




Destination*iQ*

Empowering Communities
Enriching Lives

Prepared for the City of Wilsonville, OR
Explore Wilsonville

TOURISM PROMOTION and DESTINATION MARKETING SERVICES



STATEMENT: No city, county, regional employee or official will benefit personally from our contract.

iQ

To Whom It May Concern,

We are pleased to submit our official proposal for **Tourism Promotion and Destination Marketing Services** for the City of Wilsonville, OR.

When I first read the RFP, it was refreshing to find it so closely aligned with our business model! We concentrate **FIRST** on **Destination Management** and believe that all marketing efforts should be guided by comprehensive destination and tourism management rather than just throwing money at ads. This is why we appreciate the contents of your RFP and why our business model offers the greatest value to your community as a whole.

Every single item and bullet in this RFP is something we have done and done successfully for communities of similar sizes for decades. It's exciting and an honor to be considered for this opportunity! We look forward to sharing some of our work and ideas with you in this proposal.

A little about us. **DestinationiQ** was founded on the belief that every community deserves to be a destination that prospers from the economic impact provided by tourism, improves the quality of life for visitors and residents and grows sustainably without overtourism.

Our entire company mission focuses on this belief.

- We maintain a dedicated team of professionals each with an expert area of focus, allowing us to deliver the highest quality AND most efficient services possible.
- We remain flexible, knowing that tourism changes rapidly, growing with you as your needs expand.
- We develop and rely on our relationships with your staff, stakeholders, businesses and residents to provide a complete destination management picture that ensures long-term success for your entire area.

We promise to listen to pain points, developing and executing plans to address any issues. With decades of experience, we know what works. We promise to strive for better and better ROI, not blindly spending on ads or strategies that do not fit with current industry recommendations or align with your vision and goals. We promise to continually evaluate and provide recommendations for adjust marketing strategies with an eye for the highest ROI possible.

Our dedication and focus on Destination Management allows us to concentrate on your destination as whole, providing successful tourism evolution and making a positive impact on visitors and residents for years to come.

Thank you,



DestinationiQ
Empowering Communities.
Enriching Lives.



BRYAN JORDAN
PRESIDENT/CEO

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GLOBAL VISTA TECHNOLOGIES, INC.
INCORPORATED IN COLORADO, 1995
EIN 43-2015152

You may notice that we are a **Destination Management Agency**, rather than a **Marketing Agency**. It's an important distinction and one we feel is imperative to the long-term success of an area as it pertains to economic development as well as tourism.

What Is Destination Management?

Destination Management is an ongoing long-term process that helps areas, regions, counties, and cities manage any aspect of tourism. Management typically includes, but isn't limited to, marketing and advertising, visitor experience and education, tourism advocacy, strategic planning, tourism product development, grant writing, administrative tasks, response to web and media inquiries, budgeting, research, creative design, and consultation for social, economic, cultural and environmental issues.



DestinationiQ provides the entire spectrum of tourism services you want and need.


Where your staff and vendors could only provide a small slice of the pie before, you will have everything covered now!



Destination*iQ* is:

- **HOLISTIC:** We provide much more than marketing. We handle planning, execution and deliver proven processes to position communities as destinations.
- **COLLABORATIVE:** We treat our clients as the experts, actively listening to their goals and those of the residents.
- **RELATIONSHIP-FOCUSED:** We believe in forming long-lasting partnerships.
- **SUSTAINABLE:** We prioritize steady, sustainable growth in our planning; looking forward years in advance.
- **SUPPORTIVE:** We function as an extension of your team, assisting with budget decisions, crafting tourism programs, executing marketing plans, and delivering data analysis.

Why Do I Need Destination Management?



Do you feel like there is not enough time or expertise for you and your staff to elevate your community tourism efforts to the next level?

Not enough time? Not the right expertise? **Destination*iQ*** fills those gaps and helps your destination thrive sustainably while preserving your authenticity.


We can manage all aspects of tourism, from strategy to implementation.

Our next-level expertise enables us to bring the benefit of tourism to life while ensuring our solutions not only elevate destinations but empower the individuals and businesses that call them home.

Destination*iQ* was born to bring this vision to life

At Destination*iQ* we transcend the conventional boundaries of a tourism consultancy, assuming the role of community architects, championing brighter futures by managing every facet of tourism.

Our approach centers on cultivating meaningful connections, driven by profound listening, fostering collaboration, and embracing unity. We're driven by the possibility that communities can thrive sustainably, and that positive change can be created without sacrificing authenticity.

Like all stories, our journey doesn't stop after the first step. Together, we will make your community a destination that prospers and enriches lives. 

We believe that travel strengthens communities. Every community deserves to be a destination that prospers from the economic impact provided by tourism, improving the quality of life for visitors and residents. We constantly rally for awareness and understanding of the value and potential of tourism.

Positive impact that endures

Our approach is intelligent and forward-thinking.

We're not just about quick wins but about creating responsible and sustainable positive impact.

Destination*iQ* is here to shape a brighter future that transcends generations.

In the role of **Destination Management Agency**, we want to take a bit of time to expand on what a partnership between **DestinationiQ** and your community would look like.

Most journeys start with a single step Ours began with a simple belief

*Travel has the power to
strengthen communities*



explore 
WILSONVILLE

We discovered many communities often require help to realize their full potential and experience the positive benefits that accompany economic growth.

As tourism management experts with decades of experience, we saw a gap in the market where traditional tourism consultancies weren't cutting it - many could plan but not execute; at least beyond buying ads. Our vision was to empower communities by providing the expertise and execution needed, fundamentally reimagining what a tourism consultancy could be.

Success Story

Long Term Partnerships and Increased Lodging Tax Revenue

Fremont County, Colorado



The Challenge



In 2010, the online presence and tourism marketing of Cañon City and the Royal Gorge Region was virtually non-existent. Lodging Tax growth was flat and there was no plan on how to use the lodging tax that was being received. The Fremont County Lodging Tax Council (FCTC) knew something needed to be done, but what?

The Solution



The FCTC brought on **DestinationiQ** as a full service destination management consultancy, which included everything from running monthly FCTC meetings, managing the tourism budget, assisting with advocating for community lodging tax votes, crisis communication, grant management, development, marketing, branding, and more. This relationship started in 2010 and continues today with the **DestinationiQ** staff having deep, historical knowledge of tourism management and marketing in Fremont County, Colorado.

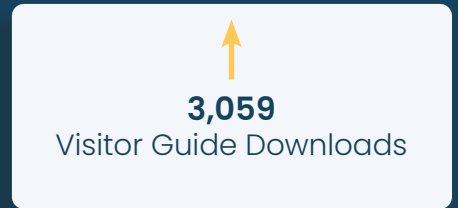
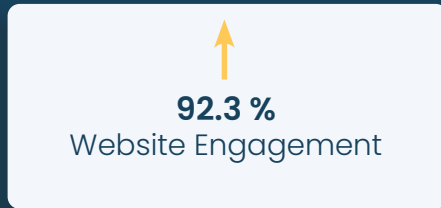
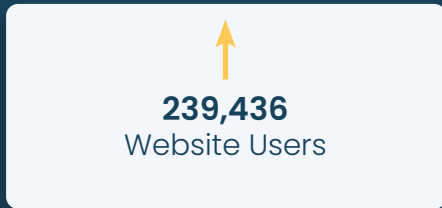
Results

Economic Impact & Lodging Tax Revenue Growth

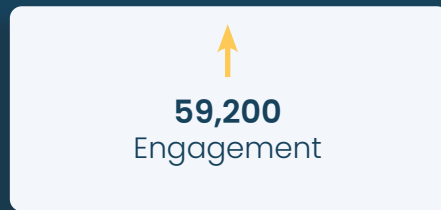
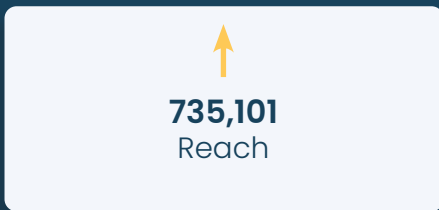


Starting with virtually nothing in 2010, The Royal Gorge Region sees phenomenal increases each year including these statistics from 2022 to 2023

Website

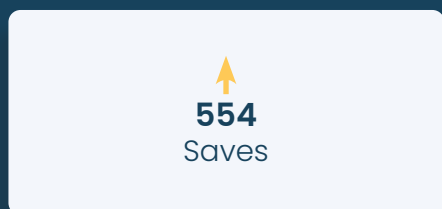
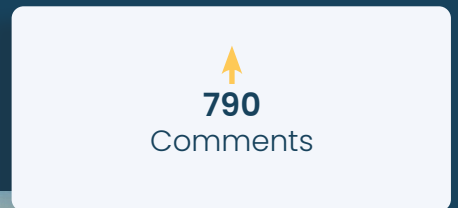
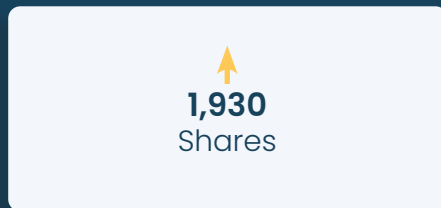
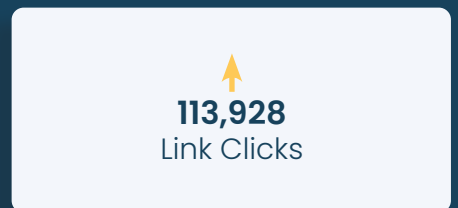
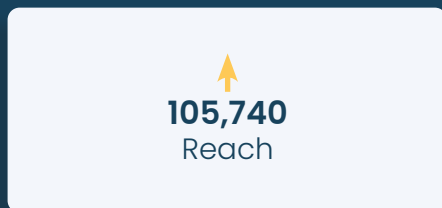


Organic Social Media



Paid Social Media

Results from 2022 to 2023



Success Story

Colorado Stargazing Experience for increased travel spending and overnight stays

State of Colorado

Counties across Colorado had some common questions:
"How do we..."



Engage visitors of all ages and abilities



Increase heads in beds for lodging tax growth



Attract visitors who are more likely to "leave no trace"



Get visitors to travel further and stay longer



Bring attention to rural communities

The Challenge



Several counties in Colorado known for their night skies and incredible stargazing opportunities sought to increase visitors through astrotourism, but with so many moving pieces, they didn't know where to start.

The Solution



Colorado Stargazing is a cooperative project between several counties. Our role is to manage financial contributions and develop and execute creative and marketing strategies, making communication between all participating counties key to the continued success of this project.

The program draws visitors out of busy metro areas and large mountain resorts and into rural Colorado, where visitors not only take in the wonders of Colorado's dark skies but also book overnight stays and engage in daytime activities.

The Results



Colorado Stargazing: Experience the Night reached millions of potential visitors in just nine months.

According to the 2022 Colorado Economic Impact of Travel Report (from Dean Runyan Associates), counties involved in this statewide program experienced consistent year-to-year growth in travel spending since the program's launch (2019 – 2022).

County Travel Spending Results from 2019 to 2022

↑
35.1%
Alamosa

↑
11.7%
Custer

↑
34.5%
Gunnison

↑
18.1%
Hinsdale

↑
23.8%
Huerfano

↑
15.3%
Ouray

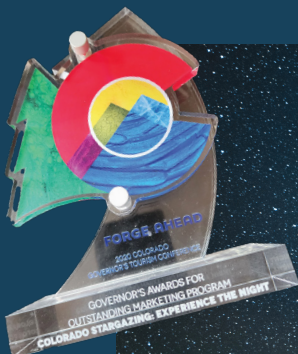
↑
12.3%
Mineral

↑
35.7%
Montrose

↑
23.4%
Saguache

Colorado Stargazing – Experience the Night

This campaign was so successful, that Destination*iQ* received the Most Outstanding Marketing Program of the Year Award for 2020. The program has become a model for other states.



Success Story

Niche Asset Promotion for Increased Visitation

Prowers County, Colorado

The Challenge



Prowers County—The Great High Prairie—in southeastern Colorado lacks the mountains that people tend to look for when traveling in Colorado. It does not have a popular scenic byway, grand resorts, hot springs, or large attractions. And while the county has some interesting history, including the new Amache National Historic Site, it still did not have a tourism asset that not only drew overnight visitors, but one the community rallied behind.

The Solution



Prowers County boasts over 400 species of birds that will visit, reproduce, or even stay all year. This is the largest number of bird species in all Colorado, making the county a mecca for both the serious birder and the casual observer. Birding is a perfect activity for individuals and families, and the county has multiple hotspots that are notorious for finding expected species and the occasional rare or unexpected flyer.

Prowers County also hosts the annual High Plains Snow Goose Festival, a popular event that has tripled in size from 2019 to 2022 while also garnering significant press. This being the case, the Prowers County Lodging Tax Panel, in partnership with **DestinationiQ**, chose to focus its efforts on avitourism.

Funding Sources:

- 2023 Colorado Tourism Office Marketing Match Grant
- 2024 Colorado Tourism Office Marketing Match Grant



The Results: 2022 vs. 2023

Website and Social Media

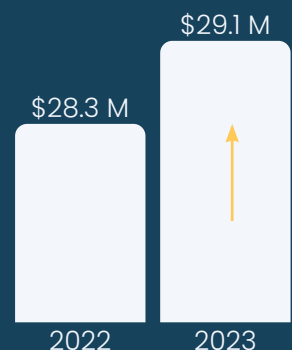
↑
+88.5%
Website Users
47,482 vs. 89,510

↑
+40.6 %
Social Reach
924,300 vs. 1,300,000

↑
+539.3%
Social Interactions
6,100 vs. 39,000

↑
+163.9 %
Social Link Clicks
30,500 vs. 80,500

Travel Spending
increased by
\$800,000



Success Story

Brand Awareness and Transient Room Tax Growth Beaver County, Utah



The Challenge



Beaver County partnered with **DestinationiQ** in December 2020 after completing a tourism rebranding project. The new brand—**Ramblers**—would be a hard sell in the local community. The brand had to be interpreted by **DestinationiQ** to use across all media, and needed to be recognized as Beaver County by statewide and out of state visitors. While working on brand recognition, **DestinationiQ** was also tasked with marketing the county for increased transient room tax.

The Solution



To bring the local community on board with the new branding, we developed a Leave No Trace subbrand—**Ramble Responsibly**—that is used on all Beaver County marketing materials in respect to those who call Beaver County home.

Funding Sources:

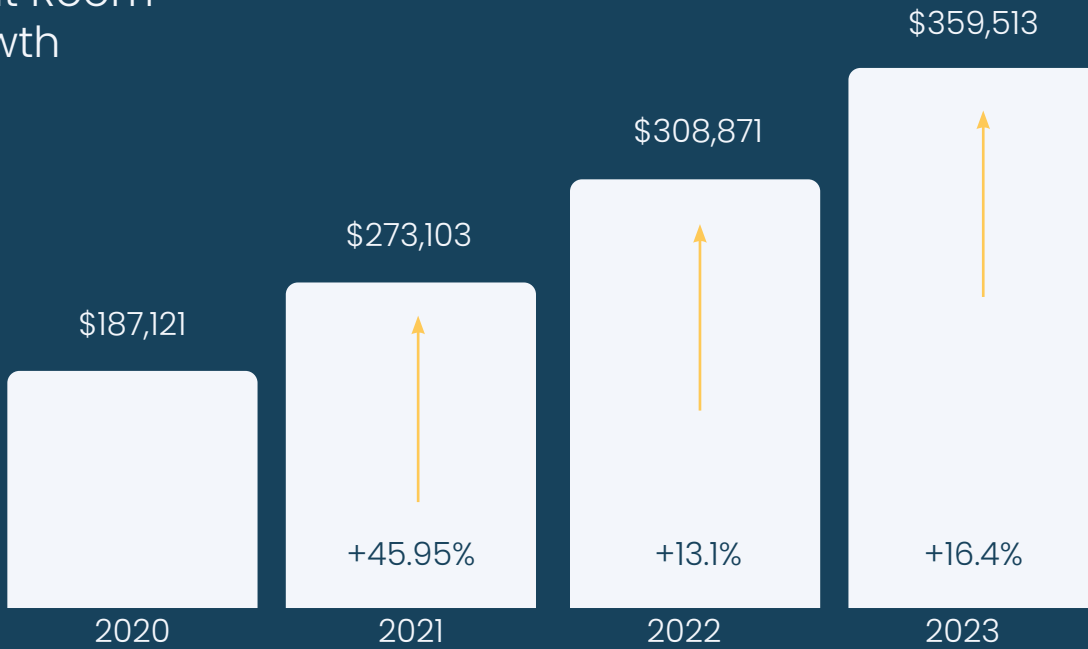
- 2020 UOT Coop Marketing Grant
- 2021 UOT Coop Marketing Grant
- 2022 UOT Coop Marketing Grant
- 2022 OHVR Grant
- Beaver County Transient Room and Restaurant Tax

To marry the brand with the county name, we updated all statewide content to include both the brand name and the county name, updated **Ramblers** logos to include “Beaver County, Utah” and ensured the two names would be mentioned together indefinitely, or at least until we were confident “**Ramblers**” was recognized nationwide.

We built a new website that showcased “**Ramblers**”, using iterations of the term throughout, extended social media services, launched TikTok, developed OHV, gravel, and stargazing guides that showcased the brand, and used the term **Ramblers** in additional marketing material, such as Google Ads, email marketing, billboards, third party marketing outlets and more!

The Results

Transient Room Tax Growth



Website

+76%
2021 Website Traffic
33,000 users

+82 %
2022 Website Traffic
60,000 users

+197%
2023 Website Traffic
178,000 users

Social Media

2.3M
2022 Reach

6M
2023 Reach

2K
2021 - 2023
Follower Growth

REFERENCES

ROYAL GORGE REGION

fremont county, colorado
royalgorgeregion.com

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OREGON PROFESSIONAL REFERENCE

ANDREW GROSSMAN

Former Position

DESTINATION DEVELOPMENT MANAGER

Travel Oregon

Current Position

TOURISM MANAGER

VISIT SEDONA

City of Sedona

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agrossmann@sedonaaz.gov

928.300.2899

Here are a few destination brands who we have been privileged to partner with; helping them on their tourism evolution journey. Our relationships with these destinations range from current full-agency 12+ year destination management to others with one-time projects. All are a source of pride and hold a special place in our hearts and minds.

iQ Partner Brands





Lindsay Diamond
Account Director
Since 2016

As the Account Director at Destination*iQ*, Lindsay has the privilege of applying a lifetime of world travel experience to her position. A foundation in world travel coupled with her skills in communication, relationship-building, strategic planning, and leadership enable her to guide clients on a successful path of tourism evolution and sustainable growth.

Lindsay's extensive network includes tourism directors, board members, industry experts, social media influencers, state tourism offices, journalists, photographers, business leaders, and more.

Core Leadership Team

We are a fully-staffed destination management agency with an emphasis on sustainable destination management, marketing, and design.

We've been in the tourism industry since 1995.

Our team is flexible, nimble and ready to pivot strategies as your needs evolve. We thrive on extensive internal and external communication to deliver a high level of return.



Kirsten Slavin
Project Manager
Since 2022

Kirsten keeps our staff focused, organizing projects to ensure execution is efficient. She is involved with all clients and Destination*iQ* tasks.



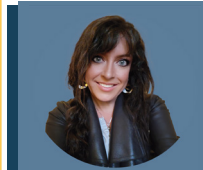
Sean Jefferson
Technical Director
Since 2015

Sean is a 20+ year veteran of digital technology. His calm demeanor gives him the ability to effortlessly communicate complex concepts to clients.



Jim Kober
Content Manager
Since 2023

Jim is an award-winning writer with deep expertise in digital marketing, promoting and growing tourism for clients nationwide.



Tina Jordan
Client Relations & Graphic Designer
Since 2022

Tina is an artist by nature and a people person at heart. Her broad array of skills help foster relationships and provide a unique perspective on design.

Team

Our team consists of award winning graphic designers, branding experts, print designers, paid ad managers, website designers, programmers, copywriters, photographers, videographers, data analytics specialists, content creators, organic social media teams, and more!

Our team capacity allows us to hand pick members of our team that are right for you and your destination.

ANALYTICS & REPORTS

Nathaniel Page

WEB DESIGNER/DEVELOPMENT

Caitlin Rice Pankaj Lehar
David Fischetti Robert Dana

COPYWRITING

Celeste Aguzino

SOCIAL MEDIA MANAGEMENT

Becca Nelson
Ashley Kelley

GRAPHIC DESIGN

Jessie Eck
Kimberly Graydon
Gabriela Quitian

PAID ADS MANAGEMENT

Chris Suglia
Samantha Shennum



CORE TEAM EXPERIENCE (pg 1)

NATHANIEL PAGE – *Analytics and Reports*

Nate has over 6 years of expertise in analytics, specializing in digital advertising, with proficiency in tools like Google Data Studio, Google Analytics, and Google Tag Manager. He excels at developing dashboards and reports, identifying KPIs, and optimizing tracking systems to enhance business performance.

DAVID FISCHETTI – *Website Design and Development*

Dave is a seasoned web developer and WordPress expert with over 20 years of experience. He specializes in creating custom business solutions, scalable WordPress websites, and developing bespoke themes and plugins. His work simplifies managing complex datasets for clients through intuitive admin interfaces.

CAITLIN RICE– *Website Design and Development*

Caitlin brings nearly a decade of expertise in website design and digital strategy, specializing in crafting impactful and engaging websites that elevate the missions of organizations in tourism and destination marketing. She is passionate about creating compelling user experiences that connect people with places, communities, and culture.

ROBERT DANA– *Web programming*

With over 40 years of experience and a Bachelor's degree in Software Engineering from Colorado Technical University, Rob is a versatile full-stack developer. His expertise spans DevOps, server management, backend data handling, front-end design, and mobile app development, delivering comprehensive, end-to-end solutions.

PANKAJ LEHAR – *Web programming and Website Maintenance*

Pankaj is a seasoned full stack web developer with over 12 years of experience. His passion and expertise have driven the successful development and delivery of a diverse range of custom websites, web apps, and mobile applications.

CELESTE AGUZINO – *Copywriting*

Celeste is a collaborative, solutions-oriented communications strategist with over 8 years of experience. She is a skilled leader with a talent for producing creative, top-notch work.

CORE TEAM EXPERIENCE (pg 2)

REBECCA NELSON – *Social Media Management*

Becca Nelson has over 5 years of experience in digital marketing as a social media content creator. She is passionate about showcasing destinations to attract visitors to unique and beautiful areas. Becca is a wife, mother of four, and a lover of sports and the outdoors.

ASHLEY KELLEY – *Social Media Management*

Ashley is an expert social media marketer with over 10 years of experience, crafting campaigns that blend creativity with data-driven insights to boost brand visibility and engagement in tourism and hospitality. A coffee enthusiast and cat lover, she balances work with a passion for travel, outdoor exploration, and cooking chef-level meals at home.

JESSIE ECK – *Graphic Design*

Jessie is an Emmy award-winning designer with nearly 20 years of experience. She is an expert in Adobe Creative Suite and her portfolio features notable brands like Dish, DishLatino, Gannett, USAToday, SlingTV, NBCUniversal, United Way, Southwest Airlines, Pandora, Kellogg's, Airbnb, Girls Scouts, National MS Society, NBA, WNBA, and others.

KIMBERLY GRAYDON – *Graphic Design*

Kimberly is a designer, photographer, and storyteller specializing in brand development, user experience, and publication design with over 10 years of experience. She graduated from the Corcoran School of Art and Design at The George Washington University.

GABRIELA QUITIAN – *Graphic Design*

With over 10 years of graphic design experience and a fine arts background, Gabriela specializes in creating unique, impactful visuals that resonate with audiences and drive growth. Having lived and worked on three continents, she has learned to interpret design through different cultural lenses.

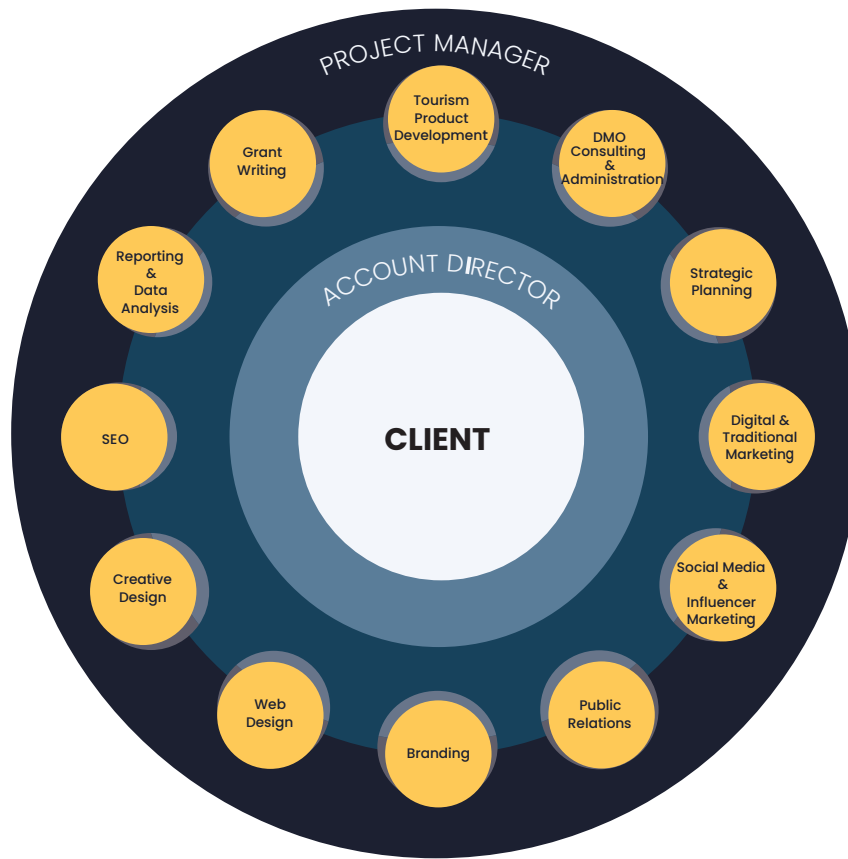
CHRIS SUGLIA – *Paid Ads Management*

With over 10 years of digital marketing experience, Chris takes an engineer's approach to paid social media and has an exceptional understanding of how social algorithms work to consistently win ad auctions. Combining a background in production with a sharp creative eye, Chris leads with revenue-driven recommendations.

SAMANTHA SHENNUM – *Paid Ads Management*

Samantha is a digital marketing professional with over 8 years of experience, specializing in Google Ads, Bing Ads, and YouTube advertising. She has managed over 100,000 campaigns with ad spend exceeding \$100 million for brands like PetSmart, AAA, Toyota, and Anytime Fitness. a BS in Marketing from Arizona State University.

OUR COMPANY STRUCTURE



Part Of Your Staff

We have an experienced and flexible staff that executes large projects while maintaining intimacy, fostering positive relationships, and remaining transparent.

True Partnership

Many of our clients have become lifelong friends. Our recommendations, advice, guidance and expertise have led areas to prosper in a controlled, sustainable and responsible manner.

Extension To Your Team

With a hand-selected flexible staff, we fill the gaps you currently have. We are an extension of your board and staff. We take on projects and tasks where you lack the capacity, time, or expertise to execute.

SERVICE DESCRIPTIONS

IMMERSION AND DISCOVERY TRIP

Members of **DestinationiQ**'s senior staff will visit your community to meet with stakeholders, government officials, and tourism leaders, while also spending time exploring the region. This jump-starts our efforts and helps us gain a deep understanding of your community. By becoming familiar with your region and listening to your needs, vision, and challenges, we can authentically represent your community when creating campaigns, developing pitches, producing ads, and collaboratively managing the overall tourism strategy for your region.



MANAGEMENT SERVICES

This is where our value shines, where we stand miles apart from the competition.

There are an uncountable number of tasks that a DMO should be doing, including many that are legally required. **DestinationiQ** staff routinely help to identify these tasks and manage them for you, outlining procedures that need to be followed by staff or board members. One of the most important management tasks will be to provide recommendations for interfacing with and responding to public requests, whether local residents or potential visitors, and execute on your behalf.



SERVICES DESCRIPTIONS

ONBOARDING

DestinationiQ offers a comprehensive yet flexible onboarding process, ensuring a seamless, efficient and timely transition. Here are a few key components:

- Review of existing plans (marketing, strategy, comprehensive, etc.)
- Immersion Trip Planning
- Access to accounts (ads, website, etc.)
- Access and review of any data sources.
- Reporting setup (GA4, third-party services, etc.)
- Access to asset/media libraries.
- Stakeholder contact list.
- Alignment of plans with RFP goals.

AVAILABILITY AND RESPONSE TIME

You will have one dedicated Account Director, one dedicated Project Manager, and access to our entire team of professionals during your partnership with us. Our response times are typically within one business day via phone, email, text, web forms, Slack, and other communication mechanisms.

REPORTING AND MEETINGS

Consistently evaluating performance and sharing reports and recommendations on strategy is essential to move towards a higher and higher return on your investment.

During our onboarding process, we will ensure that your destination is set up to collect all metrics and performance data and store in one central location. Additionally, we will ensure that the data is stored indefinitely; essential to make year-to-year comparisons. Our reporting platform will collate the data into easy-to-understand reports that will be accessible to you at any time.

Your account director will meet with your staff and/or board at a minimum of once per month to review all projects, campaigns, analytics, and performance data. During these meetings planning for future activities may occur, staff schedules and future meetings will be set. Your project manager will keep a running deck of notes, status, tasks, etc. and will include links to reports and data that will be accessible by you at any time.

SERVICES DESCRIPTIONS

DestinationiQ GOALS

We believe that travel strengthens communities. Every community deserves to thrive from the economic benefits of tourism, enhancing the quality of life for both visitors and residents. We actively promote awareness and understanding of tourism's value and potential.

With a focus on partnership and long-term planning, **DestinationiQ** will work toward achieving these goals:

- Increase overnight lodging occupancy and revenue, especially during non-summer, shoulder-season months.
- Develop new tourism products and experiences to extend visitor season and alleviate overuse in certain areas.
- Maximize opportunities across all marketing channels including website, PR, social, and digital.
- Increase brand awareness.
- Engage with journalists, media representatives, and influencers.
- Plan for and promote sustainable growth.
- Provide an advocacy plan to increase business and resident tourism sentiment and engagement.

SOCIAL MEDIA

DestinationiQ will create a comprehensive social media marketing plan, ensuring that all efforts align with your vision and support your broader marketing objectives. The social media landscape is continually evolving and doing so rapidly. Ensuring your destination has a robust social media strategy rooted in organic social efforts, will be essential to continued successful tourism evolution leading to increased visitation and sparking community involvement and resident engagement.

We directly manage local creators for organic content production, including content types tailored for social platforms, topics that align with seasonal and marketing goals, and adherence to current social media standards and best practices. Your social media plan will outline the content best suited for any paid ads as well as organic placements, allowing for continuous optimization based on performance and ROI; increasing reach and engagement substantially.

SERVICES AND DELIVERABLES

PUBLIC RELATIONS AND INDUSTRY RELATIONS

We have established relationships with a network of national media outlets, publications, journalists, bloggers, and influencers, and we actively identify new opportunities. Our team will craft press releases and pitches that showcase unique, newsworthy stories about your area, positioning your community as a top destination for potential visitors, media, and local residents.

DestinationiQ will continue to strengthen your partnership with your state tourism office, ensuring your community remains visible for state-level promotions and opportunities. We will utilize our insider knowledge of tourism and decades of work with state tourism offices to promote and advance sustainable tourism in your area.

CONTENT CREATION

Content is about engaging your audience. It is strategic storytelling for all marketing channels with relevant and valuable information. In a world where consumers use online resources for immediate access to information, creating a rich source of online content for them to consume will elevate your travel brand.

Our content strategy process includes content audits, tactical planning, editorial calendaring, distribution recommendations, and creative content development that spans all marketing channels both traditional and digital.

WEBSITE MANAGEMENT

DestinationiQ has a dedicated web development, hosting and support team. We are available to update, enhance or design websites when necessary, including updating calendars and responding to form submissions. We also manage dozens of servers for web hosting as well as provide security and performance monitoring.

GRANT AND TAX WORK

We believe in leveraging your budget and recommending all opportunities available to you to supplement that budget. Sustainably managing tourism will depend on funding, and we know your current budget is limited. **DestinationiQ** can help. There may even be opportunities that can be implemented by and for your community that will increase tax revenue. If appropriate, we will coordinate with government officials and their legal team to consult on these opportunities creating talking points, and one-pagers that demonstrate need and need-based budget evaluation for consumption by government entities, business owners and residents.



SERVICES AND DELIVERABLES

PARTNERSHIP DEVELOPMENT

No destination really exists on its own and visitors do not care about arbitrary city or county boundaries. Increasing collaboration is key to driving success. There are many advantages to local and regional partnerships, from deepening resources to broadening reach. What propels the best partnerships are trust, transparency and a shared vision. **DestinationiQ** will help you build strong partnerships that lead to long-term success.

Here are our 5 guidelines for tourism partnerships:

1. Set Mutually Beneficial Objectives
2. Clearly Define Roles and Responsibilities
3. Commit Equally and Equitably
4. Communicate Effectively
5. Define Success and How to Measure It

PAID MARKETING

DestinationiQ has a flexible staff with expertise in all areas of paid media, including social media, Sojern, CTO, YouTube, Google, etc. and a variety of traditional marketing outlets including print, magazines, billboards, OOH, radio and television.

Our first steps will be to review your ad spend budget, make any recommendations and gain access to your paid media accounts. We then will evaluate current campaigns and work with your staff to identify any changes that need to be made. This review will allow for a seamless and uninterrupted transition for all paid media accounts.

MARKETING AND MEDIA BUY EVALUATION

We know that you receive solicitations for advertising constantly! They all claim to be the best, but are they? **DestinationiQ** has been a destination management agency since 1995, we have seen *almost* everything. We pride ourselves in evaluating all solicitations for expected ROI. Your budget is limited, and we want to ensure your dollars are spent wisely. **DestinationiQ** will also be proactive in recommending new opportunities that arise, always evaluating through a lens of high ROI.

SERVICES AND DELIVERABLES

STRATEGY AND CAMPAIGN DEVELOPMENT

With an approved and vetted strategic consumer marketing plan, **DestinationiQ** will be able to apply the recommendations from that plan to the real world. Developing creative campaigns that target specific audiences and recommending platforms and media that are best suited for reaching those audiences will be key to a positive return.

NEWSLETTER PRODUCTION

DestinationiQ manages newsletter production for numerous destinations. We are able to manage the production of newsletters, including copy, graphics, segmentation, unsubscribes, CAN-SPAM compliance, and publication.

We will work with your staff to identify objectives for each upcoming newsletter, what to promote, where to find photography, etc. and work within the guidelines of any strategic marketing plan.

PHOTOGRAPHY AND VIDEOGRAPHY

Visitors want to see everything there is to do in your destination. Recent photos and videos will showcase your region authentically allowing potential visitors to envision themselves already there. **DestinationiQ** will manage local professionals to capture your destination throughout the year, ensuring you have a well-rounded and up-to-date media library, filling gaps for any future campaigns and design requirements.



SERVICES AND DELIVERABLES

PRINT COLLATERAL DEVELOPMENT AND RELATED SERVICES

Print is not dead. A complete and comprehensive marketing strategy will include print, and more importantly how to get your print pieces in the hands of potential visitors. **DestinationiQ** will work with local distribution partners to plan and manage where your print collateral pieces are displayed, based on target audiences and travel patterns. We may also recommend a direct-to-visitor fulfillment service whereby requests for more information from potential visitors are first-class mailed a brochure, marketing piece, or entire visitor guide.

DestinationiQ also has an expert team of print designers. We have produced everything from brochures to full-color 64+ page visitor guides all aligning with brand and marketing goals.

BUDGETING

One of the most important tasks that we do here at **DestinationiQ** is help to manage budgets. We believe in treating your money like our own and will never recommend low-ROI activities or pricey non-proven advertising. With decades of experience, we understand appropriate digital vs. traditional media buy splits, amounts necessary to help with resident and community advocacy, costs for typical distribution and fulfillment, and all other tourism revenues and expenses. We especially understand the need to plan for and maintain an appropriate reserve account.

All budgeting tasks are undertaken in collaboration with a board treasurer and/or a city/county finance officer. All budgeting recommendations are transparent and spending is tracked year-long with complete access to all records by your organization at any time.



What We Believe

- We believe in a positive team and a family spirit.
- We believe in encouragement and active listening.
- We believe in building open and honest long-term relationships through transparent communication.
- We believe in efficiency, doing more with less.
- We believe in being adventurous, flexible, creative, passionate, and open-minded.
- We believe in using metrics to guide our recommendations and decisions.
- We believe in using strategies that provide the highest rate of return.
- We believe in sustainable and responsible tourism.
- We believe in learning and sharing our knowledge with others.
- We believe in quality over quantity.

You will never get lost in the shuffle.

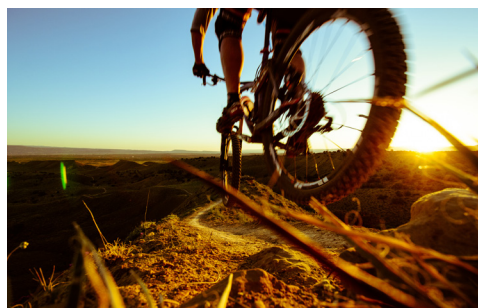


How Does A Contract Work With Destination*iQ*

At **Destination*iQ***, we believe in tailoring a contract to meet your specific needs and budget. We can provide an endless array of destination management services, concentrating on different aspects of tourism month to month. The choices are yours.

With a very specialized staff having niche skills in all facets of tourism management, activities are performed with the utmost efficiency and quality. This means you get a lot for your money, saving you time to do what you do best. If you need a special project, or decide to have us take on additional tasks, no problem!

Our cost is always transparent with your highest ROI in mind.



COST- TOURISM PROMOTION and DESTINATION MARKETING

All costs are based on our analysis of your current needs, our recommendations for an appropriate level of service and our interpretation of your requests at the time of this proposal. Our preferred contract will be annual with an option to automatically renew annually with options for change in scope or cancellation by either party at any time.

\$120,000 Annual Destination Management Services

Breakdown:

- Meetings (*includes 6 in-person meetings in year one, transitioning to 1-2 in-person meetings in year two and virtual meetings for the remainder.*)
- Media Buying^^
- Creative Design Services (*digital and print*)
- SEO/Content Development Plan and associated copywriting
- Email Newsletter Production and Management
- Website Hosting and Website Management (*including plugin subscriptions, domains, SSL certificates, Security Monitoring*)
- Reporting and Data Analysis
- Calendar Management (*DMO and state*)
- Organic Social Media Management (*including editorial calendaring, and management of Facebook events*)
- Search Ad Management
- Public Relations (*including monthly press releases, story pitches, responding to media requests, and management of FAM trips*)
- Accounting with itemized expenses
- Membership Management
- Tourism Experience Development Recommendations
- Photographer and Videographer Management
- Special Project Management (*Wilsonville's Tourism Destination Strategy*)

Exclusions:

- Actual Cost of media buys, ads buys or any other hard expenses.
- Storage of printed material or delivery to distribution locations.
- Design of any (1) single print collateral piece over the equivalent of (4) 8.5x11 in pages. As an example, a complete visitor guide or 5+ page brochure would be out of scope and cost would be estimated on a per project basis.
- Video Production
- Complete website re-design or major refresh.

COST- TOURISM PROMOTION and DESTINATION MARKETING

\$68,000 ESTIMATED Annual Media Buys or Other Expenses*

Breakdown:

- Photography and Videography \$15,000 (*Local talent, models and other expenses*)
- Print Media Buys and Coop Ad Buys \$10,000
- Social Content Production \$24,000 (*Onsite content production per month specialized for organic social media*)
- Search Ad Buys (*Google*) \$6,000
- PR (*AP Wire expenses, Meltwater Software*) \$3,000
- Email Newsletter Platform expenses \$3,000
- Certified Folder and other distribution costs \$5,000
- Data Sources and Research (*Smith Travel Research, etc.*) \$2,000

\$12,000 ESTIMATED Annual Reserve Fund

\$200,000 TOTAL Annual Budget

ADDITIONAL RECOMMENDED SERVICES

- Social/Meta Ad Management (*Management and Media Buy Cost \$TBD*)
- Advocacy Program, Presentations and Infographic (*Cost \$TBD*)
- Asset Inventory (*Cost \$TBD*)
- Influencer Management (*Management and Influencer Cost \$TBD*)
- Itinerary Development (*Cost \$TBD*)
- Fulfillment/First-Class Mailing Program (*Management and Cost \$TBD*)
- Collateral Storage (*Cost \$TBD*)

*This amount is an **ESTIMATE**, and all purchases and expenses will be made according to an approved budget.

^^We provide **zero-markup on media buys** and expenses. If you choose, **DestinationiQ** can manage all purchases and invoice you for reimbursement as a **pass-through cost**.

Also, since **DestinationiQ** will serve as your full-service destination management agency, you will not need to issue RFPs for any additional tourism services such as those recommended as Media Buys above. **DestinationiQ** will contract with and pay those vendors directly asking only for reimbursement of those expenses at cost.

FINANCIAL STABILITY & INSURANCE

Proof of sufficient insurance and adequate financial resources are available upon request.

