

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



**THE NORTHWEST
SEAPORT ALLIANCE**
Gateway to Solutions

Public Affairs Marketing Contract

Presenter: Nick Demerice
Director, Public Affairs

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 with The Mammoth Agency for public affairs marketing not to exceed \$230,000 per year for a total of \$460,000 over two years.



Background

- Purpose and Need:
 - Loss of connection to waterfront
 - Narrative undermining the importance of trade
 - Impending threats to working waterfront and maritime cargo business
 - Erosion of working waterfronts
 - Land use pressure



Background

- Budgeted activity in 2018
- Originally combined with commercial marketing procurement
- Procured competitively June – August 2018
- 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



Background

- Successful bidder: **Mammoth**
 - Seattle based firm
 - Other clients include many NWSA partners and customers:
 - Tote Maritime
 - BNSF Railway
 - Strong background and understanding of region and challenges facing the NWSA
 - From their Website:
 - *Mammoth offers a full array of creative and strategic services. We help new organizations come to life, and partner with established entities to help them reach strategic goals. We specialize in creating innovative campaigns with a focus on advertising, digital strategy, advocacy and engagement.*



Examples of Work

- TOTE Maritime “Home Port”
- TOTE Maritime "Fresh Air"



Home Port Advantage

More than forty years ago, TOTE Maritime chose Tacoma for our operations.

It was a good call.

The spirit and dedication of the people in this region have provided us with the best maritime workforce in the world. Today, our company continues to be family owned and locally operated, and we're proud to provide family-wage jobs for more than 120 local employees.

We're from here. We remain committed to being a good neighbor and a responsible corporate citizen – which includes contributing millions to organizations that are meaningful to our employees. From MultiCare to the Point Defiance Zoo & Aquarium, giving back to our community is part of who we are.

And we're honored TOTE was named one of the 2018 World's Most Ethical Companies, a recognition given to companies whose actions drive positive change in the world around them.

For us, this is what it's all about.

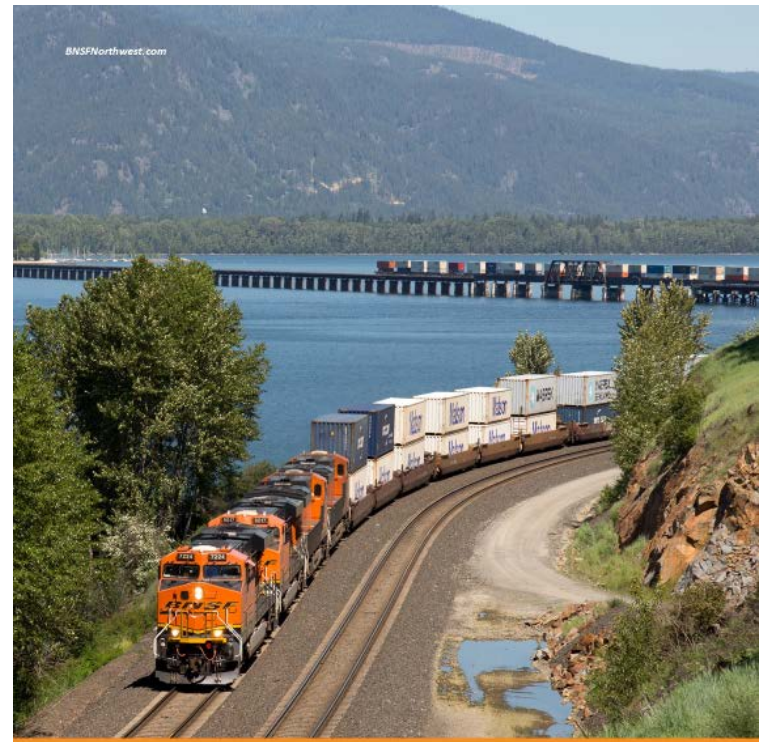


TOTEMaritime.com/Community



2018 WORLD'S MOST ETHICAL COMPANIES™
WWW.ETHISPHERE.COM

TOTE Alaska is a subsidiary of TOTE, and was named one of the 2018 World's Most Ethical Companies.



DELIVERING THE GOODS

From the food on your table, to the car in your driveway and the television on your wall, just about everything you use once rode on our rails.

As one of the top transporters of consumer goods, agriculture, energy, and housing materials, BNSF Railway is proud to help feed, supply, and power homes and businesses across America.

And with one of the most technologically advanced and efficient railroads in the industry, we move those goods more safely, on less fuel, and with fewer emissions than any other mode of ground transportation.

It's all part of our ongoing commitment to safely and efficiently move millions of carloads of freight through Idaho and Washington each year.

Learn more about how BNSF connects consumers with the global marketplace at BNSFNorthwest.com.



Connecting the Pacific Northwest since 1873

WHAT WE CARRY

IN 2017
5.4 MILLION
INTERMODAL SHIPMENTS WERE TRANSPORTED ON BNSF RAIL LINES

ENOUGH GRAIN TO SUPPLY
900 MILLION
PEOPLE WITH AMERICA'S SUPPLY OF BREAD

EVERY
11 SECONDS
A NEW CAR OR TRUCK IS LOADED OR UNLOADED ONTO A BNSF TRAIN

BNSF HAULED
1.1 MILLION
CARLOADS OF AGRICULTURAL COMMODITIES IN 2017



THE NORTHWEST SEAPORT ALLIANCE

10/26/2018

Financial Implications

- General operating funds within communications budget
- Contract is for a total not to exceed amount of \$230,000 per year for a total of two years
- Source of funds in contract:
 - NWSA \$200,000
 - Port of Seattle \$25,000
 - Port of Tacoma \$5,000



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.



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