



## CITY COUNCIL MEETING STAFF REPORT

<b>Meeting Date:</b> May 5, 2025		<b>Subject: Resolution No. 3186</b> 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.  <b>Staff Member:</b> Zoe Mombert, Assistant to the City Manager  <b>Department:</b> Administration	
<b>Action Required</b>		<b>Advisory Board/Commission Recommendation</b>	
<input checked="" type="checkbox"/> Motion <input type="checkbox"/> Public Hearing Date: <input type="checkbox"/> Ordinance 1 <sup>st</sup> Reading Date: <input type="checkbox"/> Ordinance 2 <sup>nd</sup> Reading Date: <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda		<input checked="" type="checkbox"/> Approval <input type="checkbox"/> Denial <input type="checkbox"/> None Forwarded <input type="checkbox"/> Not Applicable  <b>Comments:</b> N/A	
<b>Staff Recommendation:</b> Staff recommend Council adopt the Consent Agenda.			
<b>Recommended Language for Motion:</b> I move to adopt the Consent Agenda.			
<b>Project / Issue Relates To:</b>			
<input type="checkbox"/> Council Goals/Priorities:	<input checked="" type="checkbox"/> Adopted Master Plan(s): Tourism Development Strategy, April 2025	<input type="checkbox"/> Not Applicable	

### ISSUE BEFORE COUNCIL:

The City Council adoption of Resolution No. 3186 advances a professional services agreement with JayRay Ads & PR, Inc., for 'Explore Wilsonville' tourism promotion and development and destination marketing services for the period of July 1, 2025, through June 30, 2030.

**EXECUTIVE SUMMARY:**

The City Council adopts a Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy and Tourism Promotion & Destination Marketing Services Plan on an annual basis. The Tourism Promotion and Marketing Services consultant provides support to staff to develop and implement the marketing strategy for the Explore Wilsonville program and supports the implementation of the Tourism Development Strategy.

The agreement is for a three-year period and contains a provision for two optional one-year renewals.

**BACKGROUND INFORMATION**

In 2019, the City execute a Professional Services Agreement with JayRay Ads & PR, Inc, for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services as approved by Resolution 2776. The City has amended the contract three times, once to modify the scope of work due to the pandemic, second to reassess the tourism promotion activities as a result of the ongoing pandemic (Res. No. 2891), and finally, an amendment to increase the contract amount and increase service (Res. No. 2934). Resolution No. 2944 continued professional tourism promotion services from fiscal year (FY) 2022-23 to FY 2024-25.

The current agreement will end on June 30, 2025. The City published a request for proposals (RFP) on February 3, 2025, to identify a consultant and execute a contract before the current contract ends. The City received five responsive proposals by the March 3, 2025, deadline. The Tourism Promotion Committee reviewed the proposals at their March 19, 2025, meeting. The committee interviewed two finalists on April 2, 2025. During the review, one firm stood out as the consensus choice of the committee with the highest criteria evaluation: JayRay of Tacoma, Washington.

- The committee was impressed with the quality of the proposal provided by JayRay. They also liked JayRay's experience with small destinations, experience in the Pacific Northwest, and suggested marketing ideas for the upcoming fiscal year. The proposed plan includes a local campaign increasing brand recognition in Wilsonville and encouraging community members to promote the destination to family and friends. The committee unanimously recommended that the City execute a contract with JayRay for Tourism Promotion and Development and Destination Marketing Services from July 1, 2025 – June 30, 2030. The contract includes a three-year period with two optional one-year extensions.

The City issued the notice of intent to award on April 9, 2025, and did not receive any award protests.

**EXPECTED RESULTS:**

Continue to advance the Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy. The contract will provide consistent and professional marketing efforts to encourage people to stay in the heart of it all (in Wilsonville).

**TIMELINE:**

Resolution No. 3186 advances a professional services agreement with JayRay Ads & PR, Inc., for 'Explore Wilsonville' tourism promotion and development and destination marketing services for the period of July 1, 2025, through June 30, 2030.

**CURRENT YEAR BUDGET IMPACTS:**

There are no budget impacts to the current fiscal year. The scope of work in the proposal attached to the Professional Services Agreement is in line with the funds anticipated to be budgeted in fiscal year (FY) 2025 –26 of \$200,000 and \$200,000 subsequent years.

**COMMUNITY INVOLVEMENT PROCESS:**

The development of the underlying Tourism Development Strategy had considerable public engagement during the development of the Tourism Development Strategy (April 2025) timeframe that included participation and interviews/surveys with residents and tourism stakeholders. The Tourism Promotion Committee oversees the development of annual business plans, adopted by the Council, that have been advertised to the community. Members of the Tourism Promotion Committee represent a wide spectrum of community and tourism industry interests.

**POTENTIAL IMPACTS OR BENEFIT TO THE COMMUNITY:**

Potential benefits to the community included increased awareness of Wilsonville as a viable tourism destination, development of better visitor services and new revenues to local businesses and increased transient lodging tax collections for the City.

**ALTERNATIVES:**

N/A

**CITY MANAGER COMMENT:**

N/A

**ATTACHMENTS:**

1. Resolution No. 3186
  - A. JayRay Ads & PR, Inc. Professional Services Agreement
2. JayRay Ads & PR, Inc. Proposal