

**AGREEMENT BETWEEN
CITY OF PUYALLUP
and
PORT OF TACOMA
REGARDING
FUNDING FOR A NEW TOURISM BRANDING PROJECT**

THIS AGREEMENT (“AGREEMENT”) is entered into this ____ day of _____, 2023, by and between the **CITY OF PUYALLUP**, a city of the State of Washington (hereinafter the “City”), and the **PORT OF TACOMA**, a Washington public port district (the “Port”), (each a “Party,” collectively the “Parties”) in consideration of the mutual covenants contained herein. The Parties hereby recite and agree as follows:

RECITALS

1. The Port is charged by state statute with a mission of furthering economic development. To that end, the Port has adopted a Local Economic Development Policy by which the Port administers its monetary support of economic projects sponsored by local public agencies in Pierce County.
2. The City proposes a new tourism brand whose purpose is to inspire visitors to spend more time in Puyallup. (the “Project”).
3. The City has requested \$45,000 and the Port agrees to provide an investment of \$10,000 toward the Project costs, conditioned upon proof of Project expenditures, and as expressly specified herein.
4. The Port finds the requested contribution meets the Port’s Local Economic Development Policy criteria as follows:
 - A. This project meets our criteria outlined in section D, “Planning activities or events promoting tourism intended to attract tourists to Pierce County from outside locations”.
 - B. This project will promote tourism to Pierce County from outside locations by creating a cohesive plan to attract tourism to the City of Puyallup through branding, image, and experiences.

CONSIDERATION

NOW, THEREFORE, pursuant to Chapter 39.34 RCW, and in consideration of the mutual benefits and covenants described herein, the Parties agree as follows:

1. SCOPE OF WORK

- A. The City of Puyallup Tourism Branding Project consists of the following:

i. Creation of tourism assets like a new website, visitor guide, and official “brand style guide”.

B. All as described in the City’s Application, as attached hereto as **Attachment A.**

2. PORT’S CONDITIONAL AGREEMENT TO CONTRIBUTE FUNDS

A. Subject to the terms herein, the Port agrees to provide reimbursements of an amount not to exceed \$10,000 reimbursable up to 24 months from the Port signing for expenses incurred by City for the Project. City shall be responsible for timely payment of all invoices submitted by third parties providing goods or services for the Project. City shall submit to the Port, or its designee, paid project invoices within ninety (90) days after the referenced goods or services have been provided. The Port or its designee shall review any such invoices and as appropriate make payment to City within thirty (30) days of receipt of the invoice. The Port shall not be obligated to reimburse City for invoiced goods or services where invoices are not submitted in a timely fashion. City shall be solely responsible for compensation of City’s employees, including those employees’ salaries, fringe benefits, or any other compensation, including for time spent by those employees related to the Project. The Port shall not be responsible to provide reimbursement for any compensation to City’s employees.

B. Conditions of the Port’s funding are as follows:

i. If the Project costs are higher than projected, the City will assume any excess Project costs.

ii. The Port’s annual Project contribution shall be allocated and is identified in the Port’s 2023 budget.

C. The Port’s distribution of funds is further contingent on the City obtaining full committed funding 24 months from the Port signing for the complete Project scope and the contents of this AGREEMENT remain unchanged.

D. Port payments up to the not-to-exceed amount will be made pursuant to this signed AGREEMENT, and within 45 days of the City’s submittal of written proof to the Port that City has paid its minimum contribution of \$10,000 in expenditures.

3. TIMEFRAME/PROJECT SCHEDULE

This AGREEMENT shall last no more than twenty-four months from the date of the Port’s signatory.

4. CITY’S PROJECT FINANCIAL SUMMARY

A. Total Project Cost: \$242,000

B. Source of Funds (other than the Port):
- City ARPA Funds (\$100,000)

5. **ABANDONMENT.** If the Project is abandoned, then this AGREEMENT shall be of no further force or effect.

6. **ASSIGNMENT.** Neither Party to this AGREEMENT shall have the right to convey, assign, apportion or otherwise transfer any of its rights, obligations, conditions, and interests under this AGREEMENT, without the prior written approval of the other.

7. **THIRD PARTY BENEFICIARIES.** This AGREEMENT is made and entered into for the sole protection and benefit of the Parties hereto and their successors and assigns. No other person shall have any right or cause of action based upon any provisions of this AGREEMENT.

8. **EQUAL DRAFTING.** This AGREEMENT has been reviewed and revised by legal counsel for both Parties, and no presumption or rule construing ambiguity against the drafter of the document shall apply to the interpretation or enforcement of this AGREEMENT.

9. **SEVERABILITY.** If any provisions of this AGREEMENT are determined to be unenforceable or invalid pursuant to a final decree or judgment by a court of law with jurisdiction, then the remainder of this AGREEMENT not decreed or adjudged unenforceable or invalid shall remain unaffected and in full force and effect to the extent that the primary purpose of this AGREEMENT can be preserved.

10. **MODIFICATION.** This AGREEMENT may not be modified except by mutual agreement reduced to writing in a formal amendment hereto and approved by each Party's governing body.

11. **TERMINATION.** This AGREEMENT shall terminate after all reimbursements are paid or two years following completion of the Project, whichever occurs first, unless terminated earlier by written agreement. However, absent express authorization by the Port, in no case will the Port's allocations as provided under this AGREEMENT be committed for more than two years after approval of this AGREEMENT by the Port.

12. **GOVERNING LAW.** This AGREEMENT shall be governed exclusively by the laws of the State of Washington both as to interpretation and performance without recourse to any principles of Conflicts of Laws. Any action at law, suit in equity or judicial proceeding for the endorsement of this AGREEMENT or any provisions thereof shall be instituted and maintained only in any of the courts of competent jurisdiction in Pierce County, Washington.

13. **NOTICES.** All notices given pursuant to this AGREEMENT shall be deemed delivered to the respective party on the date that it is personally delivered to the address(es) set forth below, or on the date that it is successfully sent by email transmission to the email addresses set forth below:

City: Attention: Eric Johnson
Email: ejohnson@puyallupwa.gov

Port: P.O. Box 1837
Tacoma, Washington 98406
Attention: Matthew Mauer
Email: mmauer@portoftacoma.com

14. ENTIRE AGREEMENT. This AGREEMENT constitutes the entire agreement of the Parties, supersedes all previous oral or written understandings, and incorporates all prior discussions and agreements pertaining to this subject matter. The Parties participated equally in any negotiations and the process leading to execution of this AGREEMENT. If a dispute should arise with regard to the meaning or interpretation of any provision hereof, there shall be no presumption of draftsmanship as to such provision.

15. LEGAL RELATIONS

A. Independent Governments. The Parties hereto are independent governmental entities, and nothing herein shall be construed to limit the independent government powers, authority, or discretion of the governing bodies of each Party. It is understood and agreed that this AGREEMENT is solely for the benefit of the Parties hereto and gives no right to any other party. No joint venture or partnership is formed as a result of this AGREEMENT. No employees or agents of any Party shall be deemed, or represent themselves to be, employees of the other Party.

B. Legal obligations. This AGREEMENT does not relieve either Party of any obligation or responsibility imposed upon it by law.

C. Timely Performance. The requirements of this AGREEMENT shall be carried out in a timely manner according to a schedule negotiated by and satisfactory to the Parties.

D. Recording. A copy of this AGREEMENT shall be recorded in the Office of the Pierce County Auditor in accordance with chapter 39.34 RCW or shall be posted to each Parties' web site.

16. RECORDS AND AUDIT. During the term of this AGREEMENT, and for a period not less than six (6) years from the date of termination, records and accounts that set out terms and conditions to which the Parties agree shall be kept by each Party and shall be available for inspection and audit by representatives of either Party and any other City with legal entitlement to review said records. If any litigation, claim, or audit is commenced, such records and accounts along with supporting documentation shall be retained until all litigation, claims, or audit finding has been resolved, even if such litigation, claim, or audit continues past the six-year (6) retention period. This provision is in addition to and is not intended to supplant, alter, or amend records retention requirements established by applicable state and federal laws.

17. LIMITS OF FINANCIAL OBLIGATIONS/PROPERTY OWNERSHIP. Except as provided above, each Party shall finance its own conduct of responsibilities under this AGREEMENT. No ownership of property will transfer as a result of this AGREEMENT.

18. INDEMNIFICATION AND HOLD HARMLESS

A. The City releases the Port from, and shall defend, indemnify, and hold the Port and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of the City and/or its agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to the City's performance of its obligations under this AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of the Port or its agents, employees, and/or officers.

B. The City shall defend, indemnify, and hold the Port and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of any third parties and/or their agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to the City's performance of its obligations under this AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of the Port or its agents, employees, and/or officers.

C. The Port releases the City from, and shall defend, indemnify, and hold the City and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of the Port and/or its agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to the Port's performance of its obligations under this AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of the City or its agents, employees, and/or officers.

D. The Port shall defend, indemnify, and hold the City and its agents, employees, and/or officers harmless from and against all claims, demands, suits at law or equity, actions, penalties, losses, damages, or costs, of whatsoever kind or nature, made by or on behalf of any third parties and/or their agents, employees, officers, contractors and/or subcontractors, arising out of or in any way related to the Port's performance of its obligations under this AGREEMENT, unless and except to the extent the same be caused in whole or in part by the negligence or willful conduct of the City or its agents, employees, and/or officers.

E. Each Party specifically assumes liability for actions brought by its own employees against the other Party and for that purpose each Party specifically waives, as respects to the other party only, any immunity under the Worker's Compensation Act, RCW Title 51.

F. The Parties recognize that this waiver was the subject of mutual negotiation. In the event any Party incurs attorney's fees, costs, or other legal expenses to enforce the provisions of this AGREEMENT against the other Party, all such fees, costs and expenses shall be recoverable by the prevailing Party.

G. No liability shall attach to either Party by reason of entering into this AGREEMENT except as expressly provided herein.

H. The provisions of this Article 18 shall survive any termination or

expiration of this AGREEMENT.

CITY OF PUYALLUP :

DocuSigned by:
By: Steve Kirkelie
3E28419FE1D84A5...
Steve Kirkelie
Its: City Manager
Date: 7/21/2023

PORT OF TACOMA:

By: Eric Johnson
Eric Johnson
Its: Executive Director
Date: Jun 20, 2023

Approved as to form:

DocuSigned by:
By: Joseph Beck
EF5B45DC2E5544B...
Joseph Beck
Its: City Attorney

By: Heather L. Burgess
Heather L. Burgess
Its: Legal Counsel

Local Economic Development Investment Fund Application 2023

The Port of Tacoma dedicates a portion of its revenues toward partnership projects that create economic development benefits - and enhances the community vitality of Pierce County. As a special purpose district governed by state law, investments by the Port of Tacoma must adhere to the legal requirements set forth in Title 53 of the Revised Code of Washington.

Investments shall be limited to county, city, and town government agencies or non-profits in Pierce County and typically will involve the port as a minority investor. The port's allocation to a project will be committed for up to two years and payable on a reimbursement basis. Investment focus and priorities **are limited to**:

- a. Road and freight rail infrastructure projects that create long-term jobs
- b. Marine tourism infrastructure projects intended to attract tourists to Pierce County from outside locations.
- c. Projects, programs or events that promote international trade, business retention or

business recruitment.

or

- d. Planning activities or events promoting tourism intended to attract tourists to Pierce County from outside locations.

Activities or events may not be religious in nature.

A project may only receive funds for a maximum of three consecutive years. An investment by The Port of Tacoma in one year to an organization or project does not constitute an obligation for future investments.

If your project is found to be within the port's statutory authority and policy guidelines, your application will be considered during the port's annual review process.

Municipal entities must agree to enter into the Port of Tacoma's Interlocal Agreement in accordance with § RCW 39.34. For more information about this application or the Port of Tacoma, visit www.portoftacoma.com or call 253.428.8662.

Applications are due by Feb 24, 2023

Instructions

1. Please fill in this form. If applying through the web portal you **MUST FILL OUT THE FORM IN ONE SITTING**. A partial form will not be saved.
2. Answer each question in the space provided.
3. Attach the required documents.

4. Sign and date the application.

5. You may choose to print and mail your signed application before the deadline to:
Leslie Barstow, Manager, Community Relations, Port of Tacoma
PO Box 1837
Tacoma, WA 98401-1837,
or e-mail it to community@portoftacoma.com

Applicant Information

Organization

Name City of Puyallup			
Address 333 S Meridian			
City Puyallup	County Pierce	State/Province Washington	Zip/Postal Code 98371
Website www.cityofpuyallup.org		Organization Legal Status, ie 501(c)3 or 107(c) Municipal corporation	

Port of Tacoma 2023 Local Economic Development Investment Fund Application

Organization/Representative/Contact

Name		Phone
Eric Johnson		253-770-3370
Title	E-mail Address	
Public Affairs Officer	ejohnson@puyallupwa.gov	

Project Information

Title and Brief Description of Project. Please detail how this project meets the criteria of **a,b,c** or **d** on the front page. **Projects that do not meet at least one of these criteria will not be evaluated.** Example: *The city of Mayberry will host a business incubator workshop for small businesses wishing to learn how to sell their products globally. This supports criteria c in promoting international trade.*

The City of Puyallup is launching a new tourism brand, whose purpose is to inspire potential visitors to spend more time in Puyallup and become an identity that residents will love to see around their town. This project accomplishes criteria D, which is to attract visitors to Pierce County by planning and promoting tourism.

Port of Tacoma 2023 Local Economic Development Investment Fund Application

Geographic Area Covered by Project Pierce County	Number of People Served by Project 900,000+	Dates of Project From: To: June 1, 2024 June 1, 2024
Amount Requested from Port of Tacoma \$45,000 + \$10,000	Total Project Cost ~\$242,000	Is this a one-time event or an ongoing effort? Ongoing

Funding Sources for this Project

Firm Financial Commitments to Date		Amount
Source		
City ARPA Funds		\$100,000
Other Sources Where Applications Were Submitted		Status
Source	Amount	
City Lodging Tax Advisory Committee	\$50,000	Applying this year
Washington State Tourism	\$50,000	Applying this year

Port of Tacoma 2023 Local Economic Development Investment Fund Application

Our funds: *Specifically, how would you use our contribution? When would you want the contribution?*

The City is requesting \$45,000 from the Port of Tacoma to be used towards the implementation plan for this new tourism brand. Specifically, these funds will be used to fund portions of Phases 2 and 3 of the Implementation Plan. Phase 2 primarily focuses on the creation of tourism assets for the new brand. This includes the creation of a tourism website, a visitor guide, and an official Brand Style Guide (BSG). The website will be the anchor to which all our marketing efforts will be tied towards. All advertisements via social media, print, and digital will point toward this new site, serving as a “one-stop” location for potential visitors to get ideas and inspiration for coming to Puyallup.

The visitor guide will serve as an additional touch point and include inspirational articles about visiting Puyallup, an event calendar, as well as listings of shops, attractions, restaurants, bars, retailers, hotels, and other businesses. The Brand Style Guide acts as a rule book for how, where,

Referral: *Who suggested that you contact the Port for funding on this project?*

Meredith Neal, City of Puyallup Economic Development Manager

Need: *Why is this project important to our community? Why should this project be important to the Port?*

In 2019, the City created a Downtown Economic Development Plan. The purpose of the Plan was to create an overall vision for downtown Puyallup, based on the goals laid out in our Comprehensive Plan. The Vision for downtown can be broken into four focus areas. One of these focus areas is “Downtown Experience, Image, and Branding.” Within these focus areas are seven strategies that will inform the vision. Strategy 7 is to “Create a strong downtown identity and great experiences for residents and visitors.” The implementation of our new City tourism brand, including the new website, accomplishes this strategy, which plays a pivotal role in economic prosperity for Puyallup and greater Pierce County.

Approach: *How do you plan to implement this project?*

The City is currently working with its consultant, Rotator Creative, on the Implementation Plan of the tourism brand project. Please see the attached document which details the plan. As of this writing, our intention is to launch Phase 2 in the summer and fall, with Phase 3 to be implemented in 2024. Rotator Creative will be responsible for designing and implementing the tourism website, visitor guide, and brand style guide, with City staff overseeing the project.

Port of Tacoma 2023 Local Economic Development Investment Fund Application

Support: *What kind of local support is there for the project?*

This project began in 2022 thanks to a City Lodging Tax Advisory Committee (LTAC) grant of \$40,000. Staff sent out an RFP in early 2022 to find a qualified marketing agency that could help us create an inspirational tourism brand. The City selected Rotator Creative, from Tacoma, to help us create a new tourism brand for Puyallup. Throughout the course of 2022, the City held a variety of public outreach opportunities with residents and visitors at the Puyallup Farmer's Market and other visitor venues to gain an understanding of what Puyallup is like as a destination. The City hosted two Design Charrette Meetings, one in May and the second in November, and the meetings included representatives from the Puyallup/Sumner Chamber, Puyallup Main Street Association, Washington State Fair, Travel Tacoma, and local businesses downtown. The project team also hosted follow-up meetings with local leaders including the Fair, the Chamber, and Councilmembers who were not able to attend these feedback sessions. In addition, the team attended and presented before City Council at three meetings to provide them with updates on the project, with the final recommendation receiving approval from them in early 2023. During this extensive outreach process, the City has earned praise from the community for including them in

Coordination: *Who else in your community is working on this issue? How do you coordinate with them?*

The Washington State Fair is also ramping up its marketing and branding efforts. Leadership changes at the Fair have reprioritized how they want to be positioned and promoted on a statewide level. Staff has met with top leadership at the Fair about these efforts and plans to work with them and Rotator on augmenting both our marketing plans to be in lockstep with each other. By combining our marketing dollars together, as one cohesive unit, we plan to target visitors from outside Pierce County in an effective and intentional manner.

Puyallup Main Street Association and the Puyallup Sumner Chamber also play an important role in promoting Puyallup to visitors. The City will provide updates to these partners, through presentations, on the website's implementation at key stages in the project. Feedback and suggestions will be taken into consideration as we implement the project.

Travel Tacoma is also a valuable partner as our county-wide DMO, and the City and our consultant will continue to partner with them as the brand rolls out. One of the goals is to create resources that Travel Tacoma can use to freshen up Puyallup's information and imagery.

Port of Tacoma 2023 Local Economic Development Investment Fund Application

Future Support: *How will this project be financed in the future?*

As of this writing, City staff is seeking approval from the Council to commit \$100,000 of available ARPA (American Rescue Plan Act) funds as part of tourism recovery due to the COVID-19 pandemic and its impacts on local businesses and tourism. The City is researching other grant opportunities, including the State of Washington Tourism Sustainability Grant Program. The City will leverage these and other grant opportunities as they become available. Additionally, the City will go back to the LTAC (Lodging Tax Advisory Committee) committee and request additional funding for future years.

Deliverables: *What will the Port receive for their partnership?*

The Port will be promoted as a sponsoring partner of this project through the following marketing channels:

1. Mention in City news releases about this project, including an embedded URL link.
2. Full-color logo feature on our tourism website.
3. Mention in the City's print and digital newsletter, the Puyallup Connection.
4. Tagged in social media posts regarding the tourism branding project on Facebook, Twitter, and Instagram.
5. Mention as a Sponsor in print or digital advertising promoting the new tourism brand.

Evaluation: *How will the success of the project be measured?*

As part of the website implementation, the City will use analytics software such as Google Analytics to gauge Key Performance Measures (KPIs) such as monthly visitations, click-throughs, bounce rates, and redirects. Using these KPIs, we'll be able to measure the performance of the website and determine its success level based on staff-initiated benchmarks. The City will also compile any pertinent KPIs in relation to the visitor guide and the advertising campaign for the new brand. We'll report these findings to both the City Council and the Port of Tacoma. Analytics will be tracked monthly by staff and reported after three, six, and twelve months from the launch date. Reports hereafter will be created annually.


Additional Information

Diversity, equity, and inclusion are core values for the Port of Tacoma. Does your organization embrace these values, and are they formally reflected in your bylaws, mission statement, charter, policies, or other documents?

☒ Yes
☐ No

Please attach each of the following to the completed application:

Project budget (if relevant) 

List of current board members/officers 

Signature

Signature:

Eric Johnson

Eric Johnson (Feb 7, 2023 16:27 PST)

Print Name Here:

Eric Johnson

Date

Feb 7, 2023

You are encouraged to apply through the web portal at [Local Economic Development Investment Fund | Port of Tacoma](#) You may also email this pdf to community@portoftacoma.com or print, sign and mail to:

Leslie Barstow
P.O. Box 1837
Tacoma, WA 98401-1837

This application is due by February 24, 2023

City of Puyallup

Our Funds

The City is requesting \$45,000 from the Port of Tacoma to be used towards the implementation plan for this new tourism brand. Specifically, these funds will be used to fund portions of Phases 2 and 3 of the Implementation Plan. Phase 2 primarily focuses on the creation of tourism assets for the new brand. This includes the creation of a tourism website, a visitor guide, and an official Brand Style Guide (BSG). The website will be the anchor to which all our marketing efforts will be tied towards. All advertisements via social media, print, and digital will point toward this new site, serving as a “one-stop” location for potential visitors to get ideas and inspiration for coming to Puyallup.

The visitor guide will serve as an additional touch point and include inspirational articles about visiting Puyallup, an event calendar, as well as listings of shops, attractions, restaurants, bars, retailers, hotels, and other businesses. The Brand Style Guide acts as a rule book for how, where, and when the new brand can be used by businesses and partnering entities, such as Travel Tacoma, who want to use it in their marketing plans.

Phase 3 would be the launch of an awareness, promotion, and advertising campaign behind the new brand. This includes a social media marketing plan, an advertising plan, and a long-term promotional plan.

Phase 2 is tentatively planned for a Q2-Q3 2023 launch, with Phase 3 to begin in Q1 of 2024. We request these funds be made available in September 2023.

Support

This project began in 2022 thanks to a City Lodging Tax Advisory Committee (LTAC) grant of \$40,000. Staff sent out an RFP in early 2022 to find a qualified marketing agency that could help us create an inspirational tourism brand. The City selected Rotator Creative, from Tacoma, to help us create a new tourism brand for Puyallup. Throughout the course of 2022, the City held a variety of public outreach opportunities with residents and visitors at the Puyallup Farmer’s Market and other visitor venues to gain an understanding of what Puyallup is like as a destination. The City hosted two Design Charrette Meetings, one in May and the second in November, and the meetings included representatives from the Puyallup/Sumner Chamber, Puyallup Main Street Association, Washington State Fair, Travel Tacoma, and local businesses downtown. The project team also hosted follow-up meetings with local leaders including the Fair, the Chamber, and Councilmembers who were not able to attend these feedback sessions. In addition, the team attended and presented before City Council at three meetings to provide them with updates on the project, with the final recommendation receiving approval from them in early 2023. During this extensive outreach process, the City has earned praise from the community for including them in the process and for championing this project.

The City has a strong relationship with Travel Tacoma, which is the official Destination Marketing Organization for Pierce County. Staff with Travel Tacoma have been crucial stakeholders during this project and will continue to be a source of guidance and feedback as the brand grows and evolves. We believe that this new brand will continue to strengthen this relationship by positioning Puyallup as a destination both within and outside of Pierce County.

PUYALLUP TOURISM BRANDING IMPLEMENTATION

Introduction to ROTATOR

PROJECT SCOPE

CITY OF PUYALLUP WASHINGTON

DATE: 01.19.23

ROTATOR is a studio of artists, designers and strategists, specializing in building communities. We believe that the creative mindset has the ability to transform trajectories and community outcomes. We have a strong track record of applying our problem-solving skillset to the most complex challenges and we're looking for people we can help.

CONTACTS:

Lance Kagey

CREATIVE DIRECTOR

lance@rotatorcreative.com

253.861.1056

Kendon Shaw

CREATIVE STRATEGIST

kendon@rotatorcreative.com

206.354.7883

Adam Auter

ART DIRECTOR

adam@rotatorcreative.com

253.753.6482

ADDRESS:

ROTATOR CREATIVE

703 Pacific Avenue

Tacoma, WASHINGTON 98402

PUYALLUP BRANDING & DESTINATION MARKETING CAMPAIGN

01.19.23 - Prepared by the Artists, Designers and Strategists of ROTATOR Creative.

Kendon Shaw
703 Pacific Ave
Tacoma, WA 98402
206.354.7883
kendon@rotatorcreative.com

ROTATOR LLC
UBI: 602 992 279
EIN: 27-2170334

rotatorcreative.com

Hi Eric and Meredith

We are very excited to continue working with you all on the implementation of the new Puyallup tourism brand. We couldn't be happier with the results and are encouraged by the enthusiasm of you both as well as the City Council.

We created this proposal as a good faith starting point that is open to discussion and refinement. There are many unknowns along the way for a project of this scope and timeline and many moving parts for the city of Puyallup. Our goal is to best support Puyallup's tourism efforts with our skillsets of creative strategy, design thinking, community building, and visual design. We believe strongly that our best work comes with mutual trust, deep understanding, and willingness to work together with open minds.

Here we have outlined three phases; short, medium, and long term outcomes. Each show the general project flow, good faith cost ranges, and notes on responsibilities and flexibilities. Generally speaking, Rotator will handle creative idea generation, designs, and assist with production handoff and Puyallup team will handle relationship and payment to producers as well as installs and/or maintenance or ongoing engagement with public.

Rotator's fee is a set price based on our estimation of our time and talents. The production costs are rough estimates and ranges based on cursory research and initial communication with the various production companies. Pricing may vary depending on actual quantities, materials, durations and more. All of this should be considered approximate starting points and open to refinement, clarification, new decisions or ideas, and general evolution.

We aspire to be trusted partners for you as we incubate the ideas we have started together.



Kendon Shaw

PROJECT SCOPE & WORK PLAN

PHASE 1

Initial Brand Impressions (10-12 Weeks, Q1 2023)

PHASE 1

10-12 Week duration

PROJECT MANAGEMENT:

Kendon Shaw

OUTCOME:

Street banners created for all seasons, SWAG items for promotion, artistic brand installation in City Council Chambers

PRODUCTION BUDGET

~\$34,000

ROTATOR FEE

\$25,000

Downtown banners including vertical light-post and horizontal across-street banners, Swag and souvenirs such as mugs, t-shirts, hats, stickers and more, and appropriately designed City Council Chambers installation of the new tourism brand. Some of this can run concurrently, but we will approach it as three projects.

DOWNTOWN BANNERS

Discovery & Planning Phase: Rotator visits sites, learn banner requirements, discuss options and site locations

Design & Refine Phase: Rotator designs banners and refine with feedback from Puyallup team (Eric & Meredith)

Production & Installation Phase: Rotator works with production company for final design files; Puyallup team manages relationship and payment to production company, installation and storage of banners

SWAG AND SOUVENIRS

Discovery & Planning Phase: Rotator and Puyallup team work together to discover what types of products to produce to have a well-rounded collection, as well as where to get them made (e.g. stickers, mugs, t-shirts, hats and others)

Design & Production Phase: Rotator creates custom designs for each product, working with production company(s) to prepare for production; Puyallup team approves all designs, manages relationship and payment to production company(s)

CITY COUNCIL CHAMBERS INSTALLATION

Discovery & Planning Phase: Rotator visits chambers, learns requirements, limitations, council approval (if needed); Work with Puyallup team to decide size, materials, budget etc

Design & Refine Phase: Rotator designs mockups and refines with feedback from Puyallup team

Production & Installation Phase: Rotator works with production company for final design files. Puyallup team manages relationship and payment to production company, installation of signage/mural

PHASE 2

Website and Tourism Promotional Assets (5-6 Months, Q2-Q3 2024)

PHASE 2

5-6 month duration

PROJECT MANAGEMENT:

Kendon Shaw

OUTCOME:

Website development and launch,
Visitor guide and/or brochure,
Updated style guide

PRODUCTION BUDGET

~\$16,000

(quantity dependent)

ROTATOR FEE

\$42,000

Development and launch of tourism website as an anchor point for advertising efforts (4-6 pages at launch), creation of official visitor guide, pamphlet and/or booklets to increase awareness and inspiration, updated style guide to reflect further brand development

WEBSITE DEVELOPMENT AND LAUNCH

Discovery & Planning Phase: Rotator works with Puyallup team to discover needs and set scope of website; website objectives, architecture, functionality, URL, and basic wireframes created in this phase

Design & Refine Phase: Rotator designs mid-fidelity wireframes, assets collected as needed by Puyallup (ex: existing or new photography, external websites to link to); approval by Puyallup team to proceed to website build

Website Build Phase: Rotator builds website to spec, tests, and launches with Puyallup Team approval

VISTOR GUIDE AND/OR PROMOTIONAL BROCHURE

Discovery & Planning Phase: Rotator and Puyallup team work together to decide needs, set scope and strategy, choose format of printable design (e.g. tri-fold brochure, rack card, or booklet), Puyallup and Rotator set strategy for distribution

Design & Production Phase: Rotator creates designs for promotional items, working with production company(s) to prepare for production; Puyallup team approves all designs, manages relationship and payment to production company(s), and executes distribution strategy

UPDATED PUYALLUP TOURISM BRAND STYLE GUIDE

After working with the brand to build out many new designs (banners, swag items, website, brochure), Rotator will create an updated style guide to help guide future expressions of this brand. PDF format with guidelines, printable on standard printers if needed.

PHASE 3

*Awareness, Promotion, Advertising
(5-6 Months, Q4 2023-Q1 2024, then ongoing)*

Development of long-term tourism marketing plan with Puyallup team; development social media marketing plan, creation of needed assets, and assistance on initial social media launch; creation of advertising assets to support tourism marketing plan

LONG TERM TOURISM MARKETING PLAN

Discovery & Planning Phase: Rotator works with Puyallup team to discover needs, refine objectives, generate ideas, and create plan for long term Puyallup marketing. The focus is equipping Puyallup team with what is needed to get approval, funding, and execution of plans. This marketing plan may include social media marketing plans, future website updates, activity or event ideas, and possibly connect to a Puyallup City Rebrand (a completely separate project)

SOCIAL MEDIA MARKETING PLAN

Discovery & Planning Phase: Rotator and Puyallup team work together to create broad seasonal social media calendar, objectives and/or areas of focus, creation of SM accounts, plans for content creation and day to day management (possibly Puyallup staff and/or third party creators)

Content Creation Phase: Puyallup and Rotator work with content creators to populate SM accounts with media, set posting schedule, train staff if needed. Possibly hiring four photographers for "Day in the Life in Puyallup" type photo project.

ADVERTISING

Social Media Advertising: Creating awareness where people spend a lot of time and attention. Rotator creates needed assets and copy writing, can work with Puyallup to setup social ad accounts and set budgets. (pricing and results can vary widely)

Billboard and/or Transit Ad buys: Creating awareness in local physical spaces and opportunities to see more of Puyallup tourism sentiment. Rotator creates designs for billboards, transit static billboards, digital billboards etc., Puyallup manages relationship and payments to billboard orgs

Publication Ad Buys: Rotator designs ads for publication(s) such as South Sound Mag and other regional travel/leisure publications, Puyallup manages payment and placements. It may also be wise to research such channels as King5.com and other similar, geo-tracked advertising opportunities.

Giveaways, Contests or Events: A LOT of possibility and variance here, but Rotator can help generate ideas and creatively direct opportunities for public engagement using giveaways, contests, or other local event support in or around Puyallup.

CITY OF PUYALLUP REBRAND PROJECT (SEPARATE PROJECT)

We would love to work with the City of Puyallup on a city rebrand. For such a scope as this, including public outreach, discovery, city council and departmental approval, refinement and execution, we would estimate around 12 months timeline and \$80k-\$120k. When such a time comes, allow us to discover more about Puyallup's needs and properly bid a separate project.

PHASE 3

5-6 month duration,
ongoing after

PROJECT MANAGEMENT:
Kendon Shaw

OUTCOME:

Website development and launch,
Visitor guide and/or brochure,
Updated style guide

PRODUCTION BUDGET
\$65,000 or more

ROTATOR FEE
\$60,000

APPENDIX: Rough production cost estimates

This is provided to show our work for the production cost estimates. These are very preliminary rough estimates from several producers we contacted while creating this proposal. None of these numbers should be considered quotes or final totals. There are many factors that can influence costs such as materials, quantity, third party services, shipping, distribution, ad-run duration and other current unknowns. We provide this to give a sense of the scope and suggest adding 10%-15% to give room for the unknown. We will leave that decision up to you.

Short Term (Q1 2023)

1. A Downtown Banner Implementation Plan that includes the design and printing of banners downtown, including vertical and horizontal for all four seasons. **Vinyl banner production costs coming from Print NW. Lightpole banners size based on 20X60. Does not include hardware (brackets) for hanging. Basic set is 8 unique designs for street banners (one front and back for each season). Estimate for cross-street (~35'X60') banners are \$6800 for all 4 (one for each season). Added pop-up event bannerstands for interior usage to the list of potential deliverables.**

Pop-up bannerstands, 4 = \$2100

Lightpole banners 28" X 60", 8 unique designs, 80 total = \$7500

Cross-street (~35'X60') banners, 4 = \$6800

2. A SWAG Implementation Plan, including items such as tee shirts, mugs, hats, coasters, and others. **Production costs coming from Print NW.**

INCLUDES:

tee shirts, various sizes, both kids and adult (nice quality fabric), 200 total = \$2500

Tin Cups, one color, 600 = \$3600

Tin Cups, two color, 288 = \$2800

3. Ceramic mugs, full color, 500 = \$2600

baseball caps (best quality), 100 = \$1000

Coasters (1/8th" cork type), 500 = \$1,000

Canvas tote bags, 200 = \$2,700.

Merchant Window Stickers, 40 = \$220

4. Creation of an artistic rendering of the brand that would be displayed in Council Chambers to show City leadership buy-in. **Infinity NW Production ~\$1200.**

Mid-Term (Q2 and Q3 2023)

1. Creation of a Brand Style Guide, which shows the proper usage of the logo, fonts, colors, and styles associated with the brand. **Ongoing initial work is part of first contract but can be developed as we implement other pieces.**
2. Development and launch of a tourism website, which will serve as an anchor point for all advertising efforts. **~\$500 for website tools, domain, hosting etc**
3. Creation of an official visitor guide, either a coffee-table style book or brochure. Along with the guide, create an Implementation Plan for where, when, and how we distribute the guide around Puyallup, Pierce County, and the broader area. **Production costs coming from Print NW. Distribution plan still TBD.**

Trifold rack card, 2000 = \$1000

Coffee table book, perfect bound, 40 page coffee-table book 12"X9", 200 qty = \$13,000

Same 40 page saddlestitched, lighter weight stock etc., 200 = \$2000

Long Term (Q4 2023 to 2024)

1. Design and launch a Social Media Plan, which includes the creation of Facebook, Twitter, and Instagram accounts promoting the brand. **\$6,000-\$8,000 for third party content creators**
2. Create and implement an Advertising Plan, which includes print and digital ad buys from various travel and leisure publications in Washington and the PNW. This can also include billboards, bus wraps, and other creative ways to expose the new brand. **For travel and leisure publications, example would be Northwest Travel & Life, prime position (inside front or back cover) ~\$6500 X3 (\$20k) —**

South Sound Mag, full page print = \$3700, Digital inline ad = \$600

Good to research such channels as KING5.COM and other similar

(LAMAR) bus and billboard

Billboards Digital Bulletins range: \$5,000-\$15,000/per digital per 4 week cycle

Digital Posters range: \$1,500-\$3,500/per digital per 4 week cycle

Static Billboards range: \$3,000-\$10,000/per board per 4 week cycle

Static Posters range: \$1,000-\$5,000/per board per 4 week cycle

Jr. Posters range: \$350-\$550/per board per 4 week cycle

Transit:

Bus Shelter, 4 weeks = \$850 per bus stop

Bus Side panel, 4 weeks = \$720 per bus

Bus Back, 4 weeks = \$580 per bus

Full Wrap, 8 weeks = ~\$11,200 per bus

MEET THE COUNCIL



Mayor - Dean Johnson

Dean Johnson was first elected in 2015 and re-elected in 2019 for the 2020-2023 term. As the At-Large member of the Council, he represents those in all three districts.



Deputy Mayor - Ned Witting

Ned Witting was elected in 2019 for the 2020-2023 term.



District 1 - Robin Farris

Robin Farris was first elected in 2015 and re-elected in 2019 for the 2020 to 2023 term.



District 1 - Jim Kastama

Jim Kastama was first elected in 2017 and re-elected in 2021 for the 2022-2025 term.



District 2 - Dennis King

Dennis King was elected in 2021 for the 2022 -2025 term.



District 2 - John Palmer

John Palmer was first elected in 2012. He has been re-elected twice; his third term representing District 2 runs 2020-2023.



District 3 - Julie Door

Julie Door was first elected in 2013. She has been re-elected twice; her third term representing District 3 runs 2022-2025.