

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Wednesday, September 29, 2021
1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/87003429986>



VOTING MEMBERS

Brian Everest
Tasting Room Manager,
Vitis Ridge Winery

Jennifer Gage
General Manager,
Abella Italian Kitchen

Al Levit
Former Commissioner,
City of Wilsonville
Planning Commission

Elaine Owen
Owner, Lady Hill Winery

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
Kris Ammerman 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)**
Dave Parulo,
President/CEO
Sylke Neal-Finnegan,
VP/Marketing &
Communications
(designee)

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

STAFF

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

TOURISM PROMOTION AND DESTINATION MARKETING CONTRACTOR

JAYRAY, LLC
Bridget Baeth, Principal
Alex Domine, Associate
Advisor
Cara Sjogren, Advisor

- | | |
|---|-------------|
| 1. Welcome | 1:00 |
| a. Committee members and guests introductions | |
| 2. Committee Business and Updates | 1:10 |
| b. Approve TPC Meeting Minutes of April 27, 2021* | |
| c. Review and Recommend FY 2021-22 Program Amendment* | |
| d. Review and approve RFP for Tourism Promotion and Destination Marketing Contractor* | |
| 3. Jay Ray Tourism Promotion Updates | 2:10 |
| e. Highlights | |
| f. Influencer Campaign | |
| 4. Tourism Promotion Program Updates | 2:40 |
| g. Regional Tourism Updates | |
| h. Member Updates | |
| 5. Next Meeting | 2:55 |
| i. Doodle poll for a late fall meeting date | |
| 6. Adjourn | 3:00 |

* *Materials in packet*

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

To submit public comments, please email mombert@ci.wilsonville.or.us by September 27, 2021 at 12:00pm.

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

Wilsonville Tourism Promotion Committee

DRAFT MEETING MINUTES

Tuesday, May 11, 2021

Zoom Virtual Meeting

1. Welcome

a. Voting members attending: Chair Beth Price, Vice Chair Rohit Sharma, Al Levit and Brian Everest.

Ex-officio members, staff, consultants and guests attending: Zoe Monahan, Mark Ottenad, Brian Stevenson, Councilor Charlotte Lehan, Genny Boots, Alex Domine, Bridget Baeth, Sylke Neal-Finnegan, Kevin Ferrasci O'Malley and Jennifer Gage.

2. Committee Business and Updates

b. Approve TPC Meeting Minutes of December 17, 2020 and February 10, 2021: Rohit Sharma made a motion to approve the TPC minutes from December 17, 2020 and February 10, 2021. Brian Everest seconded the motion and the motion passed unanimously.

c. Approve FY2021-22 1/5-Year Action/Implementation Plan: Staff walked the committee through the draft plan that is primarily a status-quo program due to the ongoing pandemic. The JayRay team will continue to update content related to the pocket trips and engage online followers. The JayRay budget will be set at \$100,000 for FY 21/22 and the City will continue to budget for the grant program, which was not allocated in 2019 or 2020. Sylke Neal-Finnegan mentioned that WCVA will have a new CEO, Dave Parvlo the first of June. Brian Everest made a motion to recommend the FY 2021/22 1/5 year Action/Implementation Plan to City Council for approval. Rohit Sharma seconded the motion and it passed unanimously.

d. Committee Vacancy and Recruitment: Staff reviewed the open position for appointment, Position #3, formerly held by Jeff Brown. Position #6, held by Darren Harmon will be open has of July 1, 2021 since he will not be seeking reappointment. We appreciate his service to the Tourism Promotion Committee and City of Wilsonville.

Staff has discussed the committee with a few representatives interested in serving on the committee.

3. JayRay Updates

The committee was introduced to Alex Domine, the newest member of the JayRay Team. Bridget Baeth provided the committee with an overview of the 2020 report. The takeaways from the report included the ads and content created over the year. There was a sweepstakes package developed but it was paused due to Covid-19. The team has continued to refine the website including updates and travel advisories. Blogs were also shared. Social media was ramped up with a campaign and the team was able to leverage local stories. Pintrest was paused for a time.

The Quarter 3 report was also shared with the committee. In Q3 there were new pocket trips developed in addition to new PR. There were also a number of new social and Instragram stories. There was a question about looking at pocket trips with a diversity lens. This could be incorporated in events and it was suggested that the Memorial Day Event be shared through Explore Wilsonville. There was also a question about click through data. This would require budget for a tracking link. The Chamber noted that they have access to large event software which is free for one year through the chamber.

4. Tourism Promotion Program and City Updates

e. Regional Tourism Update

Sylke shared the STR information for Washington County. They are saw 49.3% room occupancy in the first quarter. They are starting to see occupancy rates going up in Tualatin/ Wilsonville.

f. Member Updates

Brian Everest shared winery updates. May is wine month. Wineries are hoping that the risk category will change to lower level than extreme risk. Councilor Lehan noted that vacation rentals are busy for the Tulip Festival. Jennifer Gage, guest, shared that they are seeing more customers in at risk populations at the restaurants. The vaccines seem to be helping people return. They are looking into outdoor seating. Finding labor is a challenge in addition to the changing restrictions. Kevin O'Malley noted that there would be a town hall for business needs with the Mayor. Brian Stevenson noted that there is not a lot of rentals due to restrictions and the KWMO Memorial Day Celebration will small.

g. Tourism Lodging Tax Update

Staff provided a brief overview of the current Tourism Lodging Tax revenues.

5. Next Meeting**h. Doodle poll for a fall meeting date**

Staff will send out a doodle poll to select the meeting date for the fall.

6. Adjourn

The meeting adjourned at 2:55 pm. Next meeting will be scheduled in fall 2021.

Respectfully submitted by Zoe Monahan on June 11, 2021.

MEDIA BUY

Explore Wilsonville Reopening Campaign

August 9, 2021

JAYRAY A PLACE TO THINK

Branding | Advertising | Strategic Communications

2022 REOPENING CAMPAIGN

Goals:

- Increase awareness of Wilsonville as an overnight destination
- Increase number of hotel rooms booked
- Increase online engagement with those living outside of Wilsonville
- Learn who our visitors are
- Track results for better data to inform future marketing strategies

Campaign type:

- Geofencing with See Source
- Digital ads, online placement based on data gathered

SEE SOURCE GEOFENCING + AD CAMPAIGNS

- Geofence points of interest in Wilsonville, learn who is going to Wilsonville + where they go + where they spend \$ (collect data back to 2018)
- Ability to geofence competitors (Portland hotels) and serve ads to visitors there
- Ability to create lookalike audiences based on demographic and psychographic data of past visitors = more precise
- Better data = smarter marketing strategy

WHY SEE SOURCE? ECONOMIC IMPACT + TRAVEL DATA!

Show the true impact of marketing efforts to stakeholders

- Total ad impressions + # of people who saw ads + # of people who then visited (data avail on points of interest that are geofenced + tracked through mobile devices)
- Instantly derive data on audiences for events, seasons, points of interest, specific dates

Advertising products:

- Digital display ads, HTML 5, Native, Video, Connected TV, Social
- Programmatic advertising placements:



WHAT WE'LL LEARN ABOUT WILSONVILLE VISITORS:

Geolocation data will power our ad campaigns to reach those most likely to visit Wilsonville!

Geolocation (cell phone GPS) data by See Source for visitors with up to 20 charts, maps, graphs and other visualizations as described below for up to 6 points of interest. Plus, access to a web-based customized dashboard with up to 20 live data reports with the ability to manipulate time periods for the type of data including but not limited to:

- Analysis of 6 points of interest (POI) we choose (+3 years historical data)
- Credit Card spending data
- Map of home location of visitors
- Daily, weekly, and monthly # of unique visitors by POI
- Daily, weekly and monthly total visitors by POI
- Year-over-year comparisons
- # of Visitors by POI and by zip code
- Demographic profile of visitors by zip code
- % of market (at City, County or zip code level) captured by POI
- Increase/decrease of visitors by zip code
- Spending dashboards
- Advertising analytics charts including spend
- Return on Investment calculated down to zip code level
(requires marketing spend data at zip code level by Visitor to be implemented—TBD)

Of those that saw our ads,
X visited [a Wilsonville hotel]
and visited [Bullwinkle's] and [a
Wilsonville park] and...

We'll even be able to learn
WHICH Wilsonville hotel through
a drill-down data process.

MEDIA STRATEGY- 3 KEY OPPORTUNITIES

PAST VISITORS

- Visitors to specific Points of Interest (POI's) identified by client or to the community generally
- Visitors during a specific season
- Previous visitors who stayed in a hotel
- Visitors with high spending levels
- Regional drive or fly markets

GEO-CONQUESTING

- Visitors to similar tourism destinations
- Visitors to similar POI's such as mountain bike trails, beaches, or museums
- People who have attended similar special events regionally
- Known travelers during off/shoulder seasons to similar POI's

NEW MARKETS

- Create lookalike audiences of current visitors using household demographics and psychographics
- Create lookalike audiences from competitive POI's
- Identification of visitors around the country who match the destination or venue "target market" by season who are known travelers

GEOFENCING WILSONVILLE

We can attribute ads to hotel visits AND see the bigger picture—who's coming to Wilsonville, where they are going and what they are spending money on

6 Points of Interest in Wilsonville (TBD):

1. Entire city limits (area)
2. Hotels (+drilldown to each hotel)
3. Parks (+drilldown to each park or other outdoor rec venues)
4. Bullwinkle's Family Fun Center
5. Wineries (+drilldown to each winery) OR Competitor
6. Farms (+drilldown to each farm) OR Competitor

ITEM	TIMING	CUSTOMIZATION	BUDGET
6 POIs (+ 4 drill-downs) with insights dashboard	12 months (Sept. '21-Aug.'22)	Included	\$15,564
3 years of historical data	One-time cost	Included	\$1,000
Monthly consumer spending data (credit card) data	12 months (Sept. '21-Aug.'22)		\$5,400
Project management, Setup	JayRay		\$3,306
		TOTAL	\$25,000

CAMPAIGN PROMOTIONS

1. Winter campaign
2. Spring campaign

CAMPAIGN	TARGETING	TIMING	BUDGET
Winter	Digital ads to target past visitors AND look alike audiences	Winter 2022	\$11,000 (from existing budget)
Spring	Digital ads to target past visitors AND look alike audiences	Spring 2022	\$10,000 (new budget)
AD SPEND			\$21,000
GEOFENCING + DATA			\$25,000
TOTAL BUDGET			\$46,000

+ PARTNERSHIPS AVAILABLE

**Need to confirm ad placements based on budget*

- Wilsonville businesses can geofence an area: \$220/month (*City, Bullwinkle's, Hotels...*)
- Explore Wilsonville can put more \$\$ into advertising if businesses/organizations pay for geofencing data

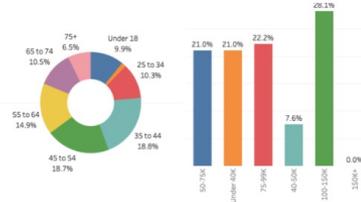
PROCESS

3 YEARS
OF HISTORICAL
VISITOR DATA



SEE SOURCE
ANALYSIS

IDENTIFY
VISITORS

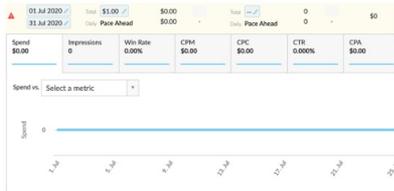


SEE SOURCE
DATA

IDENTIFY POI'S
VISITED

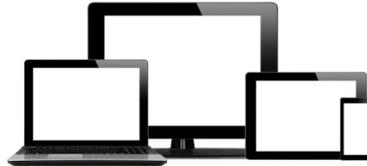
- 25-34 Yr. Outdoor Rec. Enthusiasts
- 65+ Yr. Museums, Nat. Parks, Golf
- 35-50 Yr. Mountain Bikers/ Skiers
- 25-34 Yr. Beach Goers/ Family POI
- 19-25 Yr. Outdoor Rec/ Music Festivals

DAILY
ANALYTICS
& ATTRIBUTION



SEE SOURCE
DATA

MAID ADVERTISING
BASED ON INTERESTS



SEE SOURCE
DATA

Data example

SEE SOURCE VISITOR PROFILE

Visitor Profile

Zip Code	State Abbr	City Name	35 to 44	45 to 54	55 to 64	65+	Gen Z	Millenials	Gen X	Boomers	% of Households w/ Children	Avg. Household Size	Median Income	Bachelor Degree or Higher
94028	CA	Portola Vall..	8.2%	17.0%	16.2%	27.6%	15.6%	7.5%	22.0%	43.8%	31.05%	3	244,671	83.4%
10007	NY	New York	19.7%	16.1%	9.5%	5.9%	10.3%	33.0%	27.0%	15.4%	25.35%	2	242,644	76.8%
94024	CA	Los Altos	11.6%	16.4%	16.9%	19.6%	17.6%	9.4%	25.3%	36.5%	41.07%	3	220,970	83.9%
98314	WA	Bremerton	3.9%	0.4%	0.2%	0.0%	80.7%	16.7%	2.0%	0.2%	69.23%	3	218,750	25.5%
22066	VA	Great Falls	9.2%	18.2%	17.3%	18.3%	20.8%	9.1%	22.6%	35.6%	39.42%	3	218,638	80.1%
06870	CT	Old Greenw..	13.5%	18.7%	12.3%	13.2%	19.4%	12.1%	24.1%	25.5%			217,361	77.3%
92657	CA	Newport Co..	11.0%	20.0%	18.5%	19.0%	16.0%	12.7%	23.5%	37.5%	25.15%	3	215,000	72.6%
10504	NY	Armonk	9.8%	18.1%	17.6%	14.4%	24.2%	7.7%	22.8%	32.0%	43.23%	3	213,234	82.3%
10577	NY	Purchase	4.2%	8.2%	6.2%	6.4%	68.1%	4.0%	9.3%	12.6%	35.32%	3	213,173	71.8%
02468	MA	Waban	10.4%	16.2%	17.8%	19.3%	19.2%	10.0%	23.6%	37.1%			212,394	89.7%
94022	CA	Los Altos	11.1%	16.9%	14.6%	23.1%	16.1%	11.1%	23.8%	37.7%	32.52%	3	208,984	82.5%
06820	CT	Darien	13.5%	17.1%	12.2%	11.9%	24.7%	10.6%	24.7%	24.1%			208,848	81.0%
11724	NY	Cold Spring ..	11.2%	18.0%	15.3%	13.1%	21.2%	16.2%	20.4%	28.4%	40.80%	3	207,656	80.7%
06878	CT	Riverside	14.6%	19.3%	11.7%	13.0%	20.7%	12.3%	22.6%	24.7%			207,500	71.3%
76092	TX	Southlake	13.6%	21.0%	14.6%	8.8%	23.8%	9.5%	28.2%	23.4%	49.88%	3	207,127	68.8%
60022	IL	Glencoe	11.2%	17.2%	16.6%	16.8%	22.9%	7.6%	22.9%	33.4%	38.30%	3	204,118	86.6%
22039	VA	Fairfax Stat..	9.2%	16.3%	20.5%	16.2%	22.0%	9.8%	22.7%	36.7%	34.96%	3	204,063	77.2%

JAYRAY A PLACE TO THINK

Branding | Advertising | Strategic Communications

THANK YOU!

Contact us

-  535 Dock Street, Ste. 205 Tacoma, WA 98402
-  253.627.9128
-  bbaeth@jayray.com

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Explore Wilsonville Scope of Work & Budget Detail

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

Jan. 1-June 30, 2022 Reopening Campaign

August 9, 2021

BUDGET: \$25,000

REOPENING CAMPAIGN \$25,000 LEVEL

MARKETING SERVICES: \$25,000

SEPT '21-AUG '22

Deliverables	Budget
Geofencing campaign with SeeSource based on geolocation monthly data subscription to reach those mostly likely to visit Wilsonville. We'll learn who is going to Wilsonville, where they visit when they're here and what they spend money on (12 month subscription)	
Consumer spending (credit card) data to learn where visitors are spending money (12 months)	\$5,400
Three years of historical data (one-time cost) back to 2018	\$1,000
Analysis of 6 points of interest (hotels, parks, wineries, farms, Bullwinkle's Family Fun Center and entire city limits) and 3 years of historical data	\$15,564
Data we'll gather includes:	
-Map of home location of visitors	
-Daily, weekly and monthly number of unique visitors to each point of interest	
-Daily, weekly and monthly number of total visitors by point of interest	
-Number of visitors by point of interest and by zip code	
-Demographic profile of visitors by zip code	
-% of market (at City, County or zip code level)	
-Increase/decrease of visitors by zip code	
-Spending dashboard	
-Advertising analytics chart	
-Return on investment calculated	
<i>We'll be able to answer: Of those that saw our ads, X visited [a Wilsonville hotel] and [a park] and spent money on x. We'll even be able to learn WHICH Wilsonville hotel through a drill-down data process.</i>	
<i>Allows us to create lookalike audiences based on demographic and psychographic data of past visitors = more precise, better data and smarter marketing strategy</i>	
Project management, set up geofencing locations, reporting and customized dashboards, monthly	\$3,036
<i>Note: use this data and run digital ads (\$11,000 in advertising in existing budget) through SeeSource</i>	
TOTAL BUDGET	\$25,000

Explore Wilsonville Scope of Work & Budget Detail

TOURISM PROMOTION AND DEVELOPMENT AND DESTINATION MARKETING SERVICES

Jan. 1-June 30, 2022 Reopening Campaign

August 9, 2021

BUDGET: \$50,000

REOPENING CAMPAIGN \$50,000 LEVEL

MARKETING SERVICES: \$35,000

SEPT '21-AUG '22

Deliverables	Budget
Geofencing campaign with SeeSource based on geolocation monthly data subscription to reach those mostly likely to visit Wilsonville. We'll learn who is going to Wilsonville, where they visit when they're here and what they spend money on (12 month subscription beginning Sept. 2021)	
Consumer spending (credit card) data to learn where visitors are spending money (12 months)	\$5,400
Three years of historical data (one-time cost) back to 2018	\$1,000
Analysis of 6 points of interest (hotels, parks, wineries, farms, Bullwinkle's Family Fun Center and entire city limits) and 3 years of historical data	\$15,564
Data we'll gather includes:	
-Map of home location of visitors	
-Daily, weekly and monthly number of unique visitors to each point of interest	
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-Number of visitors by point of interest and by zip code	
-Demographic profile of visitors by zip code	
-% of market (at City, County or zip code level)	
-Increase/decrease of visitors by zip code	
-Spending dashboard	
-Advertising analytics chart	
-Return on investment calculated	
<i>We'll be able to answer: Of those that saw our ads, X visited [a Wilsonville hotel] and [a park] and spent money on x. We'll even be able to learn WHICH Wilsonville hotel through a drill-down data process.</i>	
<i>Allows us to create lookalike audiences based on demographic and psychographic data of past visitors = more precise, better data and smarter marketing strategy</i>	
Project management, set up geofencing locations, reporting and customized dashboards, monthly	\$3,036
<i>Note: use this data and run digital ads (\$11,000 in advertising in existing budget) through SeeSource</i>	
Digital Winter and Spring advertising campaign (Jan-June 2022) to promote Wilsonville hotel packages and overnight stays, positioning Wilsonville an affordable basecamp to the greater Portland area. Additional advertising dollars to reach more people and drive more business to Wilsonville using SeeSource geolocation data and ad placements	\$10,000
Advertising product capabilities include digital display ads, HTML 5, native content, video, connected TV and social media, as well as programmatic	
SUBTOTAL	\$35,000

PUBLIC RELATIONS SERVICES: \$5,000

JAN-JUNE '22

Deliverables	Budget
Paid story content partnership with national and regional travel/lifestyle publications to get coverage of Wilsonville in major magazines (digital/print) to align with Winter/Spring ad campaign. Includes story development, coordination and paid placement.	\$5,000
SUBTOTAL	\$5,000

WEBSITE SERVICES: \$10,000

JAN-JUNE '22

Deliverables	Budget
Expand Wilsonville trip itinerary content from 10 total trips to a series of 2-3 trips per each category (10 categories currently). Ex: Outdoorsy trip would become a theme with 2-3 itineraries in that theme. Includes research, writing, redesign itinerary pages and content upload.	\$6,000
Monthly blog (Jan-June) to promote winter/spring campaign themes (includes \$500 promotion allowance)	\$4,000
SUBTOTAL	\$10,000

TOTAL BUDGET \$50,000

OPTIONAL

Campaign photo shoot, based on chosen creative concept: \$8,000 allowance (1-day shoot)



DRAFT

REQUEST FOR PROPOSALS

PROFESSIONAL SERVICES

‘Explore Wilsonville’ Tourism Promotion and Destination Marketing Services

ADVERTISEMENT DATE: **October 8, 2021**

Proposals due: **October 27, 2021, at 2:00 PM local time**

Proposals must be sealed in an opaque envelope, plainly marked as follows: “RFP – Tourism Services,” and sent to the address below. Include the name and address of the Proposer.

Proposers must submit eight (8) hard copy sets of the Proposal and a digital, electronic-file version on a compact disc (CD) or a flash “thumb” drive.

Electronically mailed or faxed Proposals will not be accepted.

The City of Wilsonville reserves the right to reject any or all Proposals.

This RFP and related documents are posted online at www.ci.wilsonville.or.us/tourism

Address Proposals to:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070



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REQUEST FOR PROPOSALS PROFESSIONAL SERVICES

'Explore Wilsonville' Tourism Promotion and Destination Marketing Services

1. PROJECT DESCRIPTION

A. Summary of the Project

The City of Wilsonville, Oregon, invites proposals from qualified individuals or organizations ("Proposer") for tourism promotion and destination marketing services ("Project") for the City's 'Explore Wilsonville' tourism-development strategy. The strategy is updated annually by a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* ("Plan") that acts as an over-arching business plan approved by the Tourism Promotion Committee ("Committee") and adopted by the City Council.

The Plan is implemented primarily through a *Tourism Promotion and Destination Marketing Services Plan Program* ("Program") developed by the Proposer with input and direction of the Committee and also approved by City Council concurrent with the Plan. The Program consists of a specific set of marketing-communications deliverables, as well as general on-going professional services, that are the subject of this Request for Proposals (RFP).

Located mid-way between Oregon's largest metropolitan area and the state capitol, the 'Explore Wilsonville' tourism-promotion program seeks to position Wilsonville as an attractive destination along I-5 for overnight lodging from which to explore nearby attractions with day-long 'pocket trips' throughout the Portland metro region and the North Willamette Valley. Working with a tourism promotion and destination marketing services consultant firm, the City of Wilsonville's Tourism Promotion Committee acts as the local-area Destination Marketing Organization (DMO), collaborating with Clackamas County Tourism & Cultural Affairs/ Oregon's Mt. Hood Territory, Washington County Visitors Association and the Willamette Valley Visitors Association.

As a city with a range of two- to four-star lodging-property options that provide approximately 600 hotel rooms located on the dual edge of the Portland metro area and "Oregon Ag/Bike/Wine Country," Wilsonville provides easy access to both urban and rural attractions. As a city that hosts major corporations with thousands of employees and contractors, business and convention visitors seek additional leisure-trip opportunities. **Thus, Wilsonville has a regional tourism-promotion agenda that reaches out beyond the city limits to promote area attractions and events while positioning Wilsonville as the destination for visitors to choose for overnight lodging.**

B. Scope of Work

This RFP focuses on obtaining high-quality, professional tourism promotion and destination marketing services for the relatively new 'Explore Wilsonville' DMO that has a footprint in both the Portland metro market and the Willamette Valley, facilitating Wilsonville's ability to be a "dual gateway" between urban culture and agricultural heritage. The key objective of the Project is to increase overnight lodging occupancy during the non-summer shoulder-season months of

the year by developing marketing campaigns that promote Wilsonville as an ideal lodging 'base-camp' for day-trips to explore regional attractions and events.

Specific tourism promotion and destination marketing services that are required by this RFP's scope of work include but are not limited to the following:

Marketing Services

- Advancing and implementing marketing promotion plans that include ad-buys, creating digital and print advertising, online/website promotional features and social-media engagement.
- Creating digital and print marketing collateral as needed that could include a visitor guide and map, brochures, and other products.

Website Services

- Hosting *ExploreWilsonville.com* tourism website on a platform that provides high-quality presentation for all devices, including desktop, tablet and mobile phone.
- Utilizing SEO and keywords strategies to generate online referrals
- Developing and maintaining original written, graphic-arts and photographic content for the tourism website, *ExploreWilsonville.com*, and related social media channels that include easily-accessible, current/updated listings of area events and tourism attractions (20-mile radius), and feature local lodging/dining opportunities.

Social Media Services

- Designing and implementing a social-media marketing strategy, including promotional e-marketing campaigns and contests and posting regular updates to Facebook, etc.

Public Relations Services

- Managing media contacts and issuing regular news releases to feature unique content and market attractions/events.
- Developing and cultivating earned media coverage through issuing press releases, pitching stories and arranging hosted tours.

Photographic & Video Services

- Arranging and implementing photographic and video shoots, including obtaining models and releases, for use in print and digital media.

Management Services

- Overseeing all aspects of 'Explore Wilsonville' tourism promotion program in conjunction with staff and Committee, including financial accounting.
- Providing necessary management supervision of activities and maintaining registrations and insurance provisions.
- Developing and operating procedures/systems in conjunction with City staff for public communications to respond timely to inquiries and fulfill requests for information via email, online, phone, US mail or in-person.
- Managing subscriptions to online services, software and database services and other destination marketing associations.

- Participating in-person (preferable) or telephonically in Committee meetings that average six (6) two-hour-long meetings per fiscal year.
- Producing quarterly reports on a key set of metrics that include lodging property occupancy, website/social-media traffic, inquiries/information-requests, etc.

Collateral, Printing & Shipping/Distribution Services

- Creating and arranging production/printing of brochures and other marketing collateral.
- Developing and supporting distribution channels and paying shipping costs for print collateral products to targeted rest stops, visitor centers, and other locations.

Reserve/Contingency

- Setting aside a portion of budget to cover unanticipated opportunities or expenses.

For more information on the components desired in a Scope of Work to be submitted as a Proposal, see Appendix A – Tourism Promotion and Destination Marketing Services Desired Scope of Work.

C. Term and Budget of Project

The Contract awarded under this RFP is for an amount not to exceed \$150,000 for a one-year period, covering July 1, 2022, through June 30, 2023.

The Contract will also contain an option for the City to extend at its sole discretion the Contract with a modified scope of work proposed by Proposer and acceptable to City for two (2) additional one (1)-year contract extensions of the Project, with each extension currently estimated at \$200,000/year but subject to City Council annual budget approval.

Thus, the potential budget over three- years for tourism promotion and destination marketing services that includes the timeframe of this RFP and two optional extensions totals an amount not to exceed \$550,000.

D. Tourism Budget Information

The City's tourism promotion and destination marketing program, a component of the City Manager's Office, is funded through transient lodging taxes collected by the City. The budgeted amount for 'Explore Wilsonville' tourism promotion and destination marketing services professional services agreement is \$150,000 annually for FY 2022-23; up to \$200,000/year is estimated for the next two fiscal years.

The City also budgets annually an additional \$25,000 for a local Community Tourism Grant Program with funds awarded by the Tourism Promotion Committee primarily to local organizations producing public tourism events. City staff provide staffing to support the Committee for vetting applications and overseeing funding disbursements and reporting; the contractor for this RFP does not provide support for this function of grant awards.

Thus, the total amount of tourism funding resources for the Plan for a one-year period of the current fiscal year, FY 2022-23 for July 1, 2022, through June 30, 2023, is \$175,000:

- \$150,000 for tourism promotion and destination marketing services
- \$25,000 for tourism grant program

E. 'Explore Wilsonville' and Community Description

Originally adopted by City Council in May 2014, the *Wilsonville Tourism Development Strategy* ("Strategy") provided fieldwork research and a general blueprint for local-area tourism promotion and destination marketing services, together with a set of recommendations for both short- and long-term actions.

The Committee prioritized key components of the Strategy, and is working through those elements via annual approval of the Plan that provides a larger five-year action plan and a more specific one-year plan targeted for implementation the following fiscal year. Thus, the strategy is updated annually by a *Five-Year Action Plan and Annual One-Year Implementation Plan for the Wilsonville Tourism Development Strategy* ("Plan") that acts a business plan approved by the Tourism Promotion Committee ("Committee") and adopted by the City Council.

The Plan is implemented primarily through a *Tourism Promotion and Destination Marketing Services Program* ("Program") developed by the Proposer with input and direction of the Committee and also approved by City Council concurrent with the Plan. The Program consists of a specific set of marketing-communications deliverables, as well as general on-going professional services, that are the subject of this RFP.

As one of Oregon's fastest-growing cities for the past two decades, Wilsonville now has a population over 25,000 and hosts 21,000 jobs that generate a \$1.2 billion annual payroll, mostly in high-tech engineering and manufacturing jobs. Significant employers include Siemens (aka Mentor Graphics), Sysco Food Services, Collins Aerospace, TE Medical, DW Fritz Automation and FLIR. TWIST Bioscience will also be making significant investments in the community as the San Francisco-based business expands to Wilsonville. Notable residential developments include the international-award winning Villebois urban-village and 2019 NW Natural Street of Dreams location in the Frog Pond West neighborhood.

Education is a top community priority, with the West Linn-Wilsonville School District rated as one of Oregon's top public schools system, and higher-education facilities of Clackamas Community College and Oregon Institute of Technology's "Oregon Tech" Portland-metro campus located in Wilsonville.

The City operates South Metro Area Regional Transit (SMART) that offers fixed-route, fare-free rides in town and fare connections to TriMet's Westside Express Service (WES) commuter rail to Tualatin, Tigard and Beaverton and the entire Portland metro system, and to Canby and Salem/Keizer.

In a series of National Citizen Surveys conducted over the past eight years, Wilsonville residents consistently score the quality of life and City services as some of the best in the U.S. based on scientifically-valid survey. Both residents and visitor rate Wilsonville's parks, which include two regional parks that feature playing fields/recreation opportunities and natural areas, as attractive amenities. The Willamette River represents an incredible natural resource that is only recently being utilized with plans for new park development and improved river access. New bike/ped bridges over I-5 and the Willamette River that connect with the Portland metro area Ice Age Tonquin are currently being planned by the City.

The City is currently planning to implement an arts and culture program guided by an Arts, Culture and Heritage Strategy with a new City Council-appointed Arts and Culture Commission. Eventually current tourism and new culture affairs programs may be merged with supportive staffing.

2. PROPOSER AND PROPOSAL REQUIREMENTS

A. Developing Proposals

Interested consultants shall prepare and submit Proposals in accordance with the requirements stated within this RFP. Adherence to these requirements will ensure a fair and objective analysis of submitted Proposals. Proposals should provide a clear, concise description of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be placed on completeness, brevity, and clarity of content. Failure to comply with or complete any part of the RFP may result in rejection of the Proposal. The ability to follow these instructions demonstrates attention to detail.

B. Eligible Proposers

The City of Wilsonville, Oregon, is requesting Proposals in order to select a qualified consultant to provide tourism promotion and destination marketing services for the City's 'Explore Wilsonville' tourism development strategy ("Project"). Proposers, which may be individuals or organizations, are invited to demonstrate their experience and qualifications in performing work directly related to the services required by responding to this Request for Proposals (RFP).

Technically, qualified proposers are required:

- To be able to demonstrate prior successful professional experience in tourism promotion and destination marketing services and otherwise meet the requirements of this RFP.
- If successful as Proposer, acquire a City of Wilsonville business license.

C. Minimum Qualifications

Qualities sought in the successful Proposer for Tourism Promotion and Destination Marketing Professional Services Agreement include demonstrating the following skills and experience:

- **Marketing Communications Proficiency:** Comprehensive background in multiple aspects of public-relations and marketing communications, including producing branding strategy and messaging, creating incentive programs, graphic-arts creation and development of advertising sales collateral. Seek professional knowledge of publication and web layout and design, social-media use and email-marketing techniques, as well as related writing/editing and media-relations skills.
- **Professional Tourism Background:** Extensive professional experience in the tourism industry with a track record of successful accomplishments that have increased overnight lodging occupancy or other quantifiable metrics.
- **Oregon Tourism Expertise:** Considerable first-hand knowledge of the Oregon tourism industry, including managers of DMOs, tour operations, meeting/convention planners, and specialized travel segments such as Business Travelers, VFR (Visitor Friends and Relatives), and FIT (Free/Foreign Independent Traveler) markets.
- **Prior Governmental Experience:** Previous work with local, state or federal unit of government on tourism development, economic development or other programs. Experience working with cities, committees, boards, and chambers of commerce of particular interest.

- **Other Qualifications:** Possess a valid driver's license and ability to operate a motor vehicle; ability to pass a criminal background check; ability to acquire all required insurance coverage and provide documentation; ability to work weekends, holidays, and evening hours as business demands. Some overnight travel is required.

D. Proposal Format

Proposals shall be typewritten, with a standard body text font (e.g., Calibri, Times New Roman, Garamond) of at least 12-point. Proposals shall be preferably double-sided and stapled once or bound in the upper left-hand corner. The City requests that submittal materials contain post-consumer recycled content and are readily recyclable. The City discourages the use of materials that cannot be readily recycled, such as PVC binders, spiral bindings, and plastic or glossy covers or dividers. One page is considered to be one side of a single 8 ½" x 11" sheet.

E. Proposal Content Specifications

The Proposal should be organized to include the following information in the following order:

1. A signed cover letter stating the consultant/firm Proposer's desire to make an offer responsive to the RFP.
2. Consultant/firm name, address and specialty of the consultant/firm. Include the same for any sub-consultants included in the Proposal and provide a contact person for each one.
3. Names and descriptions of relative experience of each individual who will be assigned to this Proposal; resumes showing relevant experience are preferred.
4. Three (3) references for each individual or firm listed in the Proposal, including name, email address, and telephone number for one direct contact person for each reference.
5. A work plan explaining how the Proposer intends to address all of the tasks listed in the Scope of Work. Proposers are encouraged to suggest modifications or additions to the Scope of Work, but the Proposal should at least address all of the tasks defined in the Scope of Work. Specific items to consider addressing include:
 - a. The Proposer's understanding of the goals and objectives of the RFP and requested tasks and activities based on existing information.
 - b. Discuss the approach the Proposer will use to perform the tasks and activities identified in the Scope of Work.
6. Cost estimate for completing the Scope of Work. Include billable rates, also known as "Consultant's Rate Schedule," for any consultant proposed to work on the Project, along with any additional charges that might be incurred. Suggested additions or modifications to the Scope of Work should be budgeted separately as adds or deducts.
7. Listing of any exceptions to the Professional Services Agreement, Appendix B. *Please review the draft Professional Services Agreement, paying special attention to the City's insurance requirements.* Proposers may include a copy of their general liability and other insurance documentation with the Proposal.
8. Additionally, the Proposal should include at least four (4) samples of DMO tourism-promotion related work products that were prepared by the Proposer or members of the consultant team, along with a note of explanation about each sample product.

3. PROPOSAL SUBMISSION

A. Proposal Due Date and Submission Requirements

Interested consultants shall submit eight (8) hard copies of their written Proposals and one digital, electronic-file version on CD or flash "thumb drive," sealed in an opaque envelope, plainly marked "RFP – Tourism Services," and include the name and address of the Proposer. Proposals shall be addressed and submitted to the following location by **2:00 p.m. local time on Wednesday, October 27, 2021**:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070

Proposals must arrive at the issuing office on or before the listed time and date due. Late Proposals will be returned unopened and without review. Electronically mailed or faxed Proposals will not be accepted.

B. RFP Questions or Change Requests

A prospective Proposer may ask questions and/or request a change to any provision, specification, or contract term contained in the RFP documents by submitting a written request to:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070

OR via e-mail to

mombert@ci.wilsonville.or.us

All questions or change requests shall include "RFP Request – Tourism Services" in the email subject line or written on the front of the envelope and be submitted, in writing, by **2:00 p.m. local time on October 13, 2021**. Each question or request for change must specify the provisions, specifications, or contract terms of the RFP in question and contain reasons for the requested change and any proposed modifications in writing.

The City will evaluate questions and resolve all change requests submitted before the listed time and date due by **October 13 2021**. Changes that are accepted by the City shall be issued in the form of an addendum to the RFP on **October 20, 2021**, which shall be published on the City website RFP section at www.ci.wilsonville.or.us/rfps and at the City's website Tourism Promotion Committee section at www.ci.wilsonville.or.us/tourism.

4. PROPOSAL EVALUATION AND SELECTION

A. Selection Review Committee

All written Proposals received at City Hall by the deadline will be reviewed by a Selection Review Committee. The Selection Review Committee will be comprised of City staff and the Committee. One or more finalists may be invited to an interview after the written Proposals

have been reviewed. Each committee member will independently evaluate each Proposal in accordance with the criteria stated in the Proposal Requirements section of this RFP.

At any point during the evaluation process, the City is permitted to seek clarification of any Proposal. The City retains the right to accept any or no proposal that is deemed to best fit the needs of the City's tourism program.

B. Written Evaluation

Based on his or her evaluation, each member of the Selection Review Committee will score each Proposal according to the following scoring criteria. Each member will rank, in descending order, each Proposal by total score.

Written Proposal Evaluation Criteria and Scoring

Criteria	Maximum Score
Proposal Quality	25
Proposer's Experience/Demonstrated Results	25
Qualifications of Personnel	25
Value of Services Provided for Cost	25
Total Maximum Score	100 Points

In addition to the above weighted scoring criteria, feedback from provided references will also be considered and may be determinative in the selection process.

C. Explanation of Evaluation Criteria

Following are additional details on the proposal evaluation criteria:

- **Proposal Quality:** Quality and creativity of the Proposal and points addressed in the Scope of Work, and the likelihood of achieving program objectives.
- **Proposer's Experience/Demonstrated Results:** Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities.
- **Qualifications of Personnel:** Prior professional experiences and work-products of consultant team members and how relevant to this Project.
- **Value of Services Provide for Cost:** The maximum services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate.

D. Interview Evaluation

If determined to be necessary or desirable by the City, finalists from the written evaluation may be invited to participate in an additional interview evaluation process. The number of finalists will be determined by the Selection Review Committee. The interview evaluation process will provide an opportunity for Proposers to make a presentation to clarify their Proposal and for the Selection Review Committee to ask additional questions related to the Proposal and the Scope of Work. The City will notify finalists of the interview evaluation time and location and allow for a reasonable period of time for finalists to prepare presentations. See the Schedule for potential tentative dates and times for interviews.

After the interviews, each member of the Selection Review Committee will re-evaluate and re-score each finalist interviewed according to the Evaluation Criteria. Each member will rank, in descending order, each interview by total score. The City reserves the right to perform additional investigations of any Proposer, including communication with licensing authorities, former clients, and references, and other means as the City deems appropriate, and may reject any Proposal upon finding a record of Proposer's substandard workmanship.

E. Successful Proposer Determination

The Proposer with the highest overall ranking, as determined by the Selection Review Committee, shall be identified as the Successful Proposer.

The Selection Review Committee shall determine the final ranking of Proposers, and the Committee's decision is final. Upon determination of the Successful Proposer and performance of additional investigations, the City will issue a Notice of Intent to Award letter notifying all Proposers of the City's selection of a Successful Proposer and protest procedures.

The City reserves the right to negotiate a final contract that is in the best interest of the City. The City will only negotiate those provisions of the Tourism Services Contract that were noted as Exceptions in the Proposal. The City will attempt to reach a final agreement with the Successful Proposer. The City may, in its sole discretion, terminate negotiations and reject the Proposal in the event agreement cannot be reached. The City may then attempt to reach final agreement with the next highest ranked Proposer, and so on with the remaining Proposers, until an agreement is reached. In the alternative, the City may at any time elect to reject all Proposals and begin the RFP process over.

After the City has reached final agreement with the Proposer, the Selection Review Committee will make a recommendation to the Wilsonville City Council. The Wilsonville City Council will then make the final contract award decision.

F. Award Protest

A Proposer believing to have been adversely affected or aggrieved by the selection of the Successful Proposer may submit a protest to the City in accordance with OAR 137-047-0740. The protest must be in writing and submitted to:

City of Wilsonville
Attn: Zoe Mombert, Assistant to the City Manager
29799 SW Town Center Loop East
Wilsonville, OR 97070

OR via e-mail to

mombert@ci.wilsonville.or.us

Award protests shall include "RFP Award Protest – Tourism Services" in the subject line or written on the front of the envelope. The written protest must be received by the City no later than **5:00 p.m. local time on Friday, December 17, 2021**. The protest should demonstrate that all higher ranked Proposers failed to meet the requirements of the RFP or are not qualified to perform the services described in the RFP. Protests received after the submittal deadline will not be considered.

No contract associated with the RFP will be awarded until any protests have been resolved. The City will evaluate and resolve all award protests submitted before the deadline within a

reasonable time following receipt of the protest. The City will promptly issue a written decision on the protest to the Proposer who submitted the protest. If the City's written decision on the protest results in a change to the RFP, the City shall cancel the Notice of Intent to Award, revise the RFP documents accordingly, and solicit for new Proposals. The City's decision regarding the protest is final and concludes the administrative appeals process.

5. RFP SCHEDULE

The following is the anticipated timeline of this RFP for receiving and evaluating Proposals and awarding a professional services agreement contract to the most qualified firm or individual. This schedule is subject to change as additional time is needed.

Advertise Request for Proposals (RFP)	Oct. 8, 2021
RFP Question or Change-Request Deadline	Oct. 12, 2021 - 2:00 p.m.
RFP Addenda Issuance Deadline (if needed)	Oct. 20, 2021
Proposals Due	Oct. 27, 2021 - 2:00 p.m.
Potential Interview Dates of Proposers by Selection Review Committee	<i>Early to mid-December 2021 if needed</i>
Evaluation of Proposals Complete	Dec. 17, 2021
Notice of Intent to Award	Dec. 17, 2021
Award Protest Deadline	Dec. 20, 2021 - 2:00 p.m.
City Council Award Public Hearing	Jan 3, 2022 - 7:00 p.m.
Notice of Award	Jan 4, 2022

6. GENERAL RFP AND PROPOSAL INFORMATION

A. RFP Documents

Request for Proposal (RFP) documents may be obtained at Wilsonville City Hall, located at 29799 SW Town Center Loop East, Wilsonville, Oregon 97070, or may be obtained electronically on the City website RFP section at www.ci.wilsonville.or.us/rfps. The City of Wilsonville shall not be held responsible for the delivery of the documents.

Other 'Explore Wilsonville'-related documents, including the Strategy, Plan, Program, Committee meeting minutes and more information are online at the City's website Tourism Promotion Committee section at www.ci.wilsonville.or.us/tourism.

B. Project Manager; City Contact

The City's Project Manager is the sole RFP point of contact for all questions, concerns, and protests. The Project Manager for this Project is:

Zoe Mombert
Assistant to the City Manager
503-570-1503
mombert@ci.wilsonville.or.us

Access to the City's Project Manager for telephone calls, emails, or other communication will be unrestricted during the RFP preparation period up until **2:00 p.m. local time on October 13, 2021**. During this time Proposers are encouraged to ask as many questions as needed to prepare a viable Proposal. Questions submitted after 2:00 p.m. local time on **October 13**, will not be addressed.

For the sake of fairness and to avoid the appearance of undue influence, Proposers are *not* to contact any City staff, City official or Committee member other than the Project Manager concerning this RFP. Contact with any other City staff, City official or Committee member concerning this RFP will be grounds for disqualification.

Proposers are hereby notified that verbal communication may not be relied upon as official communication concerning this RFP. Only answers to those questions responded to by the Project Manager in writing via email or by addendum may be relied upon.

C. Changes to the RFP Solicitation by Addenda

The City reserves the right to make changes to the RFP by written addendum by **October 20, 2021**, which shall be published on the City website RFP section at www.ci.wilsonville.or.us/rfps and at the City's website Tourism Promotion Committee section at www.ci.wilsonville.or.us/tourism.

Prospective Proposers who have contacted the Project Manager and received confirmation of their interest in the RFP by email will be notified of changes to the RFP solicitation by addenda or the provision of answers to questions.

All addenda shall have the same binding effect as though contained in the main body of the RFP and Scope of Work.

No addenda will be issued later than **October 20, 2021**, except by an addendum, if necessary, postponing the date for receipt of Proposals or withdrawing the RFP altogether.

Each Proposer is responsible for obtaining all addenda prior to submitting a Proposal and shall acknowledge in the Proposal receipt of each addendum as part of the Proposal. Failure to acknowledge receipt of all addenda as part of the Proposal may result in rejection of the Proposal.

D. Confidentiality

All information submitted by Proposers shall become and remain the property of the City and, as such, is considered public information and subject to disclosure pursuant to the Oregon Public Records Act, except such portions of the Proposals for which Proposer requests exception from disclosure as being proprietary information exempt from disclosure, consistent with Oregon law. If a Proposal contains any information that is considered a trade secret under ORS 192.501(2), each sheet of such information must be marked with the following legend:

"This data constitutes a trade secret and shall not be disclosed except in accordance with the Oregon Public Records Law, ORS Chapter 192."

Identifying the Proposal in whole as a trade secret is *not* acceptable. Failure to identify a portion of the Proposal as a trade secret shall be deemed a waiver of any future claim of that information as a trade secret. Nondisclosure of documents or any portion of a document submitted as part of a Proposal may depend upon official or judicial determinations made pursuant to the Oregon Public Records Law.

The City will make available to any person requesting information through the City processes for disclosure of public records, any and all information submitted as a result of this RFP not exempted from disclosure without obtaining permission from any Proposer to do so after the Notice of Intent to Award has been released.

The City accepts no liability for the inadvertent or unavoidable release of any confidential information submitted. If a public record request is made for material marked as proprietary, the City will attempt to notify the impacted Proposer prior to the deadline for release of the material but will not defend against any legal challenge for release. Therefore, claims arising out of any public record request for such information shall be at the Proposer's sole expense, if the Proposer wishes to deny or withhold the information.

E. Cancellation

The City reserves the right to cancel this RFP or the contract award at any time before execution of the contract by both parties, if cancellation is deemed to be in the best interest of the City. In no event shall the City have any liability for the cancellation of a contract award.

F. Late Proposals

All Proposals that are not received by the Proposal Due Date and Time will not be considered and will be returned unopened to the Proposer. Electronically mailed or faxed Proposals *will not* be accepted. Delays due to mail and/or delivery handling, including but not limited to delays within the City's internal distribution systems, do not excuse the Proposer's responsibility for submitting the Proposal to the correct location by the Proposal Due Date.

G. Disputes

In case of any doubt or differences of opinion as to the items or services to be furnished hereunder, or the interpretation of the provisions of the RFP, the decision of the City shall be final and binding upon all parties.

H. Proposer Certifications

By the act of submitting a Proposal in response to this RFP, the Proposer certifies that:

1. Proposer has carefully examined all RFP documents, including Appendix A – Tourism Promotion and Destination Marketing Professional Services Agreement, all addenda, and all other attachments, fully understands the RFP intent, is able to perform all tasks as described in the Scope of Work of this RFP, and the Proposal is made in accordance therewith. Except as otherwise noted as part of the Proposal, Proposer certifies that Proposer is ready, willing, and able to comply with all terms of the attached Tourism Consultant Contract.
2. Proposer is familiar with the local conditions under which the work will be performed.
3. The Proposal is based upon the requirements described in the RFP, without exception, unless clearly stated in the response.
4. Proposer accepts all of the terms of the City's Tourism Consultant Contract and warrants that Proposer will fully meet all of the insurance requirements contained therein. If Proposer wishes to amend or modify any terms of the Tourism Consultant Contract, such amendment or modification must be stated in particularity in the Proposal. Proposed changes to the draft Tourism Consultant Contract not stated at the time of Proposal

submission will not be considered. Changes stated will be considered but may not be agreed upon by the City for contract award. If the City does not agree with such noted changes, Proposer may withdraw the proposed change or the entire Proposal and the City may elect to award the contract to the next highest ranked Proposer.

5. Proposer certifies, and in the case of sole proprietorship, partnership, or corporation, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of Proposer's knowledge and belief, no elected official, employee, or person whose salary is payable in whole or part by the City has a direct or indirect financial interest in the Proposal, or in the services to which it relates, or in any of the profits thereof, other than as fully described in the Proposer's response to this solicitation.
6. Proposer has examined all parts of the RFP, including all requirements and contract terms and conditions thereof, and if its Proposal is accepted, the Proposer shall accept the contract documents thereto, unless substantive changes are made in same without the approval of the Proposer.
7. Proposer, if an individual, is of lawful age; is the only one interested in this Proposal; and no person, firm, or corporation, other than that named, has any interest in the Proposal, or in the proposed contract.
8. Proposer has quality experience providing the types of services and duties as described within the Scope of Work of this RFP.
9. Proposer shall also certify Proposer's state of residence.

I. Nondiscrimination

By the act of submitting a Proposal in response to this RFP, the Proposer certifies, under penalty of perjury, that the Proposer has not discriminated against minorities, women, or emerging small business enterprises in obtaining any required subcontracts.

J. Competition

Prospective Proposers are encouraged to comment, either with their Proposals or at any other time, in writing, on any specification or requirement within this RFP which the Proposer believes will inordinately limit competition.

K. Proposal Liability

Proposers responding to this RFP do so solely at their expense, and the City is not responsible for any Proposer expenses associated with the RFP. By proposing, Proposers agree that doing so is at their own risk and the City shall have no liability related thereto. Finalists invited to participate in interview evaluations are responsible for scheduling and paying for their own travel arrangements. The City is not liable for any cost incurred by a Proposer in protesting any portion of the RFP documents or the City's selection decision.

L. City Requests for Clarification, Additional Research, and Revisions

The City reserves the right to obtain clarification of any portion of a Proposal or to obtain additional information necessary to properly evaluate a particular Proposal. Failure of a Proposer to timely respond to such a request for additional information or clarification may result in a finding that the Proposer is non-responsive and consequent rejection of the Proposal.

The City may obtain information from any legal source for clarification of any Proposal. The City need not inform the Proposer of any intent to perform additional research in this respect or of any information thereby received.

The City may perform, at its sole option, investigations of any Proposer. Information may include, but shall not necessarily be limited to, current litigation and contracting references. All such documents, if requested by the City, become part of the public record and may be disclosed accordingly.

The City reserves the right to request revisions of any Proposal after the date and time due and before award for the purpose of obtaining best and final offers.

M. Rejection of Proposals

The City reserves the right to reject any or all irregularities or omissions in Proposals submitted in response to this RFP to the extent it is determined to be in the best interest of the City to do so. Furthermore, the City reserves the right to reject any or all Proposals or portions thereof submitted in response to this RFP. Proposals may be rejected for one or more of the following reasons, including but not limited to:

1. Failure of the Proposer to adhere to one or more of the provisions established in the RFP.
2. Failure of the Proposer to submit a Proposal in the format specified herein.
3. Failure of the Proposer to submit a Proposal within the time requirements established herein.
4. Failure of the Proposer to adhere to ethical and professional standards before, during, or following the Proposal process.

The City may reject any Proposal not in compliance with all prescribed public procurement procedures and requirements, and may reject for good cause any or all Proposals upon a finding by the City that it is in the public interest to do so.

N. Modification or Withdrawal of Proposal by Proposer

A Proposal may not be modified, withdrawn, or canceled by the Proposer following the time and date the Proposals are due. Proposals submitted early may be modified or withdrawn only by notice to the City, at the Proposal submittal location, prior to the time and date the Proposals are due. Such notice shall be submitted to the Project Manager, in writing, executed and signed by a duly authorized representative of the firm/individual submitting the Proposal. All such communication shall be so worded as not to reveal the contents of the original Proposal.

Withdrawn Proposals may be resubmitted prior to the time and date the Proposals are due, provided that they are then fully in conformance with the RFP.

O. Duration of Proposal

Proposal prices, terms, and conditions shall be firm for a period of at least ninety (90) days from the time and date Proposals are due. Proposals shall not be subject to future price escalation or changes of terms during the ninety (90)-day period.

P. Local and Federal Requirements

The City of Wilsonville intends to select a consultant in accordance with Oregon law and the City's municipal code. Selection of a consultant under this process is not a guarantee of a

contract award, nor is the award of a contract for any portion of the Work a guarantee of award of a contract for any subsequent work. All work is subject to budgetary and funding constraints of the City of Wilsonville.

The selected consultant shall comply with all federal, state, and local laws, regulations, executive orders, and ordinances applicable to the work under this contract, including, without limitation, the provisions of: (i) Title VI of the Civil Rights Act of 1964; (ii) Section V of the Rehabilitation Act of 1973; (iii) the Americans with Disabilities Act of 1990 and ORS 659.425; (iv) all regulations and administrative rules established pursuant to the foregoing laws; and (v) all other applicable requirements of federal and state civil rights and rehabilitation statutes, rules, and regulations.

Proposer is subject to the Oregon Workers Compensation Law and shall comply with ORS 656.017, which requires the provision of Workers Compensation coverage for all employees working under this contract. The City of Wilsonville's programs, services, employment opportunities, and volunteer positions are open to all persons without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, marital status, disability, or political affiliation.

APPENDIX A – TOURISM PROMOTION AND DESTINATION MARKETING DESIRED SCOPE OF SERVICES

The City of Wilsonville seeks Proposals that address specifically and include the following services and deliverables and assigns an estimated/bid cost to complete each primary job task.

A. Marketing Services

Media Buying: Identify advertising opportunities with various publications, negotiate favorable ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, upload ads to publication.

Work with partner agencies (OMHT, WCVA, WVVA, TP, TO) on co-op ad-buys and other joint promotion efforts.

Identify and propose potential publications such as brochures and visitor guide/map and tourism promotional advertising opportunities could include, as recommended by Proposer, Travel Oregon Visitor Guide, Travel Portland Visitor Guide, Sunset magazine, AAA Journey magazine, and other paid digital media. Note that City staff are currently researching print/online map-tool options.

Research and oversee digital paid advertising (via Google Adwords); preference for certified Google Adwords Professional experience.

Art & Creative Direction: Develop creative that aligns and enhances current marketing efforts.

Print Ad Design: Creative design services for print advertising campaigns.

Digital Ad Design: Creative services for digital advertising campaigns.

Copywriting: Develop copy for marketing collateral, print and digital advertising.

Production: Non-creative production services.

Email Marketing Campaign: Monthly Email Blast (12 times per year) includes email campaign development, list management, graphic design and copywriting.

B. Website Services

Hosting, Maintenance and Content Development for ExploreWilsonville.com.

Domain Name Renewals: www ExploreWilsonville com.

SSL Certificate Renewals: www ExploreWilsonville com.

Security/Hack alert Scanning.

Paid Plug-in Applications Renewals as needed.

Ongoing Content Maintenance Updates for Attractions, Lodging and Calendar-of-Event Listings.

Content/Website Development that includes words, images and maps.

Monitoring of website to maintain up-time and appropriate look-and-feel.

Reporting of website traffic and related statistics.

Calendar of Events Listings for all primary community and tourism events occurring 25 miles south, east and west of Wilsonville and 5 to 15 miles north. Calendar should have ability to

distinguish or segregate regular on-going (weekly) events from special one-time or annual events.

SEO (Search Engine Optimization) Strategies and Tactics – Create detailed SEO strategy to include keyword research, focus and documentation of performance. SEO should include additional and new content for the website. Also include SEO technical audit for proper indexation, and include quarterly monitoring results into Quarterly Reports.

C. Social Media Services

Promote off-season tourism by promoting attractions and events available during shoulder season. Develop master editorial calendar for FY 2022-2023, identify trending hashtags, review and analyze past posts to improve the campaign communication with event producers for events and happenings. Social media proposal should be inclusive of organic posts, boosted organic posts and paid social media advertising.

Management & Implementation: Strategy, design & management of all paid social media. Manage all channels and post updates 3-5 times per week. Create events (or add existing events) to Facebook page, Manage and direct the “day-to-day” social media subcontractor, copywriting, graphic design, art direction of photography, schedule posts, seek out missing photography, ongoing coordination; preference for Facebook Blueprint Certified Professional experience.

D. Public Relations Services

Monthly News Release Writing to promote 'Explore Wilsonville' content or other feature: 12 times year, or an average of one per month.

Pitching Story Ideas to magazine writers, tourism promotion operators.

Responding to Writers and Reporters with Content & Photos.

Press Release Online Distribution to AP Wire.

Software Subscription for most efficient and effective distribution tool.

Manage Media Contacts Data & Reporting in Meltwater Software

E. Photographic & Video Services

Arrange for New Photography and Videography of attractions and events as needed

Arrange for models and releases as needed.

Obtain full Usage & Rights Renewals, if applicable

F. Management Services

Management of the overall tourism-promotion and destination-marketing program in conjunction with staff and Committee

Accounting for itemized expenses that are invoiced under the PSA for reimbursement.

Developing and operating procedures/systems in conjunction with City staff for public communications to respond timely to inquiries and fulfill requests for information via email, online, phone, US mail or in-person.

Memberships: Arrange for City of Wilsonville/ExploreWilsonville Memberships to Travel Portland and Oregon Destination Association (formerly known as Oregon Destination Marketing Organization)

Software and Database Subscriptions that include STR (Smith Travel Research) and ISSUU (Digital Visitor Guide) or similar service

Reporting: Quarterly key performance indicators (KPI) report, including website unique visitor counts, referral sources, page-views, occupancy and average daily room rate, etc. City's STR comparable is Troutdale.

Meetings: Attendance at Tourism Promotion Committee meetings, 6 times per year, in Wilsonville. In-person attendance preferred; telephonic call-in attendance permissible occasionally with advance request and approval by Project Manager. Additional meetings, if needed, may be invoiced separately under Reserve/Contingency.

G. Collateral, Printing & Shipping/Distribution Services

“Wilsonville Visitor Guide and Map” bi-fold brochure design and printing for use in-town distributed primarily to partner agencies like OMHT, WCVA, Chamber of Commerce and WVVA: 11” x 17” folded in half or quarters (flat) brochure printed on high-quality gloss book, four-process colors plus flood gloss AQ on both sides of sheet (4+fAQ/4+fAQ), full bleed, trimmed, roll folded to finish size of 8.5” x 11” or 4.24” x 11”. Boxed Quantity of 5,000.

Certified Folder brochure distribution and poster-sized display at I-5 French Prairie North Bound.

Postage: \$1,000 of stamps for Parks and Recreation staff Visitor Center fulfillment

Freight and shipping to Certified folder and other distribution outlets as contracted with.

H. Reserve/Contingency

Funds to cover an item that might go over budget or to allow the tourism promotion program to take advantage of an unforeseen or unplanned opportunity.

APPENDIX B – CITY OF WILSONVILLE STANDARD PROFESSIONAL SERVICES AGREEMENT (PSA)

Following is the City of Wilsonville's standard Professional Services Agreement (PSA) for contracting with a successful Proposer. A final negotiated Scope of Work (SOW) between City and Proposer is attached to the PSA as Exhibit A.

DRAFT