

**THE NORTHWEST SEAPORT ALLIANCE**  
**MEMORANDUM**

**MANAGING MEMBERS**  
**ACTION ITEM**

**Item No.** 4C  
**Date of Meeting** November 6, 2018

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**TO:** Managing Members

**FROM:** John Wolfe, CEO

**Sponsor:** Nick Demerice, Director of Public Affairs

**Project Manager:** Katie Whittier, Communications Director

**SUBJECT:** **Public Affairs Marketing**

**A. ACTION REQUESTED**

Request Managing Members of the Northwest Seaport Alliance (NWSA) authorize the Chief Executive Officer or their delegate to execute a two-year contract with The Mammoth Agency for public affairs marketing not to exceed \$230,000 per year for a total of \$460,000 over two years.

**B. SYNOPSIS**

**C. BACKGROUND**

As part of the 2018 budget process, Managing Members approved up to \$500,000 for public affairs marketing and public relations work on behalf of the NWSA. Simultaneously, the commercial marketing contract was set to expire mid-2018. Staff used that opportunity to explore combining those procurements in the hope of gaining some efficiency and cost savings.

After extensive review and outreach it was clear, given the size of the combined budgets we were unable to solicit bids from firms who demonstrated the skills and expertise to meet the needs of both parts of the organization. Instead, we separated the procurements into one focused on commercial marketing and the other on public affairs marketing.

This recommendation comes after a lengthy and thorough procurement process. We received bids from several reputable firms. Ultimately, Mammoth's creativity, focus

on analytics and data, similar customers and overall fit helped them stand alone as the apparent winner.

Scope of work:

The successful agency's responsibilities will include collaboration with port and NWSA staff on any of the items below, as required by each participating organization:

- Assist in regional identity messaging to communicate the value port activity brings to the Puget Sound region, Washington state and the nation
- Develop recommended earned and paid media campaigns to meet the objectives
- Develop content to reinforce the messages, such as presentations, podcasts, videos, ads, leave-behind print pieces
- Research awareness and campaign effectiveness
- Provide analysis, advice and support to evolve campaigns

#### **D. FINANCIAL IMPLICATIONS**

##### ***Source of Funds – General operating funds***

The NWSA, Port of Seattle and Port of Tacoma formed a partnership for this contract with the following cost breakdown:

- \$200,000 NWSA
- \$25,000 Port of Seattle
- \$5,000 Port of Tacoma

#### **E. ALTERNATIVES CONSIDERED AND THEIR IMPLICATIONS**

- **No Action Alternative:** We could continue to operate through our current communications channels. This primarily focuses our efforts on earned and social media. While we have great success in this area we see the benefit of making investments to better inform local residents about the value of the port and working waterfront as our communities face difficult decisions in the near future.
- **Recommended Action:** Approval of the contract.

#### **F. ATTACHMENTS TO THIS REQUEST**

- Visual Presentation

- RFP of Solicitation
- Draft Contract