

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Thursday, December 17, 2020
9:00 – 11:00 am

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/89022488836>



VOTING MEMBERS

Brian Everest
Tasting Room Manager,
Vitis Ridge Winery

Darren Harmon
General Manager,
Family Fun Center

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Beth Price, Chair
Director of Sales &
Marketing, Holiday Inn
Portland South

Brandon Roben
CEO, Oaks Park

Rohit Sharma, Vice Chair
Owner, RR Hotels
Portland LLC

ADVISORY / EX-OFFICIO MEMBERS

City of Wilsonville
City Councilor Charlotte
Lehan, Council Liaison
Michael McCarty, Parks &
Recreation Director
Brian Stevenson,
Community Services
Manager (designee)
Erica Behler, Parks &
Recreation Coordinator
(designee)

**Clackamas County
Tourism & Cultural
Affairs (TCA)**
Samara Phelps, Director

**Washington County
Visitors Association
(WCVA)**
Carolyn McCormick,
President/CEO
Syke Neal-Finnegan,
VP/Marketing &
Communications
(designee)

**Wilsonville Area
Chamber of Commerce**
Kevin Ferrasci O'Malley,
CEO

STAFF

Zoe Monahan,
Assistant to the City
Manager
Mark Ottenad,
Public/Government Affairs
Director

TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC
Bridget Baeth, Principal
Ryan Millard, Associate
Advisor
Genny Boots, Advisor

- | | |
|--|--------------|
| 1. Welcome | 9:00 |
| a. Committee members and guests introductions | |
| 2. Committee Business and Updates | 9:10 |
| b. Committee Vacancy for Recruitment: | |
| • Position #3: Formerly held by Jeff Brown | |
| c. City Transient Lodging Tax (TLT) Revenue update | |
| 3. Jay Ray Updates | 9:20 |
| d. Future Planning* | page 2 |
| e. Q3 & Q4 Program Update* | page 14 |
| f. FY 21-22 Budget Proposal* | page 18 |
| 4. Regional Tourism Updates | 10:00 |
| 5. Tourism Promotion Program & City updates | 10:30 |
| g. Arts, Culture & Heritage Strategy Updates | |
| h. Member Updates | |
| 6. Next Meeting | 10:55 |
| i. Doodle poll for January-February meeting date (s) | |
| 7. Adjourn | 11:00 |

* *Materials in packet*

Due to physical distancing requirements, the meeting is being held online via Zoom.

To submit public comments, please email monahan@ci.wilsonville.or.us by December 15, 2020 at 12:00pm.

Time frames for agenda items are not time certain (items may be considered earlier or later than indicated.)

EXPLORE WILSONVILLE FUTURE PLANNING

DECEMBER 17, 2020



**EXPLORE
WILSONVILLE**.COM

A POCKET (OF FUN)



JAYRAY A PLACE TO THINK
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MEASUREMENT DASHBOARD

5-MONTH SNAPSHOT

FY 2020-2021 (JULY 1, 2020-JUNE 30, 2021)

ANNUAL RESULTS TO DATE (July-Nov)		
GOALS	FY 20-21 RESULTS	TO GOAL
Earned media (number of articles)	N/A	
New website users	3,288	benchmark
Social media reach (Facebook, Instagram and Pinterest)	22,878	benchmark
Social media followers (Facebook, Instagram)	1,170	benchmark
Avg. email open rate	N/A	
Email list growth	N/A	
Tourism packages (# developed)	1	



PHOTO SHOOT

October 14-16, 2020



STR REPORT

Data Collection	Jan	Feb	March	April**	May	June	July	August	September	October
STR REPORT - WILSONVILLE										
Occupany %	53.70%	56.40%	43.30%	32.10%	43.80%	42.40%	44.60%	49.60%	60.20%	40.90%
RevPAR (revenue per available room)	\$45.02	\$46.30	\$35.58	\$22.63	\$32.20	\$32.92	\$35.20	\$38.32	\$48.21	\$29.63
Demand	8,267	7,845	6,673	4,779	6,746	6,317	6,871	7,639	8,979	7,790
Revenue	\$693,578	\$644,299	\$548,233	\$337,485	\$480,688	\$490,812	\$542,362	\$590,417	\$718,761	\$564,854
STR REPORT - TROUTDALE										
Occupany %	56.80%	66.50%	41.30%	30.30%	26.10%	32.50%	50.80%	58.50%	67.20%	62.60
RevPAR (revenue per available room)	\$46.42	\$56.25	\$32.23	\$20.20	\$19.73	\$26.44	\$43.09	\$47.80	\$55.74	\$48.35
Demand	8,643	9,139	6,282	2,310	2,975	4,785	7,736	8,911	9,904	9,532
Revenue	\$706,610	\$773,298	\$490,566	\$153,891	\$225,105	\$389,471	\$655,915	\$727,559	\$820,981	\$735,878

OCTOBER AT A GLANCE:

- Occupancy down 20.70% from September
- Troutdale’s occupancy about 22% higher
- Third highest month for revenue since pandemic



FUTURE PLANNING



TOURISM PROMOTION & DEVELOPMENT SERVICES BUDGET

Preparing for Reopening

FY 2020-2021 (July 1, 2020-June 30, 2021)

Budget: \$100,000 (original budget was \$200,000 prior to Covid-19)

Q1: July 1, 2020-Sept. 30, 2020:	\$12,500	<ul style="list-style-type: none">• Scaled back services due to Pandemic• Travel advisory updates• Website hosting, design and seasonal content• Social media (2 posts/week) across Facebook and Instagram
Q2: Oct. 1, 2020-Dec. 31, 2020:	\$30,500	<ul style="list-style-type: none">• Scaled back services due to Pandemic• Travel advisory updates• Website hosting, design and seasonal content• Social media (2-3 posts/week) across Facebook, Instagram and Pinterest• Content focus: planning for future travel• Destination photoshoot (3 days)

WRAPPING UP Q2



TOURISM PROMOTION & DEVELOPMENT SERVICES BUDGET

Preparing for Reopening

FY 2020-2021 (July 1, 2020-June 30, 2021)

Budget: \$100,000 (original budget was \$200,000 prior to Covid-19)

Q3: Jan. 1, 2021-March 31, 2021:	\$28,050	<ul style="list-style-type: none">• Travel advisory updates• Website hosting, design and seasonal content Social media (2-3 posts/week) across Facebook, Instagram and Pinterest• Content and itinerary development <i>—preparing for reopening</i>
Q4: April 1, 2021-June 30, 2021:	\$28,950	<ul style="list-style-type: none">• Travel advisory updates• Website hosting, design and seasonal content• Social media (3-4 posts/week) across Facebook, Instagram and Pinterest• Content and itinerary development <i>—preparing for reopening</i>



Q3 PLANS

January-March 2021

Preparing for Reopening:

- Develop 5 digital pocket trip itineraries with visuals and corresponding Google maps
 1. Food and drink
 2. Outdoors
 3. Shop local
 4. Wine country
 5. History and heritage
- Develop relationships with travel writers at Travel & Words media show, create media fact sheet
- Annual renewals: STR (Wilsonville data) and ODA and partner memberships
- Website seasonal updates, social media content, quarterly reports

FOR EVERY 1 HOUR TRAVELED,
VISITORS NEED 4 HOURS OF ACTIVITY



Q4 PLANS

April-June 2021

Preparing for Reopening:

- Develop 5 digital pocket trip itineraries with visuals and corresponding Google maps
 1. Arts and culture
 2. Family fun
 3. Farmlandia
 4. Relax and rejuvenate
 5. Biking trails
- Develop PR editorial calendar for FY 21-22, and draft four “evergreen” media stories (interviews with local businesses for authentic storytelling)
- Create and curate travel packages and deals for website
- Website seasonal updates, social media content, quarterly reports



TOURISM PROMOTION & DEVELOPMENT SERVICES BUDGET

Reopening Wilsonville for Tourism

FY 2021-2022 (July 1, 2021-June 30, 2022)

Budget: \$100,000

FUTURE PLANNING		
MARKETING:	\$23,000	<ul style="list-style-type: none">• Digital ad campaign (timing TBD) leveraging new image library, itineraries & maps, and travel packages & deals (animated gifs—affordable way to do video)• Continued poster display at French Prairie rest stop
WEBSITE:	\$9,665	<ul style="list-style-type: none">• Website hosting, design and seasonal content
SOCIAL MEDIA:	\$22,965	<ul style="list-style-type: none">• Content creation and channel management (3-4 posts/week) across Facebook, Instagram and Pinterest• Boosted social media posts to grow followers
PUBLIC RELATIONS:	\$20,070	<ul style="list-style-type: none">• Media pitching (2 stories per quarter), leveraging editorial calendar, local business interviews and relationships made with travel writers at Travel & Words• Influencer campaign (1 IG influencer per quarter) to promote a featured Wilsonville itinerary• Media lists and media monitoring through Cision• Media hosting allowance



TOURISM PROMOTION & DEVELOPMENT SERVICES BUDGET

Reopening Wilsonville for Tourism

FY 2021-2022 (July 1, 2021-June 30, 2022)

Budget: \$100,000

FUTURE PLANNING

ACCOUNT MANAGEMENT:	\$18,190	<ul style="list-style-type: none">• Continued TPC meetings, monthly meetings, campaign measurement and quarterly reports• Continued partner memberships• Continued STR annual subscription for FY 22-23
TOURISM DEVELOPMENT:	\$1,910	<ul style="list-style-type: none">• Curate and add travel and tourism packages and deals to website for promotion
CONTINGENCY FUND:	\$4,200	<ul style="list-style-type: none">• Allowance to take advantage of unknown opportunities

Note: Based on Covid-19 re-opening/restrictions, this plan will adjust accordingly





JAYRAY A PLACE TO THINK




Branding | Advertising | Strategic Communications

THANK YOU!

Contact us

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-  253.627.9128
-  bbaeth@jayray.com

Follow us on

-  facebook.com/jayrayadspr
-  [@jayrayadspr](https://twitter.com/jayrayadspr)
-  [@jayrayadspr](https://www.instagram.com/jayrayadspr)



Explore Wilsonville REVISED Scope of Work & Budget Detail

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

FY 2020-21: July 1, 2020-June 30, 2021

December 10, 2020

Original Budget: \$200,000 | New Budget: \$100,000

BUDGET BY QUARTER

A scope of work / budget by quarter will be submitted by JayRay 45 days in advance of the start of each quarter. The City of Wilsonville will review and approve the budget within 15 days of receipt.

Q1: July 1, 2020-Sept. 30, 2020:	\$12,500
Q2: Oct. 1, 2020-Dec. 31, 2020:	\$30,500
Q3: Jan. 1, 2021-March 31, 2021:	\$28,050
Q4: April 1, 2021-June 30, 2021:	\$28,950

FY 2020-2021: Jan. 1 2021-March 31, 2021 (Q3)

MARKETING SERVICES: \$300

Q3

Deliverables	Budget
Social media allowance to boost posts to reach target markets and grow followers	\$300
Reporting* of marketing KPIs *cost included in Management Services	
SUBTOTAL	\$300

WEBSITE SERVICES: \$9,975

Q3

Deliverables	Budget
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) <i>Includes domain name & SSL Certificate renewals include: ExploreWilsonville.com</i>	\$1,550
Provide ongoing content maintenance and content/calendar/photography updates to site	\$2,175
Develop 5 digital pocket trip itineraries (includes research, copywriting and design of website landing pages)	\$3,200
Design static itinerary graphics (up to 5, basic level) for pocket trip itineraries (visual/digital in nature, not for navigation). Upload to website pages.	\$2,500
Develop driving/digital navigation map using Google maps for new pocket trip itineraries (up to 5 maps with up to 10 stops)	\$550
Reporting* of website traffic and related KPIs *cost included in Management Services	
SUBTOTAL	\$9,975

SOCIAL MEDIA SERVICES: \$5,875

Q3

Deliverables	Budget
Update social media strategy and editorial calendar for Q3 across Instagram, Facebook and Pinterest.	\$550
Write and produce social content (copy and images) 2-3 times per week for three social media channels following approved social media strategy and editorial calendar	\$3,750
Community management and engagement (schedule and post content on three channels, find photos from followers to post, and grow followers)	\$1,575
Reporting* of social media KPIs *cost included in Management Services	
SUBTOTAL	\$5,875

PUBLIC RELATIONS SERVICES: \$3,350

Q3

Deliverables	Budget
Software subscription to robust Cision Media Database (\$1,000 annually) to provide monthly monitoring, media contact lists, distribution and reporting	\$250
Attend Travel & Words media show (pre-paid registration) to pitch travel writers (includes creative development of media fact sheet and travel expenses)	\$3,100
Reporting* of public relations KPIs *cost included in Management Services	
SUBTOTAL	\$3,350

MANAGEMENT SERVICES: \$8,550

Q3

Deliverables	Budget
Management of the overall tourism-promotion and destination marketing program (includes accounting for itemized expenses, 1 call per month with client)	\$2,000
Provide quarterly report of key performance indicators (KPIs) and STR report, in addition to a combined report of contracted services including website, marketing/advertising, social media, PR and visitor fulfillment. Reports will also include a high-level dashboard to track progress against annual goals and previous year's results.	\$2,350
STR hotel report data, annual subscription renewal for Wilsonville	\$2,200
Renew memberships to Travel Portland and Oregon Destination Association	\$850
Attend Tourism Promotion Committee virtual meeting with TPC (1 per quarter)	\$1,150
SUBTOTAL	\$8,550

TOTAL BUDGET	\$28,050
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BILLABLE RATES

Additional work performed outside this scope of work will be billed at a blended rate of \$175 per hour.

JayRay Hourly Rate Schedule by Service

Production Design: \$150 | Creative Direction/Graphic Design (Designer): \$175

Web Design/Development: \$150 | Project Management: \$175

Copywriting (social media, marketing, PR): \$175 | Strategy: \$200

Videography: \$165 or \$1,500 day rate | Photography: \$150

ROUNDS OF REVISION

All work includes one round of major revision, or two rounds of minor revisions to stay within budgeted hours.

ADDITIONAL EXPENSES

If appropriate, other expenses are billed at the current U.S. General Services Administration Per Diem Rates for Oregon or other appropriate location for Lodging and Meals & Incidentals.

Explore Wilsonville REVISED Scope of Work & Budget Detail

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

FY 2020-21: July 1, 2020-June 30, 2021

December 10, 2020

Original Budget: \$200,000 | New Budget: \$100,000

BUDGET BY QUARTER

A scope of work / budget by quarter will be submitted by JayRay 45 days in advance of the start of each quarter. The City of Wilsonville will review and approve the budget within 15 days of receipt.

Q1: July 1, 2020-Sept. 30, 2020:	\$12,500
Q2: Oct. 1, 2020-Dec. 31, 2020:	\$30,500
Q3: Jan. 1, 2021-March 31, 2021:	\$28,050
Q4: April 1, 2021-June 30, 2021:	\$28,950

FY 2020-2021: April 1-June 30, 2021 (Q4)

MARKETING SERVICES: \$300

Q4

Deliverables	Budget
Social media allowance to boost posts to reach target markets and grow followers	\$300
Reporting* of marketing KPIs *cost included in Management Services	
SUBTOTAL	\$300

WEBSITE SERVICES: \$9,975

Q4

Deliverables	Budget
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) <i>Includes domain name & SSL Certificate renewals include: ExploreWilsonville.com</i>	\$1,550
Provide ongoing content maintenance and content/calendar/photography updates to site	\$2,175
Develop 5 additional digital pocket trip itineraries (includes research, copywriting and design of website landing pages). Once completed there will be 10 total itineraries ready for promotion.	\$3,200
Design static itinerary graphics (up to 5, basic level) for pocket trip itineraries (visual/digital in nature, not for navigation). Upload to website pages.	\$2,500
Develop driving/digital navigation map using Google maps for new pocket trip itineraries (up to 5 additional maps with up to 10 stops)	\$550
Reporting* of website traffic and related KPIs *cost included in Management Services	
SUBTOTAL	\$9,975

SOCIAL MEDIA SERVICES: \$6,225

Q4

Deliverables	Budget
Update social media strategy and editorial calendar for Q4 across Instagram, Facebook and Pinterest.	\$550
Write and produce social content (copy and images) 3-4 times per week for three social media channels following approved social media strategy and editorial calendar	\$4,100
Community management and engagement (schedule and post content on three channels, find photos from followers to post, and grow followers)	\$1,575
Reporting* of social media KPIs *cost included in Management Services	
SUBTOTAL	\$6,225

FY 2020-2021: April 1-June 30, 2021 (Q4)

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PUBLIC RELATIONS SERVICES: \$4,250

Q4

Deliverables	Budget
Software subscription to robust Cision Media Database (\$1,000 annually) to provide monthly monitoring, media contact lists, distribution and reporting	\$250
Develop editorial calendar for FY 2021-2022. Includes development of four media stories and phone interviews with up to four local businesses	\$4,000
Reporting* of public relations KPIs *cost included in Management Services	
SUBTOTAL	\$4,250

MANAGEMENT SERVICES: \$6,650

Q4

Deliverables	Budget
Management of the overall tourism-promotion and destination marketing program (includes accounting for itemized expenses, 1 call per month with client)	\$2,000
Provide quarterly report of key performance indicators (KPIs) and STR report, in addition to a combined report of contracted services including website, marketing/advertising, social media, PR and visitor fulfillment. Reports will also include a high-level dashboard to track progress against annual goals and previous year's results.	\$2,350
Attend Tourism Promotion Committee virtual meeting with TPC (2 per quarter)	\$2,300
SUBTOTAL	\$6,650

TOURISM DEVELOPMENT SERVICES: \$1,550

Q4

Deliverables	Budget
Create and strengthen partnerships and relationships with leading DMOs and Wilsonville businesses on the creation of travel and tourism packages. Add packages to website and promote on social media.	\$1,550
SUBTOTAL	\$1,550

TOTAL BUDGET	\$28,950
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BILLABLE RATES

Additional work performed outside this scope of work will be billed at a blended rate of \$175 per hour.

JayRay Hourly Rate Schedule by Service

Production Design: \$150 | Creative Direction/Graphic Design (Designer): \$175

Web Design/Development: \$150 | Project Management: \$175

Copywriting (social media, marketing, PR): \$175 | Strategy: \$200

Videography: \$165 or \$1,500 day rate | Photography: \$150

ROUNDS OF REVISION

All work includes one round of major revision, or two rounds of minor revisions to stay within budgeted hours.

ADDITIONAL EXPENSES

If appropriate, other expenses are billed at the current U.S. General Services Administration Per Diem Rates for Oregon or other appropriate location for Lodging and Meals & Incidentals.

Explore Wilsonville Scope of Work & Budget Detail

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

FY 2021-22: July 1, 2021-June 30, 2022

December 10, 2020

BUDGET: \$100,000

FY 2021-2022: July 1, 2021-June 30, 2022

MARKETING SERVICES: \$23,000

FY 2021-2022

Deliverables	Budget
Develop 2021-2022 high-level marketing plan for Tourism Promotion and Development and Destination Marketing Plan (includes media buy plan for digital campaign placements)	\$2,000
Art and creative direction, including concepting	\$2,370
Ad design, production and copy writing	\$7,630
Digital advertising allowance and social media boosted posts to reach target markets and grow followers (\$11,000)	\$11,000
Reporting* of marketing KPIs *cost included in Management Services	
SUBTOTAL	\$ 23,000

WEBSITE SERVICES: \$9,665

FY 2021-2022

Deliverables	Budget
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) <i>Includes domain name & SSL Certificate renewals include: ExploreWilsonville.com</i>	\$4,440
Provide ongoing content maintenance and content/calendar/photography updates to site	\$5,225
Reporting* of website traffic and related KPIs *cost included in Management Services	
SUBTOTAL	\$9,665

SOCIAL MEDIA SERVICES: \$22,965

FY 2021-2022

Deliverables	Budget
Update social media strategy and editorial calendar across Instagram, Facebook and Pinterest.	\$1,510
Write and produce social content (copy and images) 3-4 times per week for three social media channels following approved social media strategy and editorial calendar	\$14,980
Community management and engagement (schedule and post content on three channels, find photos from followers to post, and grow followers)	\$6,475
Reporting* of social media KPIs *cost included in Management Services	
SUBTOTAL	\$22,965

FY 2021-2022: July 1, 2021-June 30, 2022

Page 2

PUBLIC RELATIONS SERVICES: \$20,070**FY 2021-2022**

Deliverables	Budget
Software subscription to robust Cision Media Database (\$1,000 annually) to provide monthly monitoring, media contact lists, distribution and reporting	\$1,000
Media story pitching following FY21-22 editorial calendar (2 stories per quarter, 8 total), highlighting local businesses and basecamp messaging	\$9,250
Develop media lists for approved stories, conduct targeted PR outreach and provide ongoing media follow-up	\$2,220
Micro influencer/travel blogger campaign (bring 4 IG influencers with travel blogs, each tasked to promote a different Wilsonville Pocket Trip, 1 per quarter). Includes influencer selection, contracts, itinerary building and hosting.	\$6,100
Media hosting allowance for FAMS and approved media visits	\$1,500
Reporting* of public relations KPIs *cost included in Management Services	
SUBTOTAL	\$20,070

MANAGEMENT SERVICES: \$18,190**FY 2021-2022**

Deliverables	Budget
Management of the overall tourism-promotion and destination marketing program (includes accounting for itemized expenses, 1 call per month with client)	\$6,400
STR hotel report data, annual subscription renewal for Wilsonville for FY 2022-23	\$2,200
Renew memberships to Travel Portland and Oregon Destination Association FY 2022-23	\$890
Provide quarterly report of key performance indicators (KPIs) and STR report, in addition to a combined report of contracted services including website, marketing/advertising, social media, PR and visitor fulfillment. Reports will also include a high-level dashboard to track progress against annual goals and previous year's results.	\$4,700
Attend Tourism Promotion Committee virtual meeting with TPC (4 total, 1 per quarter)	\$4,000
SUBTOTAL	\$18,190

TOURISM DEVELOPMENT SERVICES: \$1,910**FY 2021-2022**

Deliverables	Budget
Create and strengthen partnerships and relationships with leading DMOs and Wilsonville businesses on the creation of travel and tourism packages. Add packages to website and promote on social media.	\$1,910
SUBTOTAL	\$1,910

TOTAL	\$95,800
CONTINGENCY ALLOWANCE	\$4,200
TOTAL BUDGET	\$100,000

FY 2021-2022: July 1, 2021-June 30, 2022

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BILLABLE RATES

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