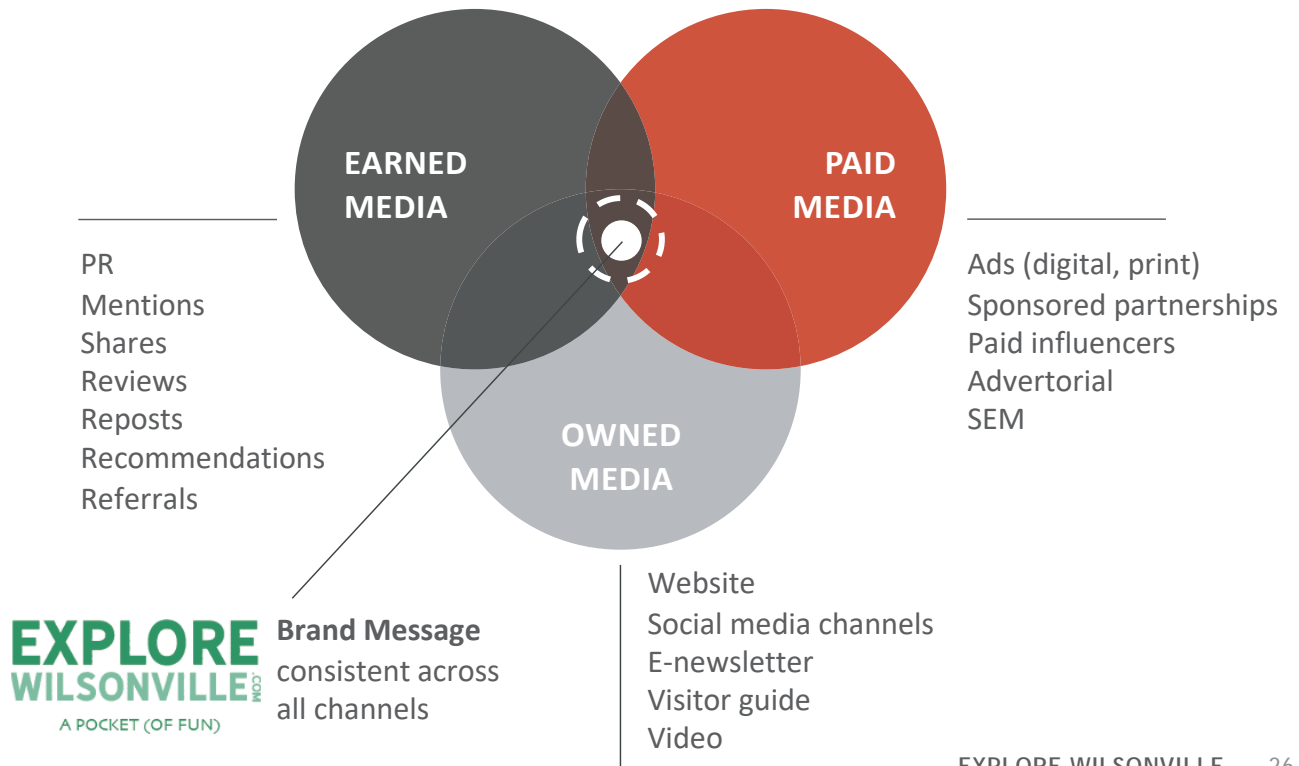
How do we get there? Each service we provide goes through our five-phased approach, from discovery to management. And it doesn't stop there. We'll continue to assess performance and adjust as necessary to increase results along the way.

ALWAYS INTEGRATED

OUR APPROACH IS STRATEGIC AND INTEGRATED ACROSS ALL OF YOUR CHANNELS

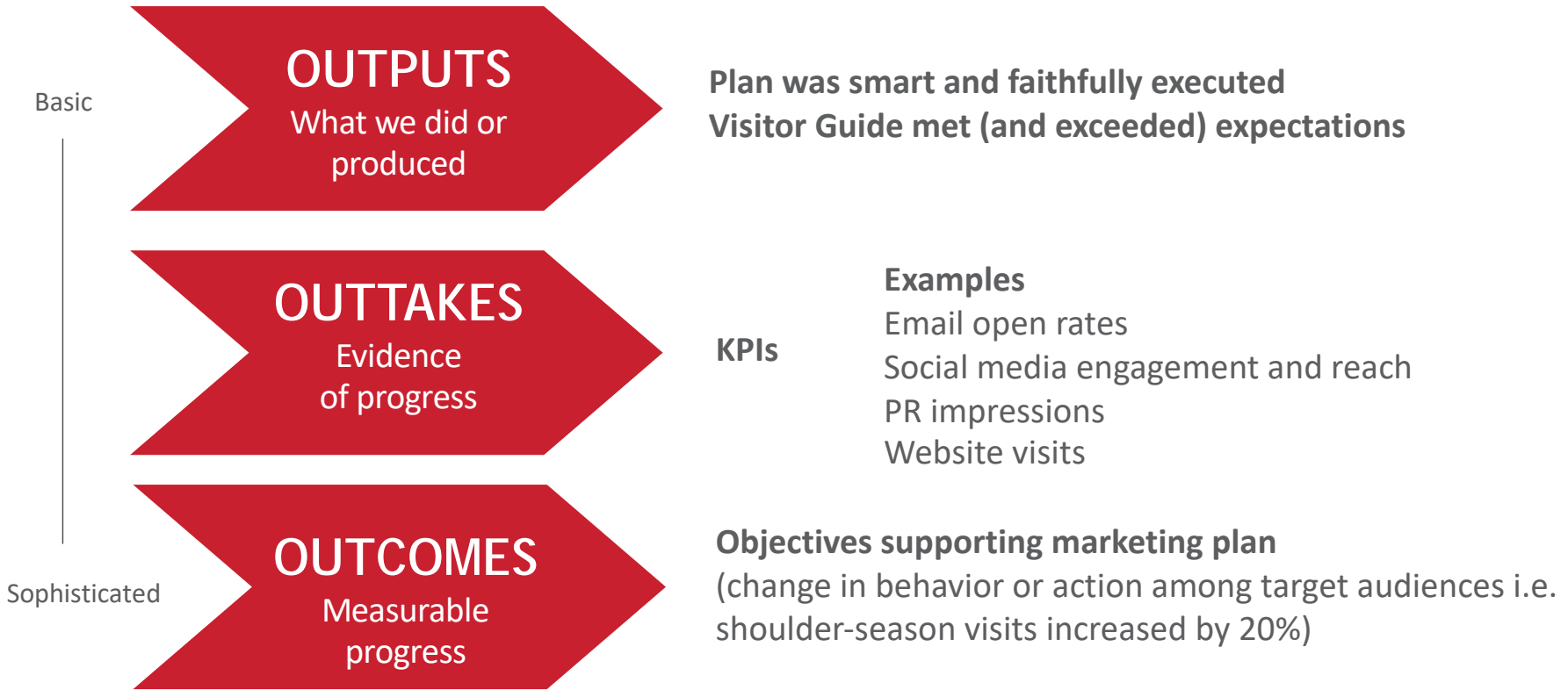
For destination marketing to be successful, messaging must be:

- 1. Authentic:**
Share the true Wilsonville experience.
- 2. Relevant**
Communicate the benefit—
what your audience cares about.
- 3. Differentiating**
Describe what makes Wilsonville
memorable and unique.



ALWAYS ACCOUNTABLE

OUR APPROACH INCLUDES A CONTINUOUS MEASUREMENT PLAN



SAMPLE WORK PLAN (YEAR 1)

SCOPE OF WORK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MARKETING SERVICES												
Ad campaigns, media buying, ad concepting, design, copywriting and production for the shoulder season	Media Buying	Off-Season Campaign							Off-Season Campaign			
Email marketing campaign (every other month)												
Develop 2020-2021 Annual One-Year (influenced by the Five-Year Action Plan)				Begin July 1								
WEBSITE SERVICES												
Annual website maintenance (hosting, renewals, security, etc.)	Ongoing											
Optimize website for increased mobile responsiveness												
Develop website content to highlight Wilsonville as an overnight basecamp on homepage												
Highlight events and new content focusing on seasonality, develop campaign landing page	Ongoing											

This is a sample high-level schedule based on our current understanding of the Explore Wilsonville RFP. A more detailed schedule will be developed after our kick-off meeting to accommodate needs and deadlines that we may not be aware of at this time

SAMPLE WORK PLAN (YEAR 1)

DETAILS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
SOCIAL MEDIA SERVICES												
Develop social strategy and master editorial calendar	█											
Write and produce social content, community management and reporting	Ongoing											
Lead and launch Instagram takeovers	█	█	█	█					█	█	█	█
PUBLIC RELATIONS SERVICES												
Develop PR plan	█											
Build media lists, media pitching, monitoring		█	█	█						█	█	█
Travel and Words Conference (Bend)					█							
Micro influencer/travel blogger campaign		Off-Season Campaign								Off-Season Campaign		
PHOTOGRAPHY AND VIDEO SERVICES												
Photo shoot (show seasonality)		█					█			█		
Video shoot							█		█	█		

SAMPLE WORK PLAN (YEAR 1)

DETAILS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MANAGEMENT SERVICES												
Attend Tourism Promotion Committee meetings in Wilsonville (6 per year, will meet when you need us)	Kick off											
Provide quarterly reports on KPIs, STR report and combined report of contracted services (will have reports ready in time for your mtgs)												
Management of tourism promotion and DMO program	Ongoing											
COLLATERAL, PRINTING AND SHIPPING/DISTRIBUTION SERVICES												
Wilsonville Visitor Guide and Map				Launch July 1								
TOURISM DEVELOPMENT SERVICES												
Network with managers of local-area attractions, events and visitor/tourism services												
Oregon Governor's Conference on Tourism (Portland)												
Send tourism partner collaboration email												
Apply for Travel Oregon Small Grants (\$20k)												

COST



COST ESTIMATE

SERVICE	SUBTOTAL
Marketing Services	\$105,000
Website Services	\$39,050
Social Media Services	\$42,300
Public Relations Services	\$37,400
Photographic and Video Services	\$13,000
Management Services	\$29,800
Collateral, Printing and Shipping/Distribution Services	\$20,800
Tourism Development Services	\$5,650
SUBTOTAL	\$293,000
Contingency Fund	\$7,000
TOTAL BUDGET	\$300,000

SERVICE	HOURLY RATE
Production Design	\$150
Creative Direction/ Graphic Design	\$175
Web Design/Development	\$150
Project Management	\$175
Copywriting (social media, marketing, PR)	\$175
Strategy	\$200
Videography	\$165 or \$1,500/day
Photography	\$150

All work includes one round of edits. Additional work performed outside this scope of work will be billed at a blended rate of \$175 per hour.

SCOPE OF WORK	DELIVERABLES	COST
MARKETING SERVICES	Media buying: identify advertising opportunities, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, upload ads to publication. Work with partner organizations on co-op ad buys and other joint promotion efforts	
	Art and creative direction, including concepting	
	Ad design (for print and digital)	
	Copywriting (for print and digital ads, marketing collateral)	
	Production	
	Advertising allowance (consider a 75% digital, 25% print balance)	\$50,000
	Email marketing campaign (e-blasts during shoulder-season, non-summer months (9) includes content strategy, template development, list management, design and copywriting	
	Develop 2020-2021 Annual One-Year Implementation Plan, leveraging the Five-Year Action Plan	
	SUBTOTAL	\$105,000

SCOPE OF WORK	DELIVERABLES	COST
WEBSITE SERVICES	Annual maintenance including software/plug-in renewals, website hosting, domain renewal, SSL certificate renewals, security/hack alert scanning, and a technical support plan (necessary theme and plug-in updates, daily cloud backups, 24/7 uptime monitoring and website restored when down within an hour)	\$5,200
	Develop campaign landing page to track advertising, implement Facebook Pixels and UTMs	
	Optimize website for increased mobile responsiveness, shortening the homepage scroll	
	Develop website content strategy to highlight Wilsonville as an overnight basecamp on homepage; Highlight upcoming events and new content on homepage, focusing on seasonality and shoulder season promotions, ultimately bringing visitors back to the site; enhance Meet landing page and Press & Media landing page to include "why Wilsonville"	
	Provide ongoing content maintenance (attractions, lodging, calendar of events listings)	
	Content website development (seasonal hero banners, homepage copy, images, maps...)	
	Reporting of website traffic and related statistics *included in Management Services budget	
	Create and implement SEO strategy, including quarterly reports	
	SUBTOTAL	\$39,050

SCOPE OF WORK	DELIVERABLES	COST
SOCIAL MEDIA SERVICES	Develop social media strategy (includes an audit of existing channels). Craft a master editorial calendar to include a balance of original and curated content for off-season tourism promotion across Instagram, Facebook and Pinterest (at a glance we recommend focusing efforts on three channels, closing your Twitter account)	
	Write and produce social content (copy and images) 3-5 times per week for three social media channels following approved social media strategy and editorial calendar	
	Lead and launch Instagram takeovers (6) with partner organizations/tourism attractions during shoulder season to strengthen relationships and grow mutually beneficial followers	
	Community management and engagement (schedule and post content on three channels, find photos from followers to post, and grow followers)	
	Boosted post/ad allowance to increase social media reach/impressions and drive website traffic	\$3,600
	SUBTOTAL	\$42,300

SCOPE OF WORK	DELIVERABLES	COST
PUBLIC RELATIONS SERVICES	Develop PR plan to include 6 media themes/stories to promote shoulder-season travel with corresponding PR tactics including media pitches and press releases	
	Subscribe and respond to HARO (Help A Reporter Out) media opportunities (ongoing)	
	Develop media lists for 6 approved themes, conduct targeted PR outreach and provide media follow-up	
	Software subscription to robust Cision Media Database to provide monthly monitoring, media contact lists, distribution and reporting	\$1,000
	Attend Travel & Words: Northwest Travel & Lifestyle Writers Conference (May 2020 in Bend) to connect directly with travel writers and promote Wilsonville stories, includes advertising (also provides opportunity to network and strengthen partner/DMO relationships)	\$8,800
	Micro influencer/travel blogger campaign (bring four IG influencers with travel blogs, each tasked to promote a different Wilsonville Pocket Trip, during shoulder season). Includes influencer selection, contracts, itinerary building and hosting.	
	Media hosting allowance for FAMS and approved media visits	\$3,400
	SUBTOTAL	\$37,400

SCOPE OF WORK	DELIVERABLES	COST
PHOTOGRAPHIC AND VIDEO SERVICES	Arrange for new photography and videography of attractions and events as needed	
	Arrange for models and releases as needed (recruit locals/volunteers to save on budget)	
	Obtain full usage and rights renewals, if applicable	

SUBTOTAL \$13,000

SCOPE OF WORK	DELIVERABLES	COST
MANAGEMENT SERVICES	Management of the overall tourism-promotion and destination marketing program	
	Developing and operating procedures/systems (fulfillment handled by City Parks and Recreation staff) to include printing, shipping and postage costs	
	Renew memberships to Travel Portland and Oregon Destination Association	\$1,500
	Software and database subscriptions (STR and ISSUU)	\$1,200
	Provide quarterly reports of key performance indicators and STR report, in addition to a combined report of contracted services including website, marketing/advertising, social media, PR and visitor fulfillment. Reports will include a dashboard to track progress	
	Attend Tourism Promotion Committee meetings in Wilsonville, 6 times per year (9 total)	
	Travel (mileage) allowance for in-person meetings	\$1,500

SUBTOTAL \$29,800

SCOPE OF WORK	DELIVERABLES	COST
COLLATERAL, PRINTING AND SHIPPING DISTRIBUTION SERVICES	Develop "Wilsonville Visitor Guide and Map." Includes brochure design (standard size/more budget-friendly format to fit Certified racks), copywriting and printing on recycled stock of up to 5,000* boxed copies; includes digital PDF, downloadable from website (*may use contingency to increase printing budget based on existing inventory)	
	Certified Folder brochure distribution at sites* identified in RFP including Oregon Welcome Centers, Airport and Rest Stops (*will explore additional distribution strategy up I-5 Corridor with Tourism Promotion Committee)	\$6,000
	Wilsonville Chamber of Commerce brochure distribution throughout local kiosks as identified in RFP	
	Postage allowance for visitor center fulfillment by Parks and Recreation staff	\$1,500
	Freight and shipping to Certified Folder and other distribution outlets as contracted	\$500
	SUBTOTAL	\$20,800

SCOPE OF WORK	DELIVERABLES	COST
TOURISM DEVELOPMENT SERVICES	Create and strengthen partnerships and relationships with leading DMOs and partner organizations for the creation of tourism products and packages (start with collaboration email, every other month)	
	Network* with managers of local-area attractions, events and visitor/tourism services to produce/package new options that encourage overnight lodging during shoulder season *network after Tourism Promotion Committee meetings to save on costs when appropriate	
	Promote and market new or improved tourism products/packages as a result of tourism development efforts *promotion budget included in Marketing Services Budget	
	Attend Oregon Governor's Conference on Tourism in Portland to strengthen industry relationships (April 11-13, 2021)	\$2,950
	SUBTOTAL	\$5,650

WORK SAMPLES



OLYMPIC PENINSULA TOURISM

The Olympic Peninsula Tourism Commission’s website was hard to use, especially on mobile. A unified sense of place was needed for the expansive and diverse terrain that attracts visitors from every corner of the globe—with focus on building shoulder-season visits.

JAYRAY APPROACH

- Built a user-friendly, inspirational, educational WordPress website (OlympicPeninsula.org) with a photo-centric design
- Advised on content strategy, types of pages needed, ways to strengthen overarching brand through a refreshed online presence, new logo and messaging
- Created a digital campaign (TheRoadTripsBack.com) to promote the new website and generate interest in off-season visits enticing travelers from AZ, CA, TX, NY and FL with an enter-to-win sweepstakes
- Planned and launched an influencer trip, producing co-created content, photos and a road trip video during off-season campaign ([watch video](#))
- Developed themed tourism products including Road Trip Bingo, Road Trip Loops and a Road Trip Playlist on Spotify



OLYMPIC PENINSULA TOURISM

WEBSITE LAUNCH OUTCOME

- 10-person website committee launched site on time
- Tourism community enthusiastically adopted new logo
- Earned media coverage in national travel publications
- Website visits up 70 percent year over year in first month

CAMPAIGN INITIAL RESULTS

We're in the second year of our off-season campaign: The Road Trip is Back. After benchmarking year one, we have refined the campaign to focus efforts on ad channels that drove the most website traffic (Facebook advertising).

- ADARA travel pixel placed to track hotel and flight conversions to provide "heads in beds" ROI
- Doubled landing page visits compared to last Fall
- Over 2,500 Sweepstakes entries in first two weeks of campaign compared to 1,500 Sweepstakes entries last year
- PR Newswire release picked up by 203 travel media outlets

South Sound Magazine Minute [View this email in your browser](#)

SOUTH SOUND
MAGAZINE

Road Trip Playlist

OLYMPICPENINSULA.ORG
Win a Road Trip: Washington's Olympic Peninsula [Learn More](#)

EVENT
The Road Trip is Back
If four temperate rain forests, 24 waterfalls, a 68-mile saltwater fjord, lakes, rivers, and sandy beaches aren't enough to get you out to the Olympic Peninsula, consider this. From now until Nov. 16 the Olympic Peninsula Visitor Bureau will host its Drive the Olympic Peninsula Sweepstakes. One winner will receive a four-night [Peace Vans rental](#), accommodations in local hotels, a [Pendleton blanket](#), a Fujifilm instant camera, and more. [Enter online.](#)

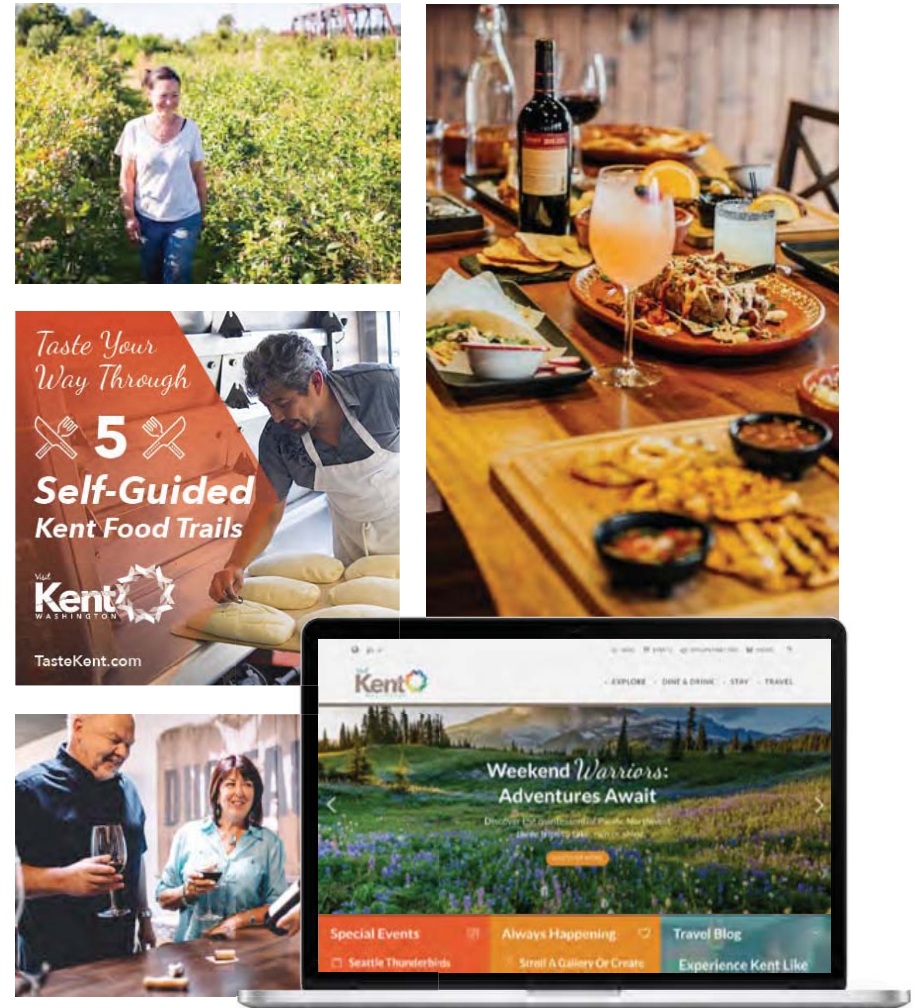
VISIT KENT

Visit Kent sought an agency for destination marketing and development to highlight the diverse and authentic culture of Kent in a way that resonated with visitors. JayRay’s solution: develop the Kent Food Trails—an invitation to experience Kent’s global food scene.

JAYRAY’S APPROACH

- Designed a brand new WordPress website ([VisitKent.com](https://www.visitkent.com)), using a strong storytelling approach with seasonal blog
- Developed marketing plan and social media strategy for [Facebook](https://www.facebook.com/visitkent), [Twitter](https://twitter.com/visitkent) and [Instagram](https://www.instagram.com/visitkent) including community collaboration emails to gather local happenings, content creation, posting, engagement and monthly reporting
- Crafted a thoughtful PR strategy, pitched travel writers, bloggers and TV media outlets, and sent visitor e-newsletter to opt-in subscribers
- Launched a digital Kent Food Trails campaign targeting visitors from up to 3-hours away with an Edible Escape contest
- Planned Instagram takeovers with local Kent restaurants and lead Influencer campaign with regional foodie writers

JAYRAY A PLACE TO THINK



EXPLORE WILSONVILLE 43

VISIT KENT

WEBSITE LAUNCH OUTCOME

- Lodging Tax revenues increased 7 percent in first year
- Over 10 percent of website users were referred from Facebook, after implementing social media strategy
- Local tourism businesses began using site as their own marketing tool
- JayRay has maintained and managed site for three years

CAMPAIGN INITIAL RESULTS

We're in the first year of development and promotion of the Kent Food Trails—five self-guided, foodie themed adventures.

- Campaign has increased total website traffic by 400 percent
- Media pitching efforts earned Kent Food Trails a spot on *New Day Northwest*—a live show on King 5 TV. Local restaurants shared their food and did a live cooking demo
- PR Newswire release picked up by 169 travel media outlets, and total efforts have resulted in 7 million PR impressions
- Through a Washington State Tourism collaboration, Kent Food Trails was pitched to travel media at IPW conference

JAYRAY A PLACE TO THINK



EXPLORE WILSONVILLE 44

TACOMA SOUTH SOUND SPORTS COMMISSION

Growing the South Sound as a destination for amateur sporting events was tough outside the limelight. Yet the reality of the region's sports-loving community and immensely varied mountain-city-sea landscape was ripe for attention. The Commission needed a marketing plan and a partner to inspire interest online, in print and in person. It was time to step up.

JAYRAY'S APPROACH

- Created an integrated social media, media relations and marketing communication strategy that leveraged the South Sound's natural platform: the mountain, the city and the sea
- Developed TacomaSports.org and living Instagram photo wall on homepage; maintained site including content, blog, events calendar and partner listings
- Developed an ambassador program featuring stories from South Sound athletes to drive online engagement and pride
- Managed social media accounts developing takeovers and stories, and lead a 4-day outdoor recreation influencer trip
- Directed photo shoots and designed marketing collateral including tradeshow booth displays and annual report

JAYRAY A PLACE TO THINK



EXPLORE WILSONVILLE 45

TACOMA SOUTH SOUND SPORTS COMMISSION

WEBSITE LAUNCH OUTCOME

- Gave Pierce County's athletes an online platform to share why they choose the South Sound for their sport
- Gained 20,000 web page views in first 6 months
- Captured the heart of the commission's mission with the social tag #MountainCitySea

INTEGRATED STRATEGY RESULTS

We're continuing to help the brand shape its future now that the Tacoma South Sound Sports Commission has merged with Travel Tacoma + Pierce County.

- Attended NW Travel & Words and earned 280 media articles in first year of executing a new PR sports strategy
- Skyrocketed social media and grew Instagram by over 1,000 followers in first year, and all channels by 200 percent
- Reached 2 million outdoor recreation enthusiasts through influencer marketing campaign
- Proven results helped Commission secure funding

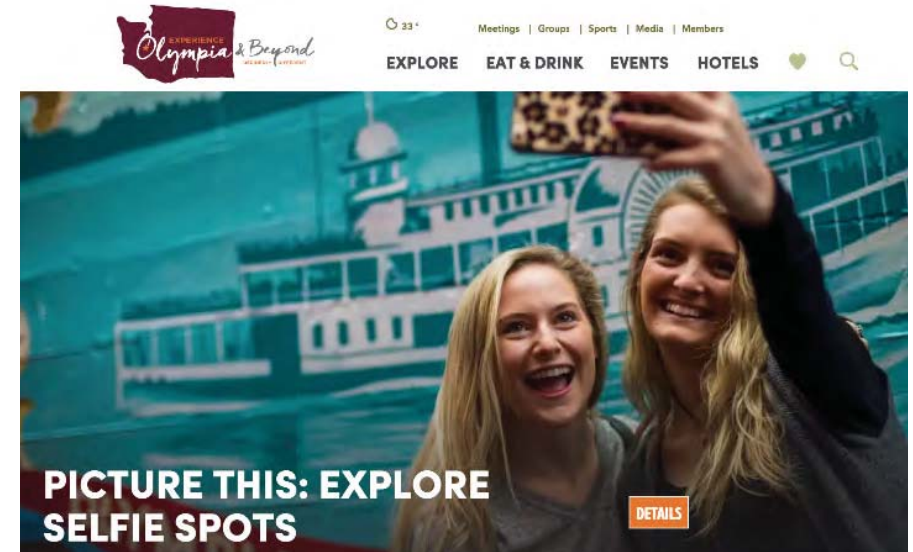


EXPERIENCE OLYMPIA & BEYOND

Visitors didn't know the name of the Olympia-Lacey-Tumwater Visitor and Convention Bureau so weren't likely to rely on it. The bureau's look and messaging were dated. The VCB staff was new and the time was right to rebrand Thurston County to draw more than day trippers to Washington's capital city.

JAYRAY'S APPROACH

- Conducted online surveys, focus groups and phone interviews with locals, businesses and visitors to establish a baseline and insights
- Renamed OLTVCB to Experience Olympia & Beyond, supported by data and community input
- Staked out the position "never conventional" for the destination and crafted the tagline *Decidedly Different*
- Designed a new logo that evokes pride in Washington state and its capital city; created brand style guide including brand visuals, messaging and logo uses
- Developed library of professional destination photos and produced destination launch video series



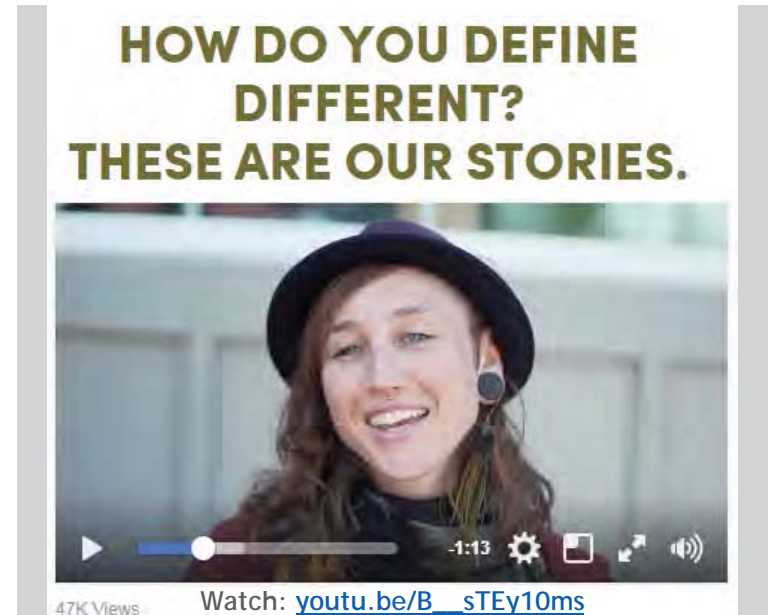
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BRAND LAUNCH OUTCOME

- Board energized and embracing new messaging
- Residents and industry businesses adopted tagline “Decidedly Different
- Extended brand into the Bountiful Byway tour product, designing and distributing map and brochure to match the spirit of Thurston County
- Saw an increase of nearly 16% in visitor spending, just one year after brand launch
- Destination video won a Communicator Award of Excellence (top honor)






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