

JAYRAY

**CITY OF WILSONVILLE
DBA EXPLORE WILSONVILLE**
Tourism Promotion and
Destination Marketing Services

Creative Marketing | Strategic Communications



BASECAMP BRILLIANCE

We've been "In the Heart of it All" with Explore Wilsonville since 2020, navigating a global pandemic together. JayRay has loved every moment of helping Wilsonville shine — highlighting its charm, community and unique place as a dual gateway between the Portland metro and the Willamette Valley.

A Strong Foundation For the Future

With Wilsonville's vibrant 2035 vision in mind, we're excited about the opportunity to continue this partnership. Wilsonville is brimming with culture, heritage and adventure. From its family-friendly vibe and the largest inventory of affordable lodging near the Portland metro to its deep-rooted history and expansive outdoor recreation, Wilsonville is the perfect basecamp.

+ *Together, we've built a strong foundation. Now, let's elevate Wilsonville's story, growing multi-night stays and turning business into bleisure.*

Turning Day-Trippers into Overnights

We're eager to support the new Destination Strategy, focusing on boosting visits during the shoulder seasons. Whether promoting wine tours, tax-free shopping sprees or biking routes, we're ready to craft campaigns that turn day-trippers into overnights.

In a few short years, we've rebranded, reskinned the website, developed 30 itineraries, collaborated with regional DMOs, implemented geolocation marketing, showcased the destination through new imagery and videos, gathered data on who visits, and grew the visitor economy through successful advertising campaigns.

Let's keep building on what we've started — making Wilsonville the go-to hub "In the Heart of it All."



Jen Willey

Senior Advisor

JWilley@JayRay.com
253.284.2531



Bridget Baeth

Principal

BBaeth@JayRay.com
253.722.2690

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ABOUT JAYRAY

PR agency. Creative shop. Brand consultancy. Communications firm. We defy labels because we believe that the best solutions rarely fit into a silo. Whether we're shaking things up or settling things down, chalking the streets or owning the floor in a conference room, we're constantly blurring the lines of creativity and communications.

Since 1970 we've turned challenges on their head and ignited big ideas into action.

+ Our Mission

Spark curiosity, inspire adventure and build lasting connections. Our mission is simple: craft meaningful stories that bring destinations to life and ensure every visitor feels the magic of the journey.

JayRay was honored to be named "Best Ad Agency/Marketing Firm" by South Sound Business in 2024.

JAYRAY

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253.627.9128
Hello@JayRay.com JayRay.com

SUB-CONSULTANTS

STROM NELSEN

Puyallup, WA
Michelle Strom
Michelle@StromNelsen.com
253.677.3113

SOUTH SOUND CREATIVE

Tacoma, WA
Jack Saffle
SouthSoundCreative@gmail.com
253.370.2114

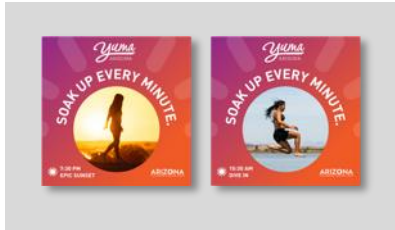
MVESTOR MEDIA

Las Vegas, NV; Olympia, WA
Ian Rogers
ian@MvestorMedia.com
702.530.7360



A FULL-SERVICE PARTNER

From one-time projects to ongoing support



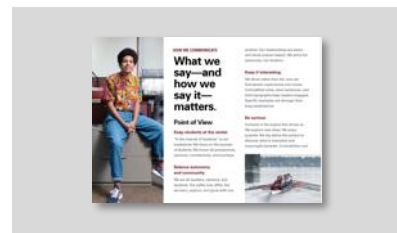
ADVERTISING & MARKETING



PR & SOCIAL MEDIA



BRANDING & IDENTITY



GRAPHIC DESIGN



STRATEGIC COMMUNICATION



DIGITAL & WEB DEVELOPMENT

What We Do:

- + Branding and visual identity
- + Messaging and PR strategy
- + Destination marketing programs
- + Collateral development, print and digital assets
- + Social media strategy and channel management
- + Advertising
- + Media pitching and hosting
- + Blogger and media relations
- + Issue management
- + Internal communications
- + Content strategy and creation
- + Research and planning
- + Promotions and events
- + Art direction and graphic design
- + Video storytelling
- + Website design and development
- + Search engine marketing (SEM)



AWARD-WINNING DESTINATION MARKETING

JayRay opened 55 years ago and continues to be dedicated to clients' success, helping them communicate and market effectively. Here's a sampling of recent awards earned for our tourism clients:

2024

Explore Wilsonville *Telly Awards – Silver; video series*
Visit Big Sky *Communicator Awards – Excellence; "Kindness" campaign*
Visit Gig Harbor *MarCom Awards – Gold; logo design*
Visit Kent *dotComm Awards – Gold; website design*
Visit Kitsap Peninsula *MarCom Awards – Gold; website design*
Visit Yuma *Communicator Awards – Excellence; 2024 Travel Guide*
Visit Yuma *Summit Creative Awards – Gold; "Hello. I'm Yuma." campaign*
Visit Yuma *Telly Awards – Bronze; destination video*

2023

Explore Wilsonville *MarCom Awards – Gold; visual identity design*
Visit Yuma *Arizona Office of Tourism – Best Marketing Campaign Award; "Soak up Every Minute" campaign*
Visit Yuma *Communicator Awards – Excellence; 2023 Travel Guide*
Visit Yuma *Summit Creative Awards – Bronze; 2023 Travel Guide*
Visit Yuma *Viddy Awards – Platinum; destination video*

2021

City of Puyallup *Communicator Awards – Excellence; "Choose Puyallup" campaign*
Experience Olympia + Beyond *Communicator Awards – Distinction; "Decidedly Different" holiday gift guide*
Explore Wilsonville *MarCom Awards – Honorable Mention; "10 Trips" campaign*
South Sound Together *dotComm Awards – Platinum; South Sound gift guide*
Visit Renton *Communicator Awards – Excellence; "Make Yourself at Home" campaign*





ON TRAVEL & TOURISM

ON TRAVEL & TOURISM

Every community has a unique experience and inspiring story to share. We focus on finding the audience that wants to hear it. When done right, visitors engage, locals find pride and destinations create economic value.

Tourism transforms not only towns but also the people who travel. The more we can help connect travelers and destinations, the more meaningful our work becomes. Our favorite destination: one that welcomes and celebrates cultural differences, like Wilsonville does.



Experience:

- + Experience Olympia & Beyond
- + Explore Wilsonville
- + Discover Gilbert
- + Discover Forest Grove
- + Maritime Washington
- + Olympic Peninsula Visitor Bureau
- + Visit Big Sky
- + Visit Gig Harbor
- + Visit Kent
- + Visit Kitsap Peninsula
- + Visit Kittitas County
- + Visit Renton
- + Visit Tacoma
- + Visit Vancouver
- + Visit Yuma
- + Woodinville Wine Country

What we do:

- Brand strategy and development
- Place branding
- Marketing plans
- Advertising
- Media relations
- Marketing campaigns
- Social media
- Web design and development
- Content creation:
 - Visitor guides
 - Itineraries
 - Blogs
 - Videos
 - Photography
 - Content partnerships

WILSONVILLE

What makes a place a great place to live – makes it a great place to visit.

Wilsonville is in the heart of it all. An overnight stay gives you access to artisanal wine, expansive parks and historic sites. Sweeping farmlands and urban nightlife are also within reach.

Today's travelers first think of Portland and the Coast as they build their Willamette Valley itineraries. Let's continue to add Wilsonville to the mix. Over 40% of travelers seek places they've never been before. Wilsonville can be that "new place" as we tap travelers from Eugene and Seattle-Tacoma — your top two drive markets.



What happens when you look at your community through the eyes of a visitor?

You find joy in discovering new things. Located 2.5 hours away, we can see the destination with fresh eyes. Creative ideas begin to flow. While the destination may look the same to you, it starts to feel different.

Exploration:

We begin our partnership with an exploratory visit to Wilsonville to experience your top list of things to do, food to try and beds to crash in firsthand. We look for unnoticed splendor, meeting locals along the way. We consider this a crucial part of the process, even for contract renewal, and there's no charge for our time!



YOUR VISITORS' JOURNEY

For Explore Wilsonville, connecting with your audience at every stage of the travel journey is vital.

Destination marketing is about inspiring the right person with the right message, at the right time. Through research, we learn what motivates and interests those most likely to visit Wilsonville, revealing opportunities that guide us through developing and implementing your bespoke strategy.



DREAMING

Awareness

Inspire people to travel; drive brand consideration.



PLANNING

Engagement

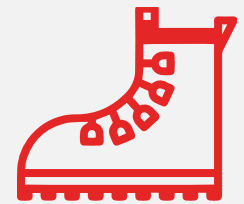
Make it easy to act on any device or channel.



BOOKING

Conversion

Provide clear benefits and incentives to choose Wilsonville.



EXPERIENCING

Loyalty

Create an exceptional experience they'll share with others.



EXTEND STAYS

FROM DAY TO OVERNIGHT

For every one hour traveled, visitors need four hours of activity.



RESEARCH & DATA

Investing in research and sourcing data is key to our approach to strategy development, performance measurement and optimization processes.

Every day, we have our hands in STR, geolocation technology, state and national travel trends, industry conferences and association connections. We'll pair data you have at the ready with new data — shaping decisions, driving change and enhancing outcomes based on key motivators for travel.



What if you could clearly track the success of your campaigns?

Your board and funding partners would be delighted. Leveraging geolocation technology, we can help you understand visitation to your destination and the direct impact advertising efforts have on not only hotels but the community overall.

Success snapshot:

Geolocation campaigns with three destination partners ran 90 days during shoulder seasons, making a big impact:

- \$100: \$1 est. return on ad spend
- 94,191 total trips
- 74,829 room nights booked
- \$14,012,400 destination impact
- 21,764,455 total impressions

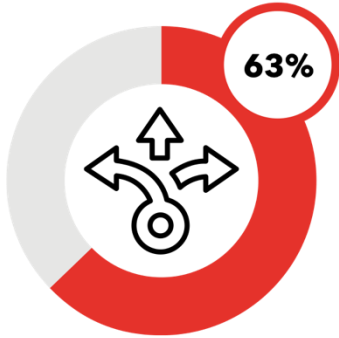


KEY TRENDS ON VISITOR BEHAVIOR

Global Travel Trends

Expedia, Hotels.com and VRBO share what travelers will do in 2025:

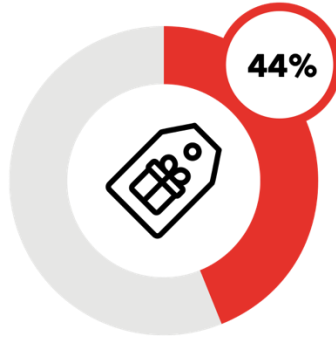
Detour Destinations



63% will make detours on their next trip

Travelers seek less well-known and less crowded places, either as an add-on or as the main destination

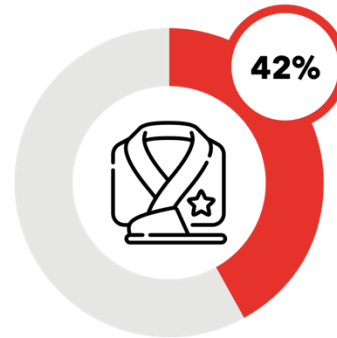
Goods Getaways



44% will shop to buy local goods

Travelers are going the distance in search of treasures they can't get at home

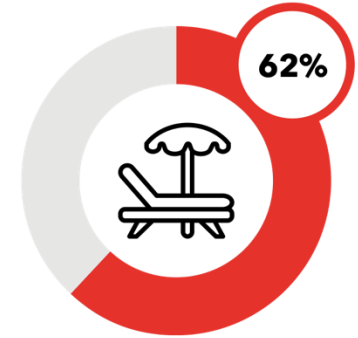
All-Inclusive Era



42% of Gen Zers are opting in on all-inclusive

#allinclusive is trending – “one-click trips” offer less stress and ease of booking

JOMO Travel



62% seek stress-reducing activities

Beach and mountain relaxation are top ways to experience “the joy of missing out,” improving overall well-being



The Phenomena-List Booms in 2025

80% of travelers say it's important to stay in a place that offers a front-row seat to breathtaking natural wonders. Think Northern Lights, sea turtle hatching, volcano activity, dark skies, firefly season, high tides and hot springs.

Expedia Group Unpack '25 data draws on first-party data and research.



TEAM



Bridget Baeth

Principal, Account Lead



EDUCATION

BA in Communications, PR;
Minor in Publishing and Printing
Arts; Minor in Sociology, Pacific
Lutheran University

AFFILIATIONS

State of Washington Tourism,
Board of Directors
Pacific Lutheran University,
Alumni Board of Directors

CLIENTS

City of Astoria
City of Kent dba Visit Kent
City of Wilsonville dba Explore
Wilsonville
Discover Forest Grove
Discover Gilbert
Olympic Peninsula Tourism
Visit Big Sky
Visit Yuma

BBaeth@JayRay.com
253.722.2690

 BridgetBaeth

EXPERIENCE

JayRay

Senior Advisor
& Principal
2013-Present
Tacoma, WA

Tacoma Regional Convention + Visitor Bureau "Visit Tacoma"

Director of Marketing &
Communications
2008-2013
Tacoma, WA

Washington Tourism Alliance

Newsletter Editor
2008-2013
Statewide

Scout Media (Fox Sports)

Production Designer
2007-2008
Seattle, WA

Tacoma Community College Foundation

Marketing Assistant
2005-2008
Tacoma, WA

Bridget lives and breathes destination strategy. From working in-house at Visit Tacoma to serving on the State of Washington Tourism board, she's been the driving force behind campaigns that create powerful narratives and authentic connections. Bridget's sharp eye for design and knack for messaging ensures brands flourish and visitors feel welcomed. Born and raised in Oregon, she frequents often.

Led collaborative marketing and communication efforts, branding and promotion of Tacoma and Pierce County as a tourism destination. Served as spokesperson for the organization.

Partnered with DMOs, chambers and city leaders across the state on tourism advocacy messaging. Produced monthly tourism e-newsletter including story writing and design.

Used InDesign and Photoshop to design up to 10 college and professional sports team magazines within a two-week period each month.

Provided graphic design, writing, editing and public relations support for the college. Supported college-wide rebranding effort including content development for website and class schedule.



Jen Willey

Senior Advisor, PR Strategist



EDUCATION

BA in Liberal Studies,
Communications and Applied
Psychology, Eastern Washington
University

AFFILIATIONS

Public Relations Society of America
Gamma Phi Beta, Volunteer
Annie Wright Schools
Health and Wellness Subcommittee

CLIENTS

City of Monroe
City of Wilsonville dba Explore
Wilsonville
Discover Gilbert
Snohomish County
Tacoma Art Museum
Visit Kitsap Peninsula
Visit Yuma

JWilley@JayRay.com
253.284.2531

 JenWilley

EXPERIENCE

JayRay

Senior Advisor
2022-Present
Tacoma, WA

Annie Wright Schools

Marketing &
Communications Director
2012-2022
Tacoma, WA

Qualis Health

Communications
Consultant
2005-2012
Seattle, WA

Nordstrom, Inc.

Business Public Relations
Specialist
2001-2005
Seattle, WA

Starwood Properties

Regional Human
Resources Associate
2000-2001
Seattle, WA

Onvia

Corporate Affairs
1999-2000
Seattle, WA

Jen is the PR powerhouse you want by your side, keeping destinations top of mind for travelers and media. Her connections to writers and travel publications across the Pacific Northwest are vast — she's garnered 15 travel-related articles for Explore Wilsonville in less than three years.

Developed and implemented marketing strategies and community outreach, managed public relations, internal and external communications, advertising, branding, publications and social media.

Managed and executed communications and marketing projects, developed and edited content for industry publications, crafted communications templates for fellow Quality Improvement Organizations across the U.S and managed website and social media.

Served on the corporate communications team providing business public relations and media coverage, crisis communications management, and brand and reputation stewardship.

Supported human resource efforts, managed and resolved employee calls to crisis hotline and led hiring, training and opening activities for new properties.

Launched an events calendar and program with staffing, onsite resources and promotions to support customer acquisition strategy.



Cara Sjogren

Advisor, Digital Content Manager



EDUCATION

BAC in Public Relations and Advertising, Pacific Lutheran University


CLIENTS

City of Pasco
 City of Wilsonville dba Explore Wilsonville
 Discover Forest Grove
 Discover Gilbert
 OHME Gardens
 Rural Economic Alliance
 Starfire Sports
 Visit Kitsap Peninsula
 Woodinville Wine Country

EXTRA

Bilingual Spanish Proficiency

CSjogren@JayRay.com
 541.977.7605

 Cara-Sjogren

EXPERIENCE

JayRay

Advisor
 2021-Present
 Tacoma, WA

Cara's travel-savvy insight helps her craft next-level social media content that resonates with target audiences while staying true to local flavor. She beautifully provides detailed reports for marketing strategies and campaigns. Though Cara's passport stamps include four continents, her Pacific Northwest roots run deep.

StyledYou/Mae & Co. Creative

Marketing Manager
 2020-2021
 Remote

Built and maintained website landing pages and implemented sales funnels with a 10% conversion rate, resulting in a 400% increase in sales. Managed day-to-day operation and monitoring of all social media platforms and community management.

Peace Corps

Community Economic Development Advisor
 2018-2020
 Jauja, Junin, Peru

Developed a women's entrepreneurship program by building relationships with institutions to create a 3-tier program, resulting in 61 women trained in personal development and income-generating activities and founding multiple businesses.

Sales Consultant

Cascade Wireless LLC
 2017-2018
 Bend, OR

Performed in-depth needs assessments with customers. Organized sales and maintained inventory to increase customer engagement and sales.

Pacific Lutheran University Athletics

Marketing Assistant
 2014-2017
 Tacoma, WA

Assisted with all aspects of marketing, from planning and budgeting to sponsorship and content creation. Brainstormed, created and implemented promotional events and marketing calendar across 19 sports.



Julia White

Art Director, UX/UI Designer



EDUCATION

BA in Graphic Design; Minor in User Experience Design, Western Washington University

PROFICIENCIES

Graphic Design
Illustration
Web Design
User Experience Design
Motion Graphics

CLIENTS

City of Kent dba Visit Kent
City of Wilsonville dba Explore Wilsonville
Discover Gilbert
Maritime Washington
Visit Gig Harbor
Visit Kitsap Peninsula

JWhite@JayRay.com
253.284.5582

 JuliaJWhite

EXPERIENCE

JayRay

Art Director
2021-Present
Graphic Designer
2018-2021
Tacoma, WA

Julia ensures every visitor experience is as inclusive as it is engaging. Her talents don't stop there — her knack for illustration and motion graphics allows her to deliver cohesive, dynamic visuals that resonate across industries. Her experience in both destination marketing and large industrial companies gives her a well-rounded edge. She is very proud of her visual identity work for Explore Wilsonville.

Julia J. White Design

Owner
2014-2018
Tacoma, WA

Provided graphic design services to a variety of clients including The Grand Cinema, Federal Way Public Schools and Genesis Birth Center.

Allsop, Inc.

Junior Graphic Designer
2016-2017
Bellingham, WA

Designed logos, packaging, catalogs and other print and digital collateral under Allsop brand and sub-brands Allsop Home & Garden, GLOW and Digital Innovations, as well as distribution partners Gaiam and Mooni.



Travis Roth

Assistant Advisor, Data & Website Coordinator



EDUCATION

AS in Phonetics and Laser Technology, Montana State University-Bozeman

PROFICIENCIES

Facebook
Instagram
Salesforce
WordPress

CLIENTS

City of Kent dba Visit Kent
City of Wilsonville dba Explore Wilsonville
Discover Forest Grove
Maritime Washington
Olympic Peninsula Tourism Commission
Visit Yuma
Washington State School Directors' Association

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 Travis-Roth-4b8a55179

EXPERIENCE

JayRay

Assistant Advisor
2022-Present
Tacoma, WA

Travis is JayRay's digital MVP. Focused and versatile, he manages social media accounts, gathers research and provides day-to-day website support for tourism brands. From Google Analytics to geolocation data, he's always on a mission to uncover insights to inform campaigns. With a background in laser technology and a knack for precision, he's a tech-savvy creative with an eye for captivating visuals. Originally from Oregon, he plans to return to his home state this spring to serve as JayRay's on-the-ground support.

Quantel Laser by LUMIBIRD

Laser Damage Technician
2017-2022
Bozeman, MT

Conducted detailed inspections, maintained equipment performance and collaborated with engineering teams to support product development and innovation.

Big Sky Bus Lines, Inc.

Service Writer & Parts Manager
2014-2016
Great Falls, MT

Ensured timely repairs and maintenance, sourced parts to meet operational needs and maintained detailed service records to support fleet reliability and performance.



Bethany Doane

Principal, Account Invoicing



EDUCATION

BA in Finance, University of Washington


AFFILIATIONS

Narrows Aquatics Association
Board Member
Tacoma-Pierce County Chamber
Executive Board Member

CLIENTS

Supports all JayRay clients with onboarding and invoicing

BDoane@JayRay.com
253.284.2530

 BethanyDoane

EXPERIENCE

JayRay

Operations Manager
& Principal
2012-Present
Tacoma, WA

Monitoring every project through the lens of financial discipline is no small task. Bethany brings this order to the operations of JayRay. A “numbers person” to the core, she has managed billings and balanced the books for various industries, including city government and travel and tourism. You might say that Bethany combines the versatility of a Swiss Army knife with the accuracy of the atomic clock. Deadlines and client service are staples in her wheelhouse.

McGladrey LLP

Regional Finance Team
2008-2012
Tacoma, WA

Billing functions manager for western U.S. region.

Knight Vale & Gregory

Internal Finance
1995-2012
Tacoma, WA

Accounting, financial statements and internal finance functions as part of the finance team.

LaValley Industries

Cost Accountant
1992-1995
Vancouver, WA

Cost accounting for manufacturing machinery serving the pulp and paper industry.

Boeing Company

Cost Accountant
1989-1992
Seattle, WA

Part of the cost accounting team for Boeing's military division B-2 program.

OUR PARTNERS

STROM & NELSEN, INC.



Michelle Strom

Media Buyer

Michelle@StromNelsen.com
253.677.3113

Michelle has been in the media buying and selling business for over 20 years and is JayRay's close partner. She is on the cutting edge of digital advertising, following the ups and downs of the tech platforms, their idiosyncrasies and how to get the most from them. She is just as facile negotiating with traditional broadcast or finding the right match in the local news or trades. She comes armed with a digital dashboard that helps us track metrics in real time and adjust campaigns to maximize efforts.

Michelle will buy Google Ads for Explore Wilsonville.

SOUTH SOUND CREATIVE



Jack Saffle

Video and Photo Production

SouthSoundCreative@gmail.com
253.370.2114

Jack has had a camera in his hand for well over a decade. With a meticulous eye for detail, he aims to make each of his videos a technical step up from the last. Jack is our current go-to partner for all filming and editing. JayRay takes the lead on concepts, storyboards and pre-production details. Jack steps in to shoot, edit and lead postproduction.

We partnered with Jack on Explore Wilsonville's last video and photo shoot, as well as footage for Visit Yuma and Visit Kent — traveling across states together.

MVESTOR MEDIA



Ian Rogers

Web Developer

ian@MvestorMedia.com
702.530.7360

As owner and principal of Mvestor Media since 2009, Ian has built a reputation as an adept innovator. He's grown Mvestor from a one-man show to a team of six highly qualified specialists dedicated to building websites.

Ian is a trusted JayRay partner in web development and maintenance, having supported ExploreWilsonville.com since 2020, when JayRay won the contract. He worked closely with JayRay on the reskin of the existing tourism website.



A photograph of a man and a woman walking together in a grassy field during sunset. The woman is on the left, wearing a teal jacket and glasses. The man is on the right, wearing a plaid jacket. They are holding hands. The sun is low on the horizon, creating a warm, golden glow and lens flare. In the background, there is a wooden picnic table and some trees.

REFERENCES

REFERENCES



Marcus Carney

Executive Director

Visit Yuma
Marcus@VisitYuma.com
206.472.2426

Partner since 2022



Miriam Battson

President/CEO

Gig Harbor Chamber of Commerce
dba Visit Gig Harbor
MBattson@GigHarborChamber.com
253.851.6865

Partner since 2023



Michelle Wilmot

Economic Development Manager

Visit Kent
MWilmot@KentWA.gov
253.856.5709

Partner since 2018



Marsha Massey

Executive Director

Olympic Peninsula Visitor Bureau/
Olympic Peninsula Tourism Commission
Director@OlympicPeninsula.org
360.452.8552

Partner since 2018

We're currently redesigning the website





APPROACH & WORKPLAN



WE KNOW AND LOVE OREGON

It's where we weekend, and where some of us grew up. We have an intimate familiarity with Oregon — one that comes from time spent driving its roads, visiting its towns and exploring its lush valleys. We admire Travel Oregon's recent campaigns, showing the spirit of fearlessness, experimentation and imagination while being welcoming to all.



OCEAN, MOUNTAINS, HIGH DESERT, SMALL TOWNS ...

Oregon is one of the best things about the West Coast. Divided into seven regions, the visitor experience is one-of-a-kind. Wilsonville happens to be in two of these regions!

- 1** Wilsonville is in the Portland region — a region that dares to dream, full of life.
- 2** Wilsonville is also in the Willamette Valley region — known for farms, vineyards and covered bridges.
- 3** Residents of Oregon accounted for about 36% of visitor spending in Oregon in 2023.
- 4** Oregon's travel and tourism industry is vast, representing 118,500 jobs.

OUR CREATIVE PROCESS

1

LISTEN

Listening closely to the Wilsonville Tourism Promotion Committee's unique needs is always the first step of the process.

2

MAKE A PLAN

A thoughtful plan guides creative efforts and major milestones — all while incorporating your objectives to increase overnight stays and length of stays.

3

RESEARCH/ENGAGE

Research is conducted internally and externally to understand your audience and key stakeholders.

4

DEFINE STRATEGY

Fueled by data, we create a game plan to capture your audience and achieve your goals. Meaningful strategies translate into results.

5

CONCEPT

Our team leaves no stone unturned when putting together initial design concepts. This is where critical thinking and problem-solving collide.

6

COLLABORATE

Initial concepts are presented, along with creative rationale. We ask all the important questions to collect clear feedback as we head into iterations.

7

ITERATE

Create. Edit. Review. Create. Edit. Review. We believe iteration is the key to achieving authentic and excellent results, improving as we go.

8

FINALIZE

Once approved, final assets are provided. We can deploy to vendors. Clients often use our services throughout the life of a project.



APPROACH

1. Approach to the Work

We go the extra mile to be available, foster conversation and know your brand inside out. We'll stay immersed in Wilsonville, reviewing our past campaign performance to refine and grow. This includes:

- **Research & Discovery:** Conduct a thorough analysis of the current tourism landscape, visitor trends and digital presence to inform new campaign strategies.
- **Strategic Planning:** Leverage the new Destination Strategy as our north star.
- **Implementation:** Execute campaigns across multiple channels, including social media and digital advertising.
- **Optimization:** Analyze performance metrics and adjust strategies to maximize impact and return on investment. Utilize geolocation to the fullest to refine visitor personas and reach target audiences.



At JayRay, we've crafted our company culture around the idea that working with an agency should be the best part of our client's day.



APPROACH

2. Collaboration & Communication

Your agency partner should make your days easier and your marketing efforts more impactful. We will prioritize a collaborative partnership with the City and TPC through clear and consistent communication:

- **Regular Meetings:** Monthly check-ins to review progress, address challenges and align on priorities.
- **Stakeholder Engagement:** Partner with local businesses, community leaders and state/regional DMOs to ensure alignment and support.
- **Transparent Workflow:** Provide a dedicated project manager as the main point of contact, ensuring streamlined communication and accountability.
- **Flexible Engagement:** Offer both in-person and virtual options to accommodate the needs of all stakeholders.

3. Reporting & Metrics

We understand the importance of measurable results to elevate the success of your tourism initiatives. Our reporting structure will include:

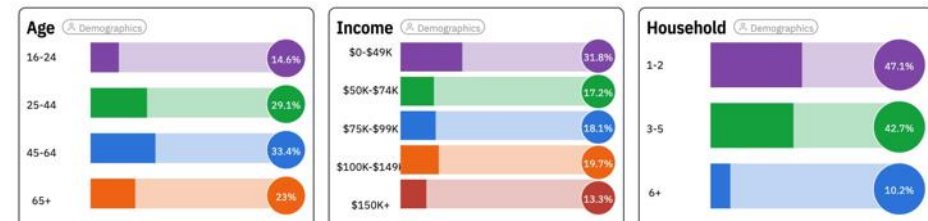
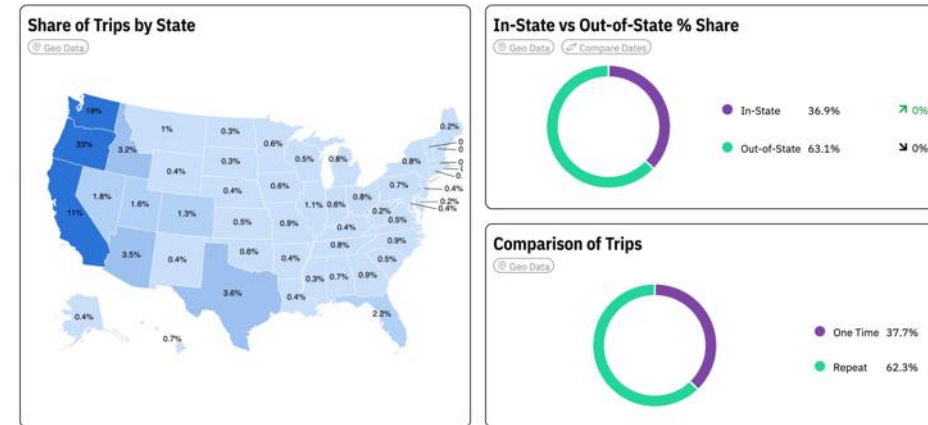
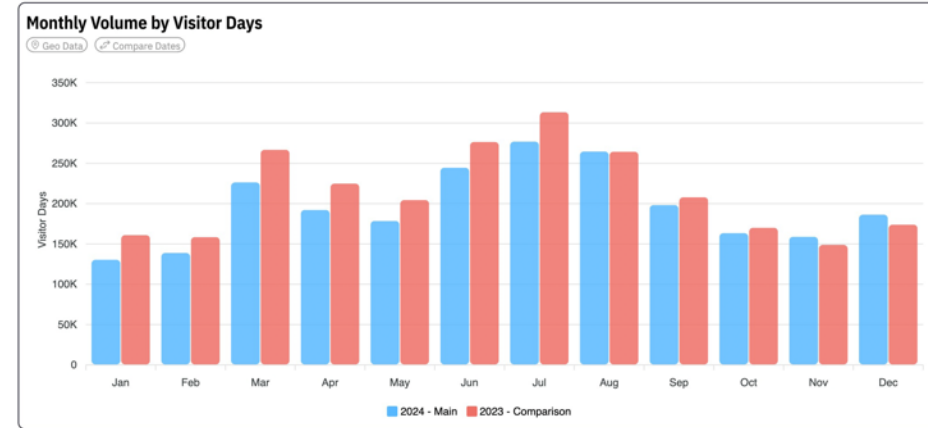
- **Quarterly Reporting:**
 - Visitation: Total visitors compared to previous periods with trend analysis
 - Demographics: Insights into geographic origin, income, age and interests
 - Spend: Spending patterns across accommodations, dining and attractions
 - Length of Stay: Average duration and changes over time
 - Digital Engagement: Website traffic, social media interactions, campaign conversions and influencer reach
 - Reputation: Earned media coverage impressions and placements
 - STR hotel data and trends



APPROACH

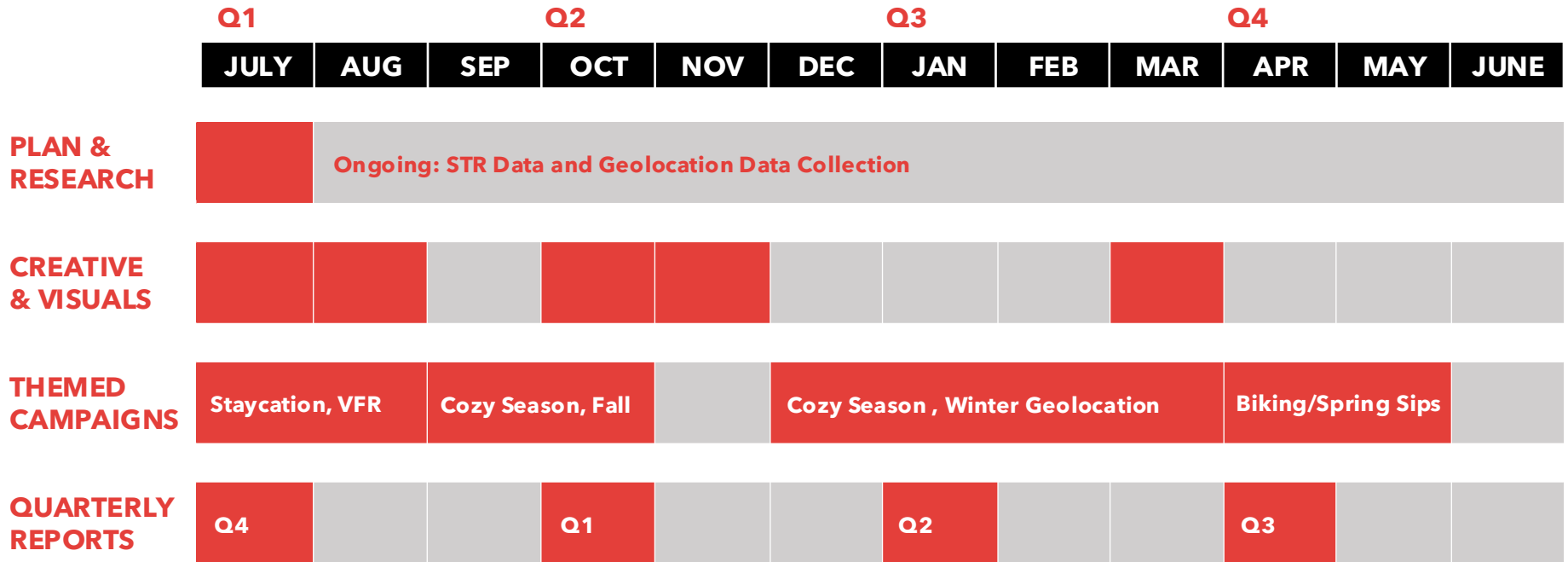
3. Reporting & Metrics, cont.

- **Format of Reports:**
 - Comprehensive digital reports with actionable insights
 - Visual dashboards featuring graphs and charts with progress made toward goals
 - Presentations to TPC summarizing key findings and recommendations
 - Snapshots of work produced
 - Annual report with year-over-year comparisons



WORKPLAN

A detailed workplan will be provided after kickoff. We'll meet monthly to review progress and discuss next steps.



PLAN & RESEARCH

- Kickoff meeting, workplan, JayRay visit
- Research keywords for Google Ads
- Annual editorial calendar
- Marketing plan
- PR plan
- Social media plan
- Media buy plan
- Co-ops and grants

CREATIVE & VISUALS

- E-newsletter template
- Website homepage refresh, quarterly
- Social media graphics
- Staycation graphics
- Cozy season graphics
- Winter geolocation ad campaign
- Travel Oregon ad
- Biking/spring sips graphics

THEMED CAMPAIGNS

- Seasonal campaigns coordinated with regional DMOs:
- Summer: Encourage locals to explore their own backyard and invite friends/family
 - Fall: cozy season
 - Winter: holiday, cozy season/geolocation
 - Spring: biking, spring sips

QUARTERLY REPORTS

- Q4 (April-June)
Available late-July
 - Q1 (July-Sept.)
Available late-Oct.
 - Q2 (Oct.-Dec.)
Available late Jan.
 - Q3 (Jan.-March)
Available late April
- Note: STR provides data around the 18th of the month for the prior month*



INVESTMENT



SCOPE OF WORK

FY 2025-2026

Marketing Services (Includes Collateral, Shipping/Distribution)

Cost

- Media buying: Identify advertising opportunities, negotiate favorable rates, identify insertion dates based on editorial calendar, define ad specs, oversee design and production, and upload ads to publications. \$1,160
- Art and creative direction, including concepts for an off-season marketing campaign running Winter through Spring (when hotels need the most support to attract heads in beds). \$3,430
- Ad design, production and copywriting — this includes landing page design and copy for campaigns/ marketing collateral (e.g., visitor guide brochure with locator map). \$13,150
- Advertising allowance to reach target markets and grow followers. Primary focus on digital ads, geolocation marketing, Travel Oregon Visitor Guide and PNW-based leisure publication. Work with partners/regional DMOs on co-op ad buys/joint promotion efforts as available. \$24,210
- Geolocation Datafy subscription to include custom analysis dashboard for six clusters (hotels, parks, attractions, high-visitation areas, etc.). Track points of interest with charts, graphs, maps and historical data. Includes quarterly report reflecting visitor data (number of visits, geographic markets, spending, hotel stays and more) with access to live dashboard. \$21,720
- Geofencing management and data analysis, including monthly meeting with Datafy. \$4,440
- Marketing collateral print allowance (e.g., FY 25-26 leisure brochure). \$2,400
- Certified Folder poster display at I-5 French Prairie Rest Area, northbound (use poster from FY 24-25). Distribute visitor guide brochure at Oregon Welcome Centers and the Portland Visitor Center (cost includes freight and shipping to outlets as contracted by CF). \$4,140
- **NEW:** Email marketing campaign. Build visitor contact list through geolocation marketing ads, develop template and draft content for monthly email distribution. Includes fees for the MailChimp email platform. \$5,140
- **NEW:** Run a Google Ads campaign to increase traffic to the website during shoulder seasons. \$6,420

Subtotal: \$86,210



SCOPE OF WORK

FY 2025-2026

Website Services

Cost

- Annual maintenance including software/paid plug-in renewals, website hosting, domain renewal, SSL certificate renewals, security/hack alert scanning, and a technical support plan (necessary theme and plug-in updates, daily cloud backups, 24/7 uptime monitoring and website restored when down within an hour) and SEO plug-in.

Includes domain name & SSL Certificate renewals for ExploreWilsonville.com

\$5,400
- Provide ongoing content maintenance (events calendar, business listings) for up to six hours a month. Update itineraries once per year, including maps and graphics. A searchable events calendar (filtered by event length, category, price and city) will feature community and tourism events occurring 24 miles south, east and west of Wilsonville and 5 to 15 miles north.

\$13,370
- Develop a campaign landing page to track advertising using FB Pixels/UTMs.

\$1,370
- Website content development (seasonal homepage image and copy; featured landing pages and travel blog (**NEW**: four stories "blogs" written by guest travel writers) is changed and maintained every quarter. Guest travel writers are paid roughly \$500/blog to share their authentic experiences in Wilsonville. Content can then be shared on the website, social media and through e-newsletters to grow interest and engagement.

\$5,160
- NEW**: Run technical/accessibility site audit using axe DevTools quarterly and address any issues in quarterly reports. Leverage built-in SEO premium Yoast plug-in to refine content based on keywords research and run insights report.

\$1,532

Subtotal: \$26,832



SCOPE OF WORK

FY 2025-2026

Social Media Services

Cost

- Write and produce social content following social media strategy/editorial calendar, posting three times per week on Instagram, Facebook and Pinterest. Includes one round of revision; content produced for four weeks at a time. \$15,840
- Provide "day-to-day" community management and engagement (schedule and post content on three channels, find photos from followers to share, grow followers and respond to comments/messages). Reshare content from local businesses, including stories on Instagram throughout each week. \$7,040
- Ad allowance to increase website traffic/grow social media followers among target audience. Includes a mix of boosted organic posts and social ads. \$2,616

Subtotal: \$25,496

Public Relations Services

Cost

- Continue software subscription to robust Cision Media Database (\$1,000 annually— a \$10,000 savings by splitting the cost with other JayRay clients) to provide monthly monitoring, media contact lists, distribution (AP Wire available) and reporting. \$1,000
- Subscribe to database of relevant reporter inquiries, respond to media content/photo requests and opportunities. Monitor on a weekly basis. \$2,520
- Develop an annual story calendar with tourism media lists for four approved themes, with corresponding tactics including media pitches and news releases. Quarterly, conduct targeted PR outreach and provide ongoing media follow-up. \$12,600
- Micro influencer/travel blogger campaign (bring two IG influencers with travel blogs, each tasked to promote a different Wilsonville itinerary during shoulder season). Includes influencer selection, contracts, itinerary building, services fee (\$1,500 each) and hosting. \$6,240
- Media hosting allowance for additional FAMS and approved media visits. \$1,200
- Attend media conference to pitch Explore Wilsonville content to travel writers in person (e.g., Travel & Words, PRSA, IMM TravMedia Summit). \$5,760

Subtotal: \$29,320



SCOPE OF WORK

FY 2025-2026

Management Services

Cost

- Management of the overall tourism promotion and destination marketing program (includes workplan and monthly virtual meetings to encompass strategy decisions) with City staff. Follow operating procedures/systems in conjunction with City staff for public communications to respond timely in various preferred methods (e.g., email, online, phone, mail, in-person). \$9,780
- Accounting for itemized expenses, invoiced monthly (**no charge**). \$0
- The annual STR (soon CoStar) hotel report data subscription renewal for Wilsonville is for 2026 (costs are increasing with the CoStar merger; consider splitting with the City of Wilsonville). \$2,640
- Renew memberships to Travel Oregon, Travel Portland and Oregon Destination Association as agreed upon. Review and consider annually as opportunities arise. \$1,440
- Provide a quarterly report (roughly 20 pages) of key performance indicators (KPIs) for contracted services, including website, marketing/advertising, social media, geolocation data and PR. Reports include STR hotel data (occupancy, revpar, demand, revenue) and a high-level dashboard to track progress against annual goals and the previous year's results. Includes a 2025 annual report (roughly 10 pages). \$5,380
- Conference attendance at one Oregon destination marketing conference (e.g., ODA, Oregon Governor's Conference on Tourism). The allowance covers conference expenses. **No charge for JayRay time.** \$1,200
- Attend Tourism Promotion Committee meetings (up to four virtual meetings based on the current contract). In-person attendance may be requested in advance and billed under Reserve/Contingency. \$4,100

Subtotal: \$24,540



SCOPE OF WORK

FY 2025-2026

Reserve/Contingency (Includes Photographic & Video Services)

Cost

Consider the following destination marketing opportunities for reserve/contingency fund use, if not otherwise needed throughout the year:	TBD
<ul style="list-style-type: none"> • Arrange for a new photography/video shoot of attractions and events as needed. Includes models and releases and full, unlimited usage rights (\$5,000-\$7,500). 	TBD
<ul style="list-style-type: none"> • Develop an industry webpage to gather giveaways (products, experiences) from local/regional businesses to feature in seasonal social media/email marketing contest giveaways. Includes form development to submit item(s) and timing preference. Align contest themes with the annual editorial calendar and promote via marketing channels. (\$3,600). <i>Note: this would also be a good tool to gather any tourism packages that partners would be willing to collaborate on (for example, Holiday Inn and Lady Hill Wine Package) that we could support with "Book now" promotions in email marketing and social media.</i> 	TBD
<ul style="list-style-type: none"> • Create an accessible travel itinerary, highlighting places in and around Wilsonville that meet and exceed accessibility standards. Includes write-up, images and map of each point of interest (\$2,400). 	TBD
<ul style="list-style-type: none"> • Create a Willamette Valley blooms itinerary, highlighting flower fields (which have been Wilsonville's top searched content) in the area by season. The itinerary includes a write-up, images and a map of each point of interest (\$2,400). 	TBD
<ul style="list-style-type: none"> • Freshen up itineraries that are now "light" due to business closures (e.g., dog-friendly trips, gift-givers guide) (\$1,200). 	TBD
<ul style="list-style-type: none"> • Purchase an asset management library (\$5,000-\$12,000/year with CrowdRiff) to store/organize Explore Wilsonville images and video, making them more easily accessible to City and industry partners with detailed licensing for each asset. Consider splitting fees with the City. 	TBD

Subtotal: \$7,602



INVESTMENT SUMMARY

FY 2025-2026

Tourism Promotion and Destination Marketing Services

Marketing Services	\$86,210
Website Services	\$26,832
Social Media Services	\$25,496
Public Relations Services	\$29,320
Management Services	\$24,540
Reserve/Contingency	\$7,602

ANNUAL PROJECT TOTAL \$200,000

Billing Cadence

We bill monthly for services provided the prior month.

Rate Schedule

Principal: \$210/hour | account lead

Senior Advisor: \$200/hour | PR strategist

Advisor: \$185/hour | digital content manager | art director

Assistant Advisor: \$165/hour | data & website coordinator

Experiential Visit

During the first quarter, three JayRayers will visit Wilsonville to experience newly opened businesses and top attractions through the eyes of visitors. We will not charge for our time; we bill for outside travel costs, which are often waived by partner hosting.



SPECIAL PROJECTS

Annual One-Time Projects

Cost

We know and love Explore Wilsonville and couldn't submit a proposal without including our initial ideas for the next five years, should additional funding resources become available to elevate tourism in Wilsonville. Our team is excited at the potential to continue our partnership and offers special project ideas:

YEAR 1 (FY 2025-2026)

- AI-powered trip planning on the website to increase time on site while making trip decisions easier. TBD
- Chatbot integration on the website and chatbot training to answer visitor questions in real-time. TBD

YEAR 2 (FY 2026-2027)

- Personalize the website homepage experience based on travel archetypes and visitor interests. Based on a few simple questions, the homepage will be customized per user. TBD
- Subscribe to CrowdRiff Creators to gather authentic, short-form videos from creators ("influencers"). This agreement includes sourcing, contracts and licensing user-generated content that can be used across all Explore Wilsonville's marketing channels. Content would be saved in the asset management library and shareable. Pricing ranges from \$2,500+ for 3-20 video/photo shoots per year to \$22,500 for 30 shoots. TBD

YEAR 3 (FY 2027-2028)

- Refresh video/image library with a three-day shoot in Wilsonville, producing four commercial-ready destination videos. TBD

YEAR 4 (FY 2028-2029)

- Secure and promote overnight tourism packages across marketing channels for visitors and locals alike. TBD
- Craft a local pride campaign, encouraging locals to be visitors in their own backyard and inviting their friends and family to experience Wilsonville. TBD
- Following the new Destination Strategy, develop a destination ambassadorship toolkit for tourism-oriented businesses to inform visitors and train front-line staff, leveraging local pride campaign. TBD

YEAR 5 (FY 2029-2030)

- Support Destination Strategy implementation (e.g., discussions on finding a signature event for Wilsonville, marketing tool kits, diversifying lodging options, helping determine the threshold for DMO). TBD
- Develop a tear-off map (regional map on one side, City of Wilsonville map on the other) for hoteliers and local tourism businesses to help visitors navigate once they're in town. TBD





APPENDIX B

INSURANCE

Proof of Insurance
Insurance is renewed annually.



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
05/14/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER BROWN & BROWN OF WA INC/PHS 52817338 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	CONTACT NAME: PHONE (866) 467-8730 FAX (888) 443-6112 (A/C, No, Ext): (A/C, No):	
	E-MAIL ADDRESS:	
INSURED JayRay Ads & PR Inc. 1102 A ST TACOMA WA 98402-5001	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Hartford Underwriters Insurance Company	NAIC# 30104
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
INSURER F:		

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYYY)	LIMITS
A	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR General Liability			52 SBA BE0WZC	05/19/2024	05/19/2025	EACH OCCURRENCE \$1,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						DAMAGE TO RENTED PREMISES (Ea occurrence) \$1,000,000
							MED EXP (Any one person) \$10,000
							PERSONAL & ADV INJURY \$1,000,000
							GENERAL AGGREGATE \$2,000,000
							PRODUCTS - COMP/OP AGG \$2,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)
							BODILY INJURY (Per person)
							BODILY INJURY (Per accident)
							PROPERTY DAMAGE (Per accident)
A	<input checked="" type="checkbox"/> UMBRELLA LIAB EXCESS LIAB			52 SBA BE0WZC	05/19/2024	05/19/2025	EACH OCCURRENCE \$1,000,000
	<input checked="" type="checkbox"/> OCCUR CLAIMS-MADE DED RETENTION \$ 10,000						AGGREGATE \$1,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				PER STATUTE OTH-ER
A	Professional Liability			52 SBA BE0WZC	05/19/2024	05/19/2025	Each Claim Limit \$2,000,000 Aggregate Limit \$2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)
The Business Liability Coverage Part includes a Blanket Additional Insured By Contract Endorsement, Form SL 30 32.

CERTIFICATE HOLDER	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Susan S. Castaneda</i>
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WORK SAMPLES





DISCOVER GILBERT

Destination Marketing

DISCOVER GILBERT

The Desert Redefined

Situation: Discover Gilbert sought an agency partner to develop and implement a destination marketing strategy that would attract visitors and increase hospitality-related spending. As part of this partnership, JayRay created Gilbert’s annual marketing plan, ensuring a strategic, year-round approach to tourism promotion. The agency’s role included marketing representation, media buying and creative services, all designed to position Gilbert as a must-visit destination in the Southwest.

Strategy: A “shop local” and winter campaign set out to inspire travel by reaching high-intent audiences in the drive and cold-weather fly markets. Display and native ads using geolocation expanded reach, introducing the region to potential travelers. Social media, out-of-home and paid search placements reinforced the campaign across multiple touchpoints. Each channel leveraged fresh creative, engaging visuals and compelling calls to action to capture attention and drive engagement.

Results: The four-week “shop local” holiday campaign led to 226 shoppers visiting local Gilbert businesses, generating estimated spending of over \$20,000. Just two months into the winter campaign, early results indicate a strong impact. So far, the geolocation data winter awareness campaign has an estimated impact of \$419,684 with 1,756 total trips and 147 room nights (over \$24,000 directly impacting hotels). Social, out-of-home and search efforts have collectively driven 5.1 million impressions and 32,000 clicks.





DISCOVER GILBERT

Destination Marketing Plan 2024-25




OCTOBER 21, 2024

Discover
GILBERT
ARIZONA



Cruise beneath bluffs

And walk among giants




Sample from the source

And dance under neon lights



Discover
GILBERT
ARIZONA



Plan your trip →



EXPLORE WILSONVILLE

Destination Marketing Agency of Record

EXPLORE WILSONVILLE

Can You Picture It?

Situation: Following a visual rebrand led by JayRay and a growing tourism program, Explore Wilsonville sought to capitalize on its momentum with a series of fresh images and videos to match its new visual identity and increase overnight stays in the shoulder season.

Strategy: Within a short timeline, JayRay collaborated with local businesses and attractions to create a series of four 30-second videos, 11 15-second vertical videos for social media, an updated travel blog and an expansive image library covering over 15 attractions across two counties. The videos then ran as ads during the 2023-24 shoulder season to promote overnight stays in the area.

Results: From script writing to onsite creative direction to final video launch, JayRay produced branded content that will fill Explore Wilsonville’s website and social channels well over the next few years.

The brand identity refresh received a MarCom Gold Award. The shoulder season geolocation marketing campaign showed a return on ad spend of \$863 for every \$1 spent and an estimated destination impact of \$13.9 million, with over 4,300 room nights booked as a direct result of the campaign. An average video completion rate of 88% was celebration-worthy, performing 13% above industry benchmarks.

JayRay continues to serve as Explore Wilsonville’s Marketing Agency of Record. Ongoing work with Explore Wilsonville includes brand management, social media content creation and management, website management, public relations, marketing campaigns and destination strategy.





Photo Worthy Experiences Near Portland, OR

Scan QR code or [click here](#) to watch video.



Looking for Leisure Near Portland, OR

Scan QR code or [click here](#) to watch video.



Can you picture it?

EXPLORE WILSONVILLE

 **SWEEPING VISTAS**

EXPLORE WILSONVILLE

 **ENDLESS OUTDOOR ADVENTURES**

EXPLORE WILSONVILLE

 **FARM TO FORK DINING**

EXPLORE WILSONVILLE



VISIT GIG HARBOR

Destination Branding / Tourism Communication

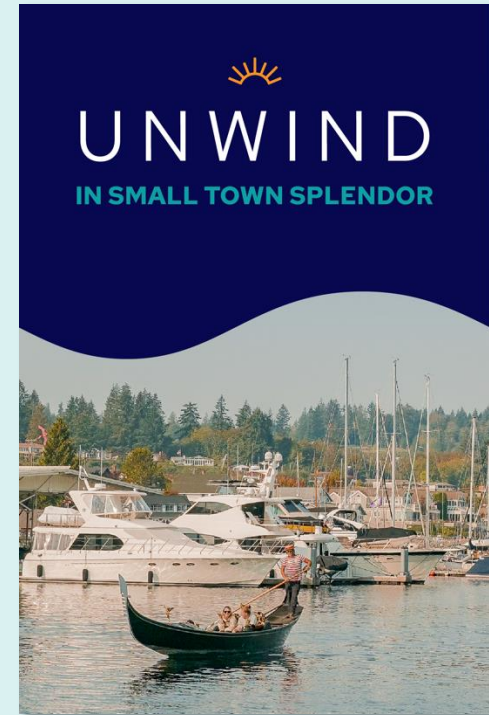
VISIT GIG HARBOR

Timely New Brand

Situation: A newly minted tourism program managed by Gig Harbor's Chamber of Commerce was ready to set sail. With only a few months to go before embarking on the project, the Chamber needed a new logo and launch campaign for its tourism effort. Fondly known as the Maritime City and a natural place for a scenic getaway, Gig Harbor needed a visual identity that was as beautiful and fun as its views and adventures.

Strategy: The Chamber partnered with JayRay in a fast-moving design process. Deadlines for high-profile ads that acted as natural launching pads for a new brand were on the horizon. The city's existing community research gave us a head start on creating a visual identity that was authentic, relevant and different.

Results: JayRay's expertise in local tourism — specifically, waterfront cities with a maritime culture — helped power the collaborative effort toward creating a brand personality, position and promise. Based on that foundation we created ads that met the deadlines for hyperlocal and national publications. With custom photo shoots, several logo iterations, key stakeholder engagement and campaign assets, Visit Gig Harbor embarked on its new adventure.



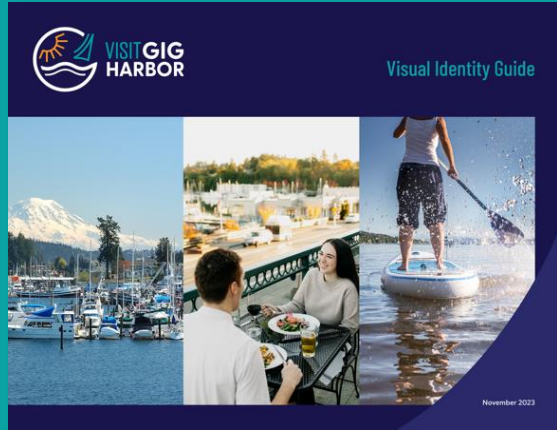


Table of Contents

- 2 About Gig Harbor
- 3 Logos
- 4 Alternate Logos
- 5 Logo Treatment
- 6 Logo Plating
- 7 Design Fonts
- 8 System Fonts
- 9 Brand Colors

Visit Gig Harbor Visual Identity Guide

About Gig Harbor

ABOUT VISIT GIG HARBOR
Excitement and adventure meet the pristine beauty of the Pacific Northwest. Whether you glide through the emerald-green waters of Gig Harbor's saltwater harbor or take up your hiking boots and hit the trails, Gig Harbor will charm your senses and wash your experience in small town splendor.

DESTINATION MARKETING
Visit Gig Harbor is the destination marketing organization program for Gig Harbor and is operated by the Gig Harbor Chamber of Commerce.

PERSONALITY
Inspiring
Gig Harbor is a place that awakens your sense of wonder and possibility. It inspires you to explore, discover and embrace life's adventures.
Exciting
The thrill of discovery is around every corner in Gig Harbor. Whether you're exploring the waterfront, adventuring outdoors or savoring local cuisine, there's always something exciting happening.

Energetic
Gig Harbor is a vibrant place where the energy is contagious. Get energized from the beauty scenery, bustling marina and lively events and festivals.

Happy
Happiness is at the heart of Gig Harbor. Capture the smiles and moments of joy that visitors and residents experience here.

POSITION
Wander with Wonder

TAGLINE
Small Town Splendor

Brand Colors

PRIMARY COLORS

- Saltwater Sapphire
Pantone 100-16 C
#2D3E64
CMYK 500 98 27 16
RGB 42 63 106
- Admiral Indigo
Pantone 101-16 C
#1F3A7D
CMYK 500 99 29 44
RGB 30 57 76
- Captain's Gig Green
Pantone 124-5 C
#50A3A3
CMYK 79 16 39 0
RGB 13 161 163
- Twilight Tide
Pantone 223-8 C
#326A75
CMYK 190 44 46 16
RGB 3 106 117
- Maritime Marigold
Pantone 40-8 C
#F79421
CMYK 0 53 108 0
RGB 247 148 33
- Starboard Sunset
Pantone 40-8 C
#F56200
CMYK 0 82 93 0
RGB 241 99 44

SECONDARY COLORS

ACCENT COLOR

Visit Gig Harbor Visual Identity Guide

**DOWN THE HARBOR,
UP FOR SALT IN THE AIR
& WIND ON YOUR BACK**

Breathe in the salty air as you stroll amidst Gig Harbor's serene waters. From leisurely walks to thrilling kayak adventures, every wave invites you to wander.

Plan your trip →
VISITGIGHARBOR.COM/COASTALESCAPE





VISIT YUMA

Marketing Campaigns / Media Relations / Publication Design / Video

VISIT YUMA

Hello. I'm Yuma.

Situation: Yuma's population drastically increases October-March when weather is warm, attracting "snowbirds" who may stay for 100ish days. That's the good news. The bad news: Summer temperatures climb to 120 degrees and the tourism industry wilts.

Strategy: JayRay partnered with Visit Yuma to craft an advertising campaign, media relations strategy, destination videos and produce a travel guide to inspire visits during the hottest months of the year.

Results: The destination received the Best Marketing Campaign award from the Arizona Office of Tourism in the Rural category for its strategic and creative approach to attracting domestic or international visitors to Arizona.

The ads reached over 50 million travelers, with a click-through rate worth celebrating.

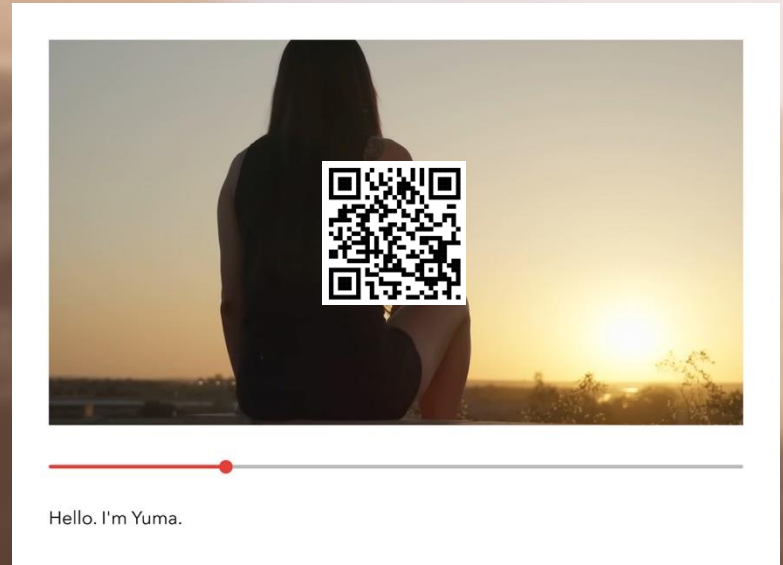
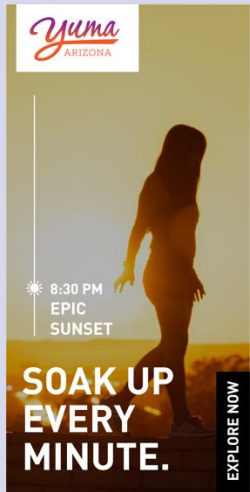
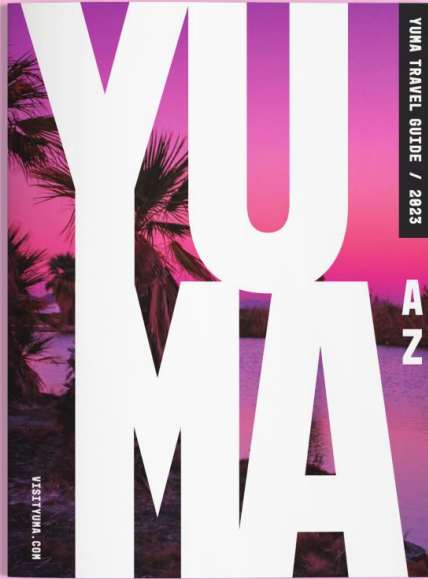
Visit Yuma's 2023 and 2024 travel guide earned a Summit Creative Award, an international program for creative excellence. The 2025 guide is hot off the press.

We continue to see a steady number of media mentions as our partnership continues.



Scan QR code or [click here](#) to learn more about this project on our website.







VISIT
BIG SKY

VISIT BIG SKY

Geolocation Marketing Campaign

VISIT BIG SKY

Peak Season Campaign

Situation: Skiers and snowboarders know Big Sky, Montana as a bucket-list mountain resort town. Lone Peak is surrounded by dozens of ski runs, top-tier lodging and quality dining. Thrilled with growing winter guest lists, tourism entity Visit Big Sky wanted the success to spread into the non-winter months. The team asked JayRay to develop a campaign promoting spring and summer travel.

Strategy: JayRay's concept featured the range of reasons to come to Big Sky any time of year. The "peak season" headline provides a sense of urgency — this is the best time to go — with a nod to the town's icon, Lone Peak.

The spring/summer series launched during the December holidays, catching the attention of families planning next year's vacations.

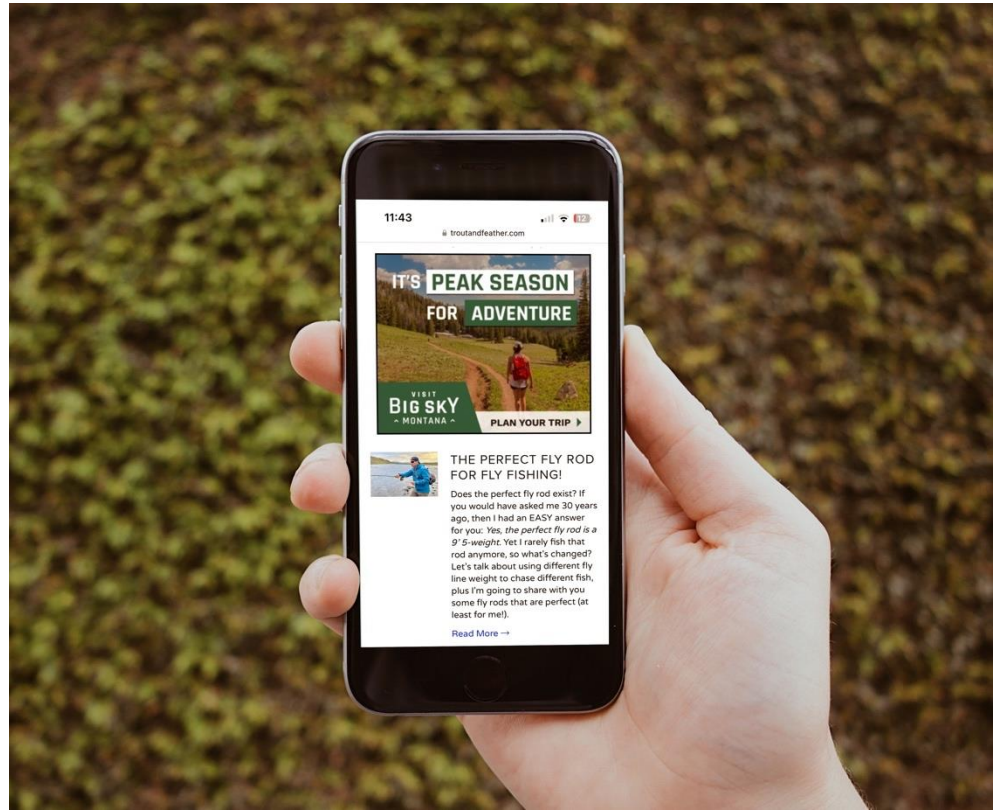
The peak season campaign featured a rotating carousel of images, appealing to outdoor adventurers and those wanting a relaxing mountain retreat.

Results: Using a geolocation marketing platform, the digital ads were served to past visitors and those likely to visit. Targeted areas included regional drive markets and fly-in cities. Geolocation marketing data enabled us to report visitor activity attributable to the 10-week campaign: 4,020 room nights, 8,800 clicks to the website and \$1.9 million impact to the local economy.



VISIT
BIG SKY
^ MONTANA ^

IT'S **PEAK SEASON** FOR **ADVENTURE** **PLAN YOUR TRIP** ▶





VISIT KENT

Destination Marketing Agency of Record

VISIT KENT

Basecamp to the Best of PNW

Situation: The City of Kent and its lodging tax advisory committee sought to increase shoulder season visitation, positioning Kent as a prime place to stay when traveling to the greater Seattle region.

Strategy: JayRay (while managing Visit Kent, the City's official tourism program) leveraged geolocation data to uncover Kent visitors' habits and preferences. A multimedia ad campaign strategy was developed to reach people who've visited Kent — and those who "look like" past visitors in key markets.

Running geolocation marketing ads to promote Kent as a "basecamp," we invited leisure travelers and day trippers from across the West with known travel and outdoor interests to make Kent their hub for everything the Pacific Northwest offers. Animated ads directed viewers to the VisitKent.com basecamp landing page, full of events, global bites and memorable activities.

Compelling copy paired with authentic images ran as sponsored ads on Expedia.com and Hotels.com with deals to inspire clicks.

Results: The geolocation campaign ran for two months, attributed 1,285 trips, over 1.2 million impressions, 2,382 clicks to the campaign webpage and an estimated economic impact of \$277,560 in Kent during shoulder season.

The Expedia campaign attributed 106 room nights, \$12,000 in gross bookings and 449,000 impressions over two months.

We just launched a new "Best-Kept Secret" video series as our partnership with Visit Kent continues.






Make Kent your PNW basecamp

Close to everything, Kent is your ideal launchpad for all the Pacific Northwest has to offer. Whether you hit the road or the rails, a short commute to Seattle brings iconic sights, electrifying sports and memorable foods. And a host of can't-miss PNW destinations along the way.

Reasonably priced overnight accommodations and relaxing scenery mean you'll rest easy with Kent as your basecamp. Take a day drive to Mount Rainier or the Olympic rainforests. Head north and hop a ferry to the quirky towns around Puget Sound.


While you're in Kent, explore the Kent Food Trails for global eats. Check out the live music options and soak in the views along Kent's paved loop trails.



Plates and pours

Kent is one of the most ethnically diverse cities in the nation, reflected in the authentic spread of global fare offered by local restaurants. Explore the Kent Food Trails for a roundup of carefully curated eateries. In addition, the Local Libations trail features Washington liquors, craft beer, small-batch wine and plates to match.


[Learn more](#)



Sports

Seattle's big-league sports teams aren't far from Kent (take the train for a reprieve from traffic). Or catch an adrenaline rush in Kent with Seattle Thunderbirds hockey or NHRA car racing. While you're here, put yourself in the action at the local golf course, go kart track, climbing wall, ice skating rink or Wirtle ball field.

[Learn more](#)






Pacific Northwest icons

Kent is the perfect basecamp for exploring Pacific Northwest scenery and landmarks. Visit Seattle's Pike Place Market, Space Needle and Woodland Park Zoo. Take a day drive to the coast and dip your toes in the Pacific Ocean. Explore Woodinville's wine tasting districts or see the beautiful state capital campus in Olympia - all from Kent.

[Learn more](#)

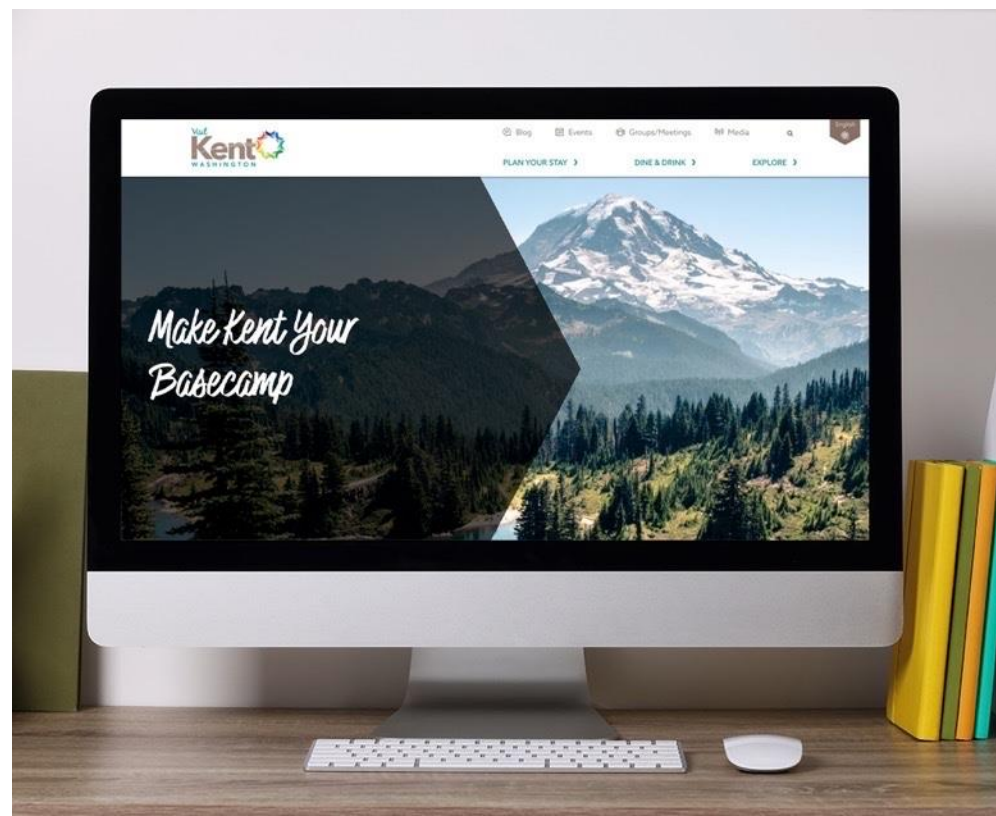
Select hotel offers

 <p>Best Western Plus Plaza by the Green ★★★★ 24445 Russell Road, Kent, WA \$118 100 room includes taxes & fees Feb 2 - Feb 3</p>	 <p>Hampton Inn & Suites ★★★★ 21509 105th Ave S, Kent, WA \$137 100 room includes taxes & fees Feb 3 - Feb 4</p>	 <p>Red Lion Inn & Suites Kent Seattle ★★★★ 21020 75th Ave S, Kent, WA \$85 100 room includes taxes & fees Jan 27 - Jan 28</p>
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Stay at this golf hotel in Kent. Enjoy free breakfast, free parking, and WiFi. Our guests praise the helpful staff in our reviews. Popular attractions Kent Valley ...

Stay at this hotel in Kent. Enjoy free breakfast, free WiFi, and free parking. Our guests praise the helpful staff in our reviews. Popular attractions Kent Valley ...

Stay at this business-friendly hotel in Kent. Enjoy free WiFi, free parking, and a 24-hour fitness center. Our guests praise the helpful staff and the clean ...



A man and a woman are sitting around a campfire at dusk. The woman is on the left, wearing a teal jacket and a light purple beanie, smiling. The man is on the right, wearing a plaid jacket and a brown beanie, also smiling. The campfire is in the foreground, with a marshmallow on a stick being roasted. The background shows a park-like setting with trees and a gazebo.

JAYRAY

THANK YOU!

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