



YESWASCOE

City of Sunnyside

Mike Gonzalez
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Sunnyside, WA 98944

Tourism Marketing & Brand Development Proposal

March 10, 2025

Scope of Work: YesWascoe proposes a comprehensive tourism marketing and brand development initiative for the City of Sunnyside. This package includes **video production, graphic branding, marketing support, photography, social media strategy, and website development** to elevate Sunnyside's visibility as a premier tourism destination in Washington. A digital library for the City of Sunnyside will be created with content.

Project Overview & Deliverables

1. Video Production

YesWascoe will produce **three high-quality short videos (30-60 seconds each) per month from April 2025 through December 2025**. These videos will spotlight Sunnyside's tourism attractions, key annual events, and unique cultural and agritourism experiences.

- **Featured events: Cinco de Mayo Festival, Lighted Farm Implement Parade, Sunnyside Summer Ale Fest, Sunshine Days Festival**
- **Where to Eat, Stay, and Points of Interest (Restaurants, Lodging)**
- **Themed content: Scenic landscapes, local businesses, agritourism (hops, wine, farm experiences), historical landmarks, and food culture**
- **Collaboration: Content themes and locations will be finalized in consultation with City of Sunnyside stakeholders to align with tourism goals.**

Value: \$38,500.00

2. Photography & Content Library Development

During video shoots, YesWascoe will capture **high-resolution still photography** to build a professional **photo library** for the City of Sunnyside. These images will serve as valuable assets for tourism marketing, featuring:

- **Event photography** to document key festivals and seasonal celebrations.
- **Local business highlights** showcasing the vibrancy of Sunnyside's downtown and cultural heritage, retail, and dining scene.
- **Agritourism photography** covering hops, vineyards, and farms to position Sunnyside as a regional agritourism hub.
- **Scenic and lifestyle imagery** capturing the essence of Sunnyside's community and landscape.



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Value: \$7,500.00-8,500.00

3. Branding & Graphic Design Package

To reinforce a **strong and cohesive tourism brand identity**, YesWascoe will develop a **comprehensive branding package** for Visit Sunnyside, including:

- **Creation of new branding elements** to establish a fresh and recognizable visual identity
- **Color palette, typography, and graphic assets** to maintain brand consistency across marketing channels.
- **Branded collateral design** (social media templates, digital ads) for promotional use.
- **Event posters and social graphics/digital & print ads**

Value: Estimate of \$7,500.00-\$9,200.00

4. Social Media Strategy & Content Management

YesWascoe will establish and manage **Visit Sunnyside's dedicated tourism-focused social media channels (Facebook & Instagram)** to drive engagement and increase visitor interest. This includes:

- **Consistent content posting** featuring curated photography, video highlights, and event promotions.
- **Targeted social media advertising and boosted posts** to reach key audiences.
- **Community engagement strategy** to foster interaction with local businesses, visitors, and event organizers.

Value: \$11,250.00

5. Website Development & Digital Presence

YesWascoe will design and develop a **modern, mobile-friendly tourism website** for **Visit Sunnyside for launch in Fall 2025**, with an emphasis on:

- **Dynamic visual storytelling** integrating high-quality videos, photography, and interactive content.
- **Event calendar integration** for seamless visitor access to festival and activity schedules
- **User-friendly navigation & responsive design** ensuring accessibility across all devices.
- **SEO optimization** to enhance online discoverability and attract regional and national visitors.
- **Training & support** for City of Sunnyside staff, including a user guide for content management and updates. YesWascoe will still provide maintenance services for the website and perform updates as needed through 2025.



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- **Creation of a microsite/website for the City of Sunnyside Community Center** to highlight the Community Center services, event space rental features and capacity, and booking options.

Value \$9,900.00

Package Cost: \$48,500.00*

YW will provide strategy and suggested budgets for targeted social media boosting and any additional ad placement within package cost.

*All media placement, advertising, and targeted boost vendor costs would be billed in addition, with budgets approved by the City of Sunnyside.

Payment Arrangements: First payment installment of \$10,000.00 due by May 15, 2025, with remaining invoices billed bi-monthly throughout 2025.

City of Sunnyside

Signature: Mike Gonzalez

Name: Mike Gonzalez

Title: City Manager

Date: 3/14/25

Yes Wascoe

Signature: Gary Hansen

Name: Gary Hansen

Title: Co-Owner

Date: 3/14/2025

AGREEMENT NO: A-2025-78

RESOLUTION NO: N/A

COUNCIL MTG: N/A

2025 Tourism Marketing Production & Services

March 10, 2025 YesWascoe

Production Services

Video Production

Shoot & Produce videos per month April-December 2025

Each video approximately :30-:60 seconds

Final videos for Sunnyside library

Aerials weather and event permitting

Photography

Event photography, Scenic photography, Businesses (food, retail, stay)

Tourism points of interest. Photo editing included.

Creation of a digital photo library

Branding & Graphic Design Package

Creation of new branding elements to establish a fresh and recognizable visual identity

Style guide with branding requirements for vendor use

Template creation

Posters/Social Media Graphics/Digital and Print ads

Marketing piece (rack card or brochure) with QR code to new website

Social Media Strategy & Content Management

Content creation

Design of cover photos (seasonal) and profile pictures

Content management and posting

Website Development & Digital Presence

Design and develop a **modern, mobile-friendly tourism website** for **Visit Sunnyside**

Dynamic visual storytelling highlighting Sunnyside dining, lodging, points of interest

Event calendar integration

User-friendly navigation & responsive design

Training & support

Website updates including calendar of events

Design & Develop a microsite website for the Sunnyside Community Center

Website design and development

Showcase Community Center events and event space

Marketing management, targeted boosts, Reporting

Develop marketing strategies, press releases for key events, analytics reporting

Suggested buys for targeted social boosts and digital campaigns.

Proposed Cost: \$48,500.00*

*Services agreement does not include any printing expense, ad placement expense, or thin

QUANTITY	VALUE
27 videos	\$38,500.00
8-10 photo shoots	\$7,500.00-\$8,500.00
9 months	\$7,500.00-\$9,200.00
9 months	\$11,250.00
1 Tourism website	\$7,200.00
1 microsite/website	\$2,200.00

Included in Cost

d-party website needs including payment portals o

DETAILS

Videos will focus on key Sunnyside events and tourism points of interest.
Cinco De Mayo, Lighted Farm Parade, Ale Fest
Sunshine Days, Where to Eat, Stay, Things to Do, etc.

Shoot photos during (4) Sunnyside key events, during video shoots, and scenics.
Photos will be added to a library for City of Sunnyside use.

New branding for Visit Sunnyside; templates for City use
Posters/social/ graphics/digital and print ads for 4 Key events
Marketing piece with QR code to new website

Creation of Sunnyside Facebook and Instagram pages
Header and profile photos, social content creation
Posting to social pages April-December 2025

Design and develop a new tourism website
Training and PDF help guide for City staff to update
website updates, maintenance, and hosting services through 2025
Keep website calendar current with Sunnyside events
Launch target of Fall 2025
Initial domain purchase

Develop a microsite featuring the Sunnyside Community Center
Showcase the Center's event space, highlight rental information

Provide ad placement services, management and collaboration with the City
via Basecamp project management software, Provide web analytics via WIX
web dashboard. Provide strategy for ad placement and boosting.

or ecommerce.