

REQUEST FOR PROPOSAL



Puyallup Branding and Destination Marketing Campaign

Date Issued: August 30, 2021

Proposal Submission Deadline

Wednesday Sept 29, 2021 at 4:00 p.m.

I. Request

The City of Puyallup, Washington (City) is requesting proposals for the following project: Branding and Destination Marketing Campaign

Puyallup is a dynamic community that is ideally suited for young families, young professionals and active retirees, and is rich with amenities for visitors. It has all the assets of a larger city while retaining the charm of a small town. The community has changed significantly over the past two decades, improving livability and increasing the number of jobs, amenities and housing options that young professionals and active retirees are seeking. For this reason, the city would like to develop a marketing campaign that communicates these changes, especially to residents of the greater Puget Sound area. This campaign should:

1. Create a “brand” for Puyallup that revolves around one central theme for the entire city.
2. Define key messaging that aligns with the new brand.
3. Identify advertising and public relations strategies and tactics for three distinct groups:
 - a. *Consumer/Residential Audiences*: encourage young professionals, families, and active retirees to move to Puyallup and shop local.
 - b. *Tourism/Destination Traveler Audiences*: daytrip and overnight travelers, outdoor recreation enthusiasts/travelers to Mt Rainier, convention travelers, visitors to the WA State Fair and Events Center, and others.
 - c. *Business/Economic Development Audiences*: residential and commercial developers, retailers (attract and retain unique/desirable retailers), existing businesses, target industries, workforce training providers/partners.
4. Incorporate this new brand into marketing promotions and campaigns.
5. Align brand messaging about Puyallup with the other marketing partners such as the Washington State Fair and Events Center, Puyallup/Sumner Chamber of Commerce, the Puyallup Main Street Association, South Hill Mall, Pierce College, Good Samaritan Hospital, and others.

Services requested for this campaign may include strategic, research-based creative concepts, multi-media creative asset production, media planning and buying, and integration of data-based approach to measure success.

II. Background

The City of Puyallup is the third-largest city in Pierce County with a population of 41,570. It is home to the South Hill Mall, the Washington State Fairgrounds and Events Center, Good Samaritan Hospital, Pierce College and the Benaroya South Hill Business + Technology Center. The City has two Regional Growth Centers (Downtown and South Hill), as designated by the Puget Sound Regional Council.

Downtown Puyallup is the city’s historic downtown district, which is a mixed-use, highly walkable place that takes advantage of being within a five-minute walk of major transit. Downtown’s assets include a strong retail and restaurant core of unique locally owned options, an existing stock of smaller-scale buildings, high quality public open spaces, and robust public art program. Shifting demographics, household structures and housing preferences are driving higher demand across the region for housing

in areas that are transit-served, have a mix of uses, are walkable, and amenity-rich. Downtown Puyallup is well positioned to take advantage of this trend.

South Hill is the heart of Puyallup's rapidly growing South Hill Subarea and includes the South Hill Mall, several large retail shopping developments, big box stores, auto-oriented retail businesses, Pierce College, and the South Hill Business & Technology Center. South Hill contains a mix of single and multifamily residential development, and is seeing a lot of growth in senior living developments, multi-family developments and medical office buildings that serve the growing medical district

Retail, hospitality (food and hotel accommodations) and tourism are critical to the livelihood of Puyallup, Pierce County and Washington State, bringing billions of dollars into the local economy and employing tens of thousands of workers. Spending by locals and tourists has a real and measurable relief on local household tax burdens.

COVID-19 has had a devastating impact on retail, hospitality, and tourism in the City of Puyallup, with a 25 percent decline in food and hotel accommodation spending at the start of the pandemic, and a slow crawl back to normal numbers. Puyallup is home to the Washington State Fairgrounds, and the historic cancellation of the Washington State Fair in fall 2020, along with cancellation of numerous associated events such as the popular summer concert series, led to a loss of over \$1 million in ticket sales taxes alone. The Washington State Fair, Spring Fair and year-round events draw 1.7 million visitors annually to our city, with about \$50 million of indirect spending at local businesses.

III. Desired Services for Scope of Work

A final scope of work will be developed by the City and the selected agency. Desired services are anticipated to include but not be limited to:

- **Project Coordination & Management:** The agency shall coordinate with City staff regarding schedule, deliverables, and the scope of work and will host a stakeholder advisory meeting with community business partners identified by the City.
- **Campaign Creative Development and Production:** The selected agency will compose a Destination Marketing Plan, which outlines specific strategies, objectives, and tactics to achieve its intended goals. Within the Plan, the agency must demonstrate, through industry best-practices, these goals to be specific, measurable and attainable. The agency will incorporate stakeholder feedback and their expertise into the Plan. In addition to the Plan, agency will include a proposed Brand Style Guide, which will be used by City staff and community stakeholders.
- **Tourism Recovery:** Within destination marketing plan, include specific strategies (development and implementation) for travel, tourism and hospitality pandemic recovery.
- **Campaign Implementation:** This will depend on direction selected, and could include video pre-roll, print and/or digital advertisements, including search, display, and social media post creation.
- **Prepare Presentation to City Council:** Prepare a brief report of campaign to the City Council upon completion. Be prepared to answer questions and provide clarification to Council.

- **Ongoing services:** An estimate for ongoing/on-call services to support implementation should be part of the response, and it will be at the city’s discretion whether to include in the final contract.

The plan shall include, but not be limited to:

- A. An outline describing how the campaign will result in identified desired outcomes to benefit businesses and destinations in Puyallup
- B. A list of the types of anticipated campaign expenditures and how the expenditures will contribute to meeting the desired outcomes;
- C. A timeline for the anticipated campaign expenditures; and
- D. A description of how the campaign will consult with marketing partners such as the Washington State Fair & Events Center, Puyallup/Sumner Chamber of Commerce, the Puyallup Main Street Association, South Hill Mall, Pierce College, Good Samaritan Hospital, Travel Tacoma and others.

IV. Budget

The city has allocated \$40,000 for destination marketing efforts and understands that a more robust campaign with the desired elements outlined above could exceed that allocation.

Proposals should include a general scope for what can be accomplished within the planned budget along with a list of additional options proposed that exceed the budget if they add benefit to the City. Options may or may not be awarded by the City. A rate schedule and itemized budget will be required prior to contract award.

V. Submission Requirements and Schedule

All documents submitted in response to this request shall be in electronic form and submitted via email to Meredith Neal, Economic Development Manager, mneal@puyallupwa.gov. The email title shall include a reference to “Puyallup Branding & Destination Marketing Campaign”. It is the sole responsibility of the entity submitting responses to ensure the email is received no later than the established due date and time provided for herein. For questions call Meredith Neal at 253-841-5496.

Responses shall be submitted as follows:

- 1) Provide electronic submittal no later than 4:00 p.m. on September 29, 2021;
- 2) Submit electronically to: Attn: Meredith Neal mneal@puyallupwa.gov
City of Puyallup
333 S. Meridian
Puyallup, WA 98371

The RFP schedule is as follows:

RFP issued by the City	August 30, 2021
Deadline for RFP submission	September 29, 2021 at 4:00pm
Interview/presentation as needed	Mid October 2021

Selection	Mid October 2021
-----------	------------------

VI. Content of Responses and Criteria

In order to be considered for selection, at a minimum, an entity must include the requested items herein. Elaborate responses are not requested. Limit the response to 10 pages including all items.

- A. A cover letter/statement of interest indicating the company’s interest in performing a marketing campaign and highlighting its qualifications relative to the Desired Services for Scope of Work outlined in Section III herein.
- B. A brief overview of the company’s history and organizational structure. This overview shall include the capacity of the company to begin the campaign within 30 days of the submittal deadline for this RFP.
- C. Describe the general approach, organization, and staffing required to provide the services requested herein.
- D. Provide experience and specific examples of how the company has provided similar marketing campaign services.
- E. Provide two past or current clients for whom similar services have been or are being performed. Include the reference entities name, contact person, mailing address, email address, and telephone number.
- F. Provide the name, title, and experience of the person who will be managing this matter for the company, and any staff that will be working on this matter, if the City were to select the company to provide a marketing campaign.
- G. Provide the company’s unified business identifier (UBI) number from the Washington State Secretary of State.
- H. A statement verifying the company’s ability to execute a contract upon award.
- I. A statement verifying that your company has not been suspended or disbarred from Federal/Government work.
- J. Provide brief proposed scope of work.

The criteria used to evaluate proposals submitted in response to this RFP are as follows:

- 1. Qualifications of the company and assigned personnel
- 2. Demonstrated knowledge of Puyallup and Puget Sound region
- 3. Experience working with local municipalities
- 4. Relevant similar experience on destination marketing campaigns and branding
- 5. Budget justification and competitiveness
- 6. Quality, completeness, and thoroughness of the documents as submitted

VII. General Terms and Conditions

General terms, conditions and criteria to evaluate proposals are as follows:

- A. A company submitting a proposal must be a registered corporation in the State of Washington.

- B. The City reserves the right to reject all submissions and waive any irregularities and informalities in the information provided.
- C. The City reserves the right to award any contract to the next most qualified company, if the successful company does not execute a contract in a timely manner.
- D. The contract resulting from acceptance of a proposal by the City shall be in a form supplied or approved by the City.
- E. The City shall not be responsible for the costs incurred by a company in preparing, submitting, or presenting its proposal.
- F. In submitting qualifications, the respondent agrees to comply with all applicable Federal, State, and City laws in the conduct of the work specified herein. The consultant selected to work on this project will be required to obtain a City business license.
- G. The City fully complies with Title VI of the Civil Rights Act of 1964 and related statutes in all programs and activities. Those requiring disability accommodations and/or materials made available in alternate format, please contact the City Clerk.
- H. All materials submitted in response to this request for proposal are subject to the Public Records Act (Chapter 42.56 RCW) and may be subject to dissemination to the public.

For questions related to this request, please contact the Economic Development Manager, Meredith Neal.

City of Puyallup – Attn: Meredith Neal
333 S. Meridian
Puyallup, WA 98371

Direct: (253) 841-5496
Email: mneal@puyallupwa.gov

The City of Puyallup in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally-assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

The City of Puyallup in accordance with Section 504 of the Rehabilitation Act (Section 504) and the Americans with Disabilities Act (ADA), commits to nondiscrimination on the basis of disability, in all of its program's activities.