



COMMUNE

**City of Wilsonville RFP 'Explore Wilsonville'
Tourism Promotion and
Destination Marketing Services**

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Commune Communication
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02/28/24

1460 Country Club Road
Hood River, OR 97031

Cover Letter

Commune Communication is pleased to submit our proposal in response to the City of Wilsonville’s RFP for ‘Explore Wilsonville’ Tourism Promotion and Destination Marketing Services. We understand the scope to involve developing marketing campaigns that promote Wilsonville as an ideal lodging ‘basecamp’ for day-trips to explore regional attractions and events, ultimately increasing overnight lodging occupancy during the non-summer shoulder-season months

We are prepared to begin our services immediately upon award, leveraging our extensive experience and successful track record in similar projects. Our proposal outlines a strategic, multifaceted approach that includes digital advertising research, digital media planning, campaign messaging/creative strategy, copywriting, creative direction/design, website management, social media, public relations and more to achieve our goals.

Commune is the prime respondent and we’re proud to be submitting alongside our partner and subcontractor, Q1Media who has a 20 years proven track record of achieving impressive travel and tourism media performance and visitation reporting. Their focus and expertise for analysis, optimization and driving visitation for travel, tourism, and lodging/hospitality industries brings additional capabilities and valuable experience to our submission. Together, we’re confident our proposal will exceed your expectations and build a lasting partnership that will meet the project goals for years to come.

Our team’s proven track record in achieving measurable results for Business Districts, City and tourism organizations, combined with our award winning creative chops, makes us the right choice to help the City of Wilsonville take its rightful place as a signature Oregon destination so many of its residents already understand.

Commune Communication, established in 2015 and headquartered in Long Beach, CA, is a forward-thinking marketing firm specializing in communications strategy, creative campaign development, website design and development, and media planning. Commune came to fruition in Southern California after a group of seasoned advertising experts left New York City to start something together on their own terms. This meant losing office politics and inefficient and costly processes for a life rooted in creativity and effectiveness on the California coast. ***In 2024, Commune established its second office in Hood River, Oregon as a means of expanding on our mission to do work we love, alongside people we love, in places we love.***

Heading Commune are Ryan La Rosa and James Whale, co-founders who have steered the company towards becoming one of the west coast's most sought after creative agencies. Ryan La Rosa serves as the Chief Operating Officer and brings two decades of experience,



including roles at prominent agencies such as Dentsu/360i and Hill + Knowlton Strategies in NYC, where he led campaigns for high-profile clients like TOYOTA, New Orleans Tourism, and Dos Equis. James Whale, our Chief Executive Officer, is an internationally recognized Creative director with over two decades of experience shaping global brands, including small startups and giants like Lexus, Adidas and Welcome to New Zealand. Their leadership is complemented by Richardson Reigart, EVP of Brand Strategy. With extensive experience in branding and communications, he has been instrumental in defining and propelling brands like Mazda, Toyota, and T-Mobile. Together, and alongside a group of top-of-the-class creative professionals, Commune has emerged as a force for those looking for creative campaigns that break ground and who care deeply about proven, measurable results.

Commune’s client portfolio includes influential and notable partnerships in the travel and tourism space including, including Discover Klamath, Mills Casino, Oregon Fruit Products, Visit Long Beach, Downtown Long Beach, Los Angeles Economic Development Corporation (LAEDC), Downtown San Mateo, The City of Huntington Beach, The Tenderloin District, Visit Arroyo Grande, Downtown Napa, Visit Camarillo, Wyoming Office of Tourism, Reno Tahoe Tourism, Broadmoor Resort, Mountain Shadows Resort, Hard Rock Hotels & Resorts, Visit Tuolumne County, Discover Torrance, Marriott Hotels and more.

Alongside our partners at Q1 Media, we believe Commune is uniquely positioned to achieve the goals outlined in this RFP. However, beyond any virtues you’ll find in our proposal or resumes, what truly sets us apart is that those virtues live alongside a passion and commitment to the region and defining what makes places truly unique. ***There’s just too much “Shop, Dine, Play” in the travel space and we refuse to let places with unique personalities suffer from those tropes.*** We know Wilsonville because we’ve visited it, sipped it, biked it, and hiked it. Sure, we just opened our Oregon office and most of us are down the coast a little ways. But our eagerness to see “Explore Wilsonville” succeed is directly proportional to our desire to make visits for meetings and presentations a regular part of our usual trips. We can promise that if you work with Commune you’ll have fun, achieve your goals, and find a group that will care deeply and work as hard as they can to make sure no stone is left unturned until Wilsonville takes its rightful place as the destination so many of us already know and love.

Respectfully submitted,

Ryan La Rosa,
Co-Founder & Chief Operating Officer



Commune Communication Corp

Table of Contents:

Cover Letter	02
Consultant/firm name, address and specialty of the consultant/firm	05
Project Personnel, Staffing, and Resumes	06
References	12
Work Plan	13
Cost Estimate	24
Exceptions to Professional Services Agreement	26
DMO Tourism Work Samples	27

02 - Consultant/firm name, address and specialty of the consultant/firm

Commune Communication

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 Long Beach, CA 90804

1460 Country Club Road
 Hood River, OR 97031

Ryan La Rosa, Chief Operating Officer
ryan@communecommunication.com
 562-366-0080

Commune Communication is a full-service advertising and marketing agency based in Long Beach, California with an additional office in Hood River, Oregon. Commune's specialty is brand strategy, communications planning, creative services, website design and development, media planning services, social media services, and public relations services for City organizations and Travel and Tourism organizations.

Q1 Media

8240 N Mopac Expy STE 250
 Austin, TX 78759

Jessica Farrell, Digital Media Strategist
jessica.farrell@q1media.com
 (512) 388-2300

Q1Media is a leading digital advertising company headquartered in Austin, Texas, with over 20 years of experience serving national, regional, and local clients to support scaling digital strategies for business needs. Specializing in programmatic advertising, paid social, paid search, SEO, and location-based services, Q1Media is dedicated to delivering world-class media services and campaign execution. Guided by core values for earning trust, delivering results, continuous learning, and community investment, Q1Media empowers clients through digital support on research, execution, and media measurement.

03 - Project Personnel, Staffing and Resumes

Personnel and Technical Staff Overview

The following table details key personnel Team Commune proposes to perform the work and includes personnel for major areas of program support. The table also details the person’s name, current location, proposed position for this project, current assignment, level of commitment to that assignment, availability for this assignment and how long each person has been with the firm:

Jenn Skelaney	<p>Position: Project Manager Location: Los Angeles, CA Proposed Position: Account Manager Current Assignment: Account Manager at Commune Communication Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 4 years</p>
Ryan La Rosa	<p>Position: Executive Oversight Location: Long Beach, CA Proposed Position: Co-Founder and COO Current Assignment: Strategic planning and agency/client relationship management Level of Commitment: Full-time Availability: Available for strategic oversight Tenure at Firm: Since inception (2016) - 9 years</p>
James Whale	<p>Position: Creative Leadership Location: Hood River, OR Proposed Position: Co-Founder and CEO Current Assignment: Creative direction and client relationship management Level of Commitment: Full-time Availability: Available for creative oversight Tenure at Firm: Since inception (2016) - 9 years</p>
Richardson Reigart	<p>Position: Brand Strategy Location: Los Angeles, CA Proposed Position: EVP, Brand Strategy Director Current Assignment: Brand and communications strategy for major brands Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 4 years</p>



<p>Anna Lamson</p>	<p>Position: Media Planning Location: Los Angeles, CA Proposed Position: EVP, Media Planning Director Current Assignment: Media strategy and planning for various brands Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 2 years</p>
<p>Michael Ziman</p>	<p>Position: Senior Copywriter Location: Phoenix, AZ Proposed Position: Senior Copywriter Current Assignment: Copywriting and creative concepting for Commune clients Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 7 years</p>
<p>Victor Heredia</p>	<p>Position: Multilingual SME Location: Los Angeles, CA Proposed Position: Support Copywriter (Spanish) Current Assignment: Writing and translating culturally relevant copy Level of Commitment: Part-time Availability: Available on an “as-needed” basis for this project Tenure at Firm: 2 years</p>
<p>Candice Wong</p>	<p>Position: Graphic Designer Location: Los Angeles, CA Proposed Position: Senior Graphic Designer Current Assignment: Brand and graphic design for multinational clients Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: Recently joined - 2023</p>
<p>Aaray Amano</p>	<p>Position: Graphic Designer Location: Salt Lake City, UT Proposed Position: Graphic Designer and Videographer Current Assignment: Creative services for Commune clients Level of Commitment: Full-time Availability: Available for this project Tenure at Firm: 4 years</p>
<p>Vern Moen</p>	<p>Position: Director - Videographer/Content Producer Location: Los Angeles, CA Proposed Position: Videographer, Photographer, Content Producer Current Assignment: Pre and Post Production services for Commune clients Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 2 years</p>
<p>Jessica Farrell</p>	<p>Position: Digital Media Strategist Location: Phoenix, AZ Proposed Position: Digital Media Strategist Current Assignment: Strategist & Account Executive at Q1 Media</p>

	<p>Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 2 years</p>
Ian Donahue	<p>Position: Lead Media Strategist Location: Austin, TX Proposed Position: Lead Media Strategist Current Assignment: West Region Manager at Q1 Media Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 7 years</p>
Nancy Hoang	<p>Position: Multimedia Account Operations Location: Austin, TX Proposed Position: Multimedia Account Operations Current Assignment: Director of Account Operations at Q1 Media Level of Commitment: Full-time Availability: Available full-time for this project Tenure at Firm: 7 years</p>

EXPLORE WILSONVILLE PROJECT TEAM



Project Staff and Relevant Expertise (Full resumes featured in appendix):

Ryan La Rosa: Co-Founder, Chief Operating Officer

Ryan is a California native who founded Commune alongside James Whale in 2015, after a successful advertising career in New York City as a Brand Strategist. Ryan has led the building of Commune’s reputation on the U.S. west coast, ultimately becoming a go-to subject matter expert for many significant interests including travel and tourism strategy. Ryan will take a high-level role on this account ensuring all project management matters run smoothly while collaborating closely with all team members and client stakeholders to guarantee a great result.

James Whale: Co-Founder, Chief Executive Officer

James founded Commune alongside Ryan La Rosa in 2015, after a successful advertising career in New York City as a creative director. James has led nearly all creative efforts for Commune since its founding, including being responsible for the design systems of countless City and tourism efforts. James relocated to Hood River, OR in 2024 where he’s leading the buildout of Commune’s second office. James will perform a high-level role on this project, ensuring an effective and breakthrough delivery of all creative assets. He will also manage all. video and photography efforts alongside our in-house production capabilities

Richardson Reigart: Executive Vice President, Strategy

Richardson is a senior-level brand strategist who came to Commune after running global brand strategy for Toyota and Mazda among others. Richardson currently oversees strategy efforts for the Visit Arroyo Grande, City of Long Beach’, Downtown Long Beach, AIDS Walk, and many others. Richardson will lead the planning and strategic vision of the project, ensuring all creative decisions are strategically led and are reaching their intended targets

Jenn Skelaney: Senior Account Manager

Jenn has demonstrated her organizing and project management expertise in a variety of efforts for the City of Long Beach including Economic Blueprint 2.0, State of the City 2024, Measure A planning and website design, Elevate 28 website design and development, and more. Additionally, she currently runs project management efforts for Visit Arroyo Grande, APLA Health, and AIDS Walk Los Angeles. Jenn will be the lead account manager to ensure there is a central point of contact between agency and client while maintaining clear communication and effective tracking of all project deliverables and deadlines

Anna Lamson: EVP, Media Planning

Anna Lamson is an EVP of media planning with a track record of executing full-funnel advertising strategies and innovative multi-channel campaigns for diverse marketing objectives, from branding and acquisition to travel and tourism. With roles ranging from freelance consultant to associate media director at various reputable agencies, Anna has demonstrated her ability to leverage strong negotiation skills and manage complex budgets across digital, social, mobile, print, and out-of-home campaigns, underlining her comprehensive expertise in media strategy and planning.

Jessica Farrell: Q1 Media - Digital Media Strategist & Account Executive

With over 15 years of experience in multimedia strategies for tourism and hospitality, Jessica has designed and managed detailed digital media campaigns for notable clients such as Wyoming Office of Tourism, Reno Tahoe Tourism, Visit Arroyo Grande, Broadmoor Resort, Mountain Shadows Resort, and more. Her proficiency is reinforced by her attention and speed to detail, forward-thinking strategies, and commitment to delivering results.

Ian Donahue: Q1 Media - Lead Strategist & Southwest Region Manager

A native of Santa Barbara, California, Ian is Q1 Media’s leader for the Southwest Region of the US with over 15 years of experience in multimedia executions specific to tourism and hospitality. His in-depth knowledge of the multimedia industry, audience-first strategies, and our custom ad-tech impacts significant results for our tourism client’s lodging and business initiatives. His steadfast loyalty to achieving successful campaigns brings impressive ROI to his clients of Hard Rock Hotels & Resorts, Visit Tuolumne County, Visit Camarillo, Downtown Napa, Discover Torrance, and more.

Nancy Hoang: Q1 Media - Director of Account Operations

Nancy has over 10 years of experience in digital media executions, with extensive knowledge in cross-platform management and multiple verticals. Her expertise is backed by Meta Media Buying Certification - a testament to her excellence in delivering and optimizing social and digital media campaigns. As a knowledgeable and detailed leader of Q1Media’s in-house operations team, she has driven great performance for hundreds of clients campaigns for tourism clients including Hard Rock Hotels & Resorts, Discover Klamath, Visit Camarillo, Greater Boston Visitor Bureau, and more.

Michael Ziman: Senior Copywriter

Michael is a long time creative copywriting veteran having spent time in markets including New York, Austin, and Los Angeles. Michael is a writing savant who leads all copywriting efforts for Commune including nationally recognized award winning results for AIDS Walk Los Angeles, Long Beach Transit and others.

Candice Wong: Senior Graphic Designer

With nearly a decade of experience in the design industry, Manali brings to Commune a unique blend of versatility and multi-disciplinary design expertise, along with a specific talent for creating and managing large brand and identity systems. Candice’s career began with a deep exploration of the fundamentals of graphic design, and she has since honed her creative skills in print media, typography, and layout—gaining a strong foundation in the core principles of visual communication. She has seamlessly transitioned the elements of her craft into digital and web design as well. Manali will lead graphic design efforts for this project, ensuring the blend between print and digital is expertly crafted.

Aaray Amano: Graphic Designer & Content Creator

Aaray leads creative services for Long Beach Transit, Visit Long Beach, Visit Arroyo Grande, and others. Aaray is a talented multidisciplinary creator whose expertise include graphic design, video production, and content creation. Aaray will participate in all creative services for this project.

Josh Slone: Web Developer

Josh has a rare combination of design and development skills, meaning he can bridge communication gaps, translate creative visions into technical solutions, and deliver exceptional results that seamlessly blend aesthetics and functionality. Josh is proficient in multiple languages including HTML, CSS, JavaScript, and React.js—meaning he can seamlessly implement designs into fully-fledged web experiences. Josh has led the development of Commune’s work on the Elevate 28 website for the City of Long Beach and will lead all digital efforts for this project as well.

Vern Moen: Director, Videographer and Producer

Vern has supported Commune Communication since 2021 and has 20 years experience working as a director, producer and videographer. His attention to detail, creativity, and practical dexterity have been proven on previous projects with the City of Long Beach, Visit Arroyo Grande, and many others.

04 - References

References

We encourage The City of Wilsonville to contact the following our references as listed:

- 1. James Ahumada, Deputy CEO, Downtown Long Beach**
 - Contract Term – 2023 - Present
 - jamesa@dlba.org; 626-825-8693
- 2. Scott Larson, Executive Director, Visit Laramie, Wyoming**
 - Contract term: 2020 - Present (via Q1Media)
 - director@visitolaramie.org; 307-745-4195
- 3. Malini Basu, Communications Director, City of Long Beach**
 - Contract term: 2017 - current
 - malini.basu@longbeach.gov; 214-945-4172

05 - Work Plan

The team at Commune Communication represents a collection of some of the best strategic minds and creative thinkers from across the industry, motivated by a shared passion to create groundbreaking work that transforms our clients’ businesses through thoughtfully designed marketing communications. Whether their expertise is in strategy, design, creative messaging, media, web development, or data & analytics, each member of our team shares a singular focus on delivering communications that create customers.

To address the comprehensive Scope of Work (SOW) specified by the City of Wilsonville, Commune proposes a strategic and collaborative approach, supported by our expertise in communications strategy, media planning, creative design, copywriting, web development, analytics, social media, and public relations. The following Work Plan section outlines a clear, efficient path to establishing Wilsonville’s rightful position as a destination of choice for visitors to the area and an ideal home base for exploring both the urban attractions in Portland as well as the wineries and rural charm of the upper Willamette Valley.

Our approach begins with an in-depth analysis of the Wilsonville’s brand positioning, target demographics, and current market dynamics. This foundational step ensures that all subsequent marketing strategies are aligned with the Wilsonville’s brand positioning and objectives while being tailored to meet the nuanced needs of a range of potential travelers.

Customer Challenges & Opportunities. In developing an approach to elevate perceptions and drive visitation for the City of Wilsonville, we confront a series of customer perception challenges head-on while also capitalizing on significant opportunities. Although Oregon residents may be aware of the City of Wilsonville, it may not be top of mind as a travel destination. Visitors to the area have a wide range of options within a short drive, from the Willamette Valley wine country to the Oregon Coast, to the urban culture and nightlife of Portland. Additionally, for those exploring the greater Portland metro or Willamette Valley, they may not fully understand what makes Wilsonville distinctive compared to nearby destinations like Newberg, McMinnville, or Oregon City. They may consider Wilsonville more as a business travel destination or a stopover on the way to somewhere else. Therefore, our challenge is two-fold. We must **drive greater regional visitation** by showcasing Wilsonville’s accessibility and connections to key attractions while also creating preference for the city by highlighting its distinct advantages, including its family-friendly entertainment, outdoor recreation, and welcoming small-town atmosphere.

Using Q1Media’s adtech for mobile device reporting for visitation look-back at the seven Hotel Partners buildings between January 1st to December 31st, 2024, **absolutely Portland**

is a key-driver with over 50%+ of the visitors to the 7 Hotels Partners driven from that market, but the surrounding areas are also feeder markets for growth potential: Seattle-Tacoma, WA; Eugene, OR; Medford-Klamath Falls, OR; Bend, OR; Spokane, WA. Therefore, it will be critical to both drive impact to both growing Portland, OR as a strong, “nurture market”, and to expand brand reach into the growth markets as well by establishing a clear, distinctive proposition for the **Explore Wilsonville** for interested travelers.

Several opportunities may emerge that Commune is uniquely positioned to help see, improve, and drive growth for Explore Wilsonville. Strategically guided communication plans that integrate data, media, and innovative creative strategies will deliver key messaging that highlights Wilsonville’s unique appeal as a family-friendly destination with outdoor recreation, vibrant community events, and convenient access to Oregon’s top attractions. By leveraging advanced analytics and media tools to gain a deep understanding of our target audience, we will craft marketing initiatives that position Wilsonville as the ideal hub for exploring the Willamette Valley, Portland, and beyond. As a hidden gem along the I-5 corridor, Wilsonville offers a perfect blend of accessibility, family entertainment, outdoor adventure, and small-town charm, making it a compelling destination for visitors seeking both relaxation and exploration.

Ultimately, however, we understand that true success will be measured by increased occupancy (heads in beds) and economic activity for local City of Wilsonville businesses. In order to build a marketing plan that is not only effective, but efficient at driving ROI, we will employ a robust data-driven approach to guide strategy, messaging, channel selection, audience segmentation, and market prioritization.

With our initial evaluation mobile device for the seven Wilsonville Hotel Partners listed on your website, with census data reveals the following visitor demographic insights over the 2024 year:

- **Wide Range of Age Groups:** Visitation from all ages between ages 25-65, but overindexing with the 65+ audience groups, and still 18% have kids under the age of 18 in the household
- **Household Income (HHI):** Median Income: \$84,635 and over 30% have HHI over \$100k
- **Education Levels:** 60% has a 2 year degrees, or higher degree (Bachelors, Masters, etc)
- **Top Ethnicities:** 70% White and 30% for Hispanic, Asian, African American, or Mixed

This illustrates how we can start to assess ideal audience personas based on purchasing power, plus break down targets into specific audience segments for ideal alignments of creative, brand messaging, and best media platforms for these audience groups.

Our strategies are a balanced approach of addressing consumer challenges through targeted, data-driven engagement and seizing these opportunities to continually reinforce Wilsonville’s position as the ideal “dual-gateway” destination for exploring Portland and the Willamette Valley. Through this dual approach, we aim to not only elevate awareness of the City of Wilsonville, but also showcase all that makes it distinctive and special, thereby driving meaningful increases in visitation and local economic activity.

In deploying an integrated communications plan for the City of Wilsonville, Commune will embark on a rigorous insights development process through the lens of Commune’s 4Cs: Company, Category, Consumer, and Culture. Our holistic analysis underpins our strategy to ensure our outreach resonates with potential visitors to Wilsonville, and, in turn, drives increased visitation to local hotels and businesses.

Company: Our initial focus on the company dimension involves an even deeper understanding of the City of Wilsonville’s unique value proposition for potential travelers. This entails aligning our marketing strategies with the City of Wilsonville’s distinct offerings, including effectively communicating and deploying the existing “dual gateway” concept while showcasing specific opportunities like outdoor recreation, cultural events, local parks, wine tastings, and so much more. We will look to showcase all the attributes that make the City of Wilsonville an ideal destination, as well as communicate in the brand’s unique voice, tone, and design language.

Category: The category analysis delves into the local and regional travel sectors, identifying where the City of Wilsonville stands within the broader competitive set. Understanding the competitive landscape will allow us to further establish the white space for Wilsonville among the many local and regional travel options. We’ll seek to identify the most meaningful and distinctive attributes for potential traveler segments, including variables like total cost, city proximity, cultural opportunities, recreation, events, authenticity, and accessibility.

Consumer: Central to our approach is a deep dive into the consumer, employing segment analysis tools, mobile device data, social listening, and proprietary data assets to map out a range of high propensity audience segments. We’ll seek to understand which audiences are most likely to not only visit the broader Wilsonville DMO and its feeder markets, but those that might be more likely to choose the City of Wilsonville over other available options. Our initial analysis identified groups like families, weekend getaway travelers, wine enthusiasts, outdoor enthusiasts, and art/culture lovers as potential opportunities. We will seek to better

understand the motivations, needs, barriers, triggers, and media behaviors of each of these segments to guide our communications strategy. Our insights and test/learn messaging process will look to define the most effective channel strategies and persuasive messaging to convert these segments into visitors to the City of Wilsonville. This analysis ensures that our marketing efforts speak directly to the varied needs, preferences, and values of each audience segment, whether they are looking for family-friendly adventure, a romantic getaway, or deep immersion in nature.

Culture: Finally, the culture component recognizes the integral role that cultural forces play in shaping attitudes and perceptions of the tourism industry broadly and the City of Wilsonville specifically. It isn't enough for the City of Wilsonville to communicate the benefits of the city to the right audience, we must integrate our brand into the culture and make Wilsonville a relevant destination for today's travelers. That means understanding how people are discovering new places, and the ways they are being influenced to make travel decisions. Additionally, the Culture component recognizes the integral role that cultural nuances play in shaping travel behaviors and preferences across the region. By integrating insights from local festivals, cultural events, and community centers into our outreach initiatives, we aim to build meaningful cultural connections. Engaging with communities in culturally relevant ways—whether through language, shared values, or communal experiences—allows us to weave the City of Wilsonville into the fabric of everyday life, transforming each interaction into an opportunity for brand advocacy.

Together, these 4Cs guide the creation and execution of an integrated communications plan that is both strategically informed and deeply rooted in the needs and concerns of our audience. By leveraging advanced analytics, personalized engagement, and specifically tailored communications, our strategy for the City of Wilsonville is designed to not only elevate awareness among our priority audience segments, but also translate this awareness into tangible increases in visitation, firmly establishing the City of Wilsonville as the ideal basecamp for exploring both Portland and the agricultural heritage of the Willamette Valley.

Ad-Tech Leader of Emerging Media

In today's hyper-connected world, a key impact and value we bring to our Tourism clients is the significance of custom ad-tech of mobile data. For our tourism-focused clients, harnessing the power of mobile data isn't just advantageous—it's imperative for a competitive edge and meeting the evolving attention and interests of modern travelers. This impact is not only mobile content that has transformed the way travelers explore, engage, and experience destinations, but it is also the mobile data we have for analysis of their visitors movements.

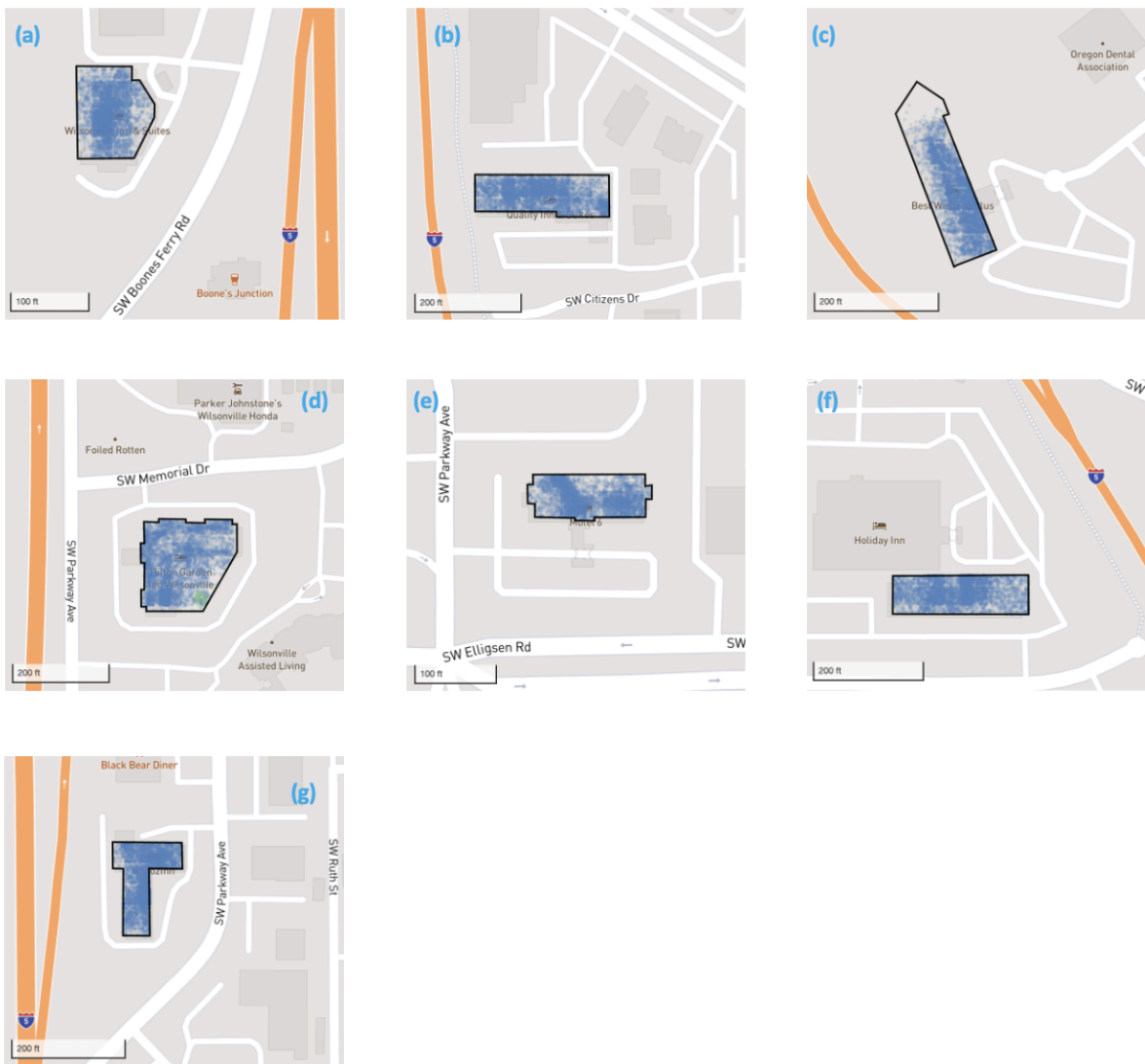
Our ad-tech for mobile data is proprietary from over 200k mobile apps with allowed permissions of location data and has ability for global visitor demographic studies, tracing

visitor pathways, and influenced visitation reporting tracing mobile activity after being served an ad. Starting with the data analysis significance, we can survey past visitors of locations and their movements within a custom-drawn 3 feet polygon (going farther than geo-fencing radius) and within a 2-year look back (geo-fencing is only 90 days). Here are our custom polygons and heat maps of mobile devices at each of the seven hotel partners for the City of Wilsonville in 2024:

Hotel Partners within this Visitation Analysis

- (a) Best Western Inn (d) Hilton Garden Inn (f) Holiday Inn
- (b) Quality Inn (e) Motel 6 (g) Snoozelnn
- (c) Best Western Plus

Visitation Heat Maps for each Hotel Partner



As we do our analysis and develop media planning, we compare and segment mobile data reporting between various city, specific lodging partners, and area attraction partners. We've started part of this analysis for the City of Wilsonville with the seven lodging partners,

and listed below is a brief overview of each of their visitors household income levels in 2024:

- **Best Western Inn:** 37.6% of their visitors have HHI \$100k+
- **Quality inn:** 34.5% of their visitors have HHI \$100k+
- **Best Western Plus:** 37.1% of their visitors have HHI \$100k+
- **Hilton Garden Inn:** 38.6% of their visitors have HHI \$100k+
- **Motel 6:** 37.5% of their visitors have HHI \$100k+
- **Holiday Inn:** 37.8% of their visitors have HHI \$100k+
- **SnoozeInn:** 35.0% of their visitors have HHI \$100k+

With this data, we can segment and create custom audience groups that go beyond the stage of analysis of visitor data as explained above. We can also implement live-targeting, in-app inventory, and track mobile data post-ad serve by monitoring the ads we served to the target and then tracing back to our separate polygons for each individual lodging and attraction partner for Wilsonville. Location visitation reporting supports our tourism partners with precisely how many visits and visitors were influenced by our served digital ad campaign. We can also measure billboards that may be secured along I-5 and trace if they drive visitation to any lodging or attraction partners as well. This provides our tourism clients with a “cost-per-visit” and “cost-per-visitor” and trending metrics to share with committees and government entities. An example of a Location Visitation Report can be provided upon request.

Media Mix and Digital Media Planning

We’ll use a combination of our ad-tech, math, science, and art to determine the most effective and efficient media mix to reach key traveler audiences along the I-5 (and beyond) and especially in areas including the Portland metro market and the Willamette Valley. With our experience in Travel and Tourism, we’ve seen the significance of the right media mix between traditional media (print, publications, etc) and cross-platform digital media models. We will employ a combination of first-, second-, and third-party data for audience analysis and strategic reach to key audiences.

Our media strategies aim to maximize customer reach and engagement by identifying and leveraging our ad-tech with the most relevant platforms for the City of Wilsonville’s goals, including trade media and our proprietary resources. We have access to all media platforms such as Connected TV (cTV/OTT, Hulu, Peacock, Netflix, Amazon, etc), traditional and digital outdoor (billboards, roadside, theaters), digital video including YouTube, digital audio through major streaming platforms like Spotify, Pandora, and iHeart Radio, and social media channels, including Meta (Facebook and Instagram), TikTok, Pinterest, Snapchat, and Reddit.

Our expertise in precision targeting across traditional and all evolving digital media platforms is a point of pride as reaching the right customer at the right time at the right

place is key to creating successful campaigns. Our mobile data can be broken down into audience segments to build custom targeting groups that have proven to drive increased efficiency in ad spend and performance. Our experience and cutting edge capabilities have been proven to be effective for similar tourism objectives for the City of Long Beach, Downtown Napa, Visit Camarillo, and more.

With data in hand, and insights prepared, we'll present a comprehensive media plan in a storytelling format that provides strategy, tactics, and rationale for each element of the plan, which is likely to include:

- Platform Recommendations: Connected TV, digital outdoor, digital video, digital audio, social media, mobile including in-app, email, PR, web, etc.
- Content Recommendations: Web/social, advertising assets, email messaging, etc.
- Activations: Events and cross-promotional partnerships, etc.
- Marketing Calendars: Monthly, quarterly, and annual messaging and platform flowcharts.

By staying up to date with the emerging trends and media technologies, we ensure that our strategies remain relevant, innovative, and impactful. We continuously monitor the performance and optimizations of our media mix and campaigns, making real-time adjustments for better results and driving maximum ROI.

Creative Services

The cornerstone of our strategy is a streamlined creative development process, designed to swiftly produce and deploy a wide array of marketing materials that engage and resonate with our target audiences across the region and within our key feeder markets. In execution, this involves leveraging advanced marketing technologies and techniques. For instance, we will employ tools such as Adobe Creative Suite for the agile creation of visually striking digital ads, ensuring these materials are optimized for both performance and aesthetic appeal on platforms where our audiences are most active.

For print materials, we leverage geographic information system (GIS) technology, such as ArcGIS, to perform detailed market segmentation and demographic analysis. This will enable us to design localized print materials that are highly relevant and engaging for specific communities within the City of Wilsonville feeder markets. We will apply A/B testing methodologies, utilizing platforms like Google Optimize, to continuously evaluate the performance of our creative assets. This will allow for real-time refinement of messaging and visuals, ensuring that our campaigns are always optimized for engagement and conversion rates. By combining creative excellence with rigorous analytical processes, we aim to deliver creative services that not only capture attention but also drive measurable increases in visitation for the City of Wilsonville and local businesses.

Copywriting

Crafting compelling advertising and marketing copy is a crucial element in delivering effective communications campaigns. The City of Wilsonville has established a strong, modern brand identity and voice, and provides a wide variety of advantages and convincing proof points for why it is a compelling travel destination. The City of Wilsonville’s accessibility along I-5, proximity to the Willamette Valley wine country, family-friendly attractions, outdoor recreation, and vibrant community events make it a distinctive destination within the greater Portland and Willamette Valley region. Our team of skilled copywriters’ job is to craft captivating headlines, attention-grabbing ad copy, informative blog posts and compelling website copy that captures attention, connects emotionally, and drives action. Be it creating ad campaigns, events, website content, or social media posts, our team of writers ensure that we convey the City of Wilsonville’s unique market position and the specific advantages we offer to travelers from across the region.

Promotional Marketing Initiatives

To support promotional marketing initiatives, Commune adopts a strategy deeply rooted in data-driven insights to maximize the City of Wilsonville’s appeal to potential visitors. By conducting a detailed analysis of travel data and market trends, we intend to gain a nuanced understanding of target demographics, their preferences, and travel behaviors. This analytical groundwork will enable us to tailor our marketing campaigns with precision, ensuring that they resonate with intended audiences by showcasing the unique benefits and experiences that can be found in the City of Wilsonville. We’ll work with Explore Wilsonville and existing partners to define social marketing strategies, incentive offers, and special events that drive increased visitation and economic activity in the Arroyo Grande area.

Monitoring and Optimization

Commune and Q1 Media will continuously monitor campaign performance across all platforms and touchpoints. Utilizing many analytics tools, such as Google Analytics for web traffic analysis, Q1 Media’s Dashboard for cross-platform digital media performance and optimizations across all devices (TV, desktop, tablets, and mobile) and platforms (cTV/OTT, digital outdoor, programmatic, and social), Facebook Insights for social media engagement, and Hootsuite for cross-platform organic social media management. Additionally, we employ specialized tools like SEMrush for SEO and content performance tracking, along with Hotjar for understanding user behavior on websites through heatmaps and user recordings.

Tracking cross-platform also includes unique website pixels that we’ll implement into the code of the website, including Universal Pixel (cTV/OTT and streaming audio reporting), Retargeting Pixel, and a pixel from Meta.

Location Visitation Reporting (xLVR) has a ramp up and learning period similar to how travelers, as they often plan and research their trips 2-3 months* in advance. After hitting

minimum impression benchmarks across digital platforms, Q1 Media supplies quarterly or monthly visitor reporting broken down by total visits to Wilsonville as well as details for each lodging partner or attraction. Our reports include: Overall Location Visits to Wilsonville, Total Visits, Total Visitors, Cost per Visit, Cost per Visitor, and segments into also the data for each location (individual attraction and lodging partner).

This data-driven approach enables us to quickly make informed adjustments to our strategies, ensuring optimal engagement and maximizing the return on investment. Performance metrics such as engagement rates, media impressions, conversion rates, and feedback from the City of Wilsonville and its stakeholders will guide our iterative process of campaign refinement and optimizations.

**Both Google Trends and American Automobile Association (AAA), which annually releases travel projections and data) surveyed that the majority of travelers begin planning their road trips about 2-3 months in advance.*

Web Platform Development and Management

Based on the RFP excerpt for ExploreWilsonville.com, here's Commune's comprehensive solution addressing all the required website services. This solution provides a comprehensive approach to hosting, maintaining, and promoting ExploreWilsonville.com while ensuring high-quality presentation across all devices and effective content management for tourism-related information.

Website Hosting Solution

For CMS installations of this size we would most recommend setting up on an industry leading LEMP tech stack utilizing a high performance cloud based VPS. We further manage DNS and performance enhancements through Cloudflare. There are alternatives such as managed WordPress hosting providers such as WP Engine or Kinsta. We suggest these platforms because they offer.

- High uptime guarantees (99.9%+)
- Content delivery networks (CDNs) for fast loading worldwide
- Automatic scaling during traffic spikes
- Built-in security features and regular backups
- Responsive design testing tools to ensure optimal presentation across desktop, tablet, and mobile devices

Content Management System

WordPress remains an excellent CMS choice for ExploreWilsonville.com website because:

- It's user-friendly for content updates
- Supports responsive design out of the box

- Has extensive plugin ecosystem for tourism-specific features
- Allows for custom post types to manage events, attractions, lodging, and dining listings.

SEO and Keyword Strategy

Without first conducting a comprehensive SEO audit of ExploreWilsonville.com Commune proposes implementing the following:

- Keyword research focused on tourism-related terms specific to Wilsonville and the surrounding 20-100 mile area
- On-page SEO optimization for all content
- Schema markup for local businesses, events, and attractions to enhance search visibility
- Google My Business integration for location-based searches
- Regular SEO audits and performance tracking
- Internal linking strategy to highlight featured attractions

Content Development

For ongoing content creation and management we recommend:

- Create a content calendar aligned with seasonal attractions and local events
- Develop standardized templates for event listings, attraction profiles, and business features
- Implement a photo/video asset management system
- Establish a regular update schedule for time-sensitive content
- Develop content clusters around key tourism themes (outdoor activities, historical sites, family attractions, etc.)

Social Media Integration

- Cross-platform content strategy for Instagram, Facebook, and other relevant platforms
- Social media feed integration on the website
- Social sharing functionality for all listings and content
- User-generated content campaigns to engage visitors

Some Suggested Tourism-Specific Functionality to consider:

- Interactive map showing all attractions within the 20-mile radius
- Event calendar with filtering capabilities
- Business directory with search and filter options
- Itinerary builder tool for visitors to plan their trips
- Mobile-friendly directions and contact information

ADA Compliance Solution

For ongoing ADA compliance in the context of the ExploreWilsonville.com we recommend including the following solutions:

- Implement WCAG 2.1 AA standards across the entire website to ensure accessibility for visitors with disabilities.
- Install and configure an accessibility plugin (such as AccessiBe or UserWay), and monitor and report on performance weekly.
- Conduct regular third-party accessibility audits to verify compliance.
- Create an accessibility statement page explaining the site's commitment to inclusion.
- Train content creators on accessibility best practices for ongoing content development

06 - Cost Estimate

If Commune is given a budget, Commune stays on budget. If Commune is given a deadline, Commune meets that deadline. It's the foundation of our shop and we're sure our references would agree. Meeting budget and schedule requirements is also the basis of a trusted partnership. Our partners must know what is going on at all times and that means complete transparency. Before Commune, we came from agencies where time spent and hours billed were often a closely held secret and we wanted to dedicate our operation to full transparency in order to eliminate cliché agency overages. Our quality control and budget control measures include:

- **An always-on project manager** - Your project manager's job is to ensure quality control. They will be responsible for managing internal and external timelines and budgets as well as reporting as regularly as needed, including weekly check-ins with specific quality control line items. We also value time spent between the project manager and client team and we look forward to our trips up north to meet with the project team (and maybe even work on site whenever possible!).
- **Project timelines** - As part of our recurring check-ins, these meetings come with a detailed agenda that clearly outlines projects and their current status with next steps and deadlines. Additionally, the City of Wilsonville will have access to a live production timeline document, showcasing where we are in the process and what is required to advance a project to the next phase.
- **Time management reports and budget check ins** - Commune prepares detailed monthly accounting of all activities and time spent that will be sent with our monthly invoice. Additionally, we prepare quarterly and annual budget reviews to understand where we are, but also to allocate time and forecast for new ideas and opportunities.
- **Savings and cost approach** - Commune has a documented history of providing cost effective, quality solutions for a host of diverse clients across the nation. Commune starts each project by ensuring that the scope of work requested is understood and the right personnel with the right mix of competencies and skills have been selected to provide the services and products required. By selecting the proper personnel at project start and continuing to provide the appropriate resources throughout the project life cycle, Commune avoids a number of potential cost issues by ensuring several personnel actions are completed in preparation for the tasks. These actions may include the following activities:
 - **Rigorous selection of personnel:** At Commune, the project initiation phase involves selection of staff with the requisite skill set, directly influencing the efficiency and quality of task execution. Our deliberation in staff allocation minimizes downtime, reduces the need for rework, and ensures adherence to quality standards, fostering significant savings over the project lifecycle.
 - **Adherence to standardized processes:** Our commitment to standardized project management practices ensures that we deliver optimal marketing solutions on the first attempt, reducing costs and enhancing value as the project advances. Commune's project managers follow a suite of established protocols, ensuring that all project activities are executed efficiently and effectively.

- **Strategic task management:** We employ a strategic approach to task allocation and monitoring, ensuring that the right mix of skills is deployed to meet project demands. This strategy not only maximizes the use of our team's capabilities on complex assignments but also streamlines project execution, yielding cost savings and enhancing project output.

In submitting this proposal, Commune aligns with all RFP stipulations, highlighting our eagerness to deliver exceptional service and specialized expertise. Our strategy—focusing on selecting highly qualified personnel, standardizing procedures, optimizing task management, and ensuring workforce stability—demonstrates our commitment to providing cost-effective, high-quality solutions tailored to meet the City of Wilsonville’s needs.

Fixed Cost Proposal

Commune agrees to all costs within this proposal as fixed. \$200,000 (including paid media) is established as a “not to exceed” figure and all projects and costs will be estimated with this in mind. As stated in the RFP, the final terms and scope of the agreement and contract will be determined between Commune and the client upon award to ensure the most accurate, cost effective and strategic recommendations possible within the agreed upon fixed cost. Any additional projects will be considered as part of the the City Budget that allows for special projects (\$50 - \$75,000) and will be presented, reviewed and approved by the City of Wilsonville prior to execution.

Hourly Rates for Proposed Team Members:

The following table outlines Year 1 proposed rates. All future years to be negotiated or outlined in line with contract demands and based on factors including inflation.

Strategy Services	FULLY BURDENED RATES - P/H
EVP, Strategy	\$150
Media Services	P/H
EVP, Media Planning and Reporting	\$150
Account Services	P/H
Project Manager	\$150
Creative Development Services	P/H
Creative Director	\$150
Graphic Designer	\$125
Copywriter	\$125
Photography & Video Services	\$150 <i>(includes equipment & insurance cover)</i>
Social Media Manager	\$150
Digital Services	P/H
Director of Interactive / Web Developer	\$150

07 - List of Exceptions

Commune does not have any exceptions listed for the Professional Services Agreement, Appendix B.

08 - DMO Tourism Campaign Samples

Case Study: Downtown Long Beach Tourism Campaign

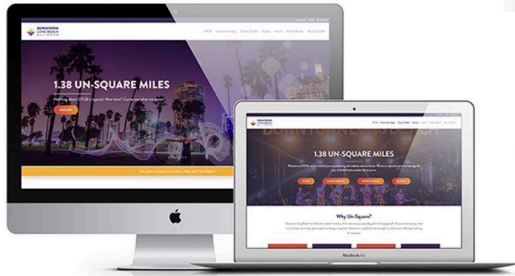
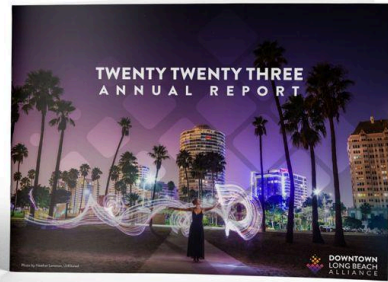
Commune has been working with the Downtown Long Beach Alliance since 2018 in various capacities including helping the Business Improvement District that is one of California's largest ensure their brand, profile, and materials are always top notch. Downtown Long Beach houses over 2,000 businesses, including one of the nation's largest ports, and over 50,000 residents yet it's often lost in the shuffle between its neighbors to the north and south. The DLBA has relied on Commune for years to ensure the reputation and profile of the region is always effectively communicated to audiences including residents, visitors and current/prospective employees and business owners.

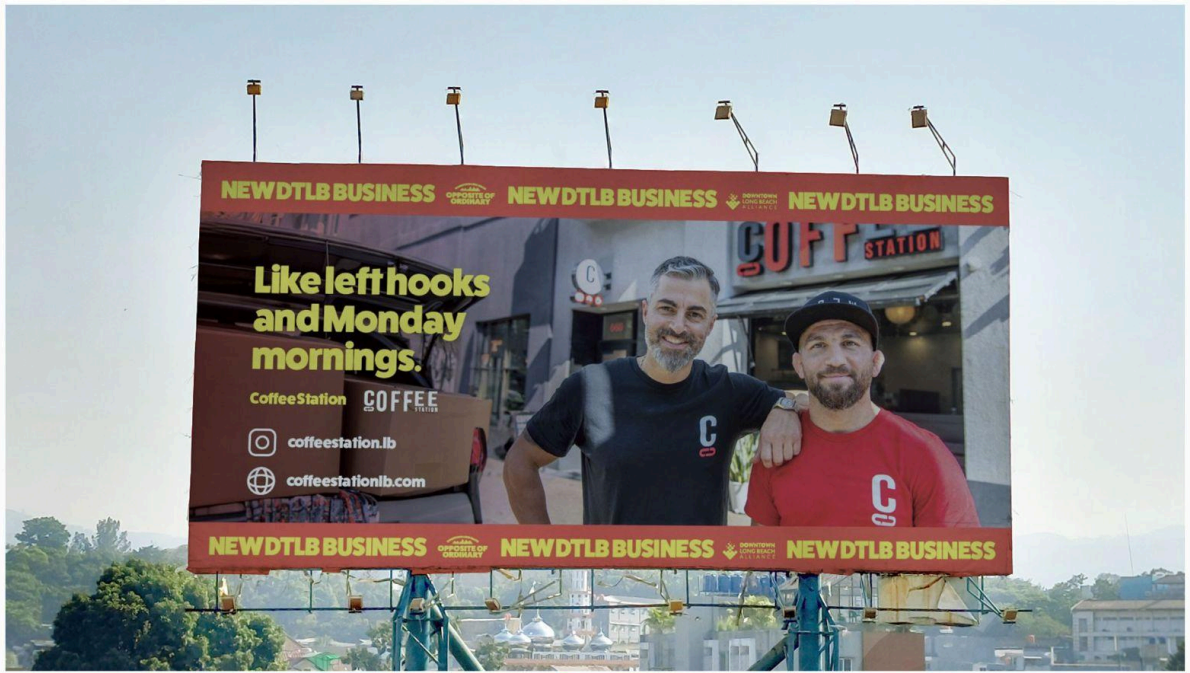
One of the earliest projects Commune worked on with the DLBA was a rebrand to build a visual identity that effectively communicated the virtues of the region, being sure to avoid common tropes associated with BID and tourism advertising. In short... NO "SHOP, DINE, PLAY" allowed! Through a rigorous Discovery Session that extrapolated insights from a variety of audiences, we developed a visual identity that worked as both a wayfinding device and an iconic mark that has stood the test of time and become a recognizable symbol for Downtown Long Beach.

Most recently, Commune was asked to develop a refreshed creative campaign for Downtown Long Beach tourism to help the organization move beyond campaigns that were established during the COVID-19 pandemic. This process included Commune facilitating focus groups with a variety of different stakeholder groups (business, residents, tourists, local leaders, and more) and preparing strategy and media recommendations that captured the essence of the unique location. With insights in hand, our creative team developed a campaign called "Opposite of Ordinary" that will be showcased throughout the area and well beyond, clearly communicating what DTLB has to offer while also inspiring curiosity to discover more on your own. Our campaign included the following steps:

- **Visual Identity/Branding Design** - Evolving the organization's existing brand into something more closely aligned with the updated creative campaign.
- **Focus Group Facilitation and Reporting** - Commune met with a number of stakeholders to facilitate and report on findings, ultimately packaging into a report that's useful for this campaign and well beyond.
- **Brand Strategy Development** - Commune developed a DTLB strategy that outlined the region's unique position in the market to clearly define the path to ensuring any media and creative decisions were wholly unique and representative of DTLB.

- **Media Planning and Reporting** - Commune developed a clear media plan based on data analysis to understand what tools to deploy to ensure our media planning was effective and efficient locally, regionally, and nationally.
- **Creative Campaign Development & Production** - Commune developed a creative campaign including copywriting, design, social media, and website updates that were consistent and breakthrough no matter the channel.





Case Study: Visit Arroyo Grande Tourism Campaign

Commune began working with Visit Arroyo Grande in 2024 after winning an RFP that called for increasing hotel occupancy, especially during shoulder seasons that weren't driven by traditional seasonal California coastal visits. Arroyo Grande is situated within San Luis Obispo County on California's central coast and while the town and setting are beautiful, it's often overlooked in favor of more popular names like Pismo Beach and San Luis Obispo. Historically, AG measured their success by metrics including website visits and social media performance but had a hard time directly correlating those metrics to area visits, heads in beds and revenue.

After thoroughly reviewing the existing AG creative work, it was clear it didn't begin to showcase what made the town truly unique. Instead, it focused on category tropes ("Shop, Dine, Play") that were similar throughout the region, nation, and world. We immediately organized a series of cost effective research methodologies that helped us uncover AG's unique value proposition. Our goal was to ensure that our campaign and messaging was truly unique to AG. We would measure our creative effectiveness by ensuring the creative we developed could not be picked up and put down anywhere else in the world and have it make sense. AG was too unique and that spirit needed to shine.

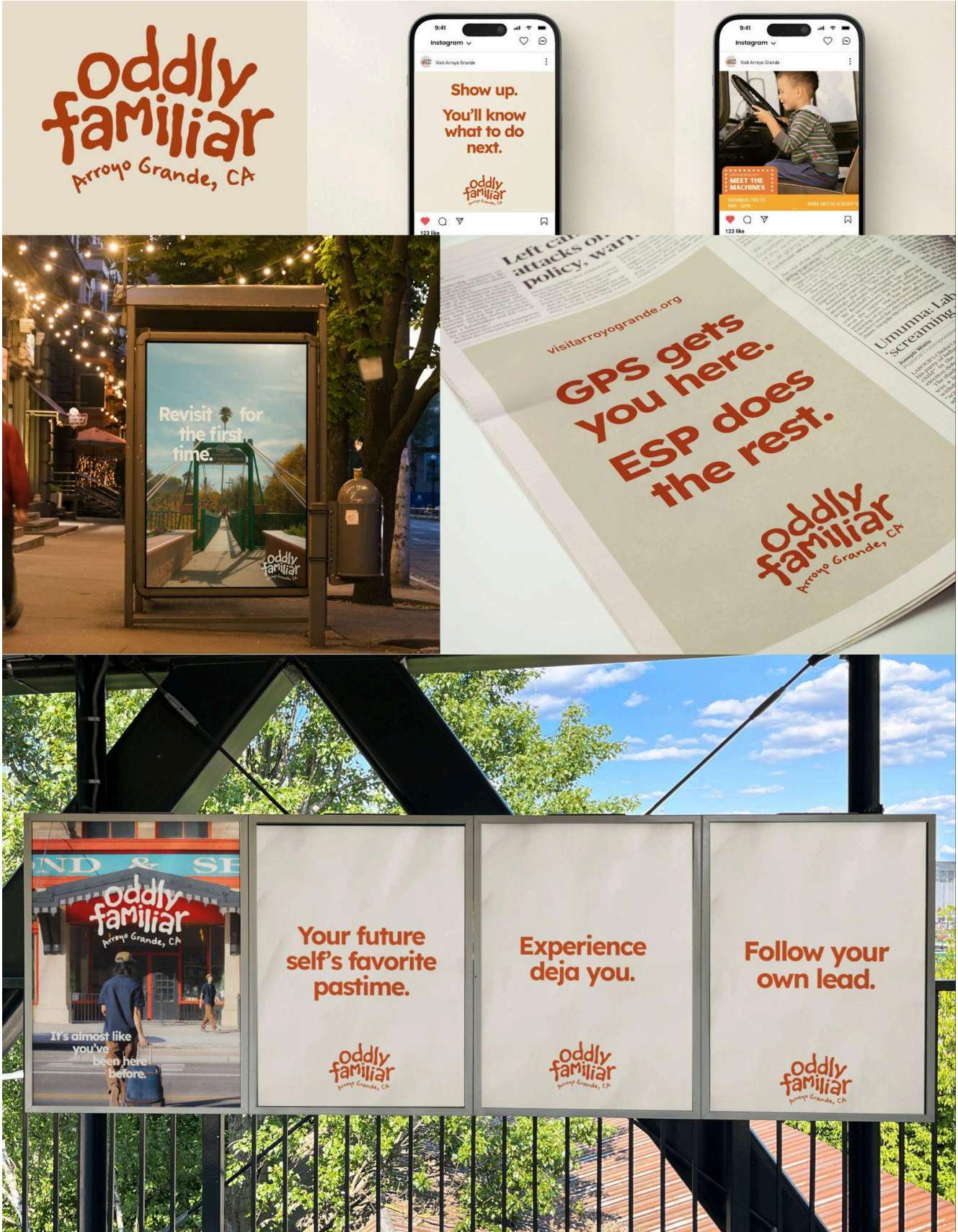
Next, we rebuilt the paid media plan to focus on the necessary measurable objectives. We continued to look after important metrics like website visits and social media performance, but everything was in service of creating an integrated plan that could simply report ROI to client and city stakeholders, so we could all collectively learn and optimize as we went.

Media Results:

After beginning work in July, 2024, their campaign achieved a ~40% lower Cost Per Visitor, a 42% increase in website traffic, and a 24% increase in conversion rate. Our Location Visitation Reports, tracking influenced visitation after being served ads, have tracked 447 visitors to the 7 primary area hotels and 2,500 visitors to key attractions in four months who had seen our ads prior to visitation.

Client Responsibilities Include:

- Discovery and Research
- Brand Strategy Development
- Communications Plan Development
- Media Planning and Ongoing Reporting
- Creative Campaign Development & Production
- Social Media Planning and Management
- Content Creation and Production (including video and photography)
- Website Design, Development and Management
- Public Relations
- Influencer Marketing
- Project Management, including Timeline and Budget Management



Case Study: Discover Torrance

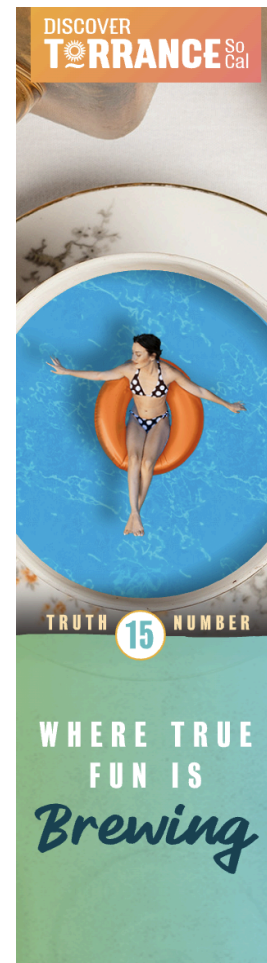
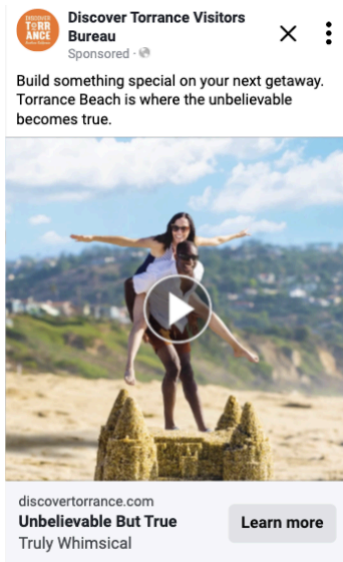
Team Commune has supported Discover Torrance for four years and for their most recent 2024 campaign achieved continued growth in engagement, performance, and trackable visitations to lodging partners and key attractions.

Their campaign focused on their primary feeder, nurture markets on the west coast and their growth markets with refreshed branding and cross-platform media strategy. Media served was Paid search, Paid Social, Connected TV (CTV/OTT), Pre-Roll Videos, High Impact Mobile Interstitial Ads, and Standard Display Ads.

Performance had great results with above benchmark for engagement and click-through rates (examples: 4% on Meta for their primary markets, 1.10% using our mobile device targeting for interstitials) and website conversions for downloading their visitor guide.

Results:

For their 2024 campaign, we served over 18M+ impressions and delivered 174,246 clicks to the website, maintaining an overall 0.93% CTR for the campaign. Connected TV has a 98.5% completion rate for play-throughs, Paid Social delivered the highest number of clicks to the website, and Paid Search achieved the highest overall CTR of all tactics at 7.73%. Our Location Visitation Reports, tracking influenced visitation after being served ads through the year and across 14 Hotel Partners, we achieved 6,936 advertising influenced visits, with their highest month being April 2024 with 1,272 hotel visits tracked.



Case Study: Visit Tuolumne County

Team Commune has been supporting Visit Tuolumne County for three years and their campaigns have shown strong growth in engagement, performance, and trackable visitation lift to segmented lodging partner locations and key attractions. For our client Visit Tuolumne County, we've seen success with continuous strategic adjustments in the digital media landscape.

Their 2022 campaign focused on their primary feeder metro markets on the west coast and drove great results in terms of click-through rates (1.43 - 3.23% using our mobile device targeting for interstitials, display, and video), increase in newsletter sign ups, and on-site conversions, but we felt performance could be even further improved.

Beginning in 2023, we advised an audience re-segmentation based on the results of their efficiency market analysis weighing their prior year visitation reports versus each DMA or city population. We also implemented a strategic overhaul informed by A/B testing creative, platform-specific content and creative messaging strategies, alongside a reallocation of ad spend to the best-performing platforms as the audience evolves.

Results:

After adopting our strategic refresh in 2023, their campaign achieved a ~50% lower Cost Per Visitor, a 23% increase in website traffic YOY, and a 17% increase in conversion rate. Our Location Visitation Reports, tracing influenced visitation after being served ads, we tracked 4,365 visitors to 17 hotels and 5,522 visitors to 20 key attractions in 3 months who had seen our ads prior to visitation. Our partnership with this client demonstrates the effectiveness of our data-driven and adaptive approach leading to improved brand recognition and visitation to their region, as we improve their ROI each year.



Appendix: Resumés of all Personnel

Jenn Skelaney	Director of Client Services, Commune Communication
<p>Jenn has demonstrated her organizing and project management expertise for a variety of City efforts including Economic Blueprint 2.0, State of the City 2024, Measure A planning and website design, Elevate 28 website design and development and more. Additionally, she currently runs account management efforts for Long Beach Transit, the Arts Council for Long Beach, APLA Health, and AIDS Walk Los Angeles. Jenn will be the lead account manager to ensure there is a central point of contact between the agency and project team while maintaining clear communication and effective tracking of all project deliverables and deadlines. Jenn has been with Commune for 3 years & will focus on keeping the deliverables on time and within scope.</p>	
Experience	
<p>Commune Communication Account Manager, 2020-Present Long Beach, CA <i>Clients Include:</i> Long Beach Transit, AIDS Project Los Angeles, GMV Transit, Sport Kilt, Arts Council of Long Beach, City of Long Beach, CSULB, AIDS Walk Los Angeles, Keesal, Young & Logan</p> <p>Smog City Brewing Co. Taproom Manager, 2016-2020 Torrance, CA</p> <p>Public School 310 Corporate Trainer, 2013-2016 Culver City, CA</p>	
Education	B.S. Sociology (2010) Florida State University, Tallahassee, FL

Ryan La Rosa	Co-Founder and Chief Operating Officer of Commune Communication
<p>Ryan is a Long Beach native who founded Commune alongside James Whale in 2016, after a successful advertising career in New York City as a brand strategist. Ryan has led nearly all strategy efforts for Commune since its founding, including successfully working with nearly every BID in Long Beach to uncover their unique selling point, many Council candidates and our current Mayor, Rex Richardson. Ryan will take a high-level role on this account ensuring all project management matters run smoothly while collaborating closely with all team members and client stakeholders to guarantee a great result.</p>	

Experience

Commune Communication

Co-Founder, COO, 2015 - Present
Long Beach, CA

Clients Include: Long Beach Transit, City of Long Beach, CSULB, APLA Health & Wellness, AIDS Walk Los Angeles, Friends of the Los Angeles River, Courtyard Marriott, Downtown Long Beach Alliance, Keesal, Young & Logan, Long Beach Museum of Art, Sport Kilt, The Guidance Center, Mental Health America, Long Beach City Clerk, Mayor Rex Richardson, Fourth Street Retro Row, Bixby Knolls Business Improvement Association, Algalita Marine Research, First District Long Beach, State Senator Lena Gonzalez.

360i

Strategy Director, 2011 - 2015
New York, NY

Clients Include: Toyota, Odwalla, Checkers/Rally's, New Orleans Tourism Commission.

Hill & Knowlton

Strategic Planning & Creative Director, 2010 - 2012
New York, NY

Clients Include: Dos Equis, Adidas, PGA Tour, North Face, Campbell's, Target.

Euro RSCG

Account Supervisor, 2009 - 2010 New York, NY
Clients Include: Sears, KMart.

Park&Co

Word of Mouth Marketing Manager, 2006 - 2009 Phoenix, AZ
Clients Include: Goodwill, Phoenix Sky Harbor Airport.

Moses

Account Manager, 2005 - 2006
Phoenix, AZ

Clients include: World Wildlife Fund, TASER Axon

Education

B.A. Walter Cronkite School of Journalism (2006) Arizona State University, Tempe, AZ

James Whale

Co-Founder and CEO of Commune Communication

James founded Commune alongside Ryan La Rosa in 2016, after a successful advertising career in New York City as a creative director. James has led nearly all creative efforts for Commune since its founding, including being responsible for the design systems of countless BID, City, and City representatives. James has also led development of creative production and event day management for the current Mayor's State of the City and Grow Long Beach addresses and supporting communication. James will perform a high-level role on this

project, ensuring an effective and breakthrough delivery of all creative assets. He will also manage all video and photography efforts alongside our in-house production capabilities.

Experience

Commune Communication

Co Founder & Creative Director, 2015 – Present
Long Beach, CA

Clients Include: Long Beach Transit, Friends of the Los Angeles River, Courtyard Marriott, Downtown Long Beach Alliance, Keesal, Young & Logan, Long Beach Museum of Art, Sport Kilt, The Guidance Center, Mental Health America, Long Beach City Clerk, Mayor Robert Garcia, Fourth Street Retro Row, Bixby Knolls Business Improvement Association, Algalita Marine Research, First District Long Beach, Councilwoman Lena Gonzalez. APLA Health, Gateway for Cancer Research, LiveMetta, The Moore Institute, Aids Walk Los Angeles

Manifesto Design

NY Creative Director & Principal, 2009 – 2015
Brooklyn New York

Clients Include: FEED / Lauren Bush, Robin Hood Foundation, Blue Ridge Foundation, Lexus, Blue Engine, PGA, Bonobos, Monica + Andy, Manicube.

Kings & Queens

Associate Creative Director, 2007 – 2008
Berlin, Germany

de-Studio

Associate Art Director, 2006 – 2007
Abu Dhabi, UAE

Flip Media Group

Account Director - Digital, 2006
Dubai, UAE

DNA Design

Account Director - Digital, 2005 - 2006
Auckland, NZ

Education

B.A. Communication (2005) Victoria University, Wellington, NZ

Richardson Reigart

EVP, Brand Strategy Director at Commune Communication

Richardson Reigart is responsible for all brand and communications strategy and planning. Richardson has extensive experience managing brand strategy, connections planning, creative development, and media strategy for major global brands, including Mazda, Toyota, T-Mobile, and FOX Broadcasting Network.

Experience

Commune Communication

EVP, Strategy, 2023 - present
Long Beach, CA

Lead brand and communications strategy for EV startup, Electra Meccanica, including the establishment of the company’s first ever brand strategy, along with all GTM planning, social strategy, and creative strategy for their flagship SOLO vehicle

Garage Team Mazda

SVP, Group Brand Strategy Director, 2022 – 2023
Costa Mesa, CA

Lead brand strategy, integrated communications planning, and creative strategy for all Mazda North America marketing efforts. Established the positioning and launch strategy for CX-90, the brand’s first entry into the luxury SUV market, as well as the creative strategy for the re-launch of the CX-50 outdoor adventure vehicle.

Publicis Media / Blue449, Spark Foundry

SVP, Strategy, 2018 - 2019
Seattle, WA

Led integrated media strategy for T-Mobile account, including communications planning, investment strategy, and activation of all above-the-line channels, representing over \$700MM in total media billings. Day-to-day management and resourcing for a large team of over 50 media strategists.

360i

VP, Strategy Director, 2012-2018
New York, NY and Los Angeles, CA

Led the 360i strategy team in Los Angeles overseeing brand strategy, communications planning, and activation strategy for FOX Broadcasting Corporation, FOX Sports, Kashi, and 7-ELEVEN Digital Marketing. Led integrated communications strategy for several of FOX’s most successful recent show launches, including “The Mick” #kidsaredicks campaign and “The Orville” cryogenic-inspired “Future in The Future” activation.

Strategy Director

Developed the “Seize & Ignite” culture-hacking content strategy that led to Oreo’s award-winning “Blackout Tweet” during the 2013 Super Bowl. Led communications planning, brand positioning, and content strategy for Toyota North America, including breakthrough CSR initiatives like Meals per Hour, the Toyota Effect, and The Toyota Mobility Foundation.

HUGE

Senior Digital Planner, 2012 - 2012
Brooklyn, NY

Led digital account planning for Pepsi, identifying core insights, driving strategic direction, briefing creative teams, and providing brand stewardship for projects ranging from Pepsi Sound Off, the Pepsi Refresh Project, and the Pepsi Deals Facebook tab Worked with

Founder Garrett Camp and senior management of StumbleUpon to develop a new brand strategy for the digital service, developing a brand bible, and new brand identity

PHD

Digital Strategy Director, 2007 - 2011
New York, NY

Directed all digital marketing efforts for Elizabeth Arden, including custom content development, social media strategy, and media planning/buying for celebrity fragrances from Mariah Carey, Britney Spears, as well as a range of flagship skincare products. Led digital marketing strategy for Travel Channel, guiding a new brand positioning, segmentation approach, and socially-driven strategy for fan engagement, resulting in year-over-year ratings growth and the highest rated premiere in the network’s history for “Man v Food”.

MVBMS / FUEL North America / EuroRSCG 4D

Interactive Media Director / Director of Strategic Development, 2000-2005
New York, NY

Supervised all interactive marketing for MCI business markets globally in US, Europe, and APAC, growing the business from a \$300k to a \$12 million dollar account during tenure.

Education

B.A. Communication (2005) Victoria University, Wellington, NZ

Anna Lamson

EVP, Media Planning Director at Commune Communication

Anna Lamson is an EVP, media planning director with a track record of executing full-funnel advertising strategies and innovative multi-channel campaigns for diverse marketing objectives, from branding and acquisition to retail experiences. With roles ranging from freelance consultant to associate media director at various reputable agencies, Anna has demonstrated her ability to leverage strong negotiation skills and manage complex budgets across digital, social, mobile, print, and out-of-home campaigns, underlining her comprehensive expertise in media strategy and planning.

Experience

FREELANCE CONSULTANT

- Provide full-funnel advertising strategies and campaigns for various marketing objectives – branding, acquisition (pre-orders) and experience/retail.
- Execute innovative and effective multi-channel campaigns in digital, social, mobile, print and out-of-home with set goals and KPIs.
- Utilize strong negotiation skills to secure favorable media contracts while managing budgets to stay on track of goals and objectives.

XD Agency – Media Strategist

06/2019 – Present

- New Business, Porsche (Atlanta), onePULSE, RingCentral

RPA – Associate Media Director

01/2022 – 02/2023

- SoCal Edison

Horizon Media - Associate Media Director

06/2021 – 03/2022

- Constellation Group, Little Caesars

FORME Life – Director of Media

05/2019 – 12/2020

- Smart home gym system for fitness and strength workouts

Health-Ade Kombucha – Director of Advertising

05/2017 – 04/2019

- Responsible for launching the first ever national advertising campaign (digital, social, OOH).
- Developed test-and-learn scenarios to continue to innovate and meet goals and media performance.

AVP Pro Beach Volleyball Tour – Director of Media

04/2016 – 04/2018

- Planned and purchased digital and traditional advertising for eight tour stops nationwide.
- Worked directly with the CEO and stakeholders on all marketing/advertising decisions.
- Created benchmarks for each market and surpassed them while implementing measurement plans.

RPA | Freelance Consultant

03/2016 – 5/2016

Client: La-Z-Boy, New Business

- Worked directly with team leads on all aspects of media strategies and planning.

Nucleus Worldwide | VP/Group Media Director | Full Time

05/2012 – 12/2015

Clients: AVP, Barefoot Wines, Ole Smoky Moonshine, Suzuki Automotive, 3-Day Blinds

- Responsible for all agency media accounts and developed integrated media strategies and plans.
- Worked with multiple agencies, planners and account managers to meet client objectives.
- Led and built the media department from the ground up.

Mendelsohn Zien | Group Media Director

03/2011 – 05/2012

Clients: Qantas Airways, Famer John, ABC7, Oilily Shop

- Agency lead on strategies, planning and buying for all clients.

Education

BA, Psychology UC, Irvine

Briton Saxton	Senior Copywriter
<p>Briton is a CSULB grad who currently runs copywriting and creative responsibilities for the Downtown Long Beach Alliance, the City of Long Beach Homeless Campaign, City of Long Beach Climate Action Plan, and others. Additionally, Briton produces all copywriting and creative concepting for Long Beach Transit. Briton will be the lead copywriter on this project and an integral part of the creative team who is solving for how the Brochure and Marketplace Profiles come to life.</p>	
<p>Experience</p>	
<p>Senior Copywriter Western Glove Works (Silver Jeans Co. & Jag Jeans) Irvine, CA—September 2022 to October 2023 Evolve the voice for two unique brands under the same parent company. Responsible for strategy and execution of seasonal B2C and B2B marketing. Craft copy that blends content and commerce across brand channels—web, email, social, retail, and more—striking a balance to gain brand affinity and sell products.</p> <p>Senior Copywriter prAna Carlsbad, CA—April 2019 to September 2022 Produced a four-part video series inspiring and educating customers on Fair Trade. Revamped the brand blog to be SEO-rich and customer-centric. Increased partnership opportunities with brands that had joined prAna's Responsible Packaging Movement. Managed all freelance copywriters. Responsible for communicating with audience through email, web, catalog, digital, and more.</p> <p>Copywriter Greenhaus San Diego, CA—August 2016 to April 2019 Lead writer for over nine unique clients. Managed the agency blog for consistency, tone, and SEO value. Developed the company's new-hire on-boarding process. Managed all copywriting interns. Led a cross-functional team to implement a new agency-wide project-management process.</p> <p>Global Account Executive MeringCarson San Diego, CA—October 2015 to August 2016 Used competitive analysis and knowledge of my client's needs, strengths, and audience to guide campaigns in China, Brazil, and Mexico. Led my team through kickoff meetings and strategy sessions. Managed the relationship between agency and client. Kept projects on track to hit internal and external deadlines.</p> <p>Film Commissioner Visit Huntington Beach Huntington Beach, CA—January 2010 to October 2015 Increased filming by 38% within the first 18 months. Founded the Huntington Beach Film Commission by crafting and executing on a robust business plan. Provided regular updates to the company board of directors and city officials. Positioned the city as a welcoming place to bring film productions.</p> <p>General Manager 22 West Media Long Beach, CA—October 2008 to December 2009</p>	

<p>Oversaw radio station staff and volunteers, training them in the procedures and standards required for live audio. Helped launch the process of becoming an HD radio station. Worked with new DJs to create content strategies for their show.</p>	
Education	<p>BA in Film & Electronic Arts, California State University, Long Beach</p>

Victor Heredia	Freelance Spanish Copywriter, of Commune Communication
<p>Victor is a bilingual copywriter and marketing translator who’s collaborated with Commune for over two years. He’ll write and translate copy that is culturally relevant to the hispanic community.</p>	
Experience	
<p>Commune Communication Freelance Spanish Copywriter, 2021 – Present Long Beach, CA <i>Clients Include:</i> Long Beach Transit</p> <p>Barrows Global Freelance Spanish Copywriter, 2022 – Present New York, NY <i>Clients Include:</i> Michelob ULTRA, BEES, Airborne</p> <p>GA Creative Freelance Spanish Copywriter, 2023 – Present Bellevue, WA <i>Clients Include:</i> Department of Revenue Washington State</p> <p>Entidad Freelance Bilingual Copywriter, 2021 – Present Los Angeles, CA Clients Include: United Farm Workers Foundation</p>	

Aaray Amano	Art Director
<p>Aaray has been with Commune since 2022 and has quickly developed into a go-to award winning designer on a variety of disciplines. Aaray has introduced new perspectives on client branding, helped lead creative solutions, and increased output of rich media advertising.</p>	
Experience	
<p>Commune Communication Graphic Designer, 2022-Present Long Beach, CA <i>Clients Include:</i> AIDS Walk LA, Long Beach Transit, Laurie’s Pie Bar, Sport Kilt, City of Long Beach, Sports Basement.</p>	



Education	B.F.A. Graphic Design (2022) CSU Long Beach, Long Beach, CA
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Candice Wong	Senior Graphic Designer
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Candice is a seasoned Senior Graphic Designer with extensive experience in brand and packaging design, having led projects for multinational clients and significantly contributed to their market research and branding strategies, complemented by a Master of Fine Arts in Graphic Design from Otis College of Art & Design.

Experience

Encept Brand Design | Senior Graphic Designer

Aug 2020 — May 2022

- Lead designer on product lines for multinational clients like Britannia, Olam International, Zydus Wellness, IFFCO, and Glenmark. I drove packaging and brand identity design efforts from conception to rollout.
- Conducted consumer research studies in international markets such as Australia, UAE, and African nations; and in the process, helped Encept establish a stronger presence in those markets.
- Helped improve liaison processes between account management and design teams, speeding up the iteration time for our clients by 15%.

Bizongo | Senior Graphic Designer

2019 — 2020

- Revamped the packaging for global pharmaceutical giant Abbott Healthcare, designing 57 private labels and delivering around 2100 SKUs over a period of 8 months.
- Facilitated client facing communications, helping consistently attain over 75% CSAT over a period of three quarters.
- Organized design meetups and workshops sponsored by Bizongo, featuring renowned industry speakers. Conducted presentations on subjects including Pantone Color Systems and print finishes.

Foley Designs | Graphic Designer

2015 — 2019

- Designed and developed complete visual systems for 15+ brands; creating logos, stationary, marketing materials and collateral such as social media templates, mailers, navigation markers, etc.
- Produced solution-driven packaging and graphics catering to different specialties ranging from apparel, space and interiors, surface decals, print and web.
- Led the packaging graphic revamp for Himalaya’s Baby Care range which hit a widely successful global launch across 27 countries.
- Collaborated with fashion and product designers from an apparel brand for MotoGP’s entry into the Indian market, leading the graphic design for the complete range.
- Built the brand language for Titan Industries for their corporate brand collateral and communications

<p>Vern Moen</p>	<p>Director, Videographer and Content Producer</p>
<p>Vern is an award winning, documentary filmmaker and producer specializing in high-end adventure, music, and environmental films. Wearer of many hats. Vern is a versatile director & content specialist with an expertise in crafting and managing creative and engaging, on-trend media. Vern has been with Commune since 2021 and is responsible for the planning, execution, and editing of content that has led to proven client outcomes and industry award recognition.</p>	
<p>Experience</p>	
<p>Commune Communication Videographer and Content Producer, 2021-Present Long Beach, CA <i>Clients Include:</i> AIDS Walk LA, Long Beach Transit, City of Long Beach, Sports Basement.</p> <p>Long Beach Film Co. 2015-Present Founder, Director and Producer Clients and credits below:</p> <p>DOCUMENTARY FILMS/ SERIES "The Shaman of Oaxaca" - Director Cinematographer Editor Producer "The Chess Players of New York" - Director Cinematographer Editor Producer "The Haenyeo of Jeju" - Director Cinematographer Editor Producer "Becoming Led Zeppelin" - Cinematographer "The Great Excuse" - Director Cinematographer Editor Producer "MemoryWell" (Not Impossible Awards) Director Cinematographer Editor Producer "Wallows: Live from Henson Studios" - Director Cinematographer Producer "A Shepherd" - Director Producer "American Epic" - Cinematographer "The Kills: Under The Gun" - Director Cinematographer Editor "Broken Bells: Live at the Orpheum" - Director Producer Editor "Rag & Bone: Fall 2014" - Director/Cinematographer/Editor "The Material Of The Future" - Director Cinematographer Producer "Plastiki and The Material of the Future" - Director Cinematographer Producer "Foo Fighters: Garage Tour" - Director Cinematographer Editor "Off Main St." (Thundercat, Glass Animals, Midlake) - Director Cinematographer Editor "From The Basement: Radiohead - King Of Limbs" - Director Editor</p> <p>MUSIC ROBERT PLANT+ ALISON KRAUSS - "Trouble With My Lover"(Jimmy Kimmel) ROBERT PLANT+ ALISON KRAUSS - "Can't Let Go" (Live from Sound Emporium Studios) ROBERT PLANT+ ALISON KRAUSS - Tiny Desk Concert TEARS FOR FEARS - "Everybody Wants To Rule The World" (Colbert)</p>	

TEARS FOR FEARS - "KCRW Live from The Village Studios"
 TEARS FOR FEARS - "No Small Thing"
 THE DEADWEATHER - "Cut Like A Buffalo" - Cinematographer
 WALLOWES - "virtual Aerobics + Are You Bored Yet" (Kimmel)
 NOEL GALLAGHER'S HIGH FLYING BIRDS - "Lock All The Doors"
 LEON BRIDGES - "Smooth Sailing"
 LEON BRIDGES - "Better Man"
 BIG WILD - "Aftergold"
 MIKE SNOW - "Pretender"
 FOSTER THE PEOPLE - "Coming Of Age"
 SCISSOR SISTERS - "Let's Have A Kiki"
 COLD WAR KIDS - "Miracle Mile"
 COLD WAR KIDS - "I've Seen Enough"
 COLD WAR KIDS - "Audience Of One"

COMMERCIAL/ MISCELLANEOUS

Long Beach Film Company - Owner/ Executive Producer
 Voice For Nature - Creative Director (2022-Present)
 NotImpossible - Creative Director (2020-2022)
 Wilderness Collective- Social Media, Multiple
 Mutiny Dive Co - "Lobster Night" - Commercial
 Aclima - "Live Aware" - Commercial, Long Form

Education

B.A., Colorado Mesa University, Grand Junction CO

Josh Slone

Senior Web Developer

Josh resided in Mission Viejo. His expertise lies in managing and enhancing web presence for diverse clients, including companies like Buffalo Exchange, GMV, and Amplify Education. With a track record of designing and developing innovative systems, Josh has empowered organizations such as Elevate 28 and the City of Long Beach to autonomously showcase their best work online while adhering to industry best practices. His approach combines modern digital functionality with optimized visibility. As the lead web developer for this project, Josh will leverage his extensive experience to assess web-related needs and implement modern, effective solutions tailored to specific goals and requirements.

Experience

Commune Communication | Senior Web Developer

2024 — Present

- Assess client needs and lead web development initiatives.
- Provide ongoing support and maintenance for clients
- Collaborates with clients and internal staff to support an aligned vision with optimal results.

GZ6G Technologies Corp. | Wordpress Engineer / Digital Project Manager

2021 — 2023

- Designed and developed four company websites, amongst other microsites, landing pages, lead-gen funnels, WiFi redirects, captive portals, and LEMP stacks on various cloud infrastructure platforms.
- Guides the internal workflow, monitoring for improvements & efficiency. Oversees the digital team and fills in the gap where talent is missing.
- Guides and manages projects across digital platforms with project management tools while working closely with internal and external personnel. Collaborating often for best results.

A-Team Lending | Marketing Associate

2017 — 2018

- Created and delivered marketing collateral to realtors and staff (digital & non-digital).
- Sent out weekly Mailchimp email blasts.
- Provided marketing and creative support to all staff and realtors.

FrontBack Design | Web Developer

2014 — 2021

- Modifying, customizing, and building themes/plugin-ins from scratch to deliver custom tailored websites with managed hosting infrastructure.
- Provided ongoing maintenance and support.
- Monitored and analyzed projects for future optimizations.

Education

BA in Psychology, California State University, Fullerton
 Certifications from freecodecamp.org in Responsive Web Design / Javascript Algorithms and Data Structures.