

Explore Wilsonville Scope of Work & Budget Detail

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

ADDITIONAL \$50,000 FOR FY 2022-23

August 8, 2022

BUDGET: \$50,000

FY 2022-2023: July 1, 2022-June 30, 2023

VISUAL IDENTITY UPDATE: \$17,305

FY 2022-2023

Deliverables	Budget
Strategy & Direction	
Virtual kickoff meeting between teams to finalize project timeline, scope, survey and visual identity direction.	\$1,555
Create online survey for Explore Wilsonville to gather visual inspiration/meaning (destination personality, position). <i>Recommended survey recipients include key City staff, TPC members and tourism partners. Approx. 15-minute survey.</i>	\$1,140
Compile themes from survey findings. Share and discuss survey report.	\$2,280
Logo Design	
Logo options, round 1: Share up to 4 logo directions with client contact and discuss via virtual meeting.	\$4,100
Logo options, round 2: Share up to 2 refined logo options with some execution examples to make final decision; show how looks with tagline: Stay in the heart of it all. Present final to TPC.	\$2,435
Logo refinement: Package final chosen logo and provide the following: -2 logo orientations as desired (vertical and horizontal, for example) -Reversed version (white) and full-color version -Gray scale versions (for use in black and white) in JPG, PNG, .AI for all the above	\$1,680
Visual Identity Guide & Implementation	
Draft 1: Document with colors, fonts and logo usage (include tagline, personality, position).	\$1,310
Finalize and send final guide.	\$555
Mock up homepage of website using new identity (2 options). Includes 1 round of revision.	\$2,250
SUBTOTAL	\$17,305

MARKETING COLLATERAL: \$23,285

FY 2022-2023

Deliverables	Budget
Design teaser brochure with custom QR code to drive traffic to website. Includes copywriting and design. (2 rounds of revision)	\$4,110
Design illustrative flat map (style TBD) to show Wilsonville in the heart of it all, using updated visual identity and connecting to trip itineraries with QR code. Map to be included in teaser brochure. Includes map design concept options (2) and 2 rounds of revision.	\$8,015
Print allowance. Brochure/map quantities TBD based on price quote.	\$9,600
Brochure distribution with Certified Folders in 8 Oregon Welcome Centers.	\$1,560
SUBTOTAL	\$23,285

FY 2022-2023: July 1, 2022-June 30, 2023

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WEBSITE SERVICES: \$9,410**FY 2022-2023**

Deliverables	Budget
Update website events calendar plug-in style to display events in a more user-friendly way on desktop and mobile. Share display options, design mockup and implement.	\$2,155
Use website mockup from visual identity update to "reskin" website with new logo, colors and fonts.	\$7,255
SUBTOTAL	\$9,410

TOTAL \$50,000