

Wilsonville Tourism Promotion Committee

MEETING AGENDA

Wednesday, November 10, 2021

1:00 – 3:00 pm

Virtual Online Meeting via Zoom

<https://us02web.zoom.us/j/86210434804>



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. Jay Ray Tourism Promotion Updates** **1:15**
 - b. Geolocation discussion*
 - c. Highlights
 - d. Influencer Campaign
 - 3. Review and Evaluate “Explore Wilsonville” Proposals** **2:00**
 - e. Written Proposal Evaluation Criteria and Scoring *
 - f. Review of Initial Proposal Evaluation Criteria and Scoring*
 - g. Discussion of Proposals*
 - h. Review of Secondary Proposal Evaluation Criteria and Scoring
 - i. Interview Dates and Format for Finalist(s) Interview(s):
Dec. 1 from 1:00- 3:00pm if needed
 - 4. Next Meeting** **2:55**
 - j. December 1, 2021
 - 5. 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 November 9, 2021 at 12:00pm.

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

Wilsonville Tourism Promotion Committee

To: Tourism Promotion Committee (TPC)
From: Zoe Mombert, Assistant to the City Manager
Date: November 3, 2021
RE: Geofencing Project – Geolocation Tool

The Geolocation tool is a software product that aggregates behavioral data that can allow *Explore Wilsonville* to better understand our visitors. This is the same kind of data that Fortune 500 companies use to understand their customers. It is not only available but also a more affordable tool for destination marketing organizations and programs.

Geofencing uses GPS coordinates to create a virtual boundary around any location – typically a point of interest, a neighborhood, a city or a county – which enables software to collect data when a mobile device crosses into or out of the geofenced area. Once a geofence is established, the data provided by opted-in mobile devices that have crossed into or out of the geofence can be collected and interpreted in a dashboard for informational purposes, or used in geolocation-based marketing activities.

Geolocation data can identify where visitors came from, what they did while they were in Wilsonville and how long they stayed, along with a slew of demographic data, all while respecting the privacy of those who opt-in to provide data. Geolocation data and destination-marketing, when used together, can help to create data-driven advertising campaigns that substantiate the return on investment (ROI) in terms of room nights actually generated by marketing campaigns.

At the November 10, 2021, TPC meeting, JayRay is scheduled to provide an overview of data collection and privacy issues to address committee members' concerns. Please refer to the attached Geolocation Q&A to address questions posed at the last TPC meeting on September 29. JayRay will also provide a geofencing example form Travel Tacoma.

JayRay works with Datafy's (geolocation contractor) to provide geolocation services. Datafy enables customers to gain valuable insights into what drives their local economy and tourism. They help cities, towns, counties, chambers of commerce, convention and visitor's bureaus, destination marketing organizations and others understand how to allocate their financial resources to maximize economic activity by analyzing and understanding visitation, spending and other behavioral patterns at the community level. They use big data analytics tools to enable data-driven decision-making.

JayRay has provided the following recommendations for geofencing clusters. We are able to drill down into 10 points of interest per cluster. Based on Datafy's feedback, the locations below are the recommend clusters:

- Entire city limits (area)

Wilsonville Tourism Promotion Committee

- Bullwinkle's Family Fun Center
- Hotels (+drill down to each hotel)
- Parks (+drill down to each park or other outdoor recreation venues)
- Wineries (+drill down to each winery)
- Farms (+drill down to each farm)

JayRay seeks the committee's direction to select desired geofencing clusters at the November 10 meeting. Once the data is collected, JayRay can provide targeted marketing recommendations and campaigns during the second half of FY 2021/2022 based on the new data provided by Datafy.

EXPLORE WILSONVILLE
Geolocation Q&A

November 3, 2021

Any opportunities to report on cash transactions?

There isn't currently a way to measure cash transactions, but Datafy's leadership is constantly looking at adding additional data feeds for spend capture.

Any examples / opportunities to target tour and travel groups/operators/meetings and conventions?

Right now, geofencing a meetings/conventions venue enables data capture of those venues. That kind of data can show attendance at the event itself, but also correlate that attendance to hotel stays and other geofenced attractions around the area. In addition, Datafy has put together plans for other destinations to boost convention attendance by targeting ads to attendees at past venues of a convention. For example, if there is a convention coming to Wilsonville that we know was in another specific convention center the year prior, we could target that audience from the prior year's convention to attend the event in Wilsonville.

How does Datafy get credit card data? Which companies does it work with? How reliable?

Credit card data currently comes from Mastercard, which constitutes 34% of cards in circulation. That is statistically significant to make projections for an entire population. Datafy is also looking at adding other major credit cards to their data set.

Are there any limits to the number of businesses we geofence within each POI?

Within each cluster, you can drill down to the businesses within that cluster. There is typically a limit of 10 points of interest per cluster to keep the data manageable and meaningful, but if there are an extra one or two that is fine. The Silver Plan we've proposed would give you about 50 geofenced locations.

If only one visitor comes from a specific place and visits Wilsonville, can we see exactly what that person did?

Datafy only collects data from apps that have compliant opt-in policies to provide geolocation data. Datafy takes this sample size and then statistically models out what the number of people in a given location would have been since February of 2018. From a privacy standpoint, you cannot track one person, so data is anonymized and aggregated for privacy purposes.

Ask Matt to share how Travel Tacoma has used the data and their success.

Matt will show details about this in the TPC meeting.

Written Proposal Evaluation Criteria and Scoring

RFP for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services

Following are the criteria by which to evaluate each proposal in relation to the RFP Appendix A for the Desired Scope of Work.

Criteria	Maximum Score
<p>Proposal Quality</p> <ul style="list-style-type: none"> Quality and creativity of the Proposal and points addressed in the Scope of Work, and the likelihood of achieving program objectives 	25
<p>Proposer's Experience/Demonstrated Results</p> <ul style="list-style-type: none"> Proposal team's experience and success with developing creative tourism-promotion and destination-marketing plans for other communities. 	25
<p>Qualifications of Personnel</p> <ul style="list-style-type: none"> Prior professional experiences and work-products of consultant team members and how relevant to this Project. 	25
<p>Value of Services Provided for Cost</p> <ul style="list-style-type: none"> The maximum services provided in relation to the fee charged and the value of the overall Project; the budget is reasonable and appropriate. 	25
Total Maximum Score	100 Points

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.

Summary of Written Proposal Evaluation Criteria and Scoring

RFP for 'Explore Wilsonville' Tourism Promotion and Development and Destination Marketing Services

Company	Proposal Quality (25 pts max)	Proposer's Experience/ Demonstrated Results (25 pts max)	Qualifications of Personnel (25 pts max)	Value of Services Provided for Cost (25 pts max)	TOTAL SCORE (100 pts max)
JAYRAY					
That Random Agency					

TOURISM PROMOTION AND DESTINATION MARKETING SERVICES

PREPARED FOR
CITY OF WILSONVILLE

OCTOBER 27, 2021

JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications

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JayRay

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Greetings!

We don't need to tell you that the last two years have been unique in the history of destination marketing. Together, the City of Wilsonville and JayRay have met challenges and explored new opportunities. We have been able to test our resolve and the benefit of being forced out of our comfort zone.

Since we last proposed to be your marketing partners in 2019, we have learned to love even more about Wilsonville and have expanded our team knowledge as well.

We're inspired by Oregon...And now, especially Wilsonville

We've always loved Oregon. Some of us grew up there. All of us play there. The parks, the trails, the roads and the overall pace of life is something that never leaves those of us who move away, and never fails to make an impression on visitors. But now, we've gotten to know Wilsonville specifically; its farms, parks, wineries, food and people. We've become some of Wilsonville's most ardent champions.

We still have tourism chops...Only more

JayRay's roster of happy tourism clients has included PNW destinations like Experience Olympia & Beyond, Visit Kent and Olympic Peninsula, but has also expanded to include website work and tourism campaigns with clients like the City of Renton.

We've been honored to serve as your destination marketing partner for the last two years, and we'd be thrilled to continue the successes we've been having together.

We bring an integrated strategy...Now with more tools

We've worked with your team to unify messaging across print and digital advertising, public relations, website, photo and video assets and social media. By collaborating with local businesses and regional partners, we have developed and highlighted experiences that are unique to Wilsonville. We're excited to keep that work going, and add new, game-changing tools like geolocation data and marketing to the mix.

We've been honored to serve as your destination marketing partner for the last two years, and we'd be thrilled to continue the successes we've been having together.

Let's make it happen!

Bridget Baeth

Bridget Baeth
Senior Advisor & Principal

A person wearing a purple hoodie and a black cap with white polka dots is seen from behind, looking through binoculars. They are standing on a stone bridge with a metal railing, overlooking a vast green field with scattered bushes and trees under a cloudy sky. A tripod is visible on the bridge next to them.

ABOUT
JAYRAY



The facts

TOURISM | PARKS & RECREATION | GOVERNMENT | NONPROFIT | BUSINESS



WE
LAUNCHED
IN 1970



OUR OFFICE
IS IN TACOMA,
WASHINGTON



WE BELIEVE IN
CREATIVITY WITH
A PURPOSE AND
A PLAN



OUR CLIENTS
ARE OUR
PARTNERS



Your full-service partner

TOURISM | PARKS & RECREATION | GOVERNMENT | NONPROFIT | BUSINESS



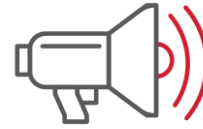
ADVERTISING
& MARKETING



BRANDING



STRATEGIC
COMMUNICATIONS



PR &
SOCIAL MEDIA



GRAPHIC
DESIGN



DIGITAL & WEB
DEVELOPMENT

- Destination marketing strategy and planning
- Messaging and PR strategy
- Strategic communication programs
- Collateral development, print and digital assets
- Social media strategy and channel management
- Advertising
- Media pitching and hosting
- Blogger and media relations
- Issue management
- Internal communications

- Content strategy and creation
- Research and planning
- Promotions and events
- Art direction and graphic design
- Video storytelling
- Photography
- Website design and development
- Website maintenance and support
- Search engine marketing (SEM)



YOUR
JAYRAY TEAM



Your team



Bridget Baeth / Senior Advisor + Principal / Lead

Tourism pro. Brand advocate. Trend spotter. With a sharp design eye and a talent for spot-on messaging, Bridget is equipped with a custom set of finely honed and expertly deployed tools and a finger on the latest and greatest. She uncovers what's newer than new. The stuff that's under the radar. Experiences that define transformative travel. She builds brands that connect with communities, believes in the power of storytelling and helps organizations articulate powerful narratives. With a true love for Pierce County, Bridget was an original force behind the marketing and PR that put it on the map as a travel destination. Bridget might also have the most unique array of interests among the team, including old Jeeps, anything with marshmallows, microbreweries and crushing people at Scrabble.

Recent projects include Explore Wilsonville, Astoria Parks, Fife Parks, Experience Olympia & Beyond, Visit Renton, Travel Tacoma - Mt. Rainier Tourism & Sports, Discover North Bend and Visit Kent. Bridget also serves on the board of Washington Tourism Alliance (WTA).



Matt Wakefield / Senior Advisor / Strategist

With tourism and technology as his dual backgrounds, Matt brings an eye for the latest innovations in marketing and communications to destination clients. As marketing and communications director for Travel Tacoma - Mt. Rainier Tourism & Sports, Matt helped Pierce County pioneer geolocation and hotel data to transform its visitor marketing. Over the prior 15 years, Matt has done marketing and communication work for some of the most established and paradigm-crushing brands in the U.S., including Microsoft, T-Mobile, Texas Instruments and Redfin. If his eyes aren't on a screen, they're probably in a book, since he's an avid buyer, collector, reader and seller of rare books.

Recent projects include Visit Kent, Travel Tacoma - Mt. Rainier Tourism & Sports and geolocation data and marketing for Pierce County.



Your team



Alex Domine / Advisor / Website Specialist

Alex's mastery of communication is equal parts art and science. As a former marketing director and public affairs strategist, he put his broad range of skills to work to further operational, legislative and fundraising priorities in education and nonprofit organizations. He has also used his communication insights to advance diversity, equity and inclusion. With an MBA and two undergraduate degrees, Alex is a loyal PLU Lute and a committed lifelong Tacoman. He serves on the City Events Committee for the City of Tacoma and volunteers with groups advocating for human rights and children with special needs. While his curriculum vitae and his pocket square might come off as pretty serious, Alex knows how to laugh - and it's contagious.

Recent projects include Explore Wilsonville, Visit Renton, Maritime Washington, United Way of Pierce County and Metropolitan Development Council.



Cara Sjogren / Advisor / Social Media Specialist

Give Cara an opportunity and she hits it out of the park. To learn Spanish, she went to Spain. To strengthen social media insights, she joined her college athletics department (and increased their engagement by 40%). To give back, she joined the Peace Corps in Peru. She brings the same drive to her work. Her magic is taking content ideas to the next level and sharing fresh yet practical solutions on the spot. She makes connections that matter from creative collaborations with event planners to stylists, in search of a perfectly branded photo. Though Cara's passport stamps include four continents, her Pacific Northwest roots run deep. Hiking was a favorite excursion as a Pacific Lutheran University student—camera always at the ready. She bakes a mean chocolate chip cookie and accepts meetings on the golf course.

Recent projects include Explore Wilsonville, Visit Renton and Mid Valley Partners.



Your team



Sean Alexander / Senior Art Director

You'll never get one-size-fits-all creative from Sean. A true artist at heart, he brings fresh thinking to everything he dreams, designs, directs or illustrates. He's always asking "what if" and pushing creative to a new level while keeping the business goal in mind. We call it practical magic. (Sorry, Sandra Bullock.) Others might just call it smart thinking and effective design. Whatever you want to call it, you want Sean on your team. Type his name into a search engine, look beyond headlines about the professional football player with the same name, and you'll find reference to Sean's impressive collection of art awards he never mentions. Outside of the agency, Sean continues to create. He's likely working on his studio art or planning a sidewalk chalk masterpiece with his kids. And if you happen upon Sean at a local coffee shop, be warned. You may have to stand in line just to say hello.

Recent projects include Visit Renton, Renton Downtown Partnership, City of Puyallup and City of Shelton.



Julia White / Art Director

They say our destiny is what we make of our fate, and Julia was both fated and destined to be a creative. As the daughter of a graphic designer, Julia knows the industry like a grand pli e or a step-ball-change. Her personal passion for dance, movement and art make her a unique creative force. Her experience in both nonprofit work and large industrial companies gives her a well-rounded edge. And did we mention that she has UX and illustration skills, too? From whimsical packaging to hardworking collateral, clients and teammates depend on Julia and her artful eye. Julia grew up in the Grit City and strolls Tacoma with her cat and sketchbook by her side. True to her passion, Julia spends her free time creating. From watercolor to tattoo designs, Julia is an artist through and through.

Recent projects include Explore Wilsonville, Visit Renton, Olympic Peninsula Tourism Commission and City of Fife, City of Astoria, and City of Puyallup.



Tourism client references

Marsha Massey, Executive Director
Olympic Peninsula Visitor Bureau
360.452.8552
director@olympicpeninsula.org
PO Box 670, Port Angeles, WA 98362

Michelle Thana, Director of Marketing
Washington Tourism Alliance
previously with Visit Vancouver USA
360.931.4806 (mobile)
michelle@watourismalliance.com
PO Box 953, Seattle, WA 98111

Michelle Wilmot, Economic Development
City of Kent, dba Visit Kent
253.856.5709
mwilmot@kentwa.gov
400 West Gowe, Kent, WA 98032

Jessie Kotarski, Economic Development
City of Renton, dba Visit Renton
425.430.7271
jkotarski@rentonwa.gov
1055 S Grady Way, Renton, WA 98057

Ron Peck, Director of Tourism Development
Port of Seattle
206.787.6262
peck.r@portofseattle.org
PO Box 1209, Seattle, WA 98121

WORK PLAN





Goals + objectives

GOAL

Continue 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.

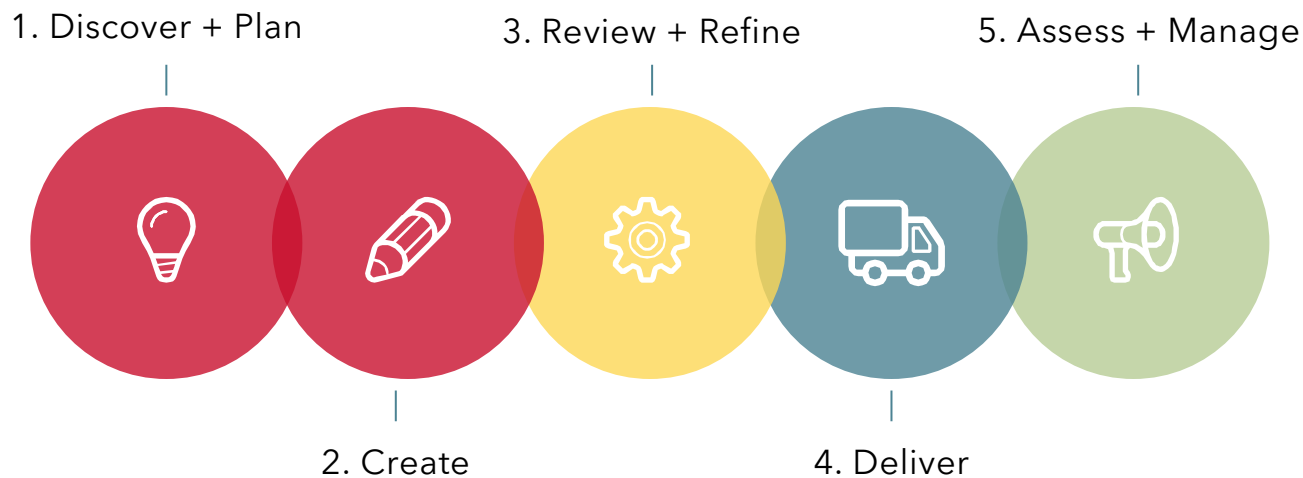
OBJECTIVES

- Increase overnight lodging occupancy during the non-summer, shoulder-season months (October-May)
- Leverage attractions and events in Wilsonville and the surrounding area to extend overnight stays
- Increase repeat visits throughout the year
- Influence development of the destination and its brand by creating strategic partnerships



Overall approach

Our approach is tried and true and allows for flexibility to elevate the things that make Wilsonville unique.



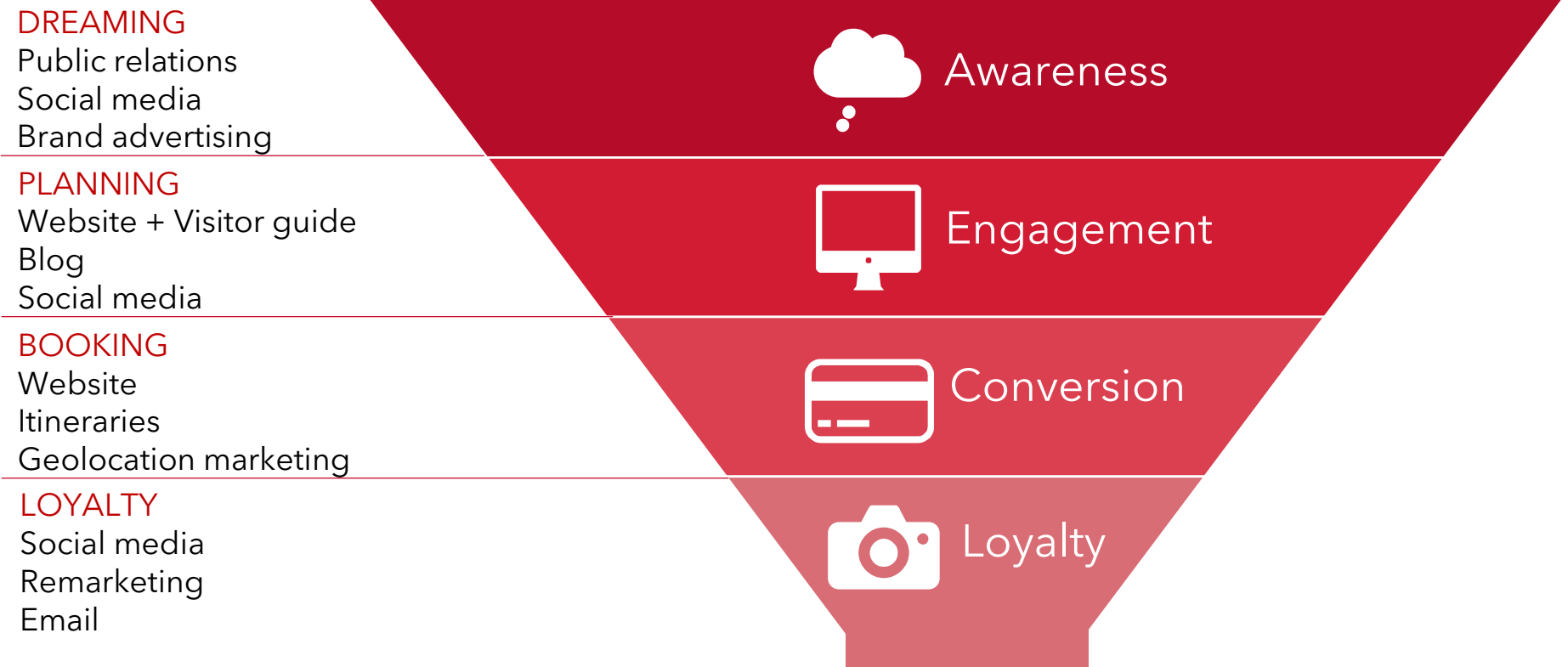
Explore Wilsonville’s brand guides everything we do with you. As your marketing partner, our most important role is to help you differentiate Wilsonville from other destinations in order to inspire overnight stays. Doing this requires knowledge, experience, problem solving and a lot of collaboration.

How do we get there? Each service we provide goes through our five-phased approach, from discovery to management. And it doesn’t stop there. We’ll continue to assess performance and adjust as necessary to increase results along the way.



The visitor funnel

Our integrated approach helps you reach your target audience during each stage of the travel journey.





Always integrated

Our approach is strategic and integrated across all Explore Wilsonville's channels.

For destination marketing to be successful, messaging must be:

1. AUTHENTIC

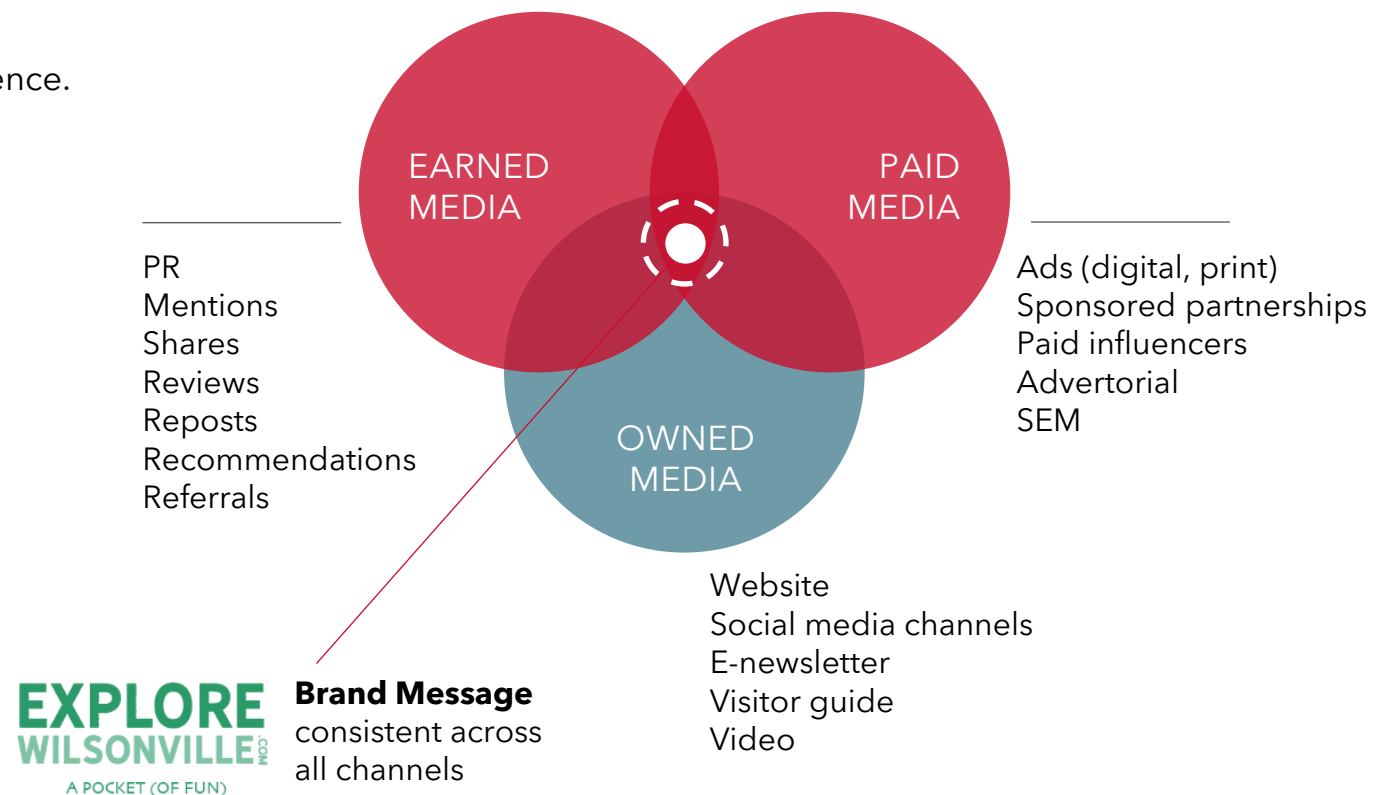
Share the true Wilsonville experience.

2. RELEVANT

Communicate the benefit—what your audience cares about.

3. DIFFERENTIATING

Describe what makes Wilsonville memorable and unique.



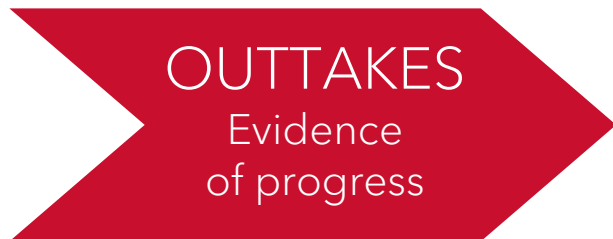


Always accountable

Our approach includes a continuous measurement plan.



- Plan was smart and faithfully executed
- Visitor guide met (and exceeded) expectations



- KPIs
- Examples
- Email open rates
 - Social media engagement and reach
 - PR impressions
 - Website visits



Objectives supporting marketing plan (specific, measurable change in behavior or action among target audiences, such as shoulder-season visits increased by 20%)



Priorities

We've worked side by side with you, and your priorities have become our priorities. Here's what we're thinking for our next chapter together. We can discuss and evolve them at our kickoff.

- 1 TACKLE THE SHOULDER SEASON**
Promote the benefits of staying in Wilsonville during shoulder season through a balance of digital and print advertising.
- 2 DRIVE WEBSITE TRAFFIC**
Drive traffic to ExploreWilsonville.com through inspiring and informational marketing collateral.
- 3 POSITION AS A BASECAMP**
Make Wilsonville's position as the basecamp for the greater Portland region and Willamette Valley more prominent on the homepage of ExploreWilsonville.com.
- 4 OPTIMIZE FOR MOBILE**
Continue to optimize the website for mobile to increase repeat visits and lower the bounce rate.
- 5 INCREASE PR EFFORTS**
Gain earned media coverage through a robust media relations approach, pitching traditional outlets, as well as travel bloggers/influencers, both online and in-person.
- 6 SHARE MORE STORIES ON SOCIAL**
Consistently craft authentic and engaging social media content (organic and paid).
- 7 COLLABORATE TO GROW**
Build stronger relationships with DMOs and partner organizations.
- 8 DEVELOP TOURISM OFFERINGS**
Develop tourism products and packages with regional partners.
- 9 ENGAGE LOCALS**
Turn residents into brand evangelists to increase word-of-mouth referrals.

What's next?

GEOLOCATION DATA & MARKETING

Newly accessible technology lets us use geofences and mobile phone data for information...but also for marketing.

UNDERSTANDING THE VISITOR

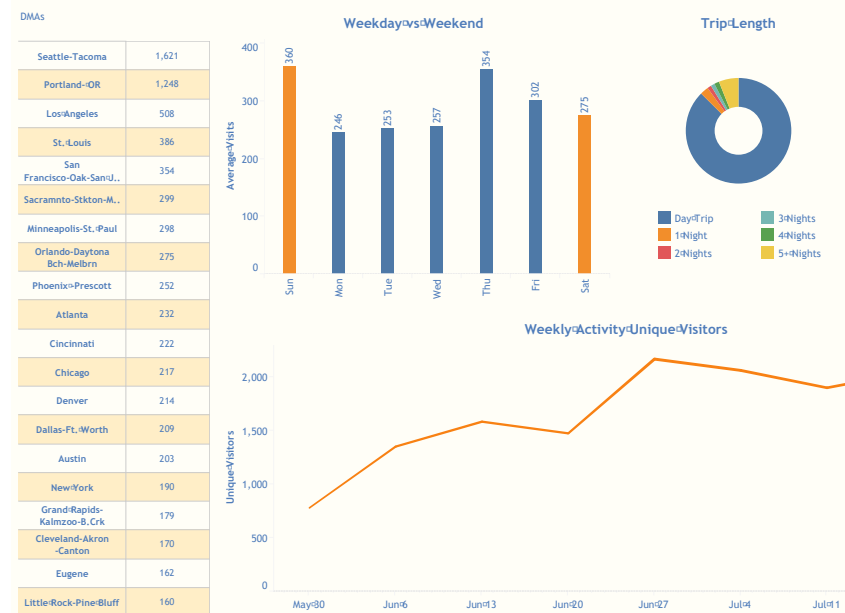
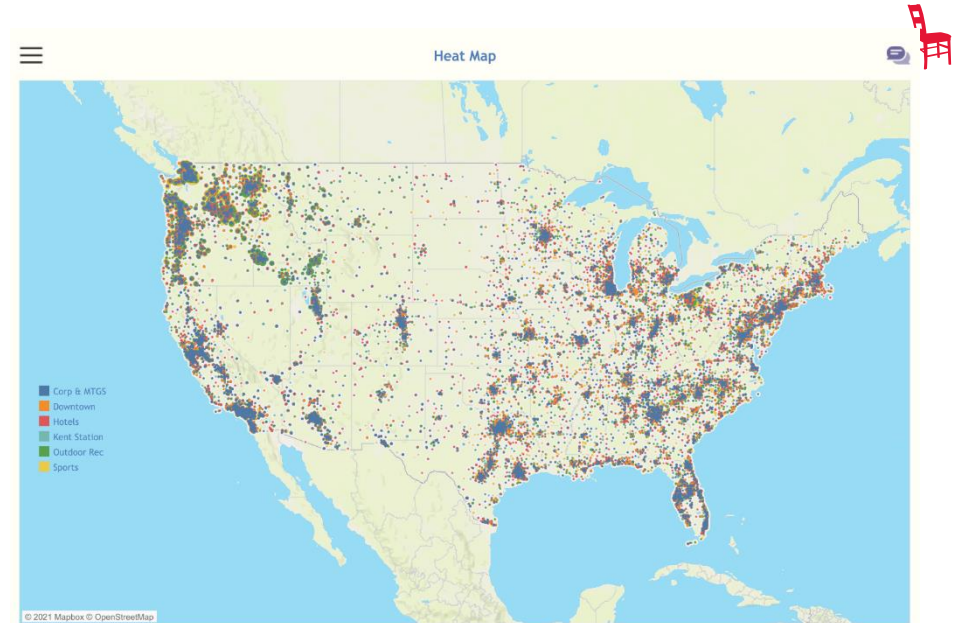
Who visited Wilsonville? Where did they come from? What did they do while they were here? Where and how long did they stay?

COST-EFFECTIVE, GEO-TARGETED MARKETING

Reach audiences by researching their behavior: Have they visited Wilsonville before? Have they visited places similar to Wilsonville, but not yet Wilsonville? Have they attended events similar to the ones you offer? Do they share traits in common with frequent visitors? We can market to audiences differently based on our goals and their behaviors.

ATTRIBUTION

Of those who interacted with our ads, did they visit Wilsonville afterward? Did they stay overnight in paid accommodations? How long did they stay? How many room nights did our campaigns generate?



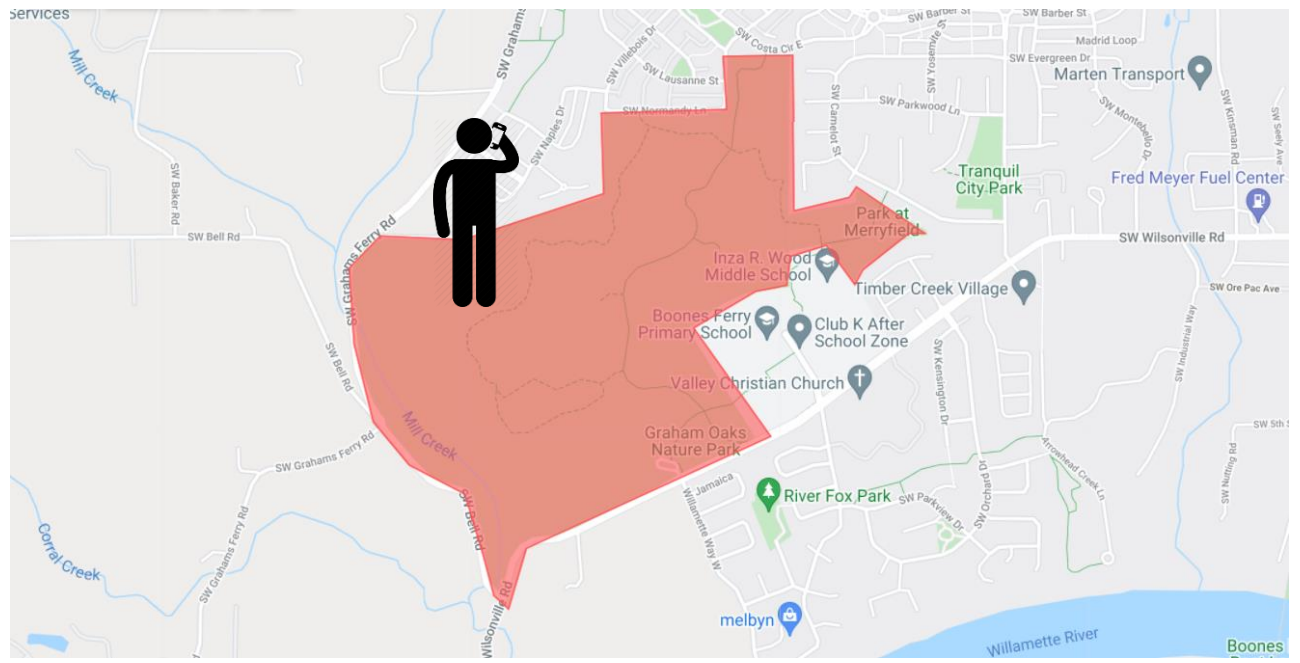
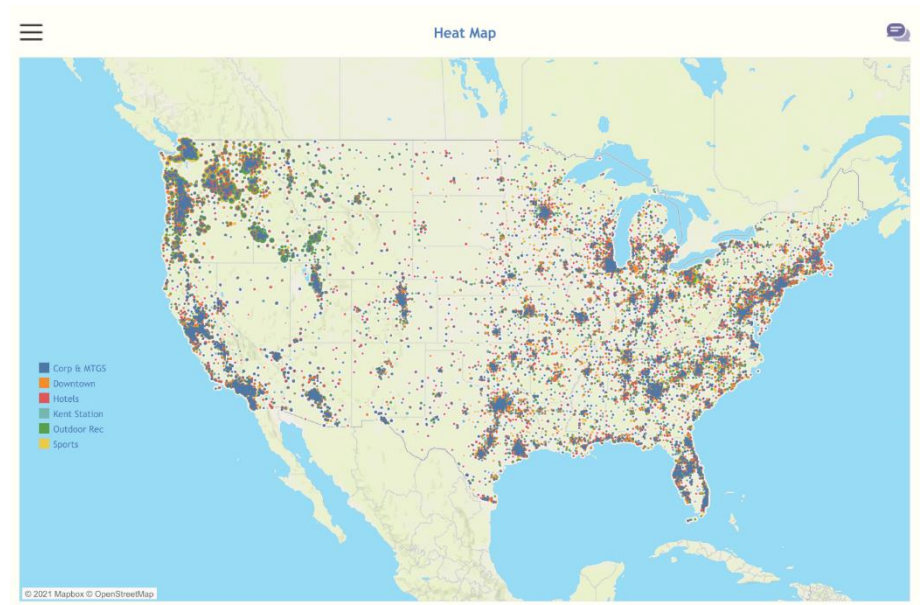


What's next?

GEOLOCATION DATA & MARKETING

GETTING STARTED: GEOFENCING

We start by adding geofencing around Wilsonville hotels, attractions, event venues, parks and other visitor points of interest. Then the dashboard begins automatically populating with not only current data from mobile devices that cross into those geofences, but also historical geo-data from the previous three years. Once someone crosses into a geofence, we know where they came from, what other things they did while they were in Wilsonville, and how long they stayed, in addition to demographic data.





Sample work schedule

SCOPE OF WORK	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
MARKETING SERVICES												
Ad campaigns, media buying, ad concepting, design, copywriting and production for the shoulder season	Media Buying & Off-Season Campaign								Off-Season Campaign			
Develop Annual One-Year Plan (influenced by the Five-Year Action Plan)	Begin July 1											
WEBSITE SERVICES												
Annual website maintenance (hosting, renewals, security, etc.)	Ongoing											
Optimize website for increased mobile responsiveness												
Develop website content to highlight Wilsonville as an overnight basecamp on homepage												
Highlight events and new content focusing on seasonality, develop campaign landing page	Ongoing											

This is a high-level schedule based on our current activities and current understanding of the needs of Explore Wilsonville. A more detailed schedule will be developed after our kick-off meeting to accommodate changes to needs and deadlines.



Sample work schedule

DETAILS	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
SOCIAL MEDIA SERVICES												
Develop social strategy and master editorial calendar	█											
Write and produce social content, community management and reporting	Ongoing											
Social media ads and boosted posts	█			█			█		█	█		
PUBLIC RELATIONS SERVICES												
Develop PR plan	█											
Build media lists, media pitching, monitoring		█	█	█						█	█	█
Travel and Words travel writer conference					█							
Micro influencer/travel blogger campaign		Off-Season Campaign								Off-Season Campaign		
PHOTOGRAPHY AND VIDEO SERVICES												
Photo shoot (show seasonality)		█					█			█		
Video shoot							█		█	█		

This is a high-level schedule based on our current activities and current understanding of the needs of Explore Wilsonville. A more detailed schedule will be developed after our kick-off meeting to accommodate changes to needs and deadlines.



Sample work schedule

DETAILS	JULY	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUNE
MANAGEMENT SERVICES												
Attend Tourism Promotion Committee meetings in Wilsonville (6 per year, will meet when you need us)	Kickoff											
Provide quarterly reports on KPIs, STR report and combined report of contracted services												
Management of tourism promotion and DMO program	Ongoing											
COLLATERAL, PRINTING AND SHIPPING/DISTRIBUTION SERVICES												
Wilsonville Visitor Guide and Map				Launch Oct 1								
TOURISM DEVELOPMENT SERVICES												
Network with managers of local-area attractions, events and visitor/tourism services												
Oregon Governor's Conference on Tourism												
Promote and market new or improved tourism products/packages												

This is a high-level schedule based on our current activities and current understanding of the needs of Explore Wilsonville. A more detailed schedule will be developed after our kick-off meeting to accommodate changes to needs and deadlines.

A woman with long blonde hair is seen from the back, holding a young girl in a light blue shirt. Another young girl in a purple patterned dress is in the middle of swinging a blue mini-golf club on a green mat. A purple ball is on the mat. In the background is a large, ornate blue and white house with a red roof and a turret. The scene is outdoors with trees and a cloudy sky.

PROGRAM BUDGET



Program budget + rate schedule

SERVICE		SERVICE		HOURLY RATE
Marketing Services	\$40,900	Production Design		\$185
Website Services	\$24,000	Creative Direction/ Graphic Design		\$185
Social Media Services	\$27,300	Web Design/Development		\$175
Public Relations Services	\$20,400	Project Management		\$200
Photography and Video Services	\$7,200	Copywriting (social media, marketing, PR)		\$185
Management Services	\$15,000	Strategy		\$200
Collateral Printing and Shipping Distribution Services	\$13,000	Videography		\$2,000/day
	Subtotal	Photography		\$185
	Contingency			
	TOTAL			
	\$150,000			

Includes 10% discount for annual contract

Additional work performed outside this scope of work will be billed at \$195 per hour.



Program budget

MARKETING SERVICES

Media buying: Identify advertising opportunities, negotiate ad rates, identify insertion dates based on editorial calendar, define ad specs, oversee ad design and production, deliver ads to publishers, work with partner organizations on co-op ad buys and other joint promotion efforts for two four-month shoulder season campaigns

Art and creative direction, including concepting up to three concepts per campaign, and billed hourly at \$185/hr

Ad design (for print and digital) for 1/3-page ad in Travel Oregon Visitor Guide, horizontal banner on TravelOregon.com, and full-page ad in Northwest Travel Magazine or similar media buys based on client-approved plan

Copywriting (for print and digital ads, marketing collateral)

Production for ad design outlined above

Advertising allowance (paid to publishers)

Subtotal \$40,900



Program budget

WEBSITE SERVICES

Annual maintenance including software/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)

Develop campaign landing page to track advertising, implement Facebook Pixels and UTMs for up to three existing landing pages such as itineraries or blog posts, or similar pages

Monthly monitoring and testing for mobile responsiveness (page scrolls, for example)

Provide ongoing content maintenance (attractions, lodging, calendar of events listings) for up to 4 hours per month, distributed based on event, point of interest, or other seasonal need

Content website development (seasonal homepage image, homepage copy and featured landing pages; changed and maintained every quarter)

Report website traffic and related statistics at monthly meetings. Includes up to four measurements such as visitors, top pages, locations, and unique users -- included in social media reporting

Create and implement SEO tactics, including quarterly reports, use of SEO WordPress plugins, blogs, and maintaining sitemaps

Subtotal \$24,000

SOCIAL MEDIA SERVICES

Develop social media strategy including quarterly content themes. Craft a master editorial calendar to include a balance of original and curated content for off-season tourism promotion across Instagram, Facebook and Pinterest

Write and produce social content (copy and images from existing photoshoot bank) 3-5 times per week for three social media channels following approved social media plan and editorial calendar. Up to 2 revisions, content delivered on a 2-week basis

Community management and engagement (schedule and post content on three channels, find photos from followers to post, and grow followers)

Boosted post/ad allowance to increase social media reach/impressions and drive website traffic (\$1,200)

Subtotal \$27,300



Program budget

PUBLIC RELATIONS SERVICES

Develop media relations plan to include 4 quarterly media themes/stories to promote shoulder-season travel with corresponding PR tactics including media pitches and press releases

Subscribe to database of relevant reporter inquiries, respond to media inquiries or media opportunities as needed. Monitored on a weekly basis

Develop media lists for 4 approved themes, conduct targeted PR outreach and provide ongoing media follow-up, quarterly. Reviewed and approved at ongoing monthly meetings

Software subscription to robust Cision Media Database to provide monthly monitoring, media contact lists, distribution and reporting

Manage micro influencer/travel blogger campaign (bring 4 IG influencers with travel blogs, each tasked to promote a different Wilsonville Pocket Trip, during shoulder season). Includes influencer selection, contracts, itinerary building and hosting

Media hosting allowance for FAMS and approved media visits

Subtotal \$20,400

PHOTOGRAPHY AND VIDEO SERVICES

Secure photographer, develop contract agreement. Develop shot list and 3-day schedule. Coordinate with businesses, secure permissions. Model recruitment and management. Model releases. Photoshoot direction (1 JayRayer on location), help coordinate proper social distancing and mask requirements. Post shoot follow-ups with models, review photos and add to/organize image library.

One photographers on location for 2 days (back-to-back), shooting 8 locations, following provided shot-list. Includes full usage rights

Model reimbursement for 12 models. Meal stipend (JayRay, photographers). Mileage reimbursement. 2 photographers. 1 JayRayer. Overnight stay for JayRayer 2 nights

Obtain full usage and rights renewals, if applicable

Subtotal \$7,200



Program budget

MANAGEMENT SERVICES

Management of the overall tourism-promotion and destination marketing program (includes monthly meetings to encompass strategy decisions such as marketing management efforts)

Develop and operate procedures/systems (fulfillment handled by City Parks and Recreation staff) to include printing, shipping and postage costs of marketing collateral)

Renew up to four memberships to Travel Portland and Oregon Destination Association

Software and database subscriptions (STR and ISSUU)

Provide quarterly reports of key performance indicators 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.

Attend Tourism Promotion Committee meetings in Wilsonville, virtually 6 times per year

Subtotal \$15,000

COLLATERAL PRINTING AND SHIPPING DISTRIBUTION SERVICES

Develop Wilsonville Visitor Guide with simple locator map, based off Google Maps. Includes tri-fold brochure design format to fit Certified Folder racks and copywriting or other printing project similar in scope

Printing allowance (digital print, full-bleed, trimmed, folded, includes proof) of up to 40,000 copies; includes digital PDF, downloadable from website (may use contingency to increase printing budget based on existing inventory)

Postage allowance for visitor center fulfillment by Parks and Recreation staff

Subtotal \$13,000



Optional - Program budget

OPTIONAL: GEOLOCATION DATA

Custom analysis dashboard for 6 clusters (hotels, parks, attractions, high-visitation areas, etc.) of points of interest with charts, graphs, maps and tables with new data monthly and historical data. Clusters contain as many points of interest as requested

Monthly consumer spending (credit card) data to learn in which sectors visitors are spending money (12 months)

Three years of historical data back to 2018 (one-time cost)

Project management, dashboard setup, and geofencing management

Subtotal \$25,400

OPTIONAL: GEOLOCATION MARKETING

Winter Campaign - Digital ads targeting past visitors and lookalike audiences, with call to action to plan a return overnight visit. Timed to Winter 2022 shoulder season

Spring Campaign - Digital ads targeting past visitors and lookalike audiences, with call to action to plan a return overnight visit. Timed to Spring 2023 shoulder season

Subtotal \$21,000

Geolocation data and marketing is an optional and recommended scope of work. Geolocation is not yet included in the total cost on slide 25.

A photograph of two women sitting on white patio chairs on a green lawn, clinking wine glasses. The woman on the left has blonde hair and is wearing a light-colored top. The woman on the right has long brown hair, is wearing a black top and a wide-brimmed tan hat. They are both smiling. In the background, there is a vineyard, trees, and a hazy landscape under a blue sky with light clouds. The text 'WORK SAMPLES' is overlaid on the left side of the image.

WORK
SAMPLES



Tourism clients and experience

SMALL- TO MID-SIZED TOURISM CLIENTS

- Discover North Bend
- Experience Olympia & Beyond (*Thurston County*)
- Explore Wilsonville
- Maritime Washington National Heritage Area
- My Ellensburg (*Kittitas County*)
- Olympic Peninsula Tourism Commission (*Clallam, Jefferson, Mason and Grays Harbor Counties*)
- Olympic Peninsula Visitor Bureau (*Clallam County*)
- South Sound Craft Crawl
- Spice Bridge Food Hall
- Travel Tacoma-Mt. Rainier Tourism & Sports (*Pierce County*)
- Visit Kent
- Visit Renton
- Visit Vancouver USA (*Clark County*)



DESTINATION MARKETING EXPERIENCE

We partner with travel and tourism destinations from providing a complete DMO program to project-based work. Some examples:

- Manage tourism programs for Explore Wilsonville, Visit Kent, and Visit Renton from marketing campaigns to presentations at Lodging Tax meetings
- Brought Mountain City Sea tourism brand to life for Travel Tacoma
- Recently redesigned the Bountiful Byways brochure and map for Experience Olympia & Beyond
- Wrote website content for Olympic Peninsula Tourism Commission and integrated Trip Advisor and BookDirect functionality
- Won Port of Seattle Tourism Marketing grants for Travel Tacoma, Discover North Bend and Visit Renton. Included conceiving, design, copy, campaign sweepstakes management and more
- Developed a strategic and integrated marketing-communication plan for Kittitas County to grow tourism
- Led rebranding process for Visit Vancouver USA (in progress) and Experience Olympia & Beyond
- Managed influencer campaigns for Olympic Peninsula Visitor Bureau, Explore Wilsonville, Travel Tacoma and Visit Renton
- Managed social media accounts from start to finish for Explore Wilsonville and Visit Kent
- Managed PR programs for Travel Tacoma and Experience Olympia



Developing tourism for Explore Wilsonville



With a new website and fresh brand identity, Wilsonville, Oregon, was ready to put out the welcome mat for visitors—especially during the slower non-summer months. Then tourism experienced another slowdown with the COVID-19 pandemic.

TRIP PLANNING & PACKAGES MADE EASY

JayRay started by crafting a strategy to evolve Wilsonville’s tourism brand. A unified message for visitors across all marketing and communication channels focused on the benefits of outdoor shoulder-season experiences. Just 15 minutes from Portland, suburban Wilsonville makes an affordable, relaxed basecamp for memorable getaways. We created specific itineraries—“[pocket trips](#)”—that feature Wilsonville’s easy access to wine country, shopping, local history, family adventures, interesting food experiences and outdoor excursions. After leading a three-day photoshoot, we built a substantial library of images for social media content, ad buys and travel blogs. New digital maps, hotel listings and partner packages made it easy for people across the region to plan an overnight stay.

READY FOR REOPENING

Pandemic shutdowns pivoted the Wilsonville campaign messaging to planning a future trip. We pitched media stories, added itineraries and blogs to the website, and launched ad campaigns. Engagement followed. New users to the website in spring 2021 increased by 58%. The restaurant listings page had the most clicks as businesses reopened with safety protocols. We arranged a hosted influencer visit just in time for pumpkin patch season and other fall activities.





Developing tourism for Explore Wilsonville

WE KNOW YOUR STORY

WE KNOW YOUR AUDIENCE

From families to business travelers, it's clear that your visitors have unique motivations, interests and taste. Through our successful partnership with you, we now understand what your visitors want to know, what they want to believe, and what we hope they'll do as a result.

CONTENT THAT STICKS

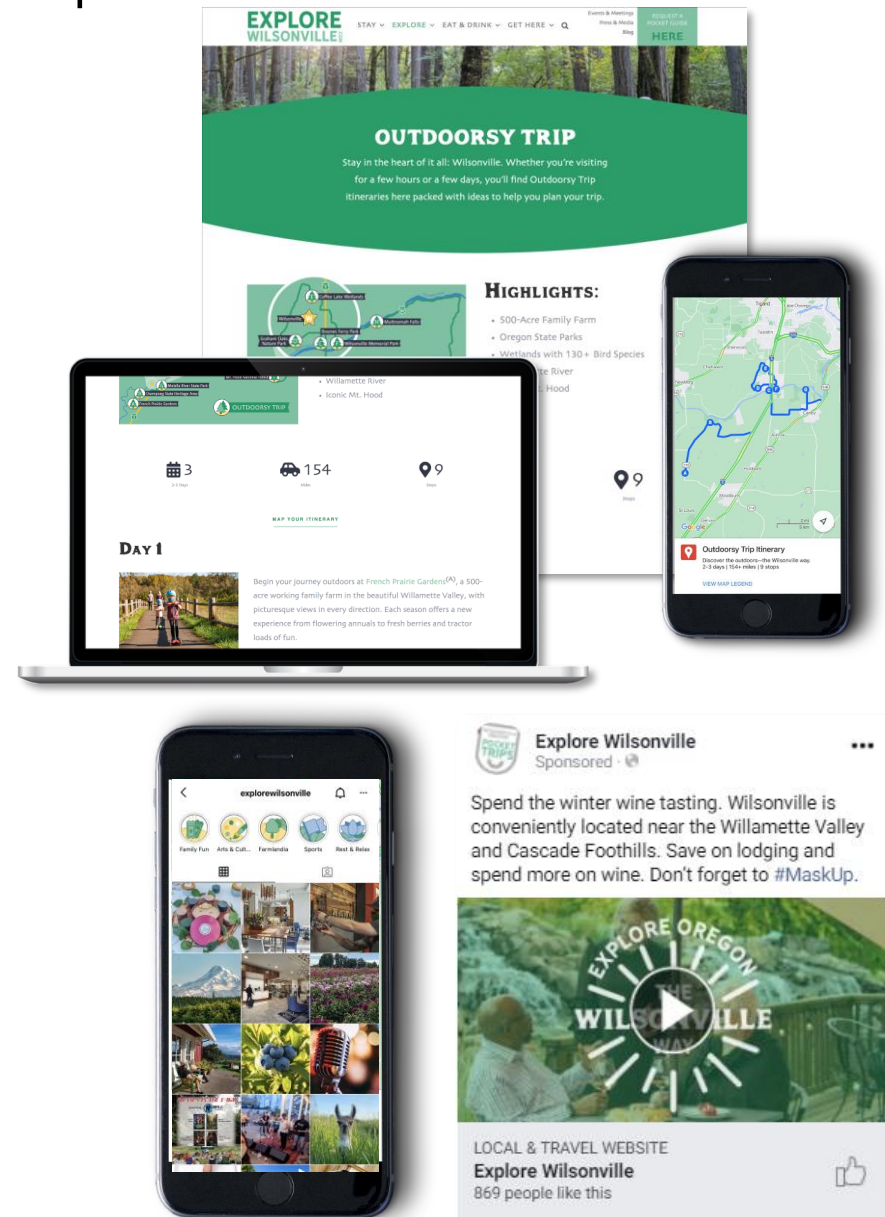
Equipped with an understanding of your audience's motivations and our deeper understanding of the opportunities in Wilsonville, we are making it easy to take action. Staying in the heart of it all is easier than ever with content optimized for modern devices and marketing channels that cut through to capture those future visitors that are hard to reach.

A DESTINATION FOR EVERYONE

Our partnership has allowed us to help current and future visitors more easily envision themselves in Wilsonville. We designed clear itineraries to inspire several traveler archetypes. The results are clear when we see significant increases in digital reach.

A SENSE OF PLACE

A fresh digital marketing strategy brings Wilsonville into focus for website visitors and social media users. Our relationships with key influencers within the Wilsonville area has given us access to what makes your city unique. From Willamette Valley wineries to Wilsonville proper hoteliers and restaurants, we're well-positioned to make it easy for potential visitors to see themselves here.





Developing tourism for Explore Wilsonville

WE KNOW YOUR STORY



A Weekend in Wilsonville, Oregon

When you think of the state of Oregon in the USA, what comes to mind? You might think of farm-to-table food, Pinot noir wine, and heavily forested nature. You can find all of this and more in the town of Wilsonville.

ALL EYES ON WILSONVILLE

We leveraged the audience of digital creators with followers within a 4-5 hour drive market to highlight what it looks like to stay in the heart of it all. Folding in this powerful storytelling element inspires loyal followers to see themselves in Wilsonville—or in this influencer’s words, “When you think of the state of Oregon in the USA, what comes to mind? You might think of farm-to-table food, Pinot noir wine, and heavily forested nature. You can find all of this and more in the town of Wilsonville.”



Pick up handmade rugs, candles, aprons and other boutique items at the mother-daughter-owned Graham & Toose Farm Store.

Shop for Fresh Produce, Plants and Artisan Items at These Farm Stops

Barn Owl Nursery offers more than 100 varieties of Oregon-grown lavender plants, along with culinary and ornamental herbs. Owners Chris and Ed Mulder have seen a renewed interest in lavender farms, with gardeners



Black on appearance to meet the miniature donkeys and other residents of Tollen Farm. Donations for the correct feed are appreciated.

Take a Walk on the Wild Side With These Adorable Animals

A pumpkin patch and Christmas tree farm with seasonal activities for families, Frog Pond Farm now offers Farm Walkabout tours. Hop on over to explore a 5-acre portion of the 40-acre farm on foot while interacting with llamas, alpacas, donkeys, horses, piglets, chicks, an emu, camels and two baby ostriches. The family-run farm also offers a fun more for kids featuring tumblers, slides, picnic tables, tetherball and haystacks. Frog Pond Farm is open 9 a.m. to 4 p.m. Fridays, Saturdays and Sundays for walkabout tours. Tickets are \$10 per person (2 years and older) at the gate and include a cup of animal feed.

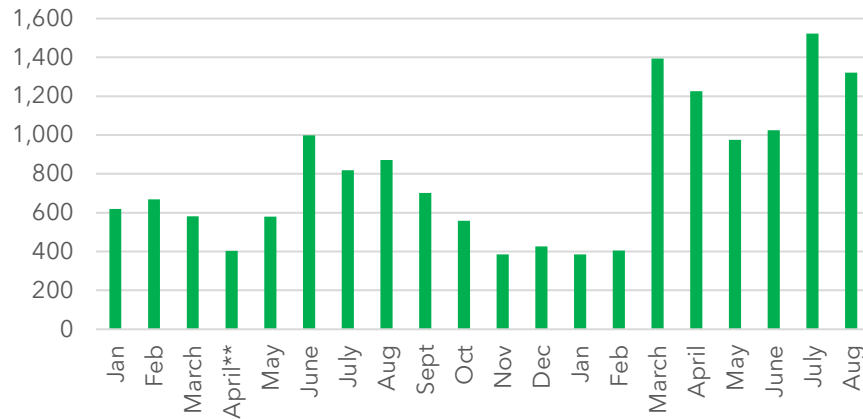
Pastoral meets whimsical on the 4-acre Tollen Farm. Since 1979 owner Tonia Tollen has shared her passion for



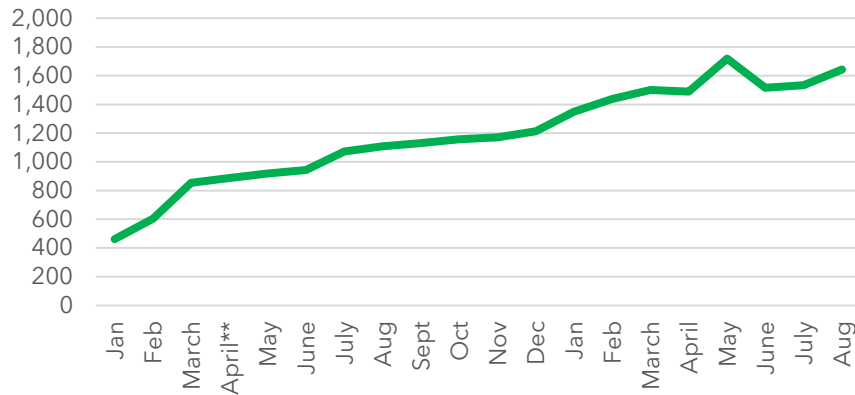
Developing tourism for Explore Wilsonville

WE KNOW YOUR STORY

2020-21 Explore Wilsonville Website Users



2020-21 Explore Wilsonville Social Media Followers



INTEGRATED FOR IMPACT

An integrated strategy has increased visitors to your newly designed website. A fresh social media strategy has also paid off with consistent follower growth. With a growing number of eyes on Wilsonville, you've seen authorities like Travel Oregon reach out to learn more about Wilsonville. Our partnership over the last year has deepened your place in Oregon tourism by sharing what is authentic, relevant and different about the place you call home.





Developing tourism for Explore Wilsonville

UNWAVERING THROUGH UNCERTAINTY

DYNAMIC BY DESIGN

The last year didn't turn out to be what any of us expected. Be it the spread of wildfire or virus, we made sure our partnership could stand the test.

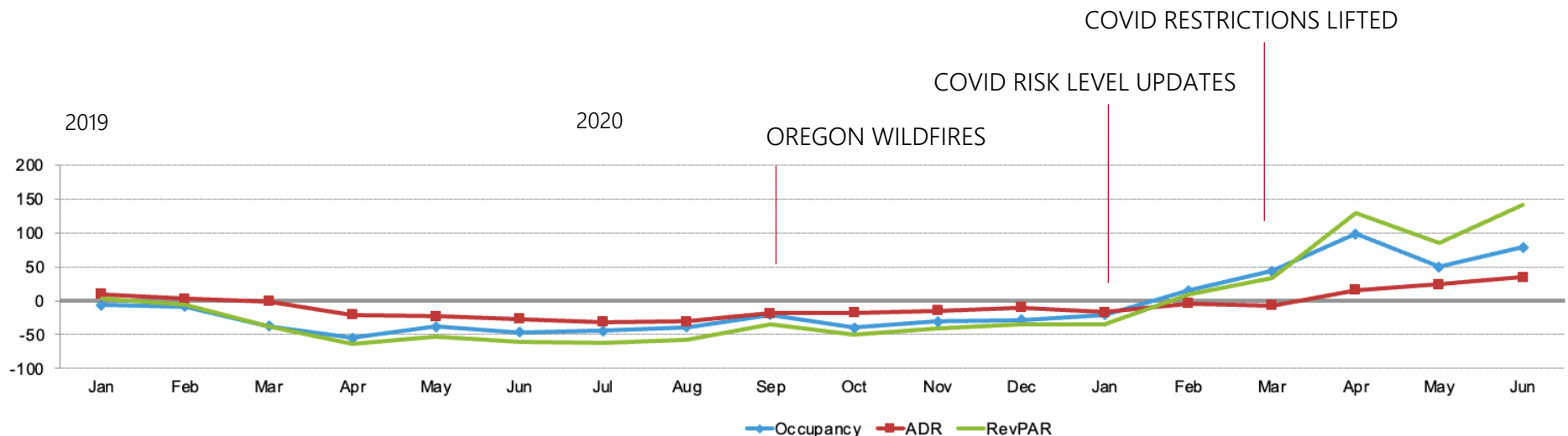
We deployed a series of tactics, dynamic by design, to ensure the needle kept moving. Not even 2020 could stop us.

Travel Advisory

COVID-19 TRAVEL INFORMATION

Updated August 24, 2021

As of August 24, 2021, the OHA is requiring face masks in indoor and outdoor settings to curb the spread of the Delta variant. Individual businesses, restaurants, stores and attractions are determining their own operating strategies during this period; please check with specific businesses on their hours and procedures before visiting.



COVID-19



Developing tourism for Explore Wilsonville

UNWAVERING THROUGH UNCERTAINTY

RAPID RESPONSE MARKETING

- Masked photoshoot
- Reliable travel advisories
- Responsible recreation content
- Relevant tourism development
- Seasonal changes
- Understanding local restrictions

THANK YOU FROM THE HOLIDAY INN



To thank our frontline & essential workers, vaccine administrators & distributors, and anyone working to fight COVID-19, here is a special discount.



Four Newly Reopened Activities for Summer

Four Newly Reopened Activities for Summer Summer activities in Wilsonville are still open for you and your family to squeeze in before school starts! Here are four ideas

Pocket Trips

[READ MORE >](#)



5 Tips to Recreate Responsibly in Wilsonville

Explore Wilsonville, safely! As reopening begins, our businesses and attractions are working hard to meet new safety guidelines. Follow these five tips to recreate respon

Pocket Trips

[READ MORE >](#)



Rebranding Experience Olympia & Beyond



Visitors didn't know the name of the Olympia-Lacey-Tumwater Visitor and Convention Bureau so they weren't likely to rely on it. The bureau's look and messaging were dated. The VCB staff was new and the time was right to rebrand Thurston County to draw more than day trippers to Washington's capital city.

OVERTURNING CONVENTION

We started with the people who call Thurston County home. After diving deep with public surveys, focus groups and phone interviews with local businesses and visitors, we staked out the position "never conventional" for the destination and crafted the tagline "Decidedly Different."

BOUNTIFUL RESULTS

The VCB board was energized and embraced new messaging. Residents and industry businesses adopted the tagline. The VCB team quickly put the new brand into market with the Bountiful Byway tour product, designing and distributing a map and brochure to match the spirit of Thurston County. And visitors noticed. Visitor spending increased nearly 16% just one year after brand launch.

SHIFTING TO SUPPORT LOCAL

In 2020, we worked with local businesses in Thurston County that embodied the spirit of the destination to create a decidedly different [holiday gift guide](#). Not only did it bring the region together during a challenging time, but the campaign resulted in nearly 377,000 Connected TV and banner impressions with another half million impressions on Facebook, increasing visits to the website and participating businesses.



Turning Kent foodie-friendly



Kent Food Trails

Taste your way through 5 self-guided food trails in Washington's most ethnically diverse city.

- Downtown Dining Trail
- Farm Fresh Trail
- International Eats Trail
- Kid-Friendly Kitchen Trail
- Local Libations Trail

Visit **Kent** WASHINGTON

Plan your edible escape. TasteKent.com



Kent's economic development team needed to spark outside investment in the city. It sought an agency partner capable of growing destination tourism to put Kent on the radar. JayRay was selected to solve the challenge. We crafted a strategy to highlight the diverse and authentic culture of Kent in a way that resonated with visitors. JayRay's solution: the Kent Food Trails—an invitation to experience Kent's global food scene.

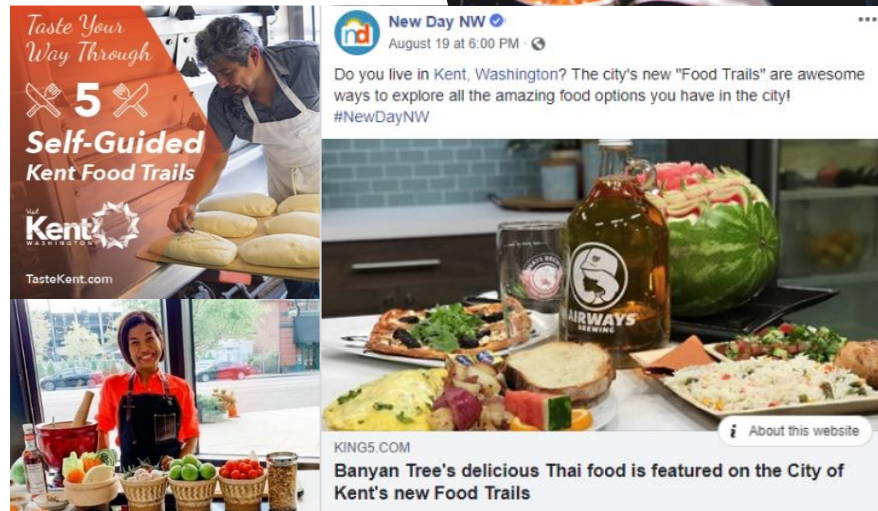
OVERTURNING CONVENTION

JayRay crafted an integrated strategy targeted to "foodies" in Washington state with several tactics. Nuanced public relations efforts reached travel writers, bloggers and TV media outlets.

Social media played a key role with Instagram takeovers (featuring local restaurants) and a hosted micro-influencer trip, amplifying the messaging within Kent and far beyond. An Edible Escape contest targeted visitors with a mix of digital advertising and print advertorial in key drive markets.

IMPACTFUL RESULTS

Target audiences took notice. A drive to Kent was a trip worth taking. The campaign has increased total website traffic by 400%. The Kent Food Trails was featured on New Day Northwest, a live show on KING 5 TV. The PR Newswire release was picked up by 169 travel media outlets, and total efforts resulted in 7 million PR impressions.



New Day NW
August 19 at 6:00 PM

Do you live in Kent, Washington? The city's new "Food Trails" are awesome ways to explore all the amazing food options you have in the city!
#NewDayNW

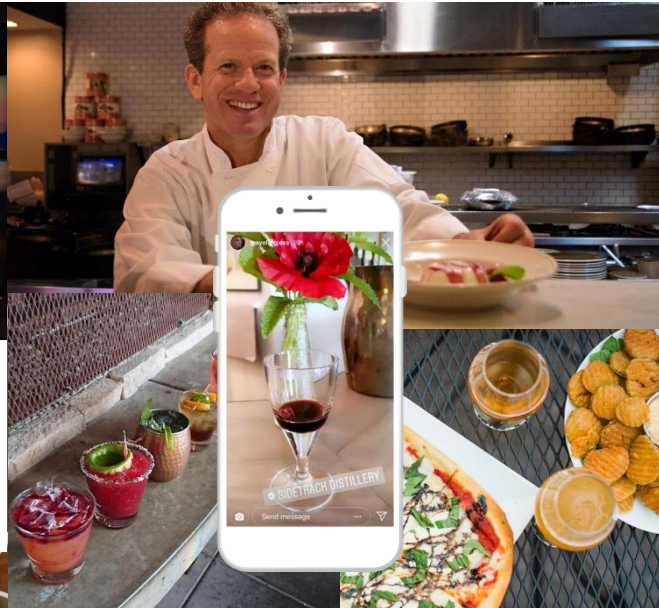
KING5.COM
Banyan Tree's delicious Thai food is featured on the City of Kent's new Food Trails



NEW DAY/NORTHWEST

Banyan Tree's delicious Thai food is featured on the City of Kent's new Food Trails

Kent's culinary scene is exploding! You can get a taste by trying out these new self-guided tours spotlighting local restaurants.



VisitKent.com
Sponsored (demo)

Visit Kent: an unexpected city for the food and arts lover. Bring your appetite and taste for adventure. Unique global bites. Affordable hotels. Start planning.

Experience More.

VISITKENT.COM
Eat Globally in Kent [Learn More](#)

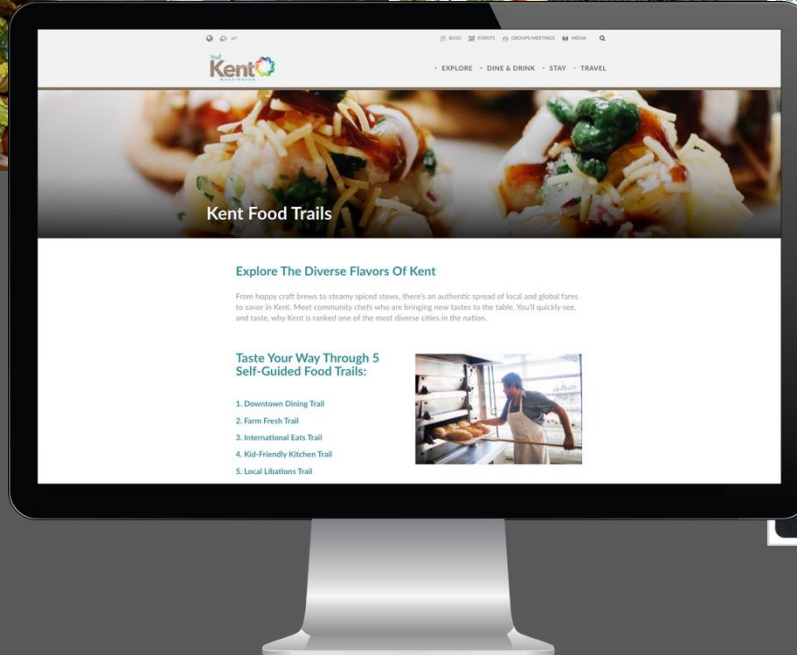
Kent serves pretty much anything and everything your...

VisitKentWA
@visitkentwa

Tune in today at 11 a.m. on @KING5Seattle's New Day NW to watch Chef Yuie from Banyan Tree Restaurant prepare a delicious global meal and talk about the Kent Food Trails! #tastekentwa Photo: eatwithmamaemz buff.ly/2MnSVsP



- Kent Food Trails program
- Website landing page
- Social media strategy, content
- Media relations
- Hosted influencer trip
- Contest development
- Digital ads
- Social media takeovers





A new community pledge



South Sound Together—a group of businesses, colleges and government organizations, hungry to show off the South Sound as a top place to work and live—wanted to turn to branding to solve the need. South Sound business leaders were skeptical. Previous group branding attempts failed. This time, the thinking would have to be bigger.

PEOPLE INSPIRED. MOUNTAINS MOVED.

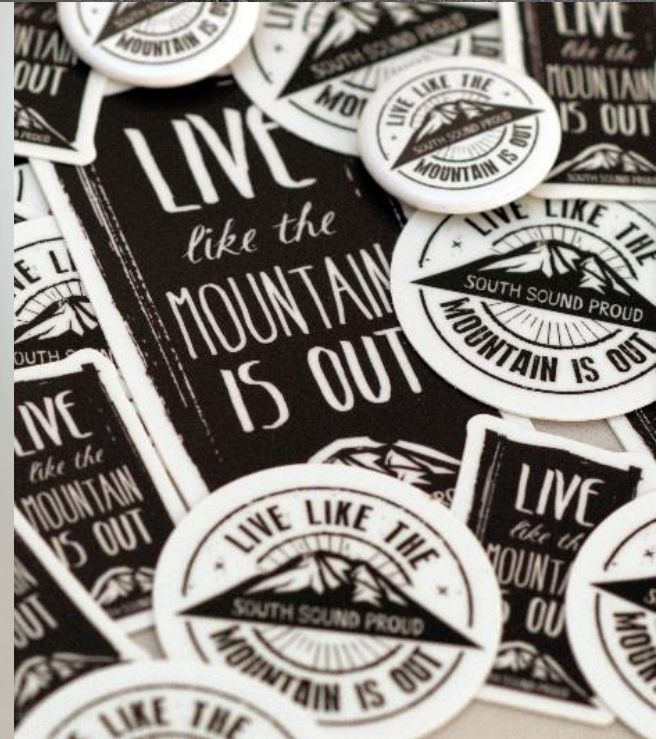
We wrangled the partners and facilitated the big conversations. How do we define the “South Sound”? What is it that can inspire our personality and promise? What does success look and feel like? The effort needed to span audiences, city lines, levels of expectations and communication channels. The carefully orchestrated launch was as broad as it was collaborative: teaser creative, website, online store, a Snapchat and Instagram strategy, an events street team and open-source graphics with an invitation to use them. Next, we sat back and watched the community make it its own.

UNLEASHING THE POWER OF COMMUNITY

We saw a surge of Instagram followers within days, and 145,000 Snapchat filter uses in the first 24 hours alone. Local reporters were investigating on the day the guerilla tactics broke, trying to track down the source. Artists interpreted the brand in their own creations. Businesses contacted us to create items, and they’re still lined up to get campaign murals on their empty walls. The campaign has now earned continued funding.



- Brand partner facilitation
- Badge design
- Open-source graphics
- Social media strategy
- Guerilla tactics
- Events street team





Thinking local with the City of Renton



When the City of Renton received emergency CARES funding for COVID-19 relief, JayRay quickly implemented a comprehensive “support local” project. To represent Renton’s underserved communities and increase sales, we worked with a diverse group of business owners and appealed to community solidarity. Multiple-language materials and a digital tool kit equipped local merchants to promote themselves.

INSPIRING A LOVE FOR LOCAL

We blended authenticity and strategy into an integrated marketing campaign encouraging the community to “Make Yourself At Home” in Renton during the holidays. The [Renton Holiday Gift Giving Guide](#) highlighted Renton’s six retail neighborhoods. A custom webpage, photography and media buy promoted the project across King County. And five local influencers kicked off the campaign with a visit to Renton on Small Business Saturday, sharing unique finds on social media. To drum up engagement, we created a local staycation sweepstakes with an overnight hotel package and \$500 in shopping and dining credit. We gave the campaign quirky neighborhood flair with social distancing decals (dragon feet!), A-boards and custom floor mats to welcome visitors into local businesses. Our storytelling approach highlighted inspiring small business owners in the Meet Your (Renton) Neighbor program, including hotel spotlights on COVID safety.

THE REGION NOW KNOWS RENTON

In total, the campaign reached over 1 million people. Website visits increased 900% from the previous year, and more than 200 locals entered the staycation sweepstakes. Custom photography added over 500 images to the Renton image library. The campaign continues, updated for year-long use outside the holiday season.



The Seattle Times
THE MIX
TRAVEL | ARTS | FOOD | BOOKS

scattletimes.com/life | SUNDAY, DECEMBER 13, 2020

MORE ON SEATTLE/TIMES

Friend of the arts
35-year KUOW arts reporter retires > 13

Leftover delicacies
Readers transform holiday extras > 13

Talking with Scott Altier for his oral history > 13



meet your
RENTON NEIGHBOR

Get to Know Renton's Local Business Owners

The heart and soul of Renton

Many to cupolas, deluge to restaurants. Local businesses are the fabric of our neighborhoods. Their namespans span the globe but are the heart and soul of Renton, Washington. Even through extraordinary circumstance, these small businesses serve the community with hard work, determination and care.

Let their stories inspire and excite—and help you discover (or rediscover) Renton. After all, the best way to experience the city, is through its dreamers and doers.

Meet Your Renton Neighbor
Community leaders choose Renton to live and work.

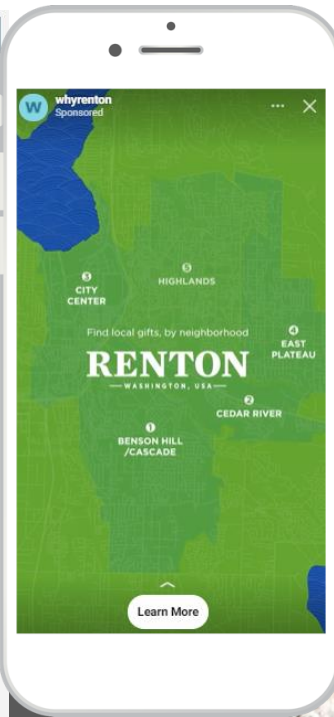
Meet Leeching and Duc Tran

Meet Heng and Large Woon

Meet Jacqueline Nguyen

Meet Mily Tafese

Share a Story With Us
Do you know a Renton business owner with an inspiring story? We'd love to learn more.



Why Renton
Sponsored

Shop Renton's six neighborhoods and wrap a bow around your holiday season. Our Gift Giving Guide sparkles with hometown shops, restaurants and experiences. #RentonHolidays



GIVERENTON.COM
Renton's Gift Giving Guide [LEARN MORE](#)

HOP RIGHT IN

FITNESS | One Seattle woman is on a par inspired mission to get everyone to jump

By MANDY KANK
Special to The Seattle Times

When boutique-based commercial real estate agent Abbie Marcus started her first choreography and jump rope studio, she knew she was going to get lost in it. Marcus, like many others, took up a new hobby to pass the time during the first coronavirus lockdown. After just seven months of posting videos of herself jump

Above: Jumping rope in the rain, from How and About. Below: Marcus at her club. *She is a decorated jump rope of 20 years. Marcus has built a following in just seven months.*

rope to Instagram, more than 12,000 followers and topped her engagement rate of 14.4 percent. One of the most understood and overlooked athletes, Marcus has a new, loyal following of passionate "jumpers" who have brought her to a new level of success. With each workout, she

See • [JUMP ROPE, 17](#)

ARTS

Seattle arts groups rethink tradition

By CRYSTAL PAUL
Seattle Times Staff Writer

This season, many of us may be haunted by the ghosts of some joyful holidays past — the reunions with distant family members, the large feasts, the holiday shows.

In this season of lights, our hopes remain dark, as pandemic creates more haunting than perfect moments. But performing arts groups in the South area are giving us a chance and hope of enjoying solitary, alternative ones. Organizers meet big and small — many of which typically see a [REHEARSAL, 14](#)

FOOD

Whidbey Island pickle company runs on old-school fermentation

By JACOB VAREHAND
Seattle Times Staff Writer

When Jeff Lyons decided to start a business that made pickled vegetables, there was only one way he would do it: old-school fermentation.

His kids have been around for pickles, dating back to 1988 in B.C., when cucumber from India were first pickled in the Puget Valley. The old-fashioned fermentation technique Lyons learned has been used for centuries — in the 18th century, the Japanese branch of

pickles helped sailors ward off scurvy on long sea voyages. Lyons' pickles ferment naturally in the soil beneath the surface of his Whidbey Island water tower for one to five weeks in a salt-water brine, water and the naturally occurring presence of lactobacillus bacteria in the vegetables and create that tangy, pickled flavor.

And Lyons made his fermentations. The success in the end hasn't occurred because that naturally occurs

See • [PICKLES, 14](#)

make YOURSELF AT home
for the holidays

Six neighborhoods. Gifts galore.
Start shopping.

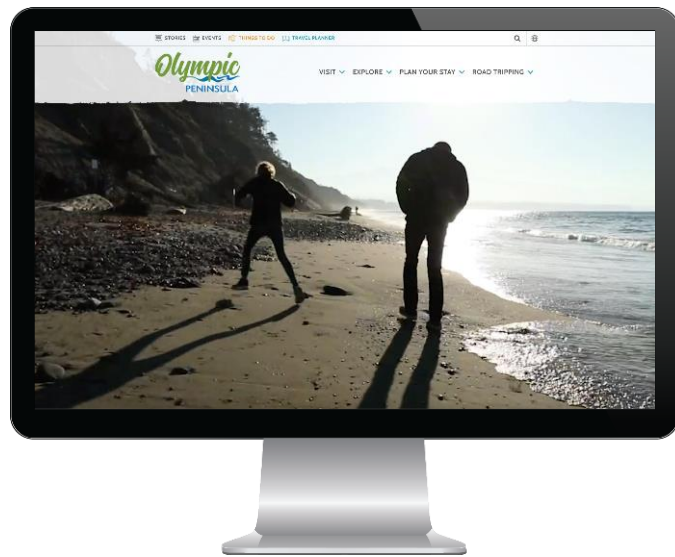
GiveRenton.com **RENTON**

- Integrated marketing campaign
- Social media ads
- Print and digital ads
- Influencer marketing
- Photo shoots
- Landing page development
- Media relations
- Marketing toolkit for businesses
- Materials translated into multiple languages





Online with Olympic Peninsula Tourism Commission



The Olympic Peninsula Tourism Commission's website was outdated and hard to use, especially on mobile. Information was hard to find and navigation wasn't intuitive. Plus, the site contained too much copy and too few photos. The Olympic Peninsula Tourism Commission needed a new website to convey a unified sense of place for the expansive and diverse terrain that attracts visitors from every corner of the globe.

JAYRAY WENT TO WORK

- Facilitated the 10-person website committee to determine goals, brand personality and design theme
- Built a user-friendly, inspirational, educational WordPress website (OlympicPeninsula.org) with a photo-centric design to whet visitor appetites
- Involved a variety of key stakeholders—from funders to government leaders—to ensure authenticity and increase community buy-in for new design
- Advised on content strategy, types of pages needed, ways to strengthen overarching brand through a refreshed online presence, new logo and more
- Created and implemented an integrated digital campaign to promote the new website and generate interest in off-season visits
- Added insightful analytic capabilities for commission partners to track traffic and online bookings, bringing new level of understanding for hoteliers



EARNED
MEDIA
COVERAGE
AND
ADOPTION OF
NEW LOGO



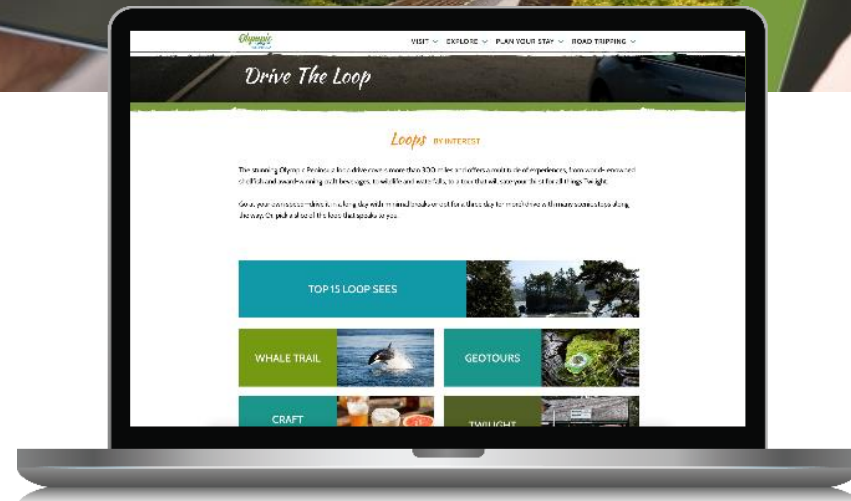
WEBSITE
VISITS UP 70%
YEAR OVER
YEAR IN FIRST
MONTH



POTENTIAL
VISITORS
RESPONDED WITH
A 126% INCREASE
IN TRAVEL PLANNER
PAGE VISITS IN THE
FIRST SIX MONTHS



Online with Olympic Peninsula Tourism Commission





Terms and conditions

CONFIDENTIALITY

The agency will keep confidential information that has not been made public and is designated as confidential by the client.

PROJECT BUDGETS

The client and agency will agree on a budget for each project. Budgets will be based on a defined level of effort and expense. Acceptance of the budget by the client confirms that JayRay has been contracted by the client for the project as described.

PROJECT CHANGES

Changes in project requirements, specifications or schedule may require a change in budget. JayRay will provide to the client a budget that reflects the changed level of effort and expense.

PROJECT APPROVALS

JayRay will provide the client with proofs to assure accuracy of materials created on its behalf. JayRay will exercise reasonable care to avoid errors. The client retains final responsibility for the decision to print, produce or disseminate materials.

POSTPONEMENT OR CANCELLATION

If the project is cancelled or postponed prior to completion, the client agrees to pay JayRay for any work that has already been completed and any expenses already committed to, including commissions or markup.

OWNERSHIP

The client owns all original artwork created by JayRay on its behalf, upon payment in full of the project invoice. JayRay's subcontractors, vendors and suppliers (such as photographers, stock photo houses and font libraries) retain ownership and possession of all original work they have created unless otherwise negotiated. Materials owned by the client and archived by JayRay may be destroyed after three years. JayRay retains the right to use work created for the client for its own self-promotion purposes. JayRay retains ownership of all concepts not selected for production by the client.

MARKUPS AND COMMISSIONS

The agency will add a 20 percent markup to all out-of-pocket costs such as printing, photography, web hosting, web plug-ins, broadcast production and research, incurred on behalf of the client. The agency will retain all commissions granted to recognized agencies and will mark up non-commissionable media billed through the agency equivalent to the standard 15 percent agency commission.

MISCELLANEOUS CHARGES

Expenses such as photocopying, facsimile, postage, delivery, telephone and travel will not be marked up. They will be billed as estimated or billed at cost.



Terms and conditions (continued)

TERMS

JayRay will invoice the client monthly electronically via email for work done in the previous calendar month, unless other arrangements are mutually agreed upon. The client agrees to pay agency invoices within 30 days of receipt unless otherwise agreed. A service charge of 1-1/2 percent per month will be added to all past due invoices. All work will be discontinued and media schedules cancelled when payment is 45 days in arrears.

CLIENT/AGENCY AGREEMENT

Effective _____, JayRay Ads & PR, Inc., is authorized by **City of Wilsonville** to act as an advertising/public relations agent on our behalf. This agreement authorizes JayRay Ads & PR to develop and purchase printed materials, photography, media advertising, and other goods and services as necessary to carry out authorized and approved advertising/public relations programs on our behalf.

When making approved purchases on our behalf, JayRay is acting only as our agent, and liability for payment for these goods and/or services remains ours.

For: **City of Wilsonville**

Signed _____ Date _____

Send invoices to

Name: _____

Email address: _____

Phone number: _____

Advertising & Marketing
Branding
Communication & Strategy
Digital & Social Media
Graphic Design
Internal Communications
Public & Media Relations
Promotions & Events
Research & Planning
Website Design &
Development

Bridget Baeth
bbaeth@jayray.com
535 Dock Street, Ste. 205
Tacoma, WA 98402

   @JayRayAdsPR JayRay.com

RECEIVED

OCT 27 2021

The City of Wilsonville

**Request for Proposals
Professional Services**

**‘Explore Wilsonville’
Tourism Promotion and Destination
Marketing Services**

RANDOM.

That Random Agency

October 27th, 2021

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Cover Letter

Dear Ms. Zoe Mombert,

Please find the enclosed proposal from That Random Agency in response to the City of Wilsonville ("City") Request for Proposals for Professional Services - 'Explore Wilsonville' Tourism Promotion and Destination Marketing Services.

That Random Agency is pleased to submit our proposal to offer our Tourism Promotion and Destination Marketing Services for the 'Explore Wilsonville' project. At That Random Agency, all campaigns are as unique as the client they are designed for. In learning that the City of Wilsonville is situated between the Portland metro market and the Willamette Valley, we understand that a successful tourism promotion and marketing campaign for the 'Explore Wilsonville' DMO can increase overnight lodging occupancy during the non-summer shoulder-season months of the year. We are steadfast in our mission to portray Wilsonville as an ideal lodging 'base-camp' for day-trippers to explore regional attractions and events in the area.

Wilsonville's proximity to Portland provides a unique challenge for tourism marketing. For this reason, a focus on individual businesses and their stories is the center of our strategy. Our approach to storytelling will revolve around a first person point of view of Wilsonville, which will allow for better media targeting and content creation and curation.

Our content, website, paid media, and social media strategies will focus on content personalization based on the interests of the prospective visitor. Most travelers visit a destination because of a central activity that can range from work travel to the activities listed within our strategy pillars below. Focusing on personalization centered around their core reason for visiting will allow the creation of "personas" based on primary interest and data from the Wilsonville teams as well as third parties.

Strategic Pillars for the Explore Wilsonville Project:

- Outdoors/Sports/Recreation
- Arts & Entertainment
- Professional Tourism
- Food/Wine/Dining
- History/Heritage
- Shopping
- Events

Our approach has proven successful many times over, and we are confident that it will succeed for the City of Wilsonville. This strategy was successfully employed in our work for the Monroe County Convention and Visitors Bureau. For seventeen (17) years spanning 2002-2018, we acted as the digital lead agency for the MCCTB (Monroe County Convention & Tourism Bureau). Our primary focus was on filling hotel beds during the fishing offseason when fewer visitors would stay within the county due to commercial charters not operating.

Monroe has a similarly unique challenge, as it is situated 15-20 minutes from the much larger Detroit and Toledo markets. Utilizing events, history, shopping, dining, and entertainment, That Random Agency and MCCTB were able to leverage this proximity to create what we called our "Passerby Persona." This visitor persona was lured to a smaller community with the help of, and connection to, stories of the businesses and attractions that made Monroe vibrant and attractive compared to the larger cities. Flagship events then created a destination effect for Monroe that resulted in repeat visits and hotel bookings. This is just one example of how our strategy can come to life.

In submitting this proposal, That Random Agency certifies that we have carefully examined all RFP documents, including Appendix A, all addenda, and all other attachments, and fully understand the RFP intent. We are able to perform all tasks as described in the Scope of Work and are ready, willing, and able and comply with all terms of the attached Tourism Consultant Contract.

That Random Agency is familiar with the local conditions under which the work will be performed. This proposal is based upon the requirements described in the RFP, without exception, unless clearly stated in the response. That Random Agency accepts all terms of the City's Tourism Consultant Contract and warrants that we will fully meet all of the insurance requirements contained therein. We certify that, to the best of our knowledge and belief, no elected official, employee, or person whose salary is payable in whole or in 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.

That Random Agency
4386 Beach Rd, Troy, MI 48098
947-232-0657

Should you have any questions about our responses or our proposal, please do not hesitate to reach out to me directly by emailing john@thatrandomagency.com, or by calling 734-430-4976.

Sincerely,



John Patterson
Chief Strategy Officer
That Random Agency

Open process

~~Team~~
Community

Executive Summary

Midwords
Design
Skills

Design
Process

Executive Summary

Who We Are

We chose the name Random because it's everything we're not. We use data to bring order to chaos and help you understand that what appears to happen randomly online is actually much more strategic and constructed — and we can show you how to do it.

Born out of a need to break out of the mold of the traditional agency, That Random Agency represents decades of experience driving forward brand recognition and engagement across social media, podcasts, and other interactive, modern, and traditional media. Both leadership and employees at That Random Agency have extensive social media, content strategy, SEO, and direct marketing experience. Storytelling plays a large part in our development process and we've found success for our clients by helping them dig deeper into the data and stories that exist within their digital and physical communities. We're driven by curiosity and an obsessive focus on uncovering and understanding the fundamental motivations of our clients' audiences. This is key to delivering a cohesive paid, earned, and owned integrated digital and traditional strategy.

That Random Agency is women-owned and operated.

Our Team



Lauren Kelley
Co-Founder and CEO
lauren@thatrandomagency.com

Lauren is an experienced entrepreneur with a passion for social media strategy and podcasting. After a decade in the traditional agency world, she grew tired of the same ol' same. Thus, That Random Agency was born.

Random Fact: Lauren won multiple gold medals while competing with her college rowing team.



John Patterson
Co-Founder and Chief Strategy Officer
john@thatrandomagency.com

John has over fifteen (15) years of social media, content strategy, and SEO experience. As a pioneer in social media marketing, John has worked with the most recognizable brands in the world. His experience in both retail and brand means that he understands how to tell great stories and garner results regardless of brand or budget.

Random Fact: John's work has won numerous Shorty and Webby awards while also being featured on prominent social sites like Social Media Examiner and Social Media Today.



Joan Frank
PR Manager
joan@thatrandomagency.com

Joan has over thirty (30) years of public relations experience. Her fresh approach and keen ability to determine what's truly newsworthy keeps her at the top of her game. She's an expert at crafting unique and newsworthy stories that always generate media interest.

Random Fact: Joan is a cancer survivor and a passionate advocate for meditation, Reiki, and acupuncture!



Meghan Decker
Client Partner
meghan@thatrandomagency.com

For over fourteen (14) years, Meghan has been a leader of teams and client partners, executing work across Consumer Packaged Goods (CPG), financial, and automotive verticals. Her dedication to her clients and insight into the ever-changing landscape drives every facet of her work. A passion of hers is stepping outside the box with her teams and seeing what may be possible.

Random Fact: Meghan led the first livestream on Facebook executed by a brand from the annual CES trade show floor!



Emily Sullivan
Social Media Strategist
emily@thatrandomagency.com

Emily is a copywriting pro with a passion for telling stories that encourage audiences to abandon old ways of thinking, be it social, racial, economic, or environmental. At That Random Agency, Emily pushes both the team and clients alike to approach problems with creativity and a bit of NYC grit.

Random Fact: Emily has a degree in Theater Studies. Her first performance was at her local YMCA at age five (5) in a dramatization of a picture book.



Eric Kelley
Front End Developer
eric@thatrandomagency.com

Eric is a software engineer based out of Detroit with a passion for Javascript. Not only is he a certified web developer, but he also has experience creating customer web applications, building fully responsive websites and apps, and managing software licenses.

Random Fact: When not working at his day job, Eric is a founding member of Neo Interactive, an independent game studio developing Samurai Zero, a fast-paced arena samurai game.



Allison Andres
Social Media Marketing Specialist
allison@thatrandomagency.com

Allison is a communications graduate with passions for writing and social media. After learning about the worlds of advertising and marketing in her classes, she's ready to jump into the hands-on experiences of connecting clients and their brands to the world.

Random Fact: Allison is a poet with published work in numerous literary magazines and the online pages of popular publishers like Button Poetry.



Julieta Maya-Zuniga
Social Media Intern
julieta@thatrandomagency.com

Julieta is a multi-disciplinary artist with experience in photography, visual arts, design, and writing. She's currently a student at The Savannah College of Art and Design. Originally from Mexico, Julieta speaks English and Spanish fluently and has lived in Canada, the United States and Mexico.

Random Fact: In addition to her amazing copywriting skills, Julieta is a passionate vegan cook and has a certificate in plant-based nutrition.



Toni Shindler-Ruberg
Social Media Intern
toni@thatrandomagency.com

Toni is an interdisciplinary student and creative with a passion for helping people develop the tools needed for advocacy and self-empowerment through diverse storytelling. With education and experience in social media marketing, psychology, journalism, and audio production, she's ready to share new stories, big and small.

Random Fact: Toni used to run her own ballet Instagram account, partnering with brands and photographers to showcase life as a pre-professional ballet dancer.

Our Services

No copy and paste services here. That Random Agency develops a custom solution for each client. Our response has been crafted with the City of Wilsonville's exact needs and objectives in mind.

Social Media

Social Media Strategy

There's a lot of free advice on social media strategy online. But is your strategy actually driving business results? Step out of the likes/comments spiral.

We build custom programs for every client that consider how social media can support and accelerate both offline and online business objectives in a measurable way. Looking to build your email list? Want to sell products or be a thought leader in your niche? The right social media strategy can help. We can build it for you.

Content Calendar Creation

After building a clear and defined social strategy, it's time to have some fun! We build content calendars one (1) month ahead to keep the daily 'What do I post today?!' vibes away. This also allows more bandwidth to jump on real-time trends and news.

That Random Agency can provide product and portrait photography, quotable art, videos, memes and more. Our in-house copywriters ensure that your posts are on-brand and on-point.

Analytics & Measurement

Measuring your ROI has never been more important. We analyze performance on both a weekly and monthly basis to identify what worked, what didn't, and where there are opportunities for growth and optimization.

Response Management

Social media happens quickly and chances are, you have a busy schedule. If you don't have the time to respond to comments and tags in a timely manner, our team at That Random Agency can help.

Social Listening

Do you know what people are saying online about you, your brand, or the topics that mean something to your business? Using the latest social media listening tools, our team is able to identify emerging trends in the marketplace along with providing real-time reports of mentions and sentiment across social media, blogs, forums, and websites.

Advertising Campaigns

Whether you're looking to grow your email list, improve conversions on your website, increase your views, or build brand awareness with a new audience, our team can manage advertising campaigns from start to finish, optimizing creativity and spending along the way.

Search Engine Optimization (SEO)

Website Audit

Our website audit is a comprehensive look at your website's performance that focuses on four (4) key areas: technical, on-page, off-page, and competitive analysis. We'll provide opportunities and insights that will help your audience find the content and products they need quickly and easily.

Technical SEO

Technical SEO focuses on both helping a search engine index your website and helping searchers access it. We call this Indexing & Accessibility, and we run tests on your website to ensure that the technical functionality is not causing Google to rank your site less favorably. This can include optimizing page load times, adding XML sitemaps so that Google can find content easier, and making sure your robots.txt file is correct. Don't worry about the jargon though, what you need to know is that we'll help your site get discovered.

Local Search

Your Google My Business is a key part of how consumers see feedback about your business as well as how they find you when searching locally. We'll optimize your site and Google My Business to make sure your customers can find and contact you.

Google Analytics & Measurement

We'll use Google Analytics, Search Console, and other third-party tools to determine the health of your site and analyze your website traffic. These insights will inform our recommended changes to the site and keyword strategy for the next month that will drive your business forward.

Keyword Research

Our Keyword Research process works closely with our Website Audit and Content Strategy to dig into what your audience is looking for when they search for your business or its products and services.

There are five (5) components to our Keyword Research Strategy:

1. Relevant Topics to Your Business — These keywords are the foundation of our strategy. Many of these will be branded keywords and are the easiest to earn traffic from.
2. Research-Related Keywords — Capture more clicks from a larger group of people searching by offering a complete answer to the question they type in the search bar. These are called contextual keywords.
3. Evaluate Short- and Long-Tail Search Terms — It's hard to rank for the most popular short and direct keywords. We'll help you balance ``head terms`` with long-tail terms that have less competition.
4. Competitive Research — It doesn't matter if your competitors are around the corner or the globe. We'll evaluate their sites to see what keywords they're using and ensure you have competitive keywords on your site.
5. Provide a Consolidated Keyword Strategy — Not every keyword is going to fit naturally on your website. That's why we use Google Keyword Planner to narrow down the list. We'll then add, change, or remove keywords using content updates to test the effectiveness of different updates on search performance.

Content Marketing

Customer Journey Mapping

Do you have a journey map built for your business? The most effective marketing addresses the customer where they are at the exact moment in their journey. Our team will help you map the journey from discovery to purchase and then assign the correct strategic message at each touchpoint.

Blog Post Development

Need an extra pair of hands to help write blog posts? That Random Agency can work as an extension of your team to create the long-form content you need to attract new customers.

Content Audit

A content audit is important because it helps establish a baseline of content you have available, as well as identify any gaps. We'll also examine which content is driving the highest amount of traffic and conversions on your website or social channels.

Email Marketing

Email marketing remains one of the most effective marketing channels. Optimize your current program or let us help you build one from scratch that drives results.

Websites & Landing Pages

Whether you need a website refresh or a new landing page for a digital marketing campaign, the team at That Random Agency is here to help. From WordPress to Shopify, Squarespace to Clickfunnels — our team has the chops to build or help maintain your website.

Public Relations

PR is the language we speak. We know just how to position you and your business to ensure you are at the forefront of your industry and top of mind with both the media and your target customer. We launch and build brands, establish relationships, and most importantly, love to tell our clients' stories. And, if you're not sure what your story is, we excel at crafting that too.

Corporate Communications Strategy

Before you can earn media coverage, it's imperative to establish a clear communications strategy for your brand. Our team can help you identify and prioritize key goals that address all stakeholder needs.

Media Pitching

Looking to increase the visibility of your products, your company, or your people? We'll help you get your brand in front of the world through targeted pitching to local and national media across television, radio, digital, and print.

Media Monitoring

Understand your company and brand's reputation by monitoring global online news, blogs, social, print, broadcast channels, online forums, and review sites. Our team has extensive experience with a variety of tools like Meltwater, Newswire, Brandwatch, and Cision.

Media Training

Lights, camera, panic! If you or your team gets a little camera shy, our experienced team can provide in-depth training so you feel self-assured, prepared, and relaxed. We believe nothing translates better on screen than authenticity and passion. So learning to conquer anxiety, clearly express yourself, and adapt your message is the key to standing out.

Influencer Marketing

In this digital age, social media influencers can impact the success of any campaign or brand. With over ten (10) years of influencer management experience, our team can successfully build a local or national influencer program that drives towards your brand objectives.

Video Production

Did you know that a whopping 78% of online users watch videos online every week? Video marketing can be an important part of your digital marketing strategy, giving a face and voice to your business and providing high SEO value for your website. We have experience creating all types of videos for our clients. Soup to nuts, we're able to provide guidance and direction on pre-production, script development, casting, shooting, editing, production, and platform distribution for your video content. Our video production services include:

- Video marketing strategy
- Scriptwriting and editing
- Storyboarding
- Single-camera and multi-camera shoots
- Professional video and lighting equipment
- Video editing
- 3D and 2D graphics
- Motion graphics
- Custom-designed graphics and illustrations from our graphic design department
- Color correction
- Voice-overs
- Fully ADA-compliant videos

- Multilingual videos with closed captioning
- Video hosting
- Video distribution

Collateral & Distribution

Ready to take your messaging off the screen and into the real world? We've got you covered. From graphic design to printing and shipping, our team has experience and trusted vendor partners to deliver high-quality collateral for your business. Our graphics team can help you develop the tools below.

Corporate Identity

From business cards to pocket folders and letterhead, it's important to put our best foot forward with intentional on-brand print materials. From concept to printing, That Random Agency can provide design services and strategic guidance on materials that your team will love.

Marketing Materials

Whether you need flyers or brochures, we're here to help you dive into the nitty gritty of your business to create effective marketing materials that showcase who you are and what you have to offer.

Direct Mail

As the cost of paid online advertising continues to soar, many businesses are turning to direct mail as a sustainable marketing tactic that drives a high ROI. It uses the persuasive power of print combined with personalized mailers to make a tremendous impact on those who receive them. Our team can help craft effective copy and graphics that make your postcards or mailers stand out from the pile.

Project Management

We all know time and budget are of the essence. The team is here to help ensure timely delivery within the established budget. This includes weekly check-ins with a dedicated client partner to inventory active and upcoming projects with a status sheet, where they're at and next steps. We'll be sure everyone leaves knowing what's needed and how we can support each other to bring our projects to life.

Program Planning

Our team brings clarity to complex projects through robust program planning. We break down large-scale projects into individual work streams and timelines to ensure effective, on-schedule delivery. The program plan encompasses all active projects across disciplines.

Project Briefs

A strong project brief helps stakeholders, teams, designers, and anyone involved in the project understand its requirements and goals. Our team will utilize detailed briefs to capture all project requirements and build effective timelines.

Project Debrief

Once a project or task is over, we believe it's important to take the time to debrief as a team to discuss learnings and identify opportunities to enhance future programs.

Our Clients

That Random Agency has a wide range of experience, helping companies from a variety of fields of expertise expand their digital, traditional, and PR strategies. Below are just a few examples of our current or past clients.


Some of our past clients include:



Why That Random Agency

Not only do we know how to help you better understand the audience you're trying to reach and execute integrated marketing and PR campaigns to reach them, but we also have the accreditation to prove it. Along with a long list of clients and decades of experience, That Random Agency boasts Snapchat Advertising Certification and is a Sprout Social Agency Partner and Facebook Blueprint Certified Buyer.





2. PROPOSER AND PROPOSAL REQUIREMENTS

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.

This proposal has been prepared in accordance with the requirements stated within this RFP, thereby ensuring a fair and objective analysis by the City of Wilsonville. Within this proposal, we have provided a clear and concise description of our capabilities to satisfy the requirements of this RFP and the promotion and marketing needs of the City of Wilsonville. That Random Agency understands that failure to comply with or complete any part of the RFP may result in rejection of the proposal.

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.

The That Random Agency team has showcased prior successful professional experience in tourism promotion throughout this RFP and the accompanying Scope of Work.

- If successful as Proposer, acquire a City of Wilsonville business license.

The team at That Random Agency will acquire a City of Wilsonville business license upon successful completion of this RFP.

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.

That Random Agency has a wealth of experience creating branding strategies and marketing campaign action plans from the ground up. Our large toolkit is modernized and used to create a custom solution for each client.

Our Content Marketing services will leverage the most effective tools to help the City develop and communicate a spot-on brand strategy and messaging that will influence tourists who are traveling around the area. Full content audit services are provided to examine your existing marketing content, establish a baseline of content you have available, and identify any gaps. We'll also examine which content is driving the highest amount of traffic and conversions on your current websites and social media.

Our team manages advertising campaigns from start to finish, optimizing creativity and spending along the way. We leverage YouTube Monetization to help accelerate your growth, starting with a solid content strategy. We build custom programs for every client that considers how social media can support and accelerate both offline and online business objectives in a measurable way. We analyze performance on both a weekly and monthly basis to identify what worked, what didn't, and where there are opportunities for growth and optimization. Looking to build your email list? Want to sell products or be a thought leader in your niche? The right social media strategy can help. The team at That Random Agency can build it for you.

That Random Agency has extensive experience creating sales and marketing collateral for many formats of direct marketing including email, direct mail, and SMS/Text. We have developed visitor guides, festival programs, schedules, business cards, posters, flyers, postcards, e-mail copy and creative, as well as SMS/text campaign creative. We are also experienced in working with third parties for the fulfillment of direct marketing campaigns through direct mail, email, and SMS/text.

Our print partners use best-in-class technology to help keep costs down by utilizing a highly cost-effective printing technique that does not require full coverage of collateral while still giving the appearance of solid printing. This system allows us to offer more complex printed projects at more competitive prices per-piece than other agencies.

Taken together, That Random Agency has the skills and expertise to drive an effective public relations and marketing communications campaign for the City of Wilsonville.

- **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.**

Our approach has proven successful many times over, and we are confident that it will succeed for the City of Wilsonville. For seventeen (17) years spanning 2002-2018, That Random Agency acted as the digital lead agency for the Monroe County Convention Tourism Bureau (MCCTB). Our primary focus was on filling hotel beds during the fishing offseason when fewer visitors would stay within the county due to commercial charters not operating.

Monroe had a similarly unique challenge, as it is situated fifteen (15) to twenty (20) minutes from the much larger Detroit, MI and Toledo, OH markets. Utilizing events, history, shopping, dining, and entertainment, That Random Agency and MCCTB were able to leverage this proximity to create our Passerby Persona - another name for a visitor who was attracted to smaller communities with the help of, and connection to, stories of small businesses and attractions that made Monroe interesting and unique. Flagship events then created a destination effect for Monroe that resulted in repeat visits and hotel bookings. This is just one example of how our strategy can come to life.

Members of the That Random Agency team also worked on a project for Pure Michigan, which focused on the many attractions and activities that Michigan had to offer. This messaging strategy was used across digital, traditional, and social media with a very high level of effectiveness and return on advertising spending.

Our highly targeted digital first approach creates efficiency at scale while reaching each of our identified personas with content that resonates with them. During our time working with MCCTB, we grew their flagship event, the "Award Winning River Raisin Jazz Festival," to a yearly attendance of over 50,000 people. This helped drive millions of dollars in financial impact for community businesses, while filling hotel beds as far as twenty (20) miles away for the three (3)-day event. That Random Agency also helped in the development and production of the event itself. As it grew in notoriety, the RRJ Festival hosted names like Kenny G., Chris Botti, Alexander Zonjic and Bob James. This performance was repeated for events like the annual Custer Week historical event hosted by the National Battlefield, an eight (8)-week Jazz series hosted by local venues, and a Barbecue and Blues festival.

- **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.**

That Random Agency has extensive experience marketing to a diverse set of traveler demographics. We leverage detailed proprietary profiles of traveler segments that allow for clearer targeting and more efficient advertising. For example, our past strategies have included targeting business travelers, where we've helped Monroe Shock Absorber and La-Z-Boy employees traveling to their respective campuses find food, lodging, and entertainment. TRA also has experience perfecting messaging for VFR. We worked on the grassroots and social marketing for The River Raisin Jazz Festival, and drove a significant percentage of event attendance. Our work on Travel Michigan included collaboration with DMOs.

Though That Random Agency is a remote agency, we will serve Wilsonville as if we were based right down the street. We have strong connections in Oregon with a local team of photographers, videographers, printers ready to be deployed. We will leverage these relationships to gain an even stronger insight into tourism in Oregon through the experience of those who work locally in the industry.

- **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.**

In addition to our extensive work with Monroe County as detailed throughout this proposal, our team members have worked with clients such as the U.S. Army, Illinois Office of Tourism, U.S. Soybean Export Council, USAA, US Mint and the FDIC. Our roles for these clients vary in nature from branding to member onboarding. We've also conducted sustainment communication with extensive collateral materials, influencer relations, social media and influencer strategic planning and execution, analytics reporting, social listening, trend reporting, etc. for a variety of governmental clients.

- **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.**

Our team members possess valid driver's licenses and have the ability to pass a criminal background check. Our team will acquire all required insurance coverage and provide the appropriate documentation for this project.

That Random Agency understands the importance of consistent communication, and rapid response to client needs. We are able and willing to work any weekends, holidays and evening hours necessary to meet business demands. We also understand that overnight travel is required and we are able to accommodate in accordance with the project schedule.

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.

References

Reference 1 - Southern California Olympians & Paralympians	
Name	John Moffet
Email address	john.moffet@olympian.org
Telephone number for one direct contact person	310-994-4647

Reference 2 - Alexander Zonjic (musician)	
Name	Alexander Zonjic
Email address	zonjic@aol.com
Telephone number	248-939-7769

Reference 3 - Biggby Coffee	
Name	Mike McFall
Email address	mike@biggby.com
Telephone number for one direct contact person	517-388-1444

Reference 4 - Fireproof Performance	
Name	Sara Frasca
Email address	sara@sarafrasca.com
Telephone number for one direct contact person	651-353-4448

A hand-drawn diagram on a light-colored background. The diagram consists of several rectangular blocks. On the left, there is a large blue-shaded area containing several smaller, outlined rectangular shapes. To the right of this blue area, there is a vertical column of smaller, outlined rectangular shapes. On the far right, there is a purple-shaded area containing several smaller, outlined rectangular shapes. The overall layout suggests a flow or a sequence of tasks or components.


Work Plan

Work Plan

Deliverables	Description	Development Time
Integrated Marketing & Communications Strategy	The guiding document that describes the overall messaging strategy as well as defining a visitor journey, personas, media targets, and tactics for each major marketing channel.	3 weeks
Measurement Plan	A document that outlines key performance metrics, provides a shared definition of metrics, describes measurement methodology, and establishes the reporting cadence and dashboard.	1 week
Marketing & Editorial Calendar	A consolidated calendar that includes all of the messages, content, and events that require marketing support. This calendar will drive website, digital, social, and traditional messaging throughout the year.	1 week Ongoing
Program Plan	A collection of project plans and production schedules for major initiatives that will be used to continuously validate and update the marketing calendar.	1.5 weeks Ongoing
Print Collateral Mock-Ups	Digital versions of collateral that will be used for the creation of physical collateral. These will be used for approval and revision purposes.	4 weeks *Dependent on feedback and approvals
Social Media Templates	Consistent creative structures that allow for customization without the need to recreate every element for every piece of creative. Created in Photoshop, Canva or similar software.	2 weeks
Custom Website Development	Any required code or functionality changes, upgrades, or updates.	TBD based upon approved strategy

a. The Proposer's understanding of the goals and objectives of the RFP and requested tasks and activities based on existing information.

That Random Agency fully understands the goal of this RFP to identify marketing agencies that meet the destination marketing and tourism promotion needs of Wilsonville. The objective of the RFP is to select one of the responding agencies and reach an agreeable scope of work to create the deliverables and provide the services outlined in the RFP requirements. As such, That Random Agency is absolutely committed, and confident in its ability, to meet the needs of the City of Wilsonville as described in this RFP.



Project Implementation/ Approach

Project Implementation/Approach

At That Random Agency, we pride ourselves on client satisfaction and clear communication. That's why we've created a four (4)-phase onboarding process in order to set expectations, define specific deliverables, and create a plan for success.

Four (4) Phases of Implementation

1. Onboarding

a. Marketing & Communications Audit

- Review two (2) years of performance metrics
- Find, centralize, and label all existing assets if not already cataloged
- Review media targeting, spends, and placements
- Review current creative guidelines, branding, style guides, and brand messaging
- Study visitor demographics, psychographics, and ethnographics
- Conduct any necessary market research

b. Strategy Development

- Integrated Marketing Communications Strategy
 - Creation of the comprehensive integrated strategy document that will contain the research and recommendations of That Random Agency as well as the direction for each marketing channel
- Measurement Plan
 - Creation of the overarching document that details exactly what will be measured as well as the methodology for measurement by channel

2. Program Planning

a. Print Production Schedule

- Detailed calendar for print production and fulfillment that aligns with activities within the marketing calendar

b. Communications Calendar

- Calendar of targeted placements, stories, and communications that align with activities in the marketing calendar and relevant media opportunities

c. Website Editorial Calendar

- A calendar broken down by quarter and month that details the content and updates that will be published to explorewilsonville.com

d. Social Media Content Calendar

- Detailed calendar of messages to be distributed via Wilsonville social media channels, including copy and images that align with overall marketing calendar activities

e. Media Plan

- A detailed plan that will determine distribution of spend by channel as well as flighting for campaigns, including integrated as well as channel-specific campaigns and a regular testing schedule

3. Implementation

- a. Collateral Production
 - Development of relevant print collateral to support marketing and sales activities
- b. Digital Asset Development
 - Creative development of assets for social media, website, email, and other digital assets.
- c. Website Development
 - Any necessary website enhancement or code updates for accessibility, SEO, measurement or user experience
- d. Tagging/Pixeling/Attribution Tracking
 - Placement of any measurement elements or attribution tracking tools within digital and traditional assets.

4. Optimization/Sustainment

- a. Weekly, Monthly, Quarterly meeting cadences
 - Review tactics weekly
 - Review metrics monthly
 - Review strategy quarterly
- b. Quarterly Business Review
 - Establish Ongoing Approval Flow
 - Ongoing Creative Development
 - Ongoing Media Optimization

A photograph of a person's hands holding a smartphone over a desk. On the desk, there is a laptop, a small potted plant in a white pot on a wooden coaster, and a blue notebook. The scene is lit with soft, natural light, creating a calm and focused atmosphere. The text "Scope of Work" is overlaid in the center of the image.

Scope of Work

SCOPE OF WORK

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.**

That Random Agency will deliver a comprehensive, integrated digital and traditional marketing and communications strategy that will deliver measurable results for Wilsonville tourism. Our strategy will include ad-buys, creating digital and print advertising, online/website promotional features and social-media engagement as described in Project Implementation/Approach.

- **Creating digital and print marketing collateral as needed that could include a visitor guide and map, brochures, and other products.**

That Random Agency possesses the creative and production capabilities to create assets and collateral that support all of Wilsonville's marketing and advertising needs, including digital, social, and print assets. We are experienced in the development of extensive digital and print marketing collateral, including, but not limited to, visitor guides and maps, brochures, and other necessary Wilsonville-specific 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.**

That Random Agency will collaborate with Wilsonville to identify the most strategic hosting provider for ExploreWilsonville.com based on the City's needs. TRA has a network of hosting providers that are secure, efficient, and reliable.

- **Utilizing SEO and keywords strategies to generate online referrals**

That Random Agency specializes in Search Engine Optimization (SEO) that will allow the City of Wilsonville to reach potential customers and travelers during the research or decision-making stage. Any necessary website enhancement or code updates for accessibility, SEO, measurement or user experience are provided as part of our work plan approach.

- **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.**

That Random Agency can provide product and portrait photography, quotable art, videos, and more for ExploreWilsonville.com related social media channels, which will artfully portray both the urban and rural attractions that Willsonville has to offer. We have strong working

relationships in Oregon with local photographers, videographers, printers, which we will leverage for this project.

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.**

That Random Agency will design and implement a Social Media Marketing strategy that includes regular updates to Facebook, as well as promotional e-marketing campaigns and contests.

Our Approach: That Random Agency brings an approach to social media marketing and advertising that integrates paid, earned, and owned approaches to earn results for our clients. Our targeting strategy has its foundation in first party data from candidate tracking systems, website tagging and attribution optimization, and e-mail databases. This allows our clients to earn lower costs per engagement, more conversions to placed candidates, and more efficient and effective overall media. We're certified experts in advertising on all major social media platforms including: The Facebook Ecosystem, LinkedIn, Twitter, Podcast Advertising, TikTok, and Snapchat.

Client Performance Highlight: The team at That Random Agency has extensive employment branding and marketing experience. Members of our team participated in the 2015 Enjoy Illinois campaign that drove a 4.5% increase in overall tourism. The campaign brought in 111.1 million tourists from all over, but notably the most from neighboring midwest states. The campaign used beautiful photography showcasing visits to lesser known tourist spots distributed through social media, print, tv and collateral.

Client Performance Highlight: Members of the team at That Random Agency worked with the McDonald's Employer Brand team to target and reach Gen Z through targeted storytelling. Within the first-to-market summer campaign called 'Snaplications,' users were able to view ad content and apply directly to the job within the Snapchat platform within ten (10) seconds or less. This program was a chance to reach very specific audiences where they consumed the most content at that time.

Public Relations Services

- **Managing media contacts and issuing regular news releases to feature unique content and market attractions/events.**

That Random Agency team will utilize the latest software and tools to manage media contacts and submit news releases on a monthly basis to the AP Wire.

- **Developing and cultivating earned media coverage through issuing press releases, pitching stories and arranging hosted tours.**

Our PR Manager, Joan, will take the lead on developing newsworthy stories and creative promotions of Wilsonville with local press and influential stakeholders, including pitching stories and arranging hosted tours.

Joan has over thirty (30) years of public relations experience. Her fresh approach and keen ability to determine what is truly newsworthy keeps her at the top of her game. She is an expert at crafting unique stories that always garner significant media interest. Please see the 'Our Team' section of this proposal for more information about Joan and her PR qualifications.

Photographic & Video Services

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

That Random Agency plans on working with local photographers and videographers with connections to social media influencers in this space in order to capture a unique lens and perspective of the landscape. Models and influencers would all be vetted prior to a shoot and align with the project's vision. That random Agency always ensures releases are signed prior to the start of any shoot for usage in print or digital media.

Management Services

- **Overseeing all aspects of 'Explore Wilsonville' tourism promotion program in conjunction with staff and Committee, including financial accounting.**

That Random Agency will collaborate with the Tourism Promotion Committee and all City staff members on all aspects of the Explore Wilsonville tourism promotion program, including financial accounting.

- **Providing necessary management supervision of activities and maintaining registrations and insurance provisions.**

A That Random Agency representative will be assigned to manage any need for paperwork or insurance relative to each contracted Explore Wilsonville tourism program.

- **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.**

A That Random Agency representative will be assigned to manage any need for effective communication or request to each contracted Explore Wilsonville tourism program.

- **Managing subscriptions to online services, software and database services and other destination marketing associations.**



**Appendix A –
Tourism Promotion &
Destination Marketing
Desired Scope of
Services**

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, and upload ads to publications.

That Random Agency will provide comprehensive media buying services for Explore Wilsonville, including identifying ad opportunities and negotiating favorable rates. Our team will handle ad creative, insertion, and execution directly with publications to ensure on-time and effective campaign execution.

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

That Random Agency will work collaboratively with all partner agencies, including OMHT, WCVA, WVVA, TP, TO and others, 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.

That Random Agency will proactively research and recommend potential publications for Explore Wilsonville maps and campaign materials. Some of these recommendations may include Travel Oregon Visitor Guide, Travel Portland Visitor Guide, Sunset Magazine, AAA Journey Magazine, as well as other paid digital paid media.

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

That Random Agency has extensive digital advertising experience and is Google Adwords Certified. We are confident in our ability to generate significant traffic for the City of Wilsonville through digital paid advertising strategies.

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

That Random Agency will provide creative direction to enhance marketing programs and ensure there is a consistent look and feel across channels and mediums.

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

That Random Agency will provide creative design services for all print advertising programs.

Digital Ad Design: Creative services for digital advertising campaigns.

That Random Agency will provide creative design services for all digital advertising programs.

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

That Random Agency will provide strategic, creative copy for marketing collateral, print, and digital advertising.

Production: Non-creative production services.

That Random Agency will provide additional non-creative production services as needed for the Explore Wilsonville team.

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

That Random Agency will support a Monthly Email Blast campaign, including strategic direction, copy, graphic design, copywriting and list management.

B. Website Services

Hosting, Maintenance and Content Development for ExploreWilsonville.com.

That Random Agency will host, maintain and develop content for the ExploreWilsonville.com website. Our team can manage advertising campaigns from start to finish to help improve conversions and increase views on your website. Using the latest social media listening tools, we will also provide real-time reports of mentions and sentiment across the ExploreWilsonville.com website.

Domain Name Renewals: www ExploreWilsonville com.

That Random Agency will manage all domain name renewals on behalf of www.ExploreWilsonville.com

SSL Certificate Renewals: www.ExploreWilsonville.com.

That Random Agency will process SSL certificate renewals as needed.

Security/Hack alert Scanning.

Our experienced developer, Eric, will proactively monitor ExploreWilsonville.com for security breaches or hacks. You can find more information on Eric's qualifications in the 'Our Team' section of this proposal.

Paid Plug-in Applications Renewals as needed.

That Random Agency will process paid plug-in application renewals as needed.

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

Our website developer, Eric, will provide weekly website maintenance to update attractions, lodging, and calendar listings. Additional updates will also be made as needed.

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

As part of our monthly web analytics reporting, That Random Agency will provide suggested content updates to improve overall website performance and SEO, including words, images, and maps.

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

Our full-time developer, Eric, will perform weekly check-ins on website content to ensure functionality, content, and design is functioning properly and up-to-date.

Reporting of website traffic and related statistics.

That Random Agency is certified in Google Analytics and has extensive experience analyzing website data. Our team will provide a monthly report of website traffic and related metrics, including opportunities for optimization and growth.

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.

That Random Agency will develop a robust calendar of events for all relevant community and tourism events occurring in the Wilsonville area.

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.

That Random Agency specializes in Search Engine Optimization (SEO) that will allow Explore Wilsonville to reach potential customers during the research or decision-making stage.

That Random Agency's approach to SEM expands beyond Google to find the most cost effective cost per click. We offer auction-based media services across many search-focused networks including Google, YouTube and Bing. We utilize a combination of these networks to help expand the reach of our clients and control costs without compromising performance. We incorporate a best practice keyword approach that includes broad match, exact match, phrase match, and negative keywords. We'll further refine our keyword strategy by adding location demographic, psychographic, and ethnographic targeting to ensure that a prospective Wilsonville visitor receives the correct message for their current visitor journey. Integration with the current organic search strategy will also allow for more effective advertising spends by considering the 360 search experience for candidates.

Client Performance Highlight: The team at That Random Agency has years of experience with Google and YouTube Ads that drive results. At the height of the pandemic, jazz artist Alexander Zonjic approached the team looking for help supporting his album release. Jazz and music keywords are highly competitive but the team was able to deliver over 200k views of his new release and triple the projected album sales via traffic to his website through Google Adwords.

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.

That Random Agency has deep social media experience working with a multitude of organizations, including Fortune 500 brands. As a part of our implementation plan, we will have discovery sessions specific to social media. Social media is a pivotal channel in a destination marketing strategy because social media helps inform culture so strongly. During discovery, That Random Agency will develop supporting Marketing, Editorial, Media, and Social Media Content calendars that align with an overall master calendar to maximize opportunities to integrate across marketing channels. Media and social media planning represents an important integration point that allows for organic and paid social media to work together while also being informed by the other paid media tactic timing and performance.

Management & Implementation: Strategy, design & management of all paid social media Manage all channels and post updates 3-5 time 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.

That Random Agency is fully Facebook Blueprint Certified as well as being fully certified in Google Ad products as well as several other digital advertising platforms. Each of our social media strategies is developed in collaboration with our clients based on their objectives. Our program plan encompasses all of the functional needs described here including photography, content/copy creation, scheduling/targeting/publishing, community management, and measurement for all organic and paid content.

D. Public Relations Services

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

That Random Agency will create monthly new releases on behalf of Explore Wilsonville that features the unique attractions of the city and encourage travelers to visit.

Pitching Story Ideas to magazine writers, tourism promotion operators.

Our PR Manager, Joan, will develop unique story ideas and messaging each month to pitch Wilsonville to magazine writers and tourism promotion operators.

Responding to Writers and Reporters with Content & Photos.

That Random Agency will respond to writers and reporters with original content and photos that will artfully portray both the urban and rural attractions that Willsonville has to offer.

Press Release Online Distribution to AP Wire.

That Random Agency will distribute all relevant press releases to AP Wire on behalf of Explore Wilsonville. Fees for wire distribution will be a pass-through cost with no additional markup.

Software Subscription for most efficient and effective distribution tool.

That Random Agency has experience with a wide variety of PR software for both monitoring and distribution. Our team can leverage current Explore Wilsonville tools or recommend new software for consideration.

Manage Media Contacts Data & Reporting in Meltwater Software

That Random Agency has extensive experience utilizing Meltwater Software for managing media contacts.

E. Photographic & Video Services

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

That Random Agency has multiple photography and videography vendors in the Portland area that can participate in Explore Wilsonville attractions and events on an as-needed basis. We're a remote-first team with trusted local resources in Oregon.

Arrange for models and releases as needed.

That Random Agency will ensure all talent for photo or video shoots has signed appropriate releases as needed.

Obtain full Usage & Rights Renewals, if applicable

That Random Agency will manage rights and renewals for photography and videography, if applicable.

F. Management Services

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

That Random Agency, led by the account manager, will collaborate with Wilsonville staff, contractors, and other agencies to deliver what is outlined in this RFP and assumed Scope of Work, which includes a tourism-promotion and destination-marketing program that brings visitors to Wilsonville and increases hotel room nights.

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

That Random Agency will provide an itemized list of expenses for reimbursement delivered with monthly fee invoices.

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.

That Random Agency will work with Wilsonville staff on protocols for issues that require a timely response. During onboarding, we will develop a crisis communications plan to guide activities and streamline communication internally, which will allow for agility in response to unexpected communication needs.

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

That Random Agency will manage memberships with Travel Portland and the Oregon Destination Associations. Our team has previous experience successfully managing Monroe County Convention Tourism Bureau's membership with Travel Michigan.

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

That Random Agency can manage Software and Database Subscriptions that include STR and ISSUU.

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

That Random Agency will work with Wilsonville staff to determine the appropriate reporting schedule. That schedule will include a minimum of quarterly reporting with monthly reporting available as a part of our measurement planning process. Our KPIs will include website unique visitor counts, referral sources, page views, occupancy, and average daily room rate, among other indicators as determined through collaboration with Wilsonville stakeholders.

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.

That Random Agency will have staff in-person at each of the six yearly Tourism Promotion Committee meetings. TRA is willing to prepare and present materials to the committee related to future campaigns, communications, or initiatives and report on past marketing activities.

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.

Management Services	\$7,178
Print Collateral Design & Copywriting	\$14,355
Reserve/Contingency	\$1,450
Postage	\$1,000
PRINTING: Tri-Fold Brochures (QTY: 5,000)	\$1,000
PRINTING: Poster display for I-5 French Prairie North Bound	\$200

Total Yearly Cost: \$147,202

Note: Media buys are not included in the above cost estimate.

Consultant's Rate Schedule

Account Manager / Client Partner	\$200/hr	10 hrs per month
PR Manager	\$200/hr	10 hrs per month
Copywriter	\$50/hr	20 hours per month
Graphic Designer	\$50/hr	20 hours per month
Web Developer	\$120/hr	8 hours per month
Social Media Strategist	\$100/hr	20 hours per month
Account Coordinator	\$50/hr	20 hours per month

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. Any proposed changes to the Professional Services Agreement must be noted in the Proposal. The City may or may not agree to make such changes. Proposed changes not noted in the Proposal cannot be requested at the time the contract is awarded. Proposers should include proof of the required insurance with the Proposal.

Not applicable.

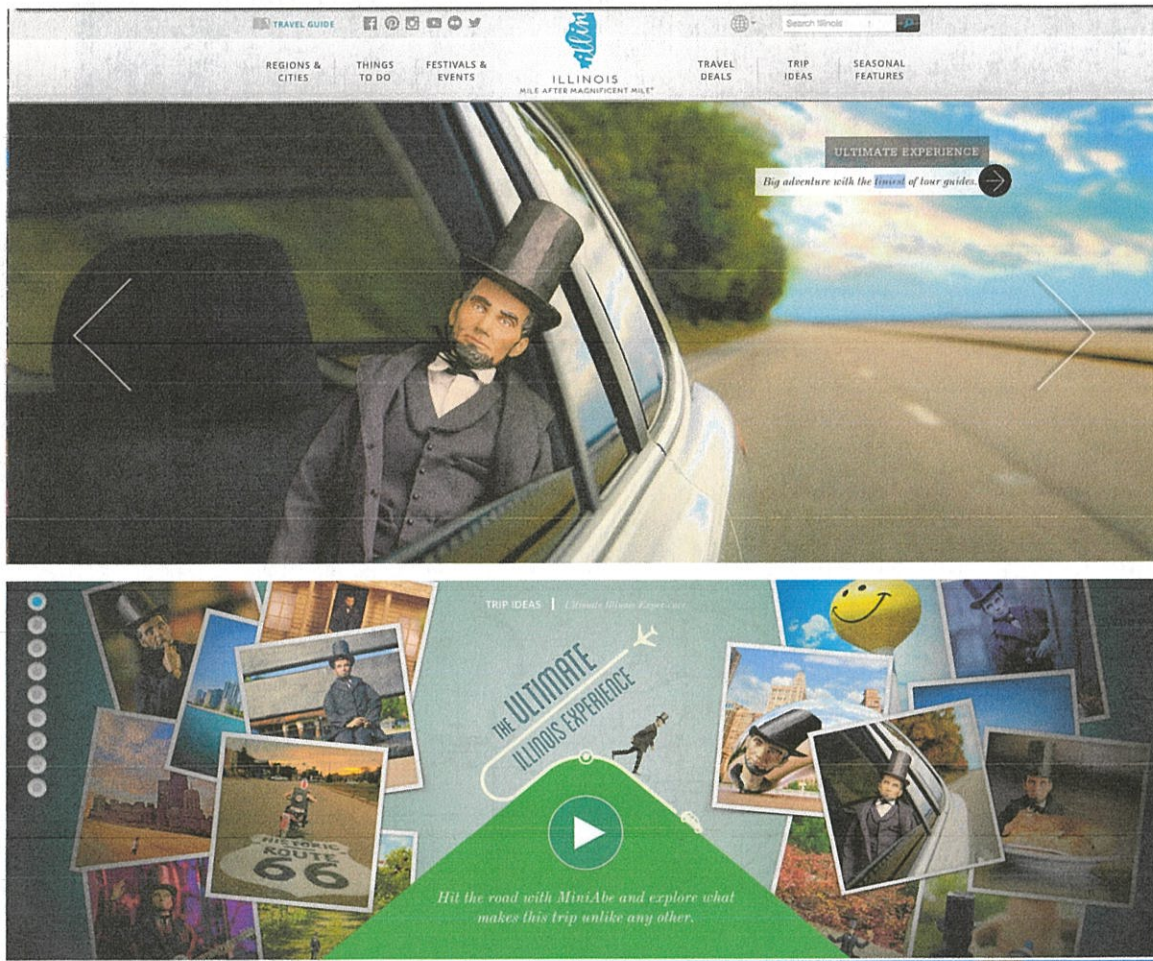
8. Additionally, the Proposal should include at least four (4) samples of DMO tourism-promotion related work products that were prepared by the Proposer or members of the consultant team, along with a note of explanation about each sample product.

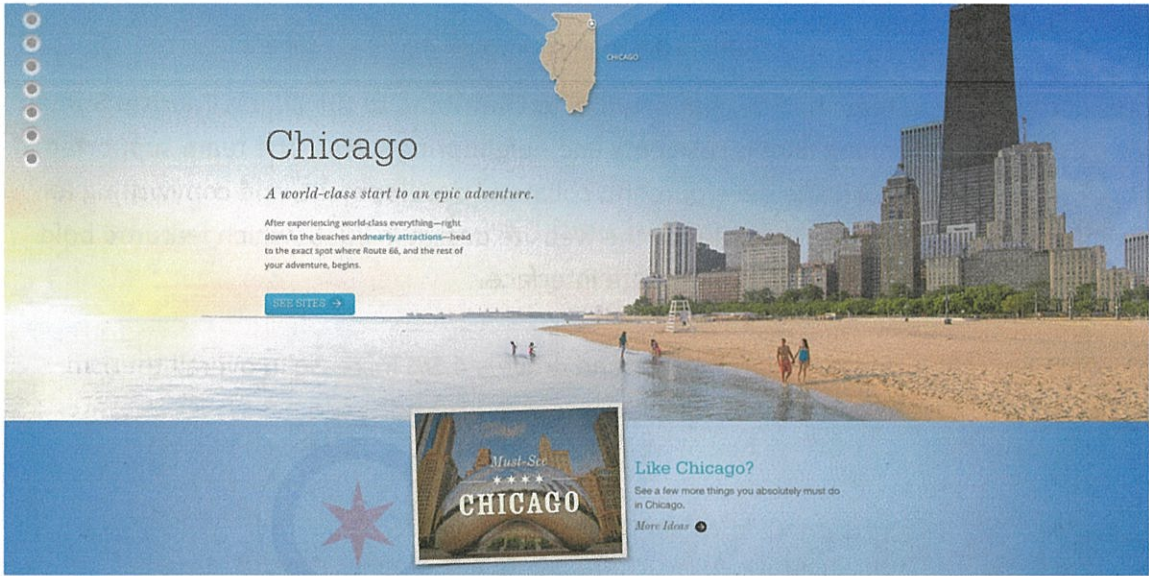
Confirmed, please see examples beginning on the next page.

Illinois Tourism Bureau

Members of the Random team had the opportunity to contribute to the Illinois Tourism Bureau in 2015 to drive tourism among Illinois residents and neighboring states. The team supported in a variety of ways including website development, collateral development, and copywriting for both digital and print. Below are examples of the website design in 2015, which featured bold graphics, engaging copy, and an easy-to-navigate interface.

The campaign brought in 111.1 million tourists and drove a 4.5% increase in overall tourism.





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Monroe County Convention & Tourism Bureau

That Random Agency was tasked with supporting the Monroe County Convention & Tourism Bureau for many years with a primary focus was on filling hotel beds during the fishing offseason. Situated 15-20 minutes from the much larger Detroit and Toledo markets, That Random Agency and MCCTB were able to leverage this proximity to create what we called our "Passerby Persona." This visitor persona was lured to a smaller community with the help of, and connection to, stories of the businesses and attractions that made Monroe vibrant and attractive compared to the larger cities. We successfully promoted dozens of MCCTB events each year by designing print collateral, running social media campaigns, and securing media coverage in neighboring Detroit and Toledo markets.

Press Coverage Example:

► OTHER VIEWPOINTS

Local festivals have a tremendous impact

BY SEN. DALE ZORN

In a world where technology seems to overshadow everything, it is comforting to know that one thing endures — good ol' family fun at community festivals.

People are flocking to festivals year after year to share memories and new traditions.

Festivals are traditions enjoyed not only by families, but also by communities that seek to promote their hometowns. Visitors to small towns help communities preserve their history and build their economy. Local festivals are a living part of our economic strength and culture.

Families enjoy time together at these local events, and volunteers work hard to make each festival a success. Although volunteers are relieved when it's over, they enjoy contributing to their communities and making new friends along the way.

The numbers help paint a picture of how important festivals are to the state economy.

Each year, over 35 million people

attend festivals throughout Michigan, with an estimated \$1 billion boost to local economies. The benefits are huge for local lodging and restaurants, as well as small businesses such as gas stations, clothing stores and auto repair shops.

Local community festivals play a vital role in the development of tourism and have helped Michigan become a tourism mecca.

Hosting a local festival can be a big risk. However, the economic impact that a successful festival can have on the local, regional and state economy is absolutely amazing.

As the last living founder of Christmas in Ida festival, I have experienced the heartache and the success firsthand for 35 years. It all started as a small craft show featuring a children's lunch with Santa and a three-unit parade. Now, the festival has become a Midwest destination.

The village of Ida is home to only 450 people, yet Christmas in Ida draws 1,200 volunteers, 140 parade entries, 48,000 visitors, and thousands more will watch the parade

on television. The local economic impact is incredible for a small community.

Even more important is that families return year after year, generation after generation, to experience the warmth of Christmas in small-town America.

Local festivals can become destinations — creating community pride and a lasting legacy. An enormous part of making it all work are the wonderful volunteers who come together as a team with tremendous heart and a common goal.

Friendly and energetic volunteers help keep events fresh and fun, which in turn makes visitors want to come back year after year.

I want to thank everyone who helps their community put on a local festival or event. Their personal dedication to their community and to making Michigan a better place to live and to visit deserves recognition and our appreciation.

Sen. Dale Zorn, R-Ida, represents the 17th District, which includes Monroe and Lenawee counties.

Print Collateral Example:

**THREE MAGICAL NIGHTS
OF MERRY MUSIC
& HOLIDAY DELIGHTS**

FEATURING FAVORITES FROM THE JAZZ SERIES
AND INTRODUCING SOME NEW STANDARDS AT

AMAYA'S FRESH MEXICAN GRILL
MCGEADY'S TOWN PUB
129 LOUNGE
PUBLIC HOUSE

The Monroe County Convention
& Tourism Bureau Presents

**Pipers' Holiday
Music Festival**

December 1, 8 & 15
7:00 - 10:00pm

TOURISM BUREAU
Monroe
County
MICHIGAN

AUTHENTIC
MONROE
COUNTY

f t

the fun starts at monroeinfo.com

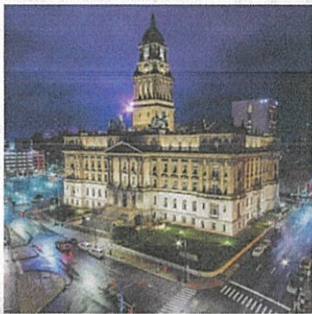
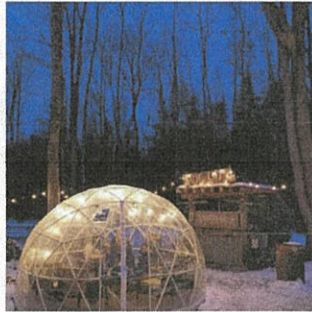
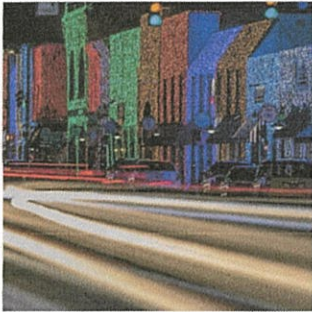
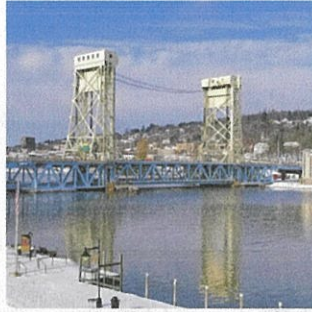
Travel Michigan

Members of the That Random Agency team worked on a project for Pure Michigan, which focused on the many attractions and activities that Michigan had to offer. This messaging strategy was used across digital, traditional, and social media with a very high level of effectiveness and return on advertising spending. Below is an example of social media content the team created for Instagram — one of the top-performing social media channels for this campaign in 2018.



Instagram

Search



North American International Auto Show (NAIAS)

In 2019, members of the That Random Agency team worked with the North American International Auto Show to drive local attendance and buzz on social media. The team worked with auto suppliers, show vendors, and NAIAS staff to create engaging pre-show content, steam live video previews, and engage with local influencers to promote the event.

The Detroit Free Press ran an independent study of social media conversation and found that the 2019 show's automotive impact dwarfed the CES technology show held in Las Vegas the week before the North American International Auto Show in Detroit.

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MARK PHELAN

Detroit auto show still king of cars on social media compared to CES


Mark Phelan Detroit Free Press
Published 8:30 a.m. ET Jan. 25, 2019 | Updated 5:32 p.m. ET Jan. 25, 2019

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Best of the 2019 Detroit auto show
Auto writer Mark Phelan picks his favorites from the 2019 North American International Auto Show in Detroit. Mandi Wright, Detroit Free Press


A study of online news and social media posts could be good news for the future of the Detroit auto show. By at least one measure, the 2019 show's automotive impact dwarfed the CES technology show held in Las Vegas the week before the North American International Auto Show in Detroit.

Questions about NAIAS's future center on whether automakers will continue to unveil exciting, crowd-pleasing vehicles such as this year's Ford Mustang Shelby GT 500 and Toyota Supra, or whether they'll abandon traditional auto shows in favor of venues like CES and online events.

According to research from Talkwalker, which advises companies how and where to get the most online attention, the Detroit show's week of news conferences and other events got nearly 60 percent more mentions in news and social media than automotive news and topics the week before at CES. (CES used to stand for Consumer Electronics Show, but is now an abbreviation without a name.)

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Cost Estimate

Cost Estimate

Service	Yearly Cost
Marketing Services	\$35,888
Social Media Services	\$14,355
Public Relations Services	\$21,533
Website Services	\$28,710
Photographic & Video Services	\$21,533
Management Services	\$7,178
Print Collateral Design & Copywriting	\$14,355
Reserve/Contingency	\$1,450
Postage	\$1,000
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Account Coordinator	\$50/hr	20 hours per month



Forms and Attachments

Meghan K. Decker

Client Partner, That Random Agency

248-613-2563

lifeofmeegs@gmail.com

www.linkedin.com/in/meghan-decker

14+ years' experience working across traditional advertising, digital, social media, channel strategy, communications and brand management with a proven track record of client success.

Expertise across digital marketing platforms, including content strategy and creation, paid media, brand awareness, crisis management, CRM, and community engagement.

Refined relationship-building skills and experience working collaboratively with clients, partner agencies, vendors and internal stakeholders.

PROFESSIONAL EXPERIENCE

Director

Mirum, Chicago, IL, 2019–2020

Lead the social and influencer teams collaborating on shopper marketing focused on strategies for clients such as Walmart, Perigo, 19 Crimes Wine, Intel, etc.. Delivering strategy, program execution and reporting on each of our programs we championed success for our clients.

- Collaborating across teams to work with account, project management, and technical teams to make sure the projects were properly staffed by social and running on schedule within budget to deliver successful programs
- Host weekly staff meetings with the team to identify any challenges in programs and opportunities for growth or needs for support from the team
- Host weekly one on one meetings with staff to ensure development and opportunity for managing up when needed
- Weekly leadership staff meetings to review client work, timelines, delivery and identify opportunities for company growth and any new client RFPs

Managing Supervisor, Social & Innovation

FleishmanHillard, Chicago, IL, 2017–Present

Transferred to the Chicago office to help lead the development of a new Social and Innovation team consulting on current clients and new business pitches. Working with key internal stakeholders to identify new opportunities by collaborating on common goals, brand perception and awareness campaigns leveraging social media, thought leadership, C-Suite LinkedIn strategies and influencer relationships connected with the PR plan.

- Leading our teams in strategy, research and client audits to inform brand strategy and architecture with clear and measurable performance metrics
- Chicago office Influencer subject matter expert with

SKILLS

Influencer Marketing

Shopper Marketing

Social Media Strategy

Website & Display

CRM

Marketing Analytics

Paid Social

Thought Leadership

Event Planning & On-Site Execution

Crisis Support & Response

Spredfast, Sprout, Social Studio & Crimson Hexagon

Canva

Sales Coaching

Product Launches

Budget Management & Billing

Vendor Relations, Contracts & Negotiation

Employee Training & Development

HIGHLIGHTS

Developed Strategy and Launched **Chevrolet's Snapchat Channel** at the 2016 All-Star Game in San Diego

Worked with Facebook, Chevrolet and Mary Barra to become the **first brand to use Facebook Live** launching the all-new Bolt EV at CES in Las Vegas

Launched the new Quaker Overnight Oats product partnering with 42 influencers **generating 69MM+ impressions**

EDUCATION

oversight and strategic direction of influencer strategies, selection, vetting and presentation to clients

- Team lead for Lowe's influencer work headquartered out of North Carolina
- Paid Social expert and liaison to the global paid integrated team

Account Supervisor, Social & Innovation

FleishmanHillard, Detroit, MI, 2015–2017

Account lead responsible for the social presence, strategy and execution of the small car and electric vehicle lineups within the Chevrolet portfolio as well as all Chevrolet brand partnerships (MLB, CMAs, Detroit Red Wings, etc.).

- Identifying marketing communication gaps and developing solutions: social toolkits used to educate and distribute to the field aligning a top down approach to the MLB, Youth Baseball & Soccer integrations
- Integration with the Paid Social team to identify and develop cutting edge content and solutions: first vertical video ad units for Snapchat Discover and Live Story ad units, first brand to leverage Facebook Live, first Auto to execute a Twitter First View campaign

Uconnect Communications Brand Manager

Fiat Chrysler Automobiles, Auburn Hills, MI, 2014–2015

Work within the engineering discipline at FCA to develop marketing materials, brand identity and implementation of connected car messaging to the brand teams and dealer materials.

- Launch Uconnect social presence and integrate customer complaints or issues with the customer care team
- Integral member of the vehicle launch teams tasked to understand the technical connected car platforms and educate dealers and agency partners about product availability and functionality
- Interview and contract a social media AOR and new creative AOR to support ongoing brand strategy, social strategy, content development and implementation

Senior Account Manager

Ignite Social Media, Birmingham, MI, 2011–2014

Lead the team that supported the Ram Truck brand on social media through integration with key agency partners, brand planning, and ensuring Goals and KPIs are delivered upon for the year.

- Increased planned agency fee each year over and above the allocated amount
- Integration and execution with brand partnerships including Dan Patrick, Under Armour, Kentucky Derby, Shot Show, etc.
- Social agency team lead within the cross-agency task force that planned and executed the God Made A Farmer Super Bowl campaign

Senior Account Executive

Campbell-Ewald, Detroit, MI, 2007–2011

Starting in an internship position and being promoted from within, I served a variety of clients including the U.S. Mint, Carhartt, OnStar, FDIC and USAA. In my roles, I worked on many different advertising projects from a 360 perspective including print, tv, digital, OLA, and email.

- Rebranded the USAA brand look and feel from soup to nuts

with the team and launched the marketing campaign highlighting family handing down their membership to their family members

- Created and executed a yearlong CRM program for new member onboarding with various product touchpoints and education
- Created a rapid response tool and credit application form for the USAA Bank side of the house to update mailers monthly in a seamless and cost efficient process

LAUREN KELLEY

Co-Founder

GET IN TOUCH

Mobile: 248-224-6949

Email: lauren@thatrandomagency.com

Portfolio: www.laurenkelleyportfolio.com

LinkedIn: /LaurenElizabethKelley

Lauren Kelley is a Social Media Strategist from Detroit with a passion for creating content that makes an impact. After working in advertising and PR for major Fortune 500 brands like Ford, Harley-Davidson, Nestle Purina, she founded That Random Agency to provide social media and podcasting services for brands who want to accomplish big goals and have fun along the way. Despite launching in a pandemic, Random quickly rose to become a six-figure agency in just six months, servicing clients in the CPG, financial services, and sports and entertainment industries.

Before producing podcasts for Olympic athletes at Random, Lauren's entrepreneurial journey began in her college dorm room. As a freshman, Lauren started a business painting custom shoes for friends on campus. After opening an online store, her business boomed with hundreds of custom orders in just six months.

Lauren's social media work has been featured in AdWeek and the Automotive Marketing Awards. She has also appeared as a guest on FOX2 Detroit.

WORK HISTORY

Co-Founder, CEO

That Random Agency, May 2020 - Present

Director of Content and Social Media

Platypus Labs, August 2019 - May 2020

Social Media Strategist

Lambert & Co, October 2018 - August 2019

Social Media Strategist

Campbell Ewald, February 2017 - October 2018

Social Content Strategist

Global Team Blue, June 2014 - February 2017

ACADEMIC BACKGROUND

John Carroll University

B.A. in communications

As a data driven marketer my experience has been focused on creative problem solving. Those problems range from how to create engaging content, to complex contract negotiations, or sophisticated data challenges. My flexibility and broad experience help bring value to any role.

Work History

2020-05 -
Current

Co-Founder & Chief Strategist

That Random Agency, Detroit, MI

- Lead business strategy for agency and clients
- Grow Revenue by generating new business opportunities
- Champion data and measurement for storytelling
- Develop insights that direct creative
- Sponsor thought leadership and agency learning
- Develop processes and procedures to improve operations
- Contribute to overall agency operations, finance, and direction

2018-06 -
2021-10

Director, Product

FordDirect, Dearborn, MI

- Lead Ford and Lincoln retail enterprise digital publishing strategy across social and search
- Mobilized the largest US automotive claiming and optimizing campaign for Google My Business creating and optimizing over 10,000 pages
- Increased SEO traffic by 150% across over 4,000 retails
- Managed and processed over 100 million data points each month to optimize retailer search experience
- Lead Ford Motor Company KPI and benchmark development for retail content
- Created and lead go to market strategies that allowed new digital products to launch and rapidly scale to over 50% user adoption in the first 30 days
- Consulted with a network of over 5,000 retailers on SEO, Advertising, Social Media, and CRM strategies executed through products that my team created or resold
- Lead cross functional teams including, product, marketing, technology, finance, security and compliance
- Helped lead the development of a data driven customer journey
- Acted as the primary consultant for senior executives within Ford Motor Company related to social, search, and content strategy in tier 1 and 3 as well as cross tier strategies

2017-05 -
2018-04

Vice President, Planning- Lead Strategist Chevrolet

Weber Shandwick, Detroit, MI

- Oversaw communications strategy for Chevrolet and Chevrolet FC in the U.S. growing engagement 50%
- Drove strategy for an integrated PR, social, traditional, and digital approach that improved agency retention and increased revenue by over \$7 million

John Patterson

Product And
Marketing Director

Personal Info

Address

4386 Beach
Troy, MI, 48098

Phone

734-430-4976

E-mail

Modernmoxie1@gmail.com

LinkedIn

<https://www.linkedin.com/in/johnpattersonjr/>

Skills

Microsoft Office Suite



Salesforce



Google Adwords



Google Analytics



Social Listening Tools



Product Road Mapping



Product Canvas
Development



Persona Development



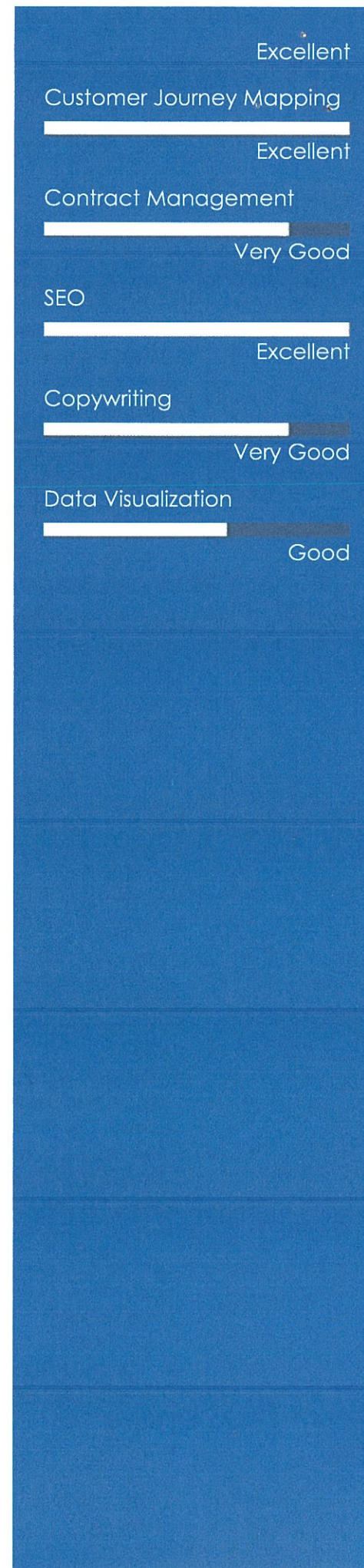
- Directed insight creation and strategy development for organic creative content and campaigns
- Provided insights and recommendations to internal creative and operations teams
- Mentored junior account, creative, and social team
- Helped establish basic platform knowledge
- Established Weber Shandwick as social media thought leader
- Acted as primary consultant for Chevrolet clients

2015-11 -
2017-06

Director, Content Strategy

Search Optics LLC, Ferndale, MI

- Created and Lead holistic content strategy discipline growing revenue to over \$5 million per year
- Lead a team of Community Managers and Strategists that serviced over 500 clients executing unique social media strategies including: Community Management, Influencer Outreach, Reputation Management, Content Creation, Social Media Advertising, Measurement, and Client Management
- Developed and lead a content marketing and content strategy discipline
- Lead the development and launch of social media marketing, SEO and Content operations in South America, EMEA, and Australia with a diverse client base including: Automotive, Education, Logistics, and Financial Services
- Act as subject matter expert and primary thought leader for all social media and content clients
- Developed detailed processes for managing complex clients in the Tier I, II, and III automotive space as well as clients in Casino gaming, Healthcare, and Education,
- Managed million-dollar budgets for clients ensuring that spends were optimized to drive to KPIs identified by our strategy
- Developed junior members by providing tactical and strategic knowledge and career pathing that will ensure growth and success
- Regularly interfaced with C-level clients presenting strategy and developing deep relationships
- Grew client base by over 50% through existing and new products and services





JOAN FRANK

PR & COMMUNICATIONS STRATEGY

PERSONAL PROFILE

Helping Clients Tell their Story, Increasing Visibility and Building Credibility

Over 24 years of Public Relations & Content Experience

CONTACT

 joan@thatrandomagency.com

 248-330-0001

 /joanfrankpr

EDUCATION

University of Michigan
M.S. in Kinesiology & Health Promotion

Boston University
B.S. in Communications

If you are looking for a way to increase your visibility and put your name on the map or if you're just looking for somebody to shake up what you're doing, please reach out to me. I know there is a lot we can accomplish together. Because this is a small boutique firm, I can offer individualized attention for each and every client. You never work with an intern or the newest person in the door. You work with me and you gain the benefits that come from 24 years of experience and a wealth of media connections.

WORK EXPERIENCE

PR Consultant, That Random Agency

JUN 2020 - PRESENT

- Lead PR and media efforts in collaboration with That Random Agency team.
- Manage media pitching, influencer programs, and news coverage opportunities

President, B Frank Communications

JAN 1996 - PRESENT

- Media Strategy and Placement, Press Conferences, Special Events, Promotions, Business/Product Launches, National + Local Media Pitching
- Clients: Dunkin Donuts, Dr. Kellyann, Hall & Hunter, Imerman Angels, Orchard Mall, Real Style, Campus Reel

Director of PR, The Berline Group

JUN 1997 - FEB 1999

- Clients: Michigan State Fair, Wendy's (Midwest regional coverage), Rock Financial