



**THE NORTHWEST
SEAPORT ALLIANCE**
Gateway to Solutions

Item No.: 5A-supp
Date of Meeting: February 5, 2019

Marketing & Advertising Support Services

Presenters: Nick Demerice –
Director of Public Affairs
Katie Whittier –
Communications Director

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.



Background

- NWSA contracts for marketing and graphic design services targeted toward the maritime cargo industry and NWSA customer
- In 2018 the existing contract expired and NWSA staff issued an RFP
- This proposal is different than what was proposed at the November 2018 Managing Member meeting.
- 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*.



Background – 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.*



Apparent Winner – JayRay

- Tacoma based firm
- Certified WBE – Women Business Enterprise
- Clients include:
 - Port of Tacoma
 - Seattle Goodwill
 - Tacoma-Pierce County Chamber
 - Economic Development Board of Pierce County
 - Providence Medical Group
 - Visit Kent



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.



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 described herein.



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