

TOURISM PROMOTION AND DESTINATION MARKETING SERVICES

PREPARED FOR
CITY OF WILSONVILLE

OCTOBER 27, 2021

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JayRay

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Greetings!

We don't need to tell you that the last two years have been unique in the history of destination marketing. Together, the City of Wilsonville and JayRay have met challenges and explored new opportunities. We have been able to test our resolve and the benefit of being forced out of our comfort zone.

Since we last proposed to be your marketing partners in 2019, we have learned to love even more about Wilsonville and have expanded our team knowledge as well.

We're inspired by Oregon...And now, especially Wilsonville

We've always loved Oregon. Some of us grew up there. All of us play there. The parks, the trails, the roads and the overall pace of life is something that never leaves those of us who move away, and never fails to make an impression on visitors. But now, we've gotten to know Wilsonville specifically; its farms, parks, wineries, food and people. We've become some of Wilsonville's most ardent champions.

We still have tourism chops...Only more

JayRay's roster of happy tourism clients has included PNW destinations like Experience Olympia & Beyond, Visit Kent and Olympic Peninsula, but has also expanded to include website work and tourism campaigns with clients like the City of Renton.

We've been honored to serve as your destination marketing partner for the last two years, and we'd be thrilled to continue the successes we've been having together.

We bring an integrated strategy...Now with more tools

We've worked with your team to unify messaging across print and digital advertising, public relations, website, photo and video assets and social media. By collaborating with local businesses and regional partners, we have developed and highlighted experiences that are unique to Wilsonville. We're excited to keep that work going, and add new, game-changing tools like geolocation data and marketing to the mix.

We've been honored to serve as your destination marketing partner for the last two years, and we'd be thrilled to continue the successes we've been having together.

Let's make it happen!

Bridget Baeth

Bridget Baeth
Senior Advisor & Principal



ABOUT
JAYRAY



The facts

TOURISM | PARKS & RECREATION | GOVERNMENT | NONPROFIT | BUSINESS



WE
LAUNCHED
IN 1970



OUR OFFICE
IS IN TACOMA,
WASHINGTON



WE BELIEVE IN
CREATIVITY WITH
A PURPOSE AND
A PLAN



OUR CLIENTS
ARE OUR
PARTNERS



Your full-service partner

TOURISM | PARKS & RECREATION | GOVERNMENT | NONPROFIT | BUSINESS



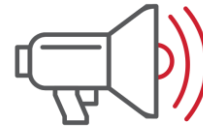
ADVERTISING
& MARKETING



BRANDING



STRATEGIC
COMMUNICATIONS



PR &
SOCIAL MEDIA



GRAPHIC
DESIGN



DIGITAL & WEB
DEVELOPMENT

- Destination marketing strategy and planning
- Messaging and PR strategy
- Strategic communication programs
- Collateral development, print and digital assets
- Social media strategy and channel management
- Advertising
- Media pitching and hosting
- Blogger and media relations
- Issue management
- Internal communications

- Content strategy and creation
- Research and planning
- Promotions and events
- Art direction and graphic design
- Video storytelling
- Photography
- Website design and development
- Website maintenance and support
- Search engine marketing (SEM)



YOUR
JAYRAY TEAM



Your team



Bridget Baeth / Senior Advisor + Principal / Lead

Tourism pro. Brand advocate. Trend spotter. With a sharp design eye and a talent for spot-on messaging, Bridget is equipped with a custom set of finely honed and expertly deployed tools and a finger on the latest and greatest. She uncovers what's newer than new. The stuff that's under the radar. Experiences that define transformative travel. She builds brands that connect with communities, believes in the power of storytelling and helps organizations articulate powerful narratives. With a true love for Pierce County, Bridget was an original force behind the marketing and PR that put it on the map as a travel destination. Bridget might also have the most unique array of interests among the team, including old Jeeps, anything with marshmallows, microbreweries and crushing people at Scrabble.

Recent projects include Explore Wilsonville, Astoria Parks, Fife Parks, Experience Olympia & Beyond, Visit Renton, Travel Tacoma - Mt. Rainier Tourism & Sports, Discover North Bend and Visit Kent. Bridget also serves on the board of Washington Tourism Alliance (WTA).



Matt Wakefield / Senior Advisor / Strategist

With tourism and technology as his dual backgrounds, Matt brings an eye for the latest innovations in marketing and communications to destination clients. As marketing and communications director for Travel Tacoma - Mt. Rainier Tourism & Sports, Matt helped Pierce County pioneer geolocation and hotel data to transform its visitor marketing. Over the prior 15 years, Matt has done marketing and communication work for some of the most established and paradigm-crushing brands in the U.S., including Microsoft, T-Mobile, Texas Instruments and Redfin. If his eyes aren't on a screen, they're probably in a book, since he's an avid buyer, collector, reader and seller of rare books.

Recent projects include Visit Kent, Travel Tacoma - Mt. Rainier Tourism & Sports and geolocation data and marketing for Pierce County.



Your team



Alex Domine / Advisor / Website Specialist

Alex's mastery of communication is equal parts art and science. As a former marketing director and public affairs strategist, he put his broad range of skills to work to further operational, legislative and fundraising priorities in education and nonprofit organizations. He has also used his communication insights to advance diversity, equity and inclusion. With an MBA and two undergraduate degrees, Alex is a loyal PLU Lute and a committed lifelong Tacoman. He serves on the City Events Committee for the City of Tacoma and volunteers with groups advocating for human rights and children with special needs. While his curriculum vitae and his pocket square might come off as pretty serious, Alex knows how to laugh - and it's contagious.

Recent projects include Explore Wilsonville, Visit Renton, Maritime Washington, United Way of Pierce County and Metropolitan Development Council.



Cara Sjogren / Advisor / Social Media Specialist

Give Cara an opportunity and she hits it out of the park. To learn Spanish, she went to Spain. To strengthen social media insights, she joined her college athletics department (and increased their engagement by 40%). To give back, she joined the Peace Corps in Peru. She brings the same drive to her work. Her magic is taking content ideas to the next level and sharing fresh yet practical solutions on the spot. She makes connections that matter from creative collaborations with event planners to stylists, in search of a perfectly branded photo. Though Cara's passport stamps include four continents, her Pacific Northwest roots run deep. Hiking was a favorite excursion as a Pacific Lutheran University student—camera always at the ready. She bakes a mean chocolate chip cookie and accepts meetings on the golf course.

Recent projects include Explore Wilsonville, Visit Renton and Mid Valley Partners.



Your team



Sean Alexander / Senior Art Director

You'll never get one-size-fits-all creative from Sean. A true artist at heart, he brings fresh thinking to everything he dreams, designs, directs or illustrates. He's always asking "what if" and pushing creative to a new level while keeping the business goal in mind. We call it practical magic. (Sorry, Sandra Bullock.) Others might just call it smart thinking and effective design. Whatever you want to call it, you want Sean on your team. Type his name into a search engine, look beyond headlines about the professional football player with the same name, and you'll find reference to Sean's impressive collection of art awards he never mentions. Outside of the agency, Sean continues to create. He's likely working on his studio art or planning a sidewalk chalk masterpiece with his kids. And if you happen upon Sean at a local coffee shop, be warned. You may have to stand in line just to say hello.

Recent projects include Visit Renton, Renton Downtown Partnership, City of Puyallup and City of Shelton.



Julia White / Art Director

They say our destiny is what we make of our fate, and Julia was both fated and destined to be a creative. As the daughter of a graphic designer, Julia knows the industry like a grand pli   or a step-ball-change. Her personal passion for dance, movement and art make her a unique creative force. Her experience in both nonprofit work and large industrial companies gives her a well-rounded edge. And did we mention that she has UX and illustration skills, too? From whimsical packaging to hardworking collateral, clients and teammates depend on Julia and her artful eye. Julia grew up in the Grit City and strolls Tacoma with her cat and sketchbook by her side. True to her passion, Julia spends her free time creating. From watercolor to tattoo designs, Julia is an artist through and through.

Recent projects include Explore Wilsonville, Visit Renton, Olympic Peninsula Tourism Commission and City of Fife, City of Astoria, and City of Puyallup.



Tourism client references

Marsha Massey, Executive Director
Olympic Peninsula Visitor Bureau
360.452.8552
director@olympicpeninsula.org
PO Box 670, Port Angeles, WA 98362

Michelle Thana, Director of Marketing
Washington Tourism Alliance
previously with Visit Vancouver USA
360.931.4806 (mobile)
michelle@watourismalliance.com
PO Box 953, Seattle, WA 98111

Michelle Wilmot, Economic Development
City of Kent, dba Visit Kent
253.856.5709
mwilmot@kentwa.gov
400 West Gowe, Kent, WA 98032

Jessie Kotarski, Economic Development
City of Renton, dba Visit Renton
425.430.7271
jkotarski@rentonwa.gov
1055 S Grady Way, Renton, WA 98057

Ron Peck, Director of Tourism Development
Port of Seattle
206.787.6262
peck.r@portofseattle.org
PO Box 1209, Seattle, WA 98121



WORK PLAN



Goals + objectives

GOAL

Continue to position Wilsonville as an attractive destination along I-5 for overnight lodging from which to explore nearby attractions with day-long “pocket trips” throughout the Portland metro region and the North Willamette Valley.

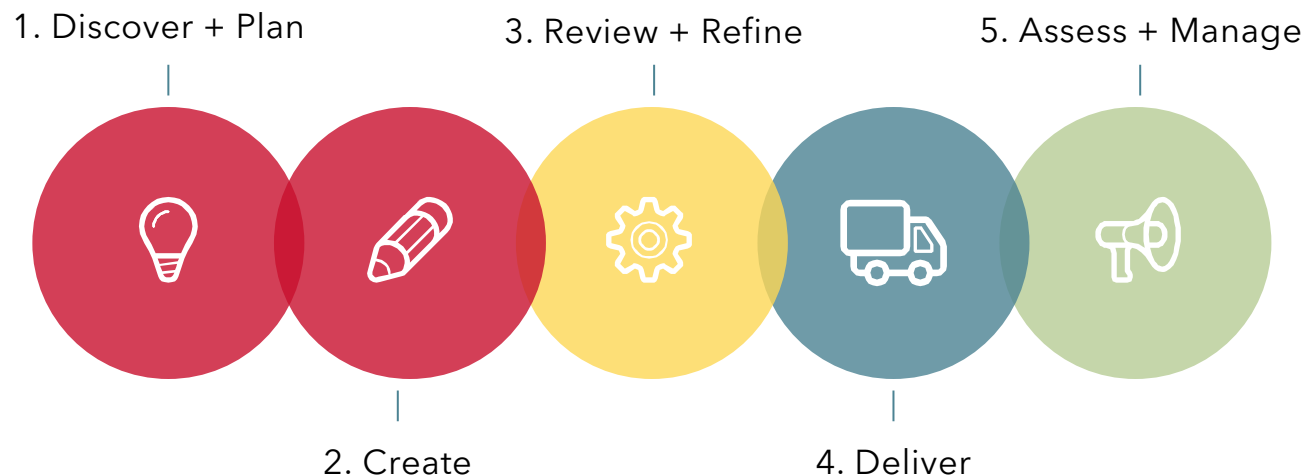
OBJECTIVES

- Increase overnight lodging occupancy during the non-summer, shoulder-season months (October-May)
- Leverage attractions and events in Wilsonville and the surrounding area to extend overnight stays
- Increase repeat visits throughout the year
- Influence development of the destination and its brand by creating strategic partnerships



Overall approach

Our approach is tried and true and allows for flexibility to elevate the things that make Wilsonville unique.



Explore Wilsonville's brand guides everything we do with you. As your marketing partner, our most important role is to help you differentiate Wilsonville from other destinations in order to inspire overnight stays. Doing this requires knowledge, experience, 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.



The visitor funnel

Our integrated approach helps you reach your target audience during each stage of the travel journey.

DREAMING

Public relations
Social media
Brand advertising



Awareness

PLANNING

Website + Visitor guide
Blog
Social media



Engagement

BOOKING

Website
Itineraries
Geolocation marketing



Conversion

LOYALTY

Social media
Remarketing
Email



Loyalty



Always integrated

Our approach is strategic and integrated across all Explore Wilsonville's channels.

For destination marketing to be successful, messaging must be:

1. AUTHENTIC

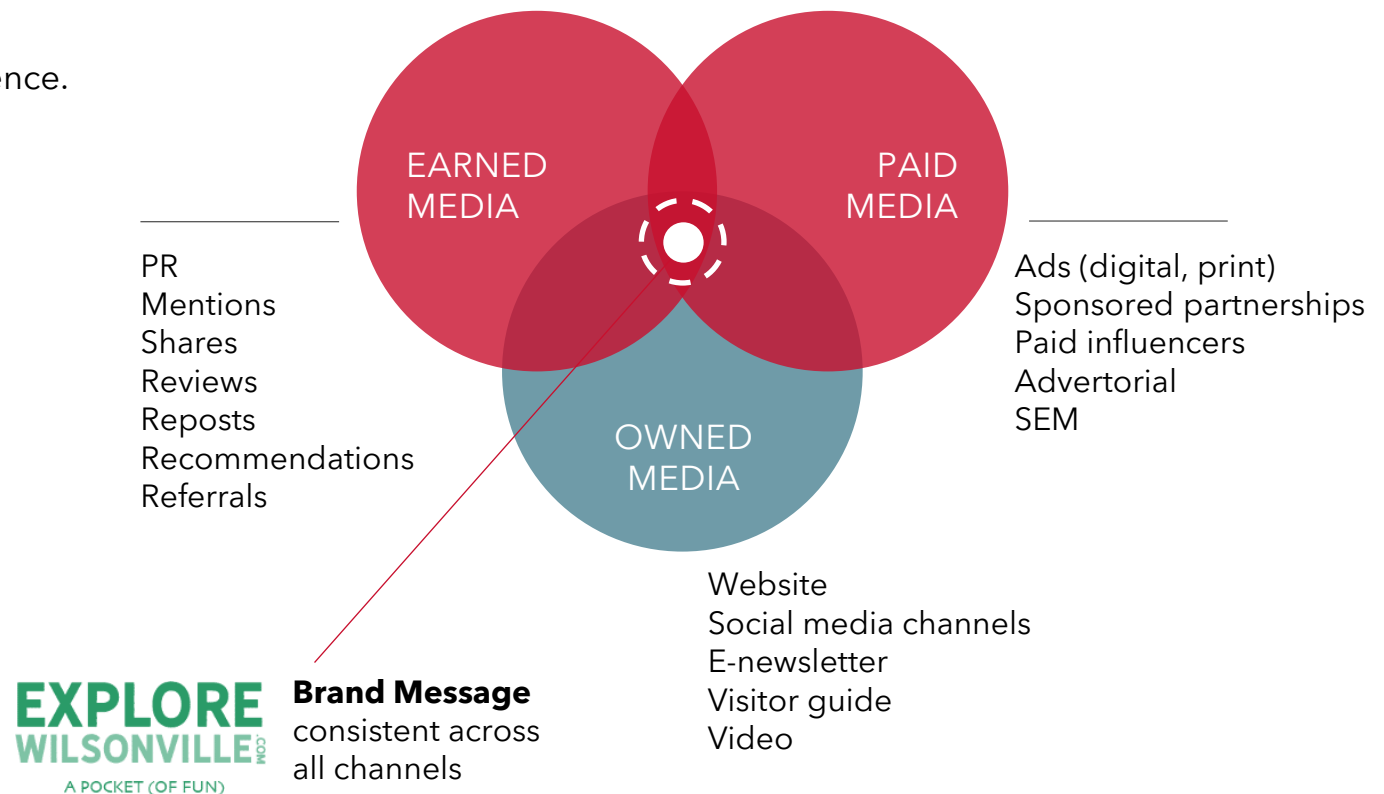
Share the true Wilsonville experience.

2. RELEVANT

Communicate the benefit—what your audience cares about.

3. DIFFERENTIATING

Describe what makes Wilsonville memorable and unique.



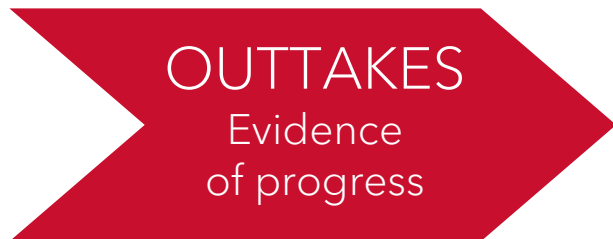


Always accountable

Our approach includes a continuous measurement plan.



- Plan was smart and faithfully executed
- Visitor guide met (and exceeded) expectations



KPIs

Examples

- Email open rates
- Social media engagement and reach
- PR impressions
- Website visits



Objectives supporting marketing plan
(specific, measurable change in behavior or action among target audiences, such as shoulder-season visits increased by 20%)



Priorities

We've worked side by side with you, and your priorities have become our priorities. Here's what we're thinking for our next chapter together. We can discuss and evolve them at our kickoff.

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 media relations approach, pitching traditional 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 residents into brand evangelists to increase word-of-mouth referrals.

What's next?

GEOLOCATION DATA & MARKETING

Newly accessible technology lets us use geofences and mobile phone data for information...but also for marketing.

UNDERSTANDING THE VISITOR

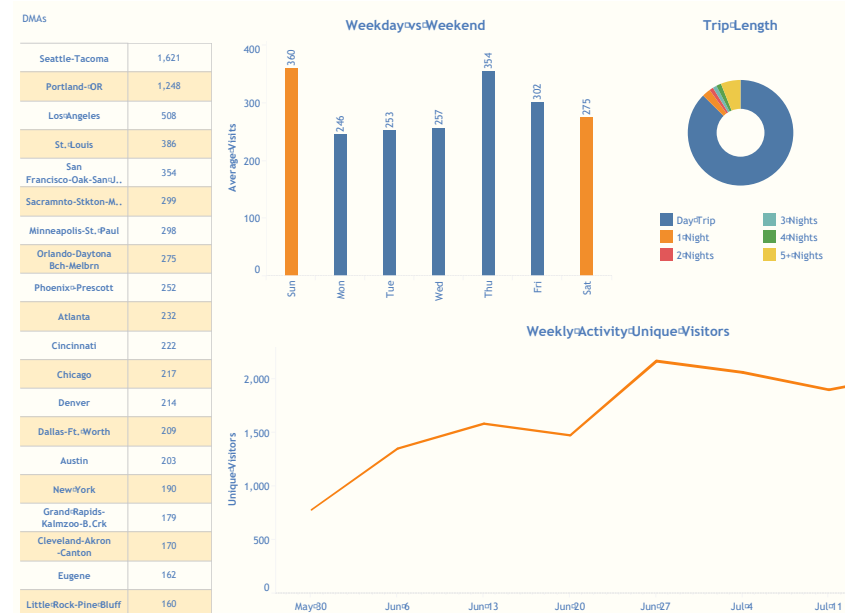
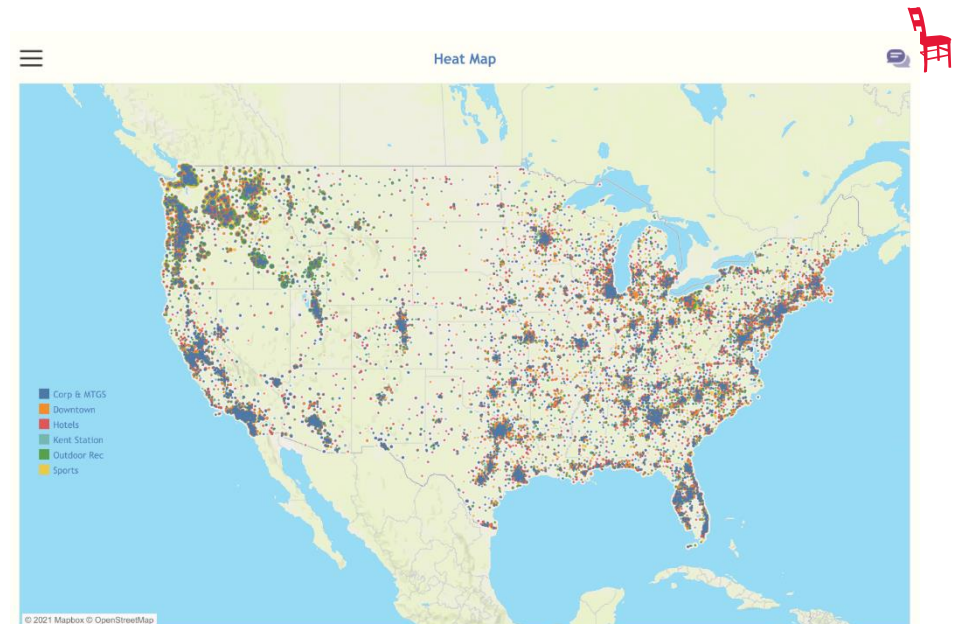
Who visited Wilsonville? Where did they come from? What did they do while they were here? Where and how long did they stay?

COST-EFFECTIVE, GEO-TARGETED MARKETING

Reach audiences by researching their behavior: Have they visited Wilsonville before? Have they visited places similar to Wilsonville, but not yet Wilsonville? Have they attended events similar to the ones you offer? Do they share traits in common with frequent visitors? We can market to audiences differently based on our goals and their behaviors.

ATTRIBUTION

Of those who interacted with our ads, did they visit Wilsonville afterward? Did they stay overnight in paid accommodations? How long did they stay? How many room nights did our campaigns generate?



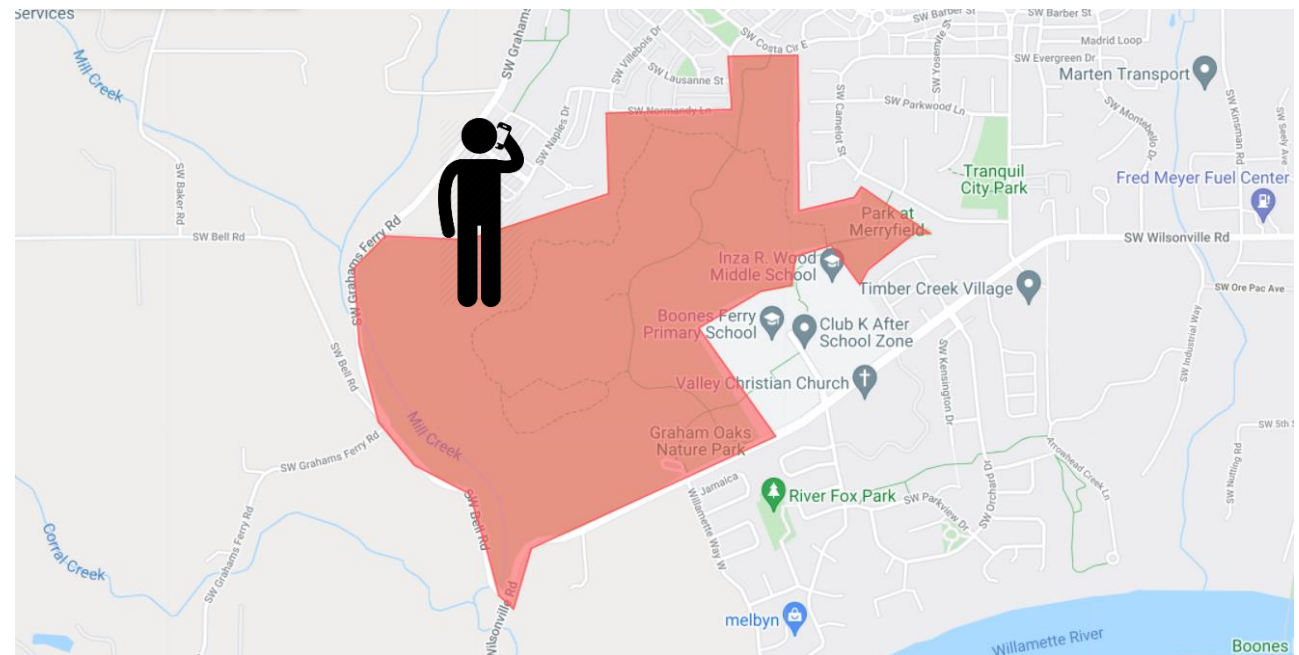
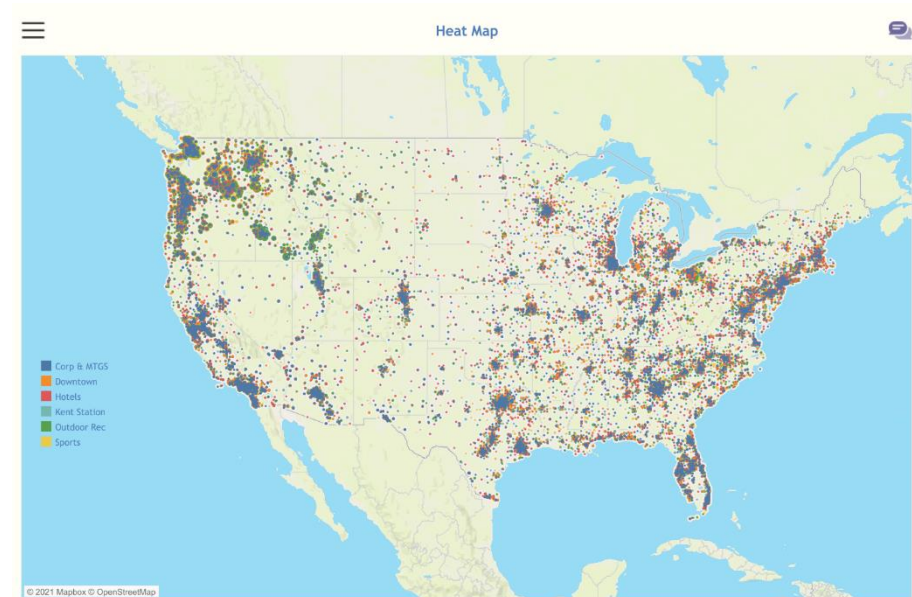


What's next?

GEOLOCATION DATA & MARKETING

GETTING STARTED: GEOFENCING

We start by adding geofencing around Wilsonville hotels, attractions, event venues, parks and other visitor points of interest. Then the dashboard begins automatically populating with not only current data from mobile devices that cross into those geofences, but also historical geo-data from the previous three years. Once someone crosses into a geofence, we know where they came from, what other things they did while they were in Wilsonville, and how long they stayed, in addition to demographic data.





Sample work schedule

SCOPE OF WORK	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
MARKETING SERVICES												
Ad campaigns, media buying, ad concepting, design, copywriting and production for the shoulder season	Media Buying & Off-Season Campaign								Off-Season Campaign			
Develop Annual One-Year Plan (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 high-level schedule based on our current activities and current understanding of the needs of Explore Wilsonville. A more detailed schedule will be developed after our kick-off meeting to accommodate changes to needs and deadlines.



Sample work schedule

DETAILS	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
SOCIAL MEDIA SERVICES												
Develop social strategy and master editorial calendar												
Write and produce social content, community management and reporting	Ongoing											
Social media ads and boosted posts												
PUBLIC RELATIONS SERVICES												
Develop PR plan												
Build media lists, media pitching, monitoring												
Travel and Words travel writer conference												
Micro influencer/travel blogger campaign		Off-Season Campaign								Off-Season Campaign		
PHOTOGRAPHY AND VIDEO SERVICES												
Photo shoot (show seasonality)												
Video shoot												

This is a high-level schedule based on our current activities and current understanding of the needs of Explore Wilsonville. A more detailed schedule will be developed after our kick-off meeting to accommodate changes to needs and deadlines.



Sample work schedule

DETAILS	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
MANAGEMENT SERVICES												
Attend Tourism Promotion Committee meetings in Wilsonville (6 per year, will meet when you need us)	Kickoff											
Provide quarterly reports on KPIs, STR report and combined report of contracted services												
Management of tourism promotion and DMO program	Ongoing											
COLLATERAL, PRINTING AND SHIPPING/DISTRIBUTION SERVICES												
Wilsonville Visitor Guide and Map				Launch Oct 1								
TOURISM DEVELOPMENT SERVICES												
Network with managers of local-area attractions, events and visitor/tourism services												
Oregon Governor's Conference on Tourism												
Promote and market new or improved tourism products/packages												

This is a high-level schedule based on our current activities and current understanding of the needs of Explore Wilsonville. A more detailed schedule will be developed after our kick-off meeting to accommodate changes to needs and deadlines.



PROGRAM BUDGET



Program budget + rate schedule

SERVICE		SERVICE	HOURLY RATE
Marketing Services	\$40,900	Production Design	\$185
Website Services	\$24,000	Creative Direction/ Graphic Design	\$185
Social Media Services	\$27,300	Web Design/Development	\$175
Public Relations Services	\$20,400	Project Management	\$200
Photography and Video Services	\$7,200	Copywriting (social media, marketing, PR)	\$185
Management Services	\$15,000	Strategy	\$200
Collateral Printing and Shipping Distribution Services	\$13,000	Videography	\$2,000/day
	Subtotal	Photography	\$185
	\$147,800		
	Contingency		
	\$2,200		
	TOTAL		
	\$150,000		

Includes 10% discount for annual contract

Additional work performed outside this scope of work
will be billed at \$195 per hour.



Program budget

MARKETING SERVICES

Media buying: Identify advertising opportunities, negotiate ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, deliver ads to publishers, work with partner organizations on co-op ad buys and other joint promotion efforts for two four-month shoulder season campaigns

Art and creative direction, including concepting up to three concepts per campaign, and billed hourly at \$185/hr

Ad design (for print and digital) for 1/3-page ad in Travel Oregon Visitor Guide, horizontal banner on TravelOregon.com, and full-page ad in Northwest Travel Magazine or similar media buys based on client-approved plan

Copywriting (for print and digital ads, marketing collateral)

Production for ad design outlined above

Advertising allowance (paid to publishers)

Subtotal\$40,900



Program budget

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)

Develop campaign landing page to track advertising, implement Facebook Pixels and UTMs for up to three existing landing pages such as itineraries or blog posts, or similar pages

Monthly monitoring and testing for mobile responsiveness (page scrolls, for example)

Provide ongoing content maintenance (attractions, lodging, calendar of events listings) for up to 4 hours per month, distributed based on event, point of interest, or other seasonal need

Content website development (seasonal homepage image, homepage copy and featured landing pages; changed and maintained every quarter)

Report website traffic and related statistics at monthly meetings. Includes up to four measurements such as visitors, top pages, locations, and unique users -- included in social media reporting

Create and implement SEO tactics, including quarterly reports, use of SEO WordPress plugins, blogs, and maintaining sitemaps

Subtotal \$24,000

SOCIAL MEDIA SERVICES

Develop social media strategy including quarterly content themes. Craft a master editorial calendar to include a balance of original and curated content for off-season tourism promotion across Instagram, Facebook and Pinterest

Write and produce social content (copy and images from existing photoshoot bank) 3-5 times per week for three social media channels following approved social media plan and editorial calendar. Up to 2 revisions, content delivered on a 2-week basis

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 (\$1,200)

Subtotal \$27,300



Program budget

PUBLIC RELATIONS SERVICES

Develop media relations plan to include 4 quarterly media themes/stories to promote shoulder-season travel with corresponding PR tactics including media pitches and press releases

Subscribe to database of relevant reporter inquiries, respond to media inquiries or media opportunities as needed. Monitored on a weekly basis

Develop media lists for 4 approved themes, conduct targeted PR outreach and provide ongoing media follow-up, quarterly. Reviewed and approved at ongoing monthly meetings

Software subscription to robust Cision Media Database to provide monthly monitoring, media contact lists, distribution and reporting

Manage micro influencer/travel blogger campaign (bring 4 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

Subtotal \$20,400

PHOTOGRAPHY AND VIDEO SERVICES

Secure photographer, develop contract agreement. Develop shot list and 3-day schedule. Coordinate with businesses, secure permissions. Model recruitment and management. Model releases. Photoshoot direction (1 JayRayer on location), help coordinate proper social distancing and mask requirements. Post shoot follow-ups with models, review photos and add to/organize image library.

One photographers on location for 2 days (back-to-back), shooting 8 locations, following provided shot-list. Includes full usage rights

Model reimbursement for 12 models. Meal stipend (JayRay, photographers). Mileage reimbursement. 2 photographers. 1 JayRayer. Overnight stay for JayRayer 2 nights

Obtain full usage and rights renewals, if applicable

Subtotal \$7,200



Program budget

MANAGEMENT SERVICES

- Management of the overall tourism-promotion and destination marketing program (includes monthly meetings to encompass strategy decisions such as marketing management efforts)
- Develop and operate procedures/systems (fulfillment handled by City Parks and Recreation staff) to include printing, shipping and postage costs of marketing collateral)
- Renew up to four memberships to Travel Portland and Oregon Destination Association
- Software and database subscriptions (STR and ISSUU)
- 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 also include a high-level dashboard to track progress against annual goals and previous year's results.
- Attend Tourism Promotion Committee meetings in Wilsonville, virtually 6 times per year

Subtotal \$15,000

COLLATERAL PRINTING AND SHIPPING DISTRIBUTION SERVICES

- 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 or other printing project similar in scope
- Printing allowance (digital print, full-bleed, trimmed, folded, includes proof) of up to 40,000 copies; includes digital PDF, downloadable from website (may use contingency to increase printing budget based on existing inventory)
- Postage allowance for visitor center fulfillment by Parks and Recreation staff

Subtotal \$13,000



Optional - Program budget

OPTIONAL: GEOLOCATION DATA

Custom analysis dashboard for 6 clusters (hotels, parks, attractions, high-visitation areas, etc.) of points of interest with charts, graphs, maps and tables with new data monthly and historical data. Clusters contain as many points of interest as requested

Monthly consumer spending (credit card) data to learn in which sectors visitors are spending money (12 months)

Three years of historical data back to 2018 (one-time cost)

Project management, dashboard setup, and geofencing management

Subtotal \$25,400

OPTIONAL: GEOLOCATION MARKETING

Winter Campaign - Digital ads targeting past visitors and lookalike audiences, with call to action to plan a return overnight visit. Timed to Winter 2022 shoulder season

Spring Campaign - Digital ads targeting past visitors and lookalike audiences, with call to action to plan a return overnight visit. Timed to Spring 2023 shoulder season

Subtotal \$21,000

Geolocation data and marketing is an optional and recommended scope of work. Geolocation is not yet included in the total cost on slide 25.



WORK
SAMPLES



Tourism clients and experience

SMALL- TO MID-SIZED TOURISM CLIENTS

- Discover North Bend
- Experience Olympia & Beyond (*Thurston County*)
- Explore Wilsonville
- Maritime Washington National Heritage Area
- My Ellensburg (*Kittitas County*)
- Olympic Peninsula Tourism Commission (*Clallam, Jefferson, Mason and Grays Harbor Counties*)
- Olympic Peninsula Visitor Bureau (*Clallam County*)
- South Sound Craft Crawl
- Spice Bridge Food Hall
- Travel Tacoma-Mt. Rainier Tourism & Sports (*Pierce County*)
- Visit Kent
- Visit Renton
- Visit Vancouver USA (*Clark County*)



DESTINATION MARKETING EXPERIENCE

We partner with travel and tourism destinations from providing a complete DMO program to project-based work. Some examples:

- Manage tourism programs for Explore Wilsonville, Visit Kent, and Visit Renton from marketing campaigns to presentations at Lodging Tax meetings
- Brought Mountain City Sea tourism brand to life for Travel Tacoma
- Recently redesigned the Bountiful Byways brochure and map for Experience Olympia & Beyond
- Wrote website content for Olympic Peninsula Tourism Commission and integrated Trip Advisor and BookDirect functionality
- Won Port of Seattle Tourism Marketing grants for Travel Tacoma, Discover North Bend and Visit Renton. Included concepting, design, copy, campaign sweepstakes management and more
- Developed a strategic and integrated marketing-communication plan for Kittitas County to grow tourism
- Led rebranding process for Visit Vancouver USA (in progress) and Experience Olympia & Beyond
- Managed influencer campaigns for Olympic Peninsula Visitor Bureau, Explore Wilsonville, Travel Tacoma and Visit Renton
- Managed social media accounts from start to finish for Explore Wilsonville and Visit Kent
- Managed PR programs for Travel Tacoma and Experience Olympia



Developing tourism for Explore Wilsonville



With a new website and fresh brand identity, Wilsonville, Oregon, was ready to put out the welcome mat for visitors—especially during the slower non-summer months. Then tourism experienced another slowdown with the COVID-19 pandemic.

TRIP PLANNING & PACKAGES MADE EASY

JayRay started by crafting a strategy to evolve Wilsonville's tourism brand. A unified message for visitors across all marketing and communication channels focused on the benefits of outdoor shoulder-season experiences. Just 15 minutes from Portland, suburban Wilsonville makes an affordable, relaxed basecamp for memorable getaways. We created specific itineraries—“[pocket trips](#)”—that feature Wilsonville's easy access to wine country, shopping, local history, family adventures, interesting food experiences and outdoor excursions. After leading a three-day photoshoot, we built a substantial library of images for social media content, ad buys and travel blogs. New digital maps, hotel listings and partner packages made it easy for people across the region to plan an overnight stay.

READY FOR REOPENING

Pandemic shutdowns pivoted the Wilsonville campaign messaging to planning a future trip. We pitched media stories, added itineraries and blogs to the website, and launched ad campaigns. Engagement followed. New users to the website in spring 2021 increased by 58%. The restaurant listings page had the most clicks as businesses reopened with safety protocols. We arranged a hosted influencer visit just in time for pumpkin patch season and other fall activities.





Developing tourism for Explore Wilsonville

WE KNOW YOUR STORY

WE KNOW YOUR AUDIENCE

From families to business travelers, it's clear that your visitors have unique motivations, interests and taste. Through our successful partnership with you, we now understand what your visitors want to know, what they want to believe, and what we hope they'll do as a result.

CONTENT THAT STICKS

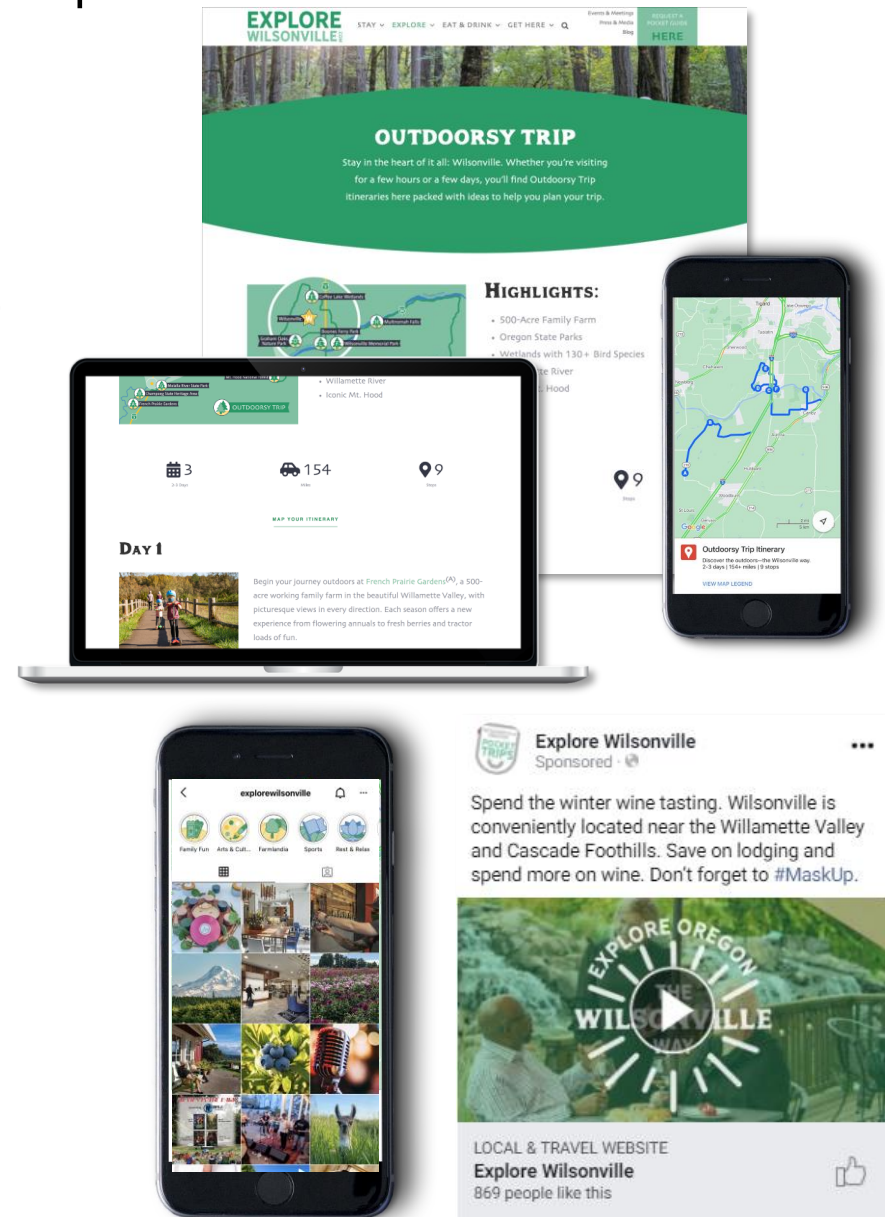
Equipped with an understanding of your audience's motivations and our deeper understanding of the opportunities in Wilsonville, we are making it easy to take action. Staying in the heart of it all is easier than ever with content optimized for modern devices and marketing channels that cut through to capture those future visitors that are hard to reach.

A DESTINATION FOR EVERYONE

Our partnership has allowed us to help current and future visitors more easily envision themselves in Wilsonville. We designed clear itineraries to inspire several traveler archetypes. The results are clear when we see significant increases in digital reach.

A SENSE OF PLACE

A fresh digital marketing strategy brings Wilsonville into focus for website visitors and social media users. Our relationships with key influencers within the Wilsonville area has given us access to what makes your city unique. From Willamette Valley wineries to Wilsonville proper hoteliers and restaurants, we're well-positioned to make it easy for potential visitors to see themselves here.





Developing tourism for Explore Wilsonville

WE KNOW YOUR STORY



A Weekend in Wilsonville, Oregon

When you think of the state of Oregon in the USA, what comes to mind? You might think of farm-to-table food, Pinot noir wine, and heavily forested nature. You can find all of this and more in the town of Wilsonville.

ALL EYES ON WILSONVILLE

We leveraged the audience of digital creators with followers within a 4-5 hour drive market to highlight what it looks like to stay in the heart of it all. Folding in this powerful storytelling element inspires loyal followers to see themselves in Wilsonville—or in this influencer's words, "When you think of the state of Oregon in the USA, what comes to mind? You might think of farm-to-table food, Pinot noir wine, and heavily forested nature. You can find all of this and more in the town of Wilsonville."



Pick up handmade rugs, candles, aprons and other boutique items at the mother-daughter-owned Graham & Toose Farm Store.

Shop for Fresh Produce, Plants and Artisan Items at These Farm Stops

Barn Owl Nursery offers more than 100 varieties of Oregon-grown lavender plants, along with culinary and ornamental herbs. Owners Chris and Ed Mulder have seen a renewed interest in lavender farms, with gardeners



Take a Walk on the Wild Side With These Adorable Animals

A pumpkin patch and Christmas tree farm with seasonal activities for families, **Frog Pond Farm** now offers Farm Walkabout tours. Hop on over to explore a 5-acre portion of the 40-acre farm on foot while interacting with llamas, alpacas, donkeys, horses, piglets, chickens, an emu, camels and two baby ostriches. The family-run farm also offers a fun zone for kids featuring tunnels, slides, picnic tables, tetherball and baguettes. Frog Pond Farm is open 9 a.m. to 4 p.m. Fridays, Saturdays and Sundays for walkabout tours. Tickets are \$10 per person (2 years and older) at the gate and include a cup of animal feed.

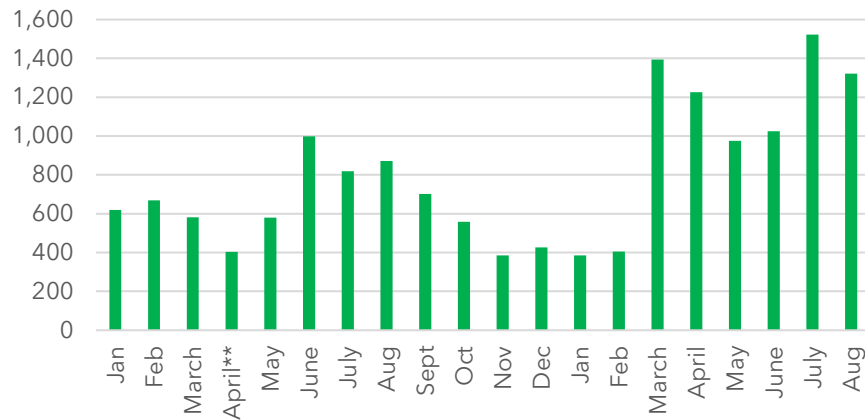
Pastoral meets whimsical on the 4-acre **Tollan Farm**. Since 1979 owner Tracie Tollan has shared her passion for



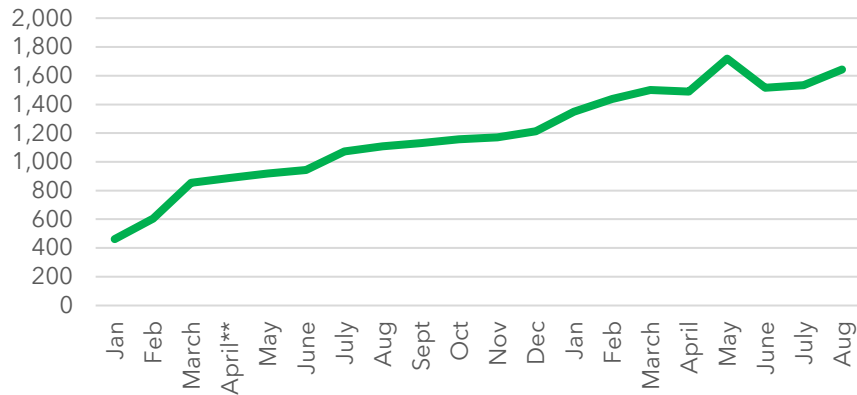
Developing tourism for Explore Wilsonville

WE KNOW YOUR STORY

2020-21 Explore Wilsonville Website Users



2020-21 Explore Wilsonville Social Media Followers



INTEGRATED FOR IMPACT

An integrated strategy has increased visitors to your newly designed website. A fresh social media strategy has also paid off with consistent follower growth. With a growing number of eyes on Wilsonville, you've seen authorities like Travel Oregon reach out to learn more about Wilsonville. Our partnership over the last year has deepened your place in Oregon tourism by sharing what is authentic, relevant and different about the place you call home.





Developing tourism for Explore Wilsonville

UNWAVERING THROUGH UNCERTAINTY

DYNAMIC BY DESIGN

The last year didn't turn out to be what any of us expected. Be it the spread of wildfire or virus, we made sure our partnership could stand the test.

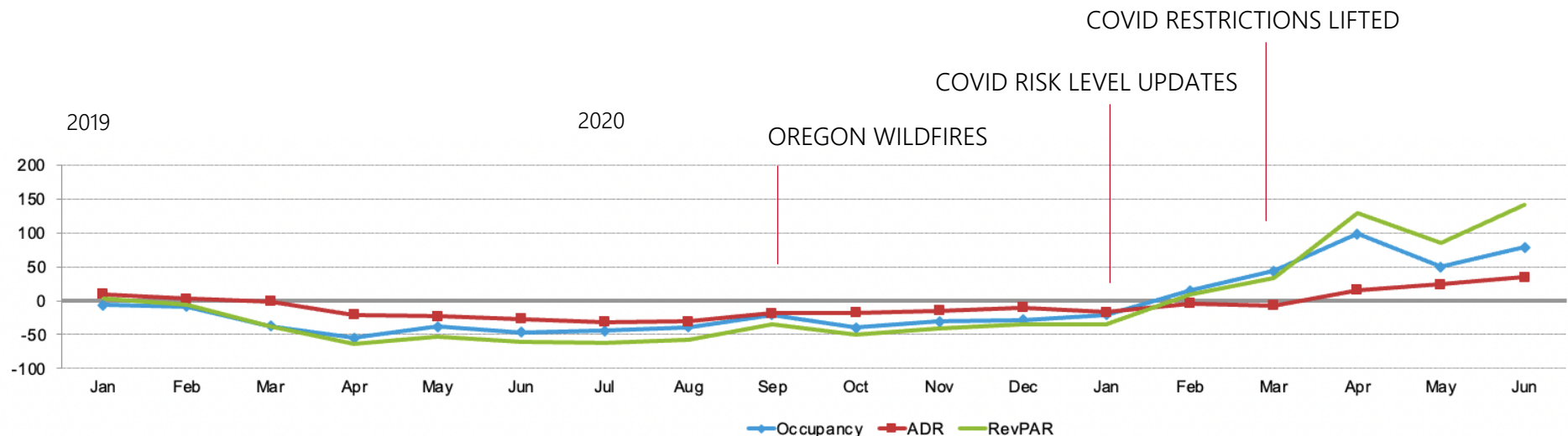
We deployed a series of tactics, dynamic by design, to ensure the needle kept moving. Not even 2020 could stop us.

Travel Advisory

COVID-19 TRAVEL INFORMATION

Updated August 24, 2021

As of August 24, 2021, the OHA is requiring face masks in indoor and outdoor settings to curb the spread of the Delta variant. Individual businesses, restaurants, stores and attractions are determining their own operating strategies during this period; please check with specific businesses on their hours and procedures before visiting.



COVID-19



Developing tourism for Explore Wilsonville

UNWAVERING THROUGH UNCERTAINTY

RAPID RESPONSE MARKETING

- Masked photoshoot
- Reliable travel advisories
- Responsible recreation content
- Relevant tourism development
- Seasonal changes
- Understanding local restrictions

THANK YOU FROM THE HOLIDAY INN



To thank our frontline & essential workers, vaccine administrators & distributors, and anyone working to fight COVID-19, here is a special discount.



Four Newly Reopened Activities for Summer

Four Newly Reopened Activities for Summer Summer activities in Wilsonville are still open for you and your family to squeeze in before school starts! Here are four ideas

Pocket Trips

[READ MORE >](#)



5 Tips to Recreate Responsibly in Wilsonville

Explore Wilsonville, safely! As reopening begins, our businesses and attractions are working hard to meet new safety guidelines. Follow these five tips to recreate respon

Pocket Trips

[READ MORE >](#)



Rebranding Experience Olympia & Beyond



Visitors didn't know the name of the Olympia-Lacey-Tumwater Visitor and Convention Bureau so they 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.

OVERTURNING CONVENTION

We started with the people who call Thurston County home. After diving deep with public surveys, focus groups and phone interviews with local businesses and visitors, we staked out the position "never conventional" for the destination and crafted the tagline "Decidedly Different."

BOUNTIFUL RESULTS

The VCB board was energized and embraced new messaging. Residents and industry businesses adopted the tagline. The VCB team quickly put the new brand into market with the Bountiful Byway tour product, designing and distributing a map and brochure to match the spirit of Thurston County. And visitors noticed. Visitor spending increased nearly 16% just one year after brand launch.

SHIFTING TO SUPPORT LOCAL

In 2020, we worked with local businesses in Thurston County that embodied the spirit of the destination to create a decidedly different [holiday gift guide](#). Not only did it bring the region together during a challenging time, but the campaign resulted in nearly 377,000 Connected TV and banner impressions with another half million impressions on Facebook, increasing visits to the website and participating businesses.



Turning Kent foodie-friendly

The graphic features the 'Kent Food Trails' logo with a crossed fork and knife. Below it, text reads: 'Taste your way through 5 self-guided food trails in Washington's most ethnically diverse city.' A list of trails is provided: Downtown Dining Trail, Farm Fresh Trail, International Eats Trail, Kid-Friendly Kitchen Trail, and Local Libations Trail. The 'Visit Kent WASHINGTON' logo is also present, along with the website 'TasteKent.com' and the phrase 'Plan your edible escape.' Below this are three social media posts: a Facebook post from New Day NW dated August 19 at 6:00 PM, a photo of a chef preparing food, and a post from KING5.COM dated August 19 at 6:00 PM featuring a photo of a woman in a red shirt and apron.

Kent Food Trails

Taste your way through 5 self-guided food trails in Washington's most ethnically diverse city.

- Downtown Dining Trail
- Farm Fresh Trail
- International Eats Trail
- Kid-Friendly Kitchen Trail
- Local Libations Trail

Visit **Kent** WASHINGTON

Plan your edible escape. TasteKent.com

Taste Your Way Through 5 Self-Guided Kent Food Trails

TasteKent.com

New Day NW
August 19 at 6:00 PM
Do you live in Kent, Washington? The city's new "Food Trails" are awesome ways to explore all the amazing food options you have in the city!
#NewDayNW

KING5.COM
August 19 at 6:00 PM
Banyan Tree's delicious Thai food is featured on the City of Kent's new Food Trails

Kent's economic development team needed to spark outside investment in the city. It sought an agency partner capable of growing destination tourism to put Kent on the radar. JayRay was selected to solve the challenge. We crafted a strategy to highlight the diverse and authentic culture of Kent in a way that resonated with visitors. JayRay's solution: the Kent Food Trails—an invitation to experience Kent's global food scene.

OVERTURNING CONVENTION

JayRay crafted an integrated strategy targeted to "foodies" in Washington state with several tactics. Nuanced public relations efforts reached travel writers, bloggers and TV media outlets.

Social media played a key role with Instagram takeovers (featuring local restaurants) and a hosted micro-influencer trip, amplifying the messaging within Kent and far beyond. An Edible Escape contest targeted visitors with a mix of digital advertising and print advertorial in key drive markets.

IMPACTFUL RESULTS

Target audiences took notice. A drive to Kent was a trip worth taking. The campaign has increased total website traffic by 400%. The Kent Food Trails was featured on New Day Northwest, a live show on KING 5 TV. The PR Newswire release was picked up by 169 travel media outlets, and total efforts resulted in 7 million PR impressions.



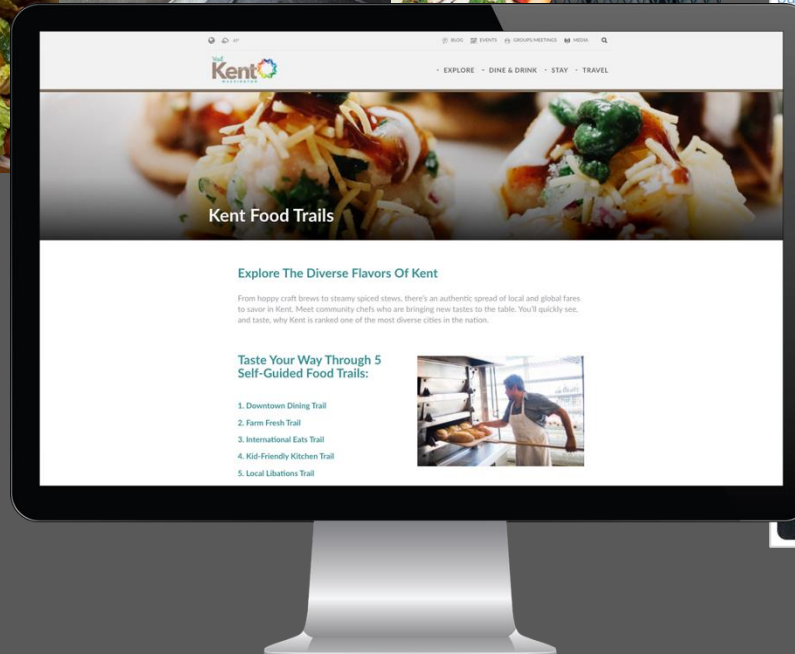
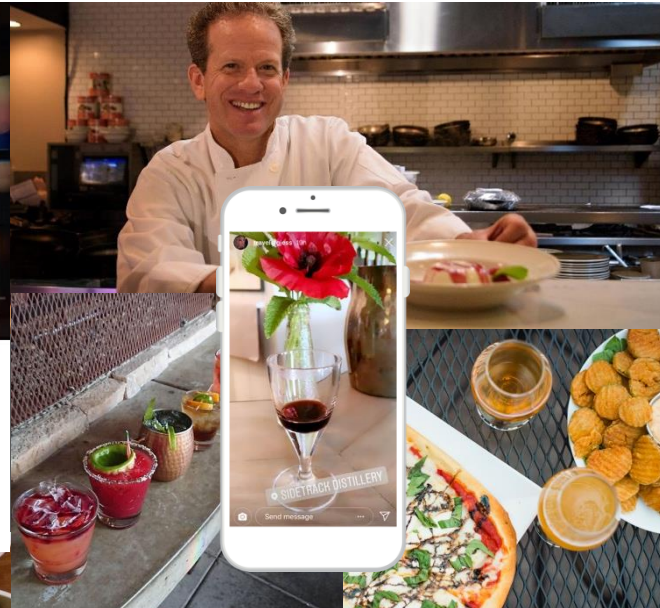
NEW DAY/NORTHWEST

Banyan Tree's delicious Thai food is featured on the City of Kent's new Food Trails

Kent's culinary scene is exploding! You can get a taste by trying out these new self-guided tours spotlighting local restaurants.



Kent Food Trails program
Website landing page
Social media strategy, content
Media relations
Hosted influencer trip
Contest development
Digital ads
Social media takeovers





A new community pledge



South Sound Together—a group of businesses, colleges and government organizations, hungry to show off the South Sound as a top place to work and live—wanted to turn to branding to solve the need. South Sound business leaders were skeptical. Previous group branding attempts failed. This time, the thinking would have to be bigger.

PEOPLE INSPIRED. MOUNTAINS MOVED.

We wrangled the partners and facilitated the big conversations. How do we define the “South Sound”? What is it that can inspire our personality and promise? What does success look and feel like? The effort needed to span audiences, city lines, levels of expectations and communication channels. The carefully orchestrated launch was as broad as it was collaborative: teaser creative, website, online store, a Snapchat and Instagram strategy, an events street team and open-source graphics with an invitation to use them. Next, we sat back and watched the community make it its own.

UNLEASHING THE POWER OF COMMUNITY

We saw a surge of Instagram followers within days, and 145,000 Snapchat filter uses in the first 24 hours alone. Local reporters were investigating on the day the guerilla tactics broke, trying to track down the source. Artists interpreted the brand in their own creations. Businesses contacted us to create items, and they’re still lined up to get campaign murals on their empty walls. The campaign has now earned continued funding.



Brand partner
facilitation

Badge design

Open-source graphics

Social media strategy

Guerilla tactics

Events street team





Thinking local with the City of Renton



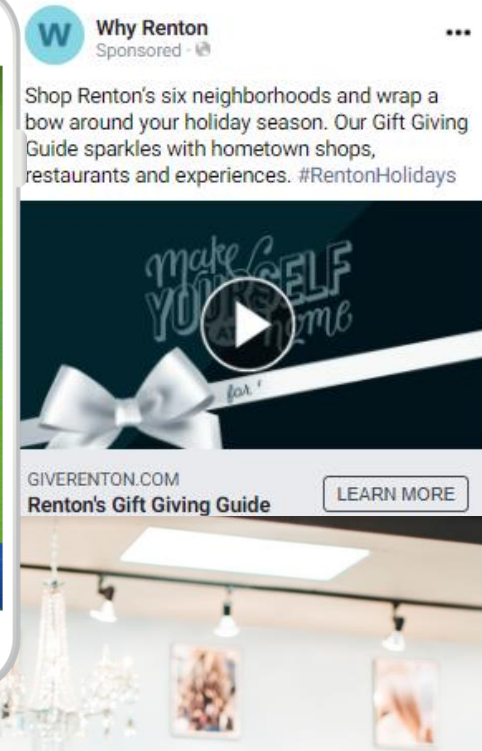
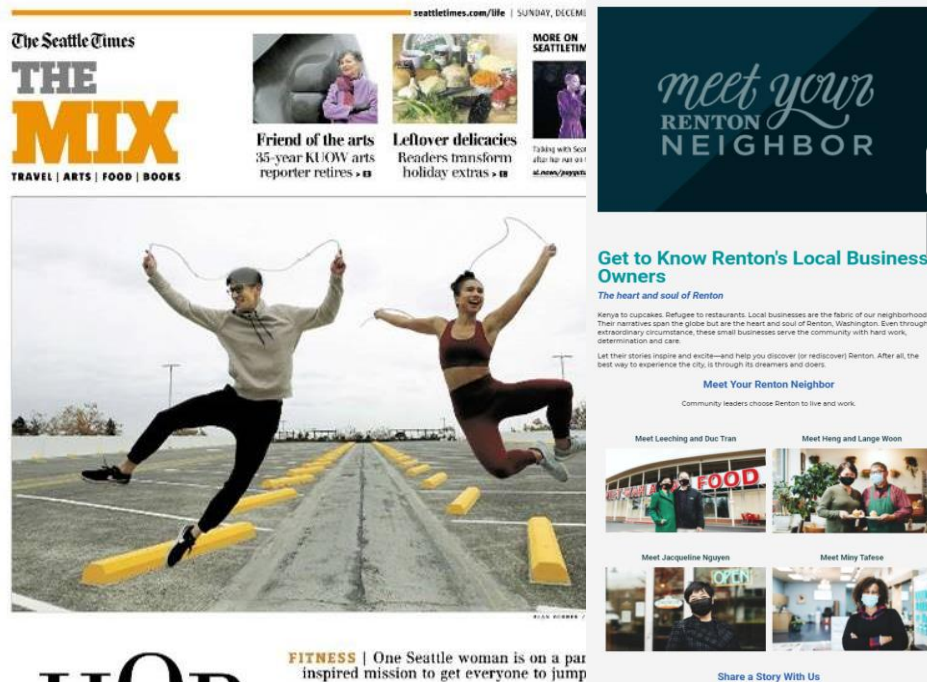
When the City of Renton received emergency CARES funding for COVID-19 relief, JayRay quickly implemented a comprehensive “support local” project. To represent Renton’s underserved communities and increase sales, we worked with a diverse group of business owners and appealed to community solidarity. Multiple-language materials and a digital tool kit equipped local merchants to promote themselves.

INSPIRING A LOVE FOR LOCAL

We blended authenticity and strategy into an integrated marketing campaign encouraging the community to “Make Yourself At Home” in Renton during the holidays. The [Renton Holiday Gift Giving Guide](#) highlighted Renton’s six retail neighborhoods. A custom webpage, photography and media buy promoted the project across King County. And five local influencers kicked off the campaign with a visit to Renton on Small Business Saturday, sharing unique finds on social media. To drum up engagement, we created a local staycation sweepstakes with an overnight hotel package and \$500 in shopping and dining credit. We gave the campaign quirky neighborhood flair with social distancing decals (dragon feet!), A-boards and custom floor mats to welcome visitors into local businesses. Our storytelling approach highlighted inspiring small business owners in the Meet Your (Renton) Neighbor program, including hotel spotlights on COVID safety.

THE REGION NOW KNOWS RENTON

In total, the campaign reached over 1 million people. Website visits increased 900% from the previous year, and more than 200 locals entered the staycation sweepstakes. Custom photography added over 500 images to the Renton image library. The campaign continues, updated for year-long use outside the holiday season.

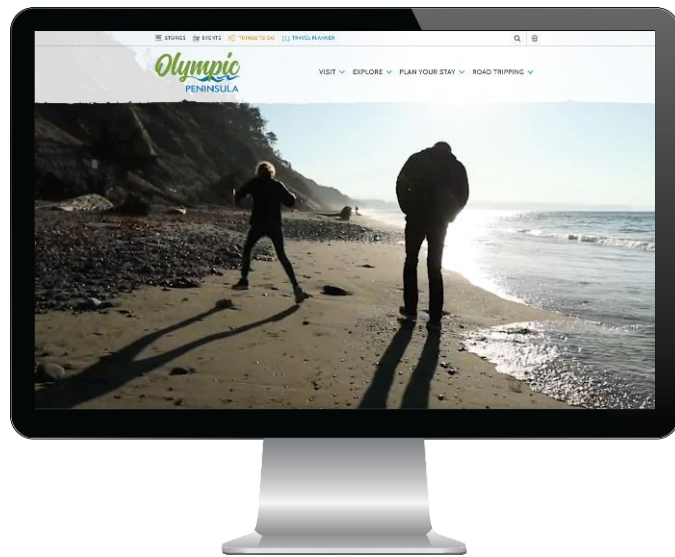


- Integrated marketing campaign
- Social media ads
- Print and digital ads
- Influencer marketing
- Photo shoots
- Landing page development
- Media relations
- Marketing toolkit for businesses
- Materials translated into multiple languages





Online with Olympic Peninsula Tourism Commission



The Olympic Peninsula Tourism Commission's website was outdated and hard to use, especially on mobile. Information was hard to find and navigation wasn't intuitive. Plus, the site contained too much copy and too few photos. The Olympic Peninsula Tourism Commission needed a new website to convey a unified sense of place for the expansive and diverse terrain that attracts visitors from every corner of the globe.

JAYRAY WENT TO WORK

- Facilitated the 10-person website committee to determine goals, brand personality and design theme
- Built a user-friendly, inspirational, educational WordPress website (OlympicPeninsula.org) with a photo-centric design to whet visitor appetites
- Involved a variety of key stakeholders—from funders to government leaders—to ensure authenticity and increase community buy-in for new design
- Advised on content strategy, types of pages needed, ways to strengthen overarching brand through a refreshed online presence, new logo and more
- Created and implemented an integrated digital campaign to promote the new website and generate interest in off-season visits
- Added insightful analytic capabilities for commission partners to track traffic and online bookings, bringing new level of understanding for hoteliers



EARNED
MEDIA
COVERAGE
AND
ADOPTION OF
NEW LOGO



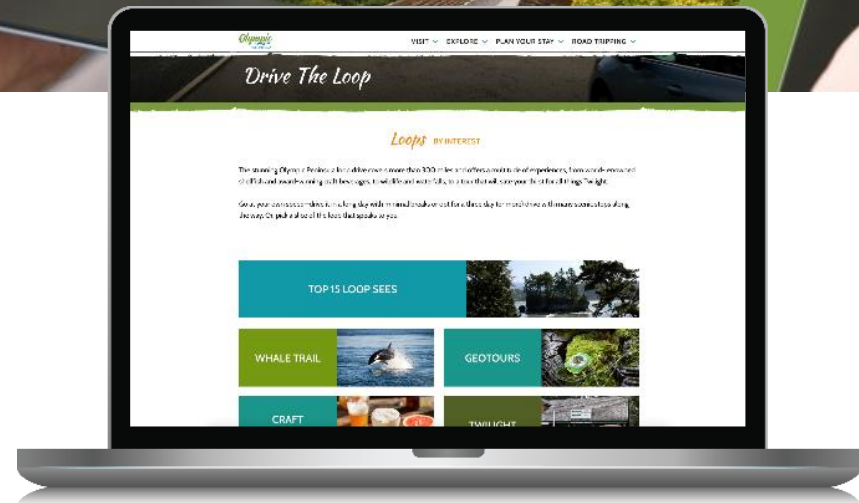
WEBSITE
VISITS UP 70%
YEAR OVER
YEAR IN FIRST
MONTH



POTENTIAL
VISITORS
RESPONDED WITH
A 126% INCREASE
IN TRAVEL PLANNER
PAGE VISITS IN THE
FIRST SIX MONTHS



Online with Olympic Peninsula Tourism Commission





Terms and conditions

CONFIDENTIALITY

The agency will keep confidential information that has not been made public and is designated as confidential by the client.

PROJECT BUDGETS

The client and agency will agree on a budget for each project. Budgets will be based on a defined level of effort and expense. Acceptance of the budget by the client confirms that JayRay has been contracted by the client for the project as described.

PROJECT CHANGES

Changes in project requirements, specifications or schedule may require a change in budget. JayRay will provide to the client a budget that reflects the changed level of effort and expense.

PROJECT APPROVALS

JayRay will provide the client with proofs to assure accuracy of materials created on its behalf. JayRay will exercise reasonable care to avoid errors. The client retains final responsibility for the decision to print, produce or disseminate materials.

POSTPONEMENT OR CANCELLATION

If the project is cancelled or postponed prior to completion, the client agrees to pay JayRay for any work that has already been completed and any expenses already committed to, including commissions or markup.

OWNERSHIP

The client owns all original artwork created by JayRay on its behalf, upon payment in full of the project invoice. JayRay's subcontractors, vendors and suppliers (such as photographers, stock photo houses and font libraries) retain ownership and possession of all original work they have created unless otherwise negotiated. Materials owned by the client and archived by JayRay may be destroyed after three years. JayRay retains the right to use work created for the client for its own self-promotion purposes. JayRay retains ownership of all concepts not selected for production by the client.

MARKUPS AND COMMISSIONS

The agency will add a 20 percent markup to all out-of-pocket costs such as printing, photography, web hosting, web plug-ins, broadcast production and research, incurred on behalf of the client. The agency will retain all commissions granted to recognized agencies and will mark up non-commissionable media billed through the agency equivalent to the standard 15 percent agency commission.

MISCELLANEOUS CHARGES

Expenses such as photocopying, facsimile, postage, delivery, telephone and travel will not be marked up. They will be billed as estimated or billed at cost.



Terms and conditions (continued)

TERMS

JayRay will invoice the client monthly electronically via email for work done in the previous calendar month, unless other arrangements are mutually agreed upon. The client agrees to pay agency invoices within 30 days of receipt unless otherwise agreed. A service charge of 1-1/2 percent per month will be added to all past due invoices. All work will be discontinued and media schedules cancelled when payment is 45 days in arrears.

CLIENT/AGENCY AGREEMENT

Effective _____, JayRay Ads & PR, Inc., is authorized by **City of Wilsonville** to act as an advertising/public relations agent on our behalf. This agreement authorizes JayRay Ads & PR to develop and purchase printed materials, photography, media advertising, and other goods and services as necessary to carry out authorized and approved advertising/public relations programs on our behalf.

When making approved purchases on our behalf, JayRay is acting only as our agent, and liability for payment for these goods and/or services remains ours.

For: **City of Wilsonville**

Signed

Date

Send invoices to

Name: _____

Email address: _____

Phone number: _____

Advertising & Marketing
Branding
Communication & Strategy
Digital & Social Media
Graphic Design
Internal Communications
Public & Media Relations
Promotions & Events
Research & Planning
Website Design &
Development

Bridget Baeth
bbaeth@jayray.com
535 Dock Street, Ste. 205
Tacoma, WA 98402

   @JayRayAdsPR JayRay.com

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JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications