

Tourism Promotion & Marketing Services Contract

City Council Work Session May 5, 2025

Tourism Program

- Adoption of Original Strategy, May 2014
- Marketing Plan & Consultant (2018)
- On going Five- Year Action Plan, One year Implementation Plan
- JayRay (Jan. 2020 June 2025)



Tourism Request for Proposals

- Request for Proposals (RFP) Published on Feb. 3
- Received five (5) responses by March 3 deadline
- Tourism Promotion Committee Review March 19
- Tourism Promotion Committee Finalist Interviews – April 2

Request for Proposals

- Marketing and Promotion Services (\$200,000 a year)
- Website, Social Media, Content Creation, etc
- Three-year contract with two optional oneyear extensions



Selection

- Knowledge and experience with small destinations in the PNW
- Proposed Local Campaign (Strategy 1.16)







OUR JOURNEY TOGETHER

WHERE WE ARE NOW

2020 2024

7,500 50,000 new website users, annually 567% increase

59,000 305,000 social media reach, annually 342% increase

All in 5 years - results still climbing

- 106.088 total new website users
- 971,962 social media reach
- 33 blogs
- 30 itineraries
- 28 earned media articles
- 3 photo shoots
- 1 video shoot

Data helps us share why tourism is important

\$12.4 million in estimated economic impact from marketing campaigns

Geolocation marketing total results:

- \$192.45 : \$1 ROAS
- 6.7M impressions
- 121,849 total trips
- 14,705 total room nights
- 11,114 clicks
- 370,509 total video completions



Q GETHERE I BLOG I PRESS & MEDIA I VENUES

STAY EXPLORE



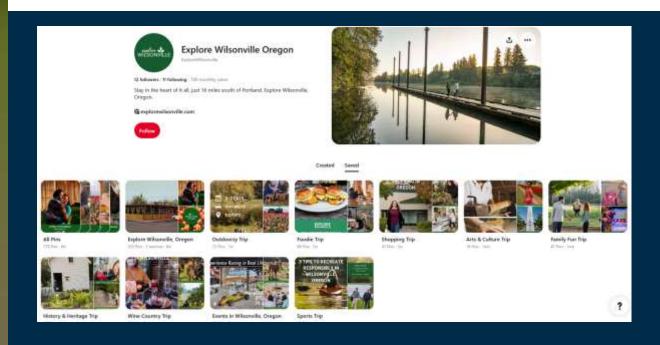
EAT & DRINK

EVENTS











Questions?

