



## CITY COUNCIL MEETING STAFF REPORT

<b>Meeting Date:</b> January 20, 2022	<b>Subject: Resolution No. 2944</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>Departments:</b> Administration
<b>Action Required</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 Information or Direction <input type="checkbox"/> Information Only <input type="checkbox"/> Council Direction <input checked="" type="checkbox"/> Consent Agenda	<b>Advisory Board/Commission Recommendation</b> <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 Recommendations:</b> Staff recommends Council approve the Consent Agenda.	
<b>Recommended Language for Motion:</b> I move to approve the Consent Agenda.	
<b>PROJECT / ISSUE RELATES TO:</b>	
<input type="checkbox"/> Council Goals/Priorities	<input type="checkbox"/> Adopted Master Plan(s) <input checked="" type="checkbox"/> Not Applicable

### ISSUE BEFORE COUNCIL:

City Council adoption of Resolution No. 2944 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, 2022, through June 30, 2023.

**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 intent is to establish the tourism promotion work plan.

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 No. 2776. Over the last two years 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 (Resolution No. 2891), and finally, an amendment to increase the contract amount and increase service (Resolution No. 2934).

Resolution No. 2944 provides for the City to continue professional tourism promotion services for FY 2022/23. The agreement contains a provision for two optional one-year renewals.

**BACKGROUND INFORMATION:**

On October 8, 2021, the City published a request for proposals (RFP) for ‘Explore Wilsonville’ Tourism Promotion, Development, and Destination Marketing Services and received two (2) qualified proposals by the deadline of October 27, 2021. Members of the Tourism Promotion Committee acting as the Selection Review Committee reviewed the proposals on November 10, 2021. During the review, one firm stood out as the consensus choice of the committee with the highest criteria evaluation: JayRay of Tacoma, Washington.

JayRay’s proposal stood out. The committee was impressed with the quality of the proposal provided by JayRay. They also liked JayRay’s experience with small destinations as well as experience in the Pacific Northwest.

The City issued the notice of intent to award on December 10, 2021 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 middle of it all (in Wilsonville).

**TIMELINE:**

Resolution No. 2944 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, 2022 through June 30, 2023.

**CURRENT YEAR BUDGET IMPACTS:**

There are no budget impacts to the current fiscal year. The Scope of Work in the Professional Services Agreement is in line with those funds anticipated to be budgeted in FY 2022/23, which is closer to pre pandemic budget of \$200,000/year. In FY 21/22 \$125,000 was budgeted for Tourism Services which was increased by a supplemental budget to allow for additional work (\$50,000).

**FINANCIAL REVIEW:**

Reviewed by: KAK Date: 1/06/2022

**LEGAL REVIEW:**

Reviewed by: BAJ Date: 1/11/2022

**COMMUNITY INVOLVEMENT PROCESS:**

Development of the underlying Tourism Development Strategy had considerable public engagement during the 2013-14 timeframe that included participation by a large citizen task force and interviews/surveys with residents and tourism stakeholders. Subsequently, the Tourism Promotion Committee has overseen development of three annual business plans, adopted by Council, that have been advertised to the community. Members of the Tourism Promotion Committee represent a wide spectrum of community 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 COMMENTS::**

N/A.

**ATTACHMENTS:**

- A. Resolution No. 2944, 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
  - 1. JayRay Ads & PR, Inc. Professional Service Agreement
- B. Proposal by JayRay responding to City RFP for 'Explore Wilsonville' Tourism Promotion And Development And Destination Marketing Services, October 27, 2021.