

THE NORTHWEST SEAPORT ALLIANCE
MEMORANDUM

MANAGING MEMBERS
ACTION ITEM

Item No.	<u>5A</u>
Date of Meeting	<u>February 5, 2019</u>

DATE: January 18, 2019

TO: Managing Members

FROM: John Wolfe, CEO

Sponsor: Nick Demerice, NWSA Public Affairs Director

Project Manager: Katie Whittier, NWSA Communications Director

SUBJECT: Marketing and Advertising Services Contract

A. ACTION REQUESTED

Request Managing Members of The Northwest Seaport Alliance (NWSA) authorization for the Chief Executive Officer or their delegate to execute a two-year contract for marketing and advertising support services with JayRay Ads and PR for an amount not to exceed \$225,000 per year for a total of \$450,000.

B. SYNOPSIS

Historically, The Northwest Seaport Alliance contracts with an advertising firm to design advertisements, lay out *pacific gateway* magazine and create other marketing collateral targeted toward customers. This work is directed in partnership between the communications and commercial departments. This work is targeted to the maritime cargo industry and NWSA customers.

Commissioners may remember in November, staff brought forward a separate public affairs and marketing contract. That contract was not advanced and staff will reevaluate needs over the coming year. This scope of work is ongoing and separate from that effort.

The scope of work also includes a small body of work for the Port of Tacoma (billed separately, not to exceed \$25,000 per year) primarily focused on the production of the Port of Tacoma annual report.

C. BACKGROUND

The NWSA has worked with a marketing agency over the past several years but underwent a new procurement process in 2018 according to procurement regulations for public agencies. The incumbent agency chose to not compete for the work. A team comprised of staff from the Commercial and Communications Departments – with input from GIS – reviewed proposals and interviewed the top-scoring agencies. JayRay Ads & PR emerged as the preferred vendor.

Scope of work:

The successful agency's responsibilities will include collaboration with NWSA staff on:

- Strategic messaging for business and community audiences.
- Conducting a brand awareness study to measure overall awareness and customer perceptions
- Print and digital advertising, including messaging, design and production.
- Development of an advertising plan to support marketing goals, and measurement of brand awareness and advertising campaign effectiveness.
- Planning, design and production of printed promotional materials, including brochures, flyers, guides and direct mail literature.
- Design and printing of the corporate magazine, Pacific Gateway (2 per year), and annual report for the NWSA.
- Design and production of materials and ad campaigns for conferences, trade shows and conventions, such as booth displays, banners and print and event-related digital and print advertising.
- Production of an annual video holiday message.
- Analysis, advice and support for various Port campaigns.
- Budget planning and shared responsibility for cost control.

JayRay has deep roots in the South Sound community and has assisted the Port of Tacoma on its Centennial and 90th Birthday celebrations.

In the interest of full disclosure, Katie Whittier (NWSA Communications Director) previously worked for JayRay. Although she served on the selection committee, her scores from both the proposal review and interview process were discarded.

Additionally, procurement staff interviewed members of the selection committee to ensure she did not influenced the final decision.

E. FINANCIAL IMPLICATIONS

The 2019 NWSA Operating Budget provides funding to support this contract.

Impact: Up to \$200,000 in 2019 and \$200,000 in 2020 for NWSA
Up to \$25,000 in 2019 and \$25,000 in 2020 for Port of Tacoma

JayRay proposal includes a monthly retainer of \$7,900 (\$94,800 per year) plus rates for additional projects.

F. ALTERNATIVES CONSIDERED AND THEIR IMPLICATIONS

- **No Action Alternative:** Staff would forgo graphic design services, stop publishing *Pacific Gateway* magazine, contract on a piece-by-piece basis to create brochures, de-prioritize crafting a holistic marketing strategy and campaign, advertise on an ad-hoc basis with previously-used ads.
- **Recommended Action:** Procure services to proceed with the scope laid out above.

G. ATTACHMENTS TO THIS REQUEST

- JayRay Proposal
- Marketing and Advertising Support Services RFP

H. PREVIOUS ACTIONS OR BRIEFINGS

None