

RESOLUTION NO. 3186

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

WHEREAS, the City Council has adopted a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* (“Plan”), a business plan for the tourism promotion program for each subsequent year, most recently the City Council on April 7, 2025, Resolution 3194 adopted the Plan for fiscal year 2025-26; and

WHEREAS, the City Council adopted on Feb. 22, 2018, Resolution No. 2669, 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 on March 19, 2018, Resolution No. 2681 that 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 Resolution No. 2669; and

WHEREAS, the City Council adopted on December 16, 2019, Resolution 2776 a professional services agreement with JayRay Ads and PR, Inc. to implement the remaining FY 2019/20 and FY 2020/21 Tourism Promotion & Destination Marketing Services Plan; and

WHEREAS, the COVID-19 Pandemic necessitated a first amendment dated June 4, 2020, to modify the scope of work and reduce the budget; and

WHEREAS, the City Council adopted on May 3, 2021, Resolution No. 2891 that authorized the City Manager to execute a second amendment to the Professional Services Agreement with JayRay Ads & PR, Inc., for the purpose of extending the time for performance from July 1, 2021, through December 31, 2022 with contract payments not to exceed \$120,000.00 during FY2021/22 and FY2022/23, and

WHEREAS, the City Council adopted on January 20, 2022, Resolution No. 2944, 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 for the period of July 1, 2022, through June 30, 2023, with contract payments not to exceed \$150,000.00 during FY2022/23; and

WHEREAS, the City Council approved amendment renewals of the contract for up to \$200,000.00 during fiscal year 2023/24 and fiscal year 24/25 not to exceed a total of \$550,000; and

WHEREAS, the City of Wilsonville published a Request for Proposals (RFP) on February 3, 2025, and accepted proposals until 2:00pm on March 3, 2025, and posted a notice in the Daily Journal of Commerce; and

WHEREAS, the City received five responsive proposals which the Tourism Promotion Committee reviewed on March 19, 2025, and interviewed two finalists on April 2, 2025; and

WHEREAS, the City and members of the Tourism Promotion Committee believe that the proposal by JayRay Ads & PR, Inc., provides the needed tourism promotion and development and destination marketing services by 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:

Section 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 for the period of July 1, 2025, through June 30, 2028, with contract payments up to \$200,000 per year not to exceed \$600,000, which Professional Services Agreement must be substantially similar to **Exhibit 1** attached hereto and incorporated by reference herein.

Section 2. The City Council approves up to two (2) renewals of the contract for up to \$200,000.00 during FY2028/29 and FY 2029/30 not to exceed a total of \$400,000.

Section 3. Effective Date. This Resolution is effective upon adoption.

ADOPTED by the Wilsonville City Council at a regular meeting thereof this 5th day of May, 2025, and filed with the Wilsonville City Recorder this date.

Shawn O'Neil, Mayor

ATTEST:

Kimberly Veliz, MMC, City Recorder

SUMMARY OF VOTES:

Mayor O'Neil

Council President Berry

Councilor Cunningham

Councilor Dunwell

Councilor Shevlin

EXHIBIT:

- A. JayRay Ads & PR, Inc. Professional Services Agreement