



## BID RESPONSE

Responding To:

**Bid/Project Number: IFB 10830-24**

**Bid/Project Title: Tourism Marketing and Business Promotion Program Consultant**

**Closing Date: 08/06/2024 10:00am PST**

Submitted By:

Name of Company Submitting Response:

Bullseye Creative, Inc

Printed Name of Person Submitting Response:

Peter Klauser

Email:

peterk@bullseyecreative.com

Signature of Person Submitting Response:

Signed by:

*Peter Klauser*

E85565ECBFD8429...

Date:

8/5/2024

Attach Your Bid/Proposal:

Remember to sign your bid/proposal



Attach all pages of your response here



# City of Redmond Tourism Marketing & Business Promotion Program Consultant

August 06, 2024

Prepared for: Heidi Johnson; *Sr Purchasing Agent*  
Jackie Lalor; *Economic Development & Tourism Promotion Admin*  
Philly Marsh; *Economic Development Manager*  
**The City of Redmond**

Prepared by: Peter A. Klauser; *Account Warrior*  
**Bullseye Creative, Inc**



August 06, 2024

Greetings, fellow Redmond enthusiasts!

We are delighted to submit our proposal for a fresh and exciting new direction of the Redmond Tourism Marketing Program. After managing the Experience Redmond brand and advertising campaign for nearly nineteen years, we embrace this opportunity to apply a unique approach to the City's tourism marketing efforts.

We have successfully evolved and adapted our scope of work many times, as the City has grown exponentially over the years. When we first started the Experience Redmond campaign, there were only four hotels in our City, and the LTAC budget was a small fraction of what it is today. The future promises to be equally dynamic, with many new and exciting changes on the horizon. We are ready and willing to grow, too, while continuing to focus on supporting the City's strategic tourism and economic development goals.

The City of Redmond is at a pivotal crossroads. While the marketing efforts can continue to celebrate everything that makes Redmond unique (its cultural diversity, technological innovation, lush network of parks and trails, world-class hotels, unique boutiques and delectable dining options), there are many new factors that have recently been introduced (BRTPA, The Strategic Tourism Marketing Plan, Redmond 2050 Plans, Light Rail connections, and so on). Bullseye Creative is uniquely positioned to bring all parties to the table to collaborate on a creative partnership, and successfully navigate these many changes together.

We are also flexible and malleable, and open to input and guidance from the City staff, hotels, BRTPA representatives, and other stakeholders. We have a great deal of successful experience in management of creative civic messaging campaigns for tourism, public safety, transportation and parking, local neighborhood businesses, and the promotion of large events hosting thousands of attendees.

Bullseye Creative is a local, family-owned agency, and a proud licensed Redmond business (as we have been for many years). We are fully capable to provide all services required by the RFP with our small-but-mighty team. As co-founder of the company, I will be your primary contact, and I am supported by an awesome team of creative thinkers.

The entire Bullseye Creative crew is *passionate* about Redmond, and we are ready to fight hard to continue promoting this incredible city.

We are eager and excited about this opportunity to continue to partner with the City of Redmond, the hoteliers, and other partners on the development of new and innovative marketing initiatives to promote overnights and increase visitor traffic.

Looking forward,

Peter A. Klauser  
Account Warrior  
(206) 683-4239  
[peterk@bullseyecreative.com](mailto:peterk@bullseyecreative.com)

Bullseye Creative, Inc  
317 N 148th Street  
Shoreline, WA 98133

*Bullseye Creative was formed in 1996 as a Partnership, converted to an LLC in 1997, and then incorporated in the State of Washington in 2006. See current/active business license in attached appendix.*



## **BULLSEYE CREATIVE TEAM, EXPERIENCE AND CAPABILITIES**

Bullseye Creative is a high-energy, high-impact creative agency born and raised in the Pacific Northwest. Founded in 1996 by brothers, James and Peter Klauser, our company has grown to a small but powerful team of creative superheroes. We are careful about our growth and selective about our client list, working only with people and organizations who we are passionate about. At Bullseye Creative, we are laser-focused on the success of our clients, our company, and each other.

Bullseye Creative offers a wide range of boutique brand-management services to complement our creative experience. From brand development to graphic design & messaging; from digital advertising to traditional media; and from signage to video production; we truly are a one-stop-shop with a full suite of creative capabilities! See appendix for our client list and work samples.

Every member of the Bullseye Creative team is involved in the management of the Experience Redmond brand and advertising efforts, however your points of contact will continue to be Peter Klauser, Huso Paco, and Chloe Forrer (resume bios provided on following page). Our agency's simple organizational chart is seen below:





**PETER KLAUSER** *Account Warrior*

Co-founder of Bullseye Creative, Peter has more than 30 years of Project Management experience. Peter’s attention to detail impacts every project Bullseye Creative executes. Peter’s leadership and creative-direction is instrumental in the implementation of effective campaigns tailored to each client’s needs. Peter is a master of communication, working closely with clients, vendors, and our creative team to ensure that all parties are on the same track, driving toward the same goal.

**JAMES KLAUSER** *Creative Guru*

Co-founder of Bullseye Creative—with more than 30 years of branding, design, art direction, and consumer behavior experience—James’s creative vision combines form with function. James has design experience in a wide variety of areas including print, brand, web, media campaigns, and more. James’s marketing sensibilities, creative direction and high-impact creative skills have continued to underscore Bullseye Creative as one of the Pacific Northwest’s premier creative marketing agencies.

**HUSO PACO** *Social Samurai*

As content and media specialist, Huso works closely with clients to solve their unique goals with diligence and creativity. His commitment to understanding each client’s mission stands out through his passion and drive for making an impact through marketing and media.

**CHLOE FORRER** *Creative Coordinator*

Chloe is a wizard with communication and coordination. She works her magic on management of projects, supporting the client and the creative team with content creation, QA testing, and other key factors to keep the projects moving toward the finish line.

**SETH PILLERS** *Director of Pixels*

Seth brings client stories to life through creative design and content cultivation. His impeccable attention to detail shines through in his design and video production work. Seth has a keen fascination of user behavior, and his award-winning designs ensure a superb final product.

**MEGAN FERLAND** *Code Whisperer*

Megan is truly the Queen of problem-solving in the most unique ways imaginable. She offers a visionary approach to her website development and code management services, and will produce pixel-to-pixel perfection in everything she builds.

**EXTENDED TEAM OF PARTNERS**

Bullseye Creative boasts 28 years worth of valuable vendor relationships, with an extended network of photographers, videographers, animators, media partners, public relations professionals, and many other creative collaborators. Our Partnership Approach means Bullseye’s extended team includes thousands of supporting players. Should it become necessary to collaborate with one of our partners on this project, we’ll be delighted to introduce you to them for your input and approval. They all ROCK, just like we do.



## **METHODOLOGY**

Bullseye is a highly-collaborative creative agency, subscribing to a success-through-partnership approach. We are also incredibly flexible and easy to work with. Our project management is based on constant communication, availability, and adaptability.

Our Experience Redmond creative strategy will be laser-focused on the primary objective of driving overnight visitor traffic to Redmond, Washington (whether attracting new visitors, or encouraging existing visitors to extend their stay through the weekend) with a particular interest in improving metrics during the shoulder season (October through April).

Following the Scope-of-Work outlined in the RFP, Bullseye Creative's work approach includes:

## **CLIENT RELATIONS AND REPORTING**

Bullseye Creative will manage communication with client contacts, including enhanced data analytic reporting. Client Relations and Reporting work to include:

- Monthly client strategy and reporting meetings to present upcoming promotional strategy and communication calendar for review. Agendas provided in advance for client feedback and approval.
- Communication of industry trends to client, as available.
- Quarterly reporting on scope of work and budget status, campaign performance and data analytics and analysis. Client to provide input for strategy adjustment, as necessary.

## **PROJECT MANAGEMENT**

Bullseye Creative will manage all aspects of the project, including client and partner support as needed. Project Management work to include:

- Assisting client with the planning, promotion, and implementation of the Tourism Strategic Plan.
- Distribution of monthly Experience Redmond newsletter, with client approval.
- Support of LTAC tourism grant application promotion, and recipient compliance.
- Design and development of brand-consistent templates (RFP responses, presentations, etc), as requested by the client.
- Provision of analysis and visualizations of tourism data (tourism and economic impacts, etc).
- Management all creative resources (brand, photos, videos, collateral materials), and sharing of all native files with City of Redmond Communications as needed.
- Local delivery of collateral materials to client and/or partners (hotels, Redmond Town Center, City Parks, local business partners, etc), as needed.



## **PARTNERSHIP MEETINGS AND DEVELOPMENT**

Bullseye Creative will nurture and strengthen existing partnerships, and attend/host in-person meetings throughout the year. Partnership Meetings and Development work to include:

- Maintain partnerships with City of Redmond staff, OneRedmond, King County Parks, Woodinville Wine Country, Redmond Town Center, hoteliers, neighboring Eastside cities, tour organizers, LTAC grant event producers, other major Redmond events, multi-family communities, breweries/restaurants, and other partners as appropriate.
- Partner with and support OneRedmond and the Redmond Hotels Committee in the promotion of BRTPA efforts to drive positive economic impact to Redmond hotels.
- In-person attendance of OneRedmond quarterly meetings and/or networking events, as requested by the client.
- In-person attendance of quarterly Eastside Tourism Committee meetings, and annual hosting of one committee meeting in Redmond, if necessary.
- Participate in other meetings, as needed (LTAC, BRTPA Planning, City Council, hoteliers) to share marketing strategy and metrics, as directed by the client. One to two total additional meetings per month, as needed.

## **CONTENT AND PROMOTION DEVELOPMENT**

Bullseye Creative will develop all promotional content for the management of the marketing campaign. Content and Promotion Development work to include:

- At the beginning of each three-year campaign, Bullseye Creative will collaborate with stakeholders to research and develop a strategic brand messaging platform, in support of the Tourism Strategic Plan. This includes evaluation of the City's core attributes and unique selling propositions, competitive analysis, and persona profile development to identify our primary and secondary target audiences. Then, Bullseye will work with the stakeholder group to develop creative messaging options for brand positioning (with client input, feedback and approval).
- Bullseye will also work with City and other stakeholders on district placemaking messaging and branding, which will then be updated on the website and throughout all other materials.
- Develop monthly promotional calendar and hotel packages with seasonal themes (arts and culture, winter programming, dog-friendly activities, historic highlights, etc. This includes partnership promotional content, such as Woodinville Wine Country, STG concerts, WorldCup, etc)
- Develop and design weekly social media content (copy, graphics, design), including searching/filtering and curating of Redmond-related user-generated content.
- Develop and design monthly updates to website content with curated event information.
- Write and promote monthly blog post (itineraries, event promotion, and other content) promoting overnights in Redmond.
- Develop, design, code, test and distribute monthly e-newsletter to Experience Redmond subscribers (with client review and approval).
- Write and publish monthly business directory updates with client-provided content.
- Write and design advertorials and various print collateral, with client input and approval, as needed.
- Art direct photographers and videographers at various Redmond events, as directed by client (up to four events per calendar year).
- Develop, negotiate, promote and manage occasional contests (one to two per year) including prize distribution, as appropriate, to promote partner events and overnight stays.
- Maintain Redmond Tourism marketing media kit (photos & videos) for event producers, neighboring cities, and other partners.
- All final native files are to be shared with the client and City Communications team.





## **WEBSITE/DIGITAL MANAGEMENT**

Bullseye Creative will monitor and manage updates and upgrades to the website and digital environment. Website/Digital Management work to include:

- Manage all weekly content updates to the website's events calendar and featured events, including response to user-generated events content, under the oversight of City staff as necessary.
- Manage monthly updates to website content, including business directory additions, landing page callouts, and seasonal thematic messaging.
- Publishing and promotion of social media content (Facebook, Instagram, X, TikTok), with two (2) to five (5) posts per week, including user engagement and interaction, notification and direct message responses, and inappropriate comment management.
- Monthly provision and maintenance of dedicated virtual hosting environment, and server monitoring and management
- Monthly updates of code (plugins, theme settings) to ensure compliance and security.
- Monthly management of organic SEO (Search Engine Optimization) tactics, including directory registration/indexing, content strategy, keyword analysis and updates, onsite updates to meta data and alt text, and offsite update for link-building.
- Development of code upgrades and additions (new pages and features) as necessary and allowed by scope.
- Annual renewal and maintenance of privacy registration for domain names, and permanent 301 redirects for alternate and sub-domains.
- Provide City staff with website Admin access to manage content updates as needed.

## **EVENT ASSISTANCE**

Bullseye Creative will collaborate with BRTPA on event lead management. Event Assistance work to include:

- Integration of event sales tools into the Experience Redmond website.
- Assistant of monthly reporting of lead generation using available data systems.
- Collaboration with partners, such as BRTPA Redmond, as directed by client.
- Annual collaborative presentation of Tourism Marketing Workshop/Webinar delivered to LTAC grant recipients, as well as any other interested parties.
- Support City staff in coordination of Seattle Sports Commission or other large event solicitation by collaborating on proposals or co-hosting of site tours, as needed.

## **MEDIA AND PRODUCTION MANAGEMENT**

Bullseye Creative will manage, analyze, recommend, and execute advertising opportunities for Redmond tourism, including introduction of innovative ideas embracing technology. Media and Production Management work to include:

- Develop and deploy digital (PPC) advertising on search and social media channels monthly, including advertising dashboard management.
- Monthly analysis and recommendations for adjustment based on data trends.
- Design print advertising media, as needed and directed by client.
- Management of print collateral (annual visitor guide updates, and as-needed production coordination of stationery, flyers, and other promotional assets).
- Art direction and coordination of quarterly video and photography asset development, through creative partners.
- Management of media, P.R., photo/video, and influencer marketing budget (to be proposed annually by Bullseye Creative, and approved by client).





**PROJECT TIMELINE**

<b>YEAR ONE TIMELINE, MAJOR MILESTONES (2025)</b>	
January 2025	Strategic Brand Messaging Development Development of promotional calendar and media budget Quarterly Reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
February 2025	Strategic Brand Messaging Development Eastside Regional Tourism meeting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Grant Recipient Compliance Management Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
March 2025	Strategic Brand Messaging Development Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Host Tourism Marketing Workshop/Webinar Client Strategy Meeting
April 2025	Quarterly Reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting



<b>YEAR ONE TIMELINE, MAJOR MILESTONES (2025)</b>	
May 2025	Eastside Regional Tourism meeting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
June 2025	Weekly/Monthly Content Development Monthly Website & SEO Updates Annual Domain Name Management Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Client Strategy Meeting
July 2025	Quarterly reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Annual Updates to Visitors Guide Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
August 2025	Eastside Regional Tourism meeting Tourism Grant Marketing and Promotion Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
September 2025	Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Client Strategy Meeting



<b>YEAR ONE TIMELINE, MAJOR MILESTONES (2025)</b>	
October 2025	Quarterly Reporting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
November 2025	Eastside Regional Tourism meeting Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Client Strategy Meeting
December 2025	Weekly/Monthly Content Development Monthly Website & SEO Updates Weekly Social Media Management Newsletter Development and Distribution Advertising and Marketing Media Management & Analysis Partnership Maintenance & BRTPA Event Support Photo/Video Art Direction Client Strategy Meeting

Years Two (2026) and Three (2027) will be similar to Year One (2025), although we will not need to redevelop the Strategic Brand Messaging in the first quarter.



**PRICING METHODOLOGY**

We are in the *investment* business. We invest our heart and soul into our clients, and we strive to develop long-term deep, meaningful relationships with people who value us and our work. Of course, we are also paid for our work, and we recognize that these fees are simply *investments* in the future returns for our client’s growth.

All rates are based on estimated hours as defined in the RFP’s Scope-of-Work, billed at our flat hourly rate of \$250 (applies to all members of the Bullseye Creative team). No sub-consultants are expected for the stated Scope of Work Areas itemized below. No additional expenses are anticipated. Bullseye will submit an annual media budget (approximately \$100,000) for public relations, photo and video expenses, influencer campaigns, digital/print advertising/media, hosting and domain expenses, and any other innovative marketing opportunities. Client will review and approve proposed media budget annually (with recommended partners, as required). Quoted hours and investment estimates are valid 90 days from date of proposal.

<b>ANNUAL INVESTMENT BUDGET (2025 - 2027)</b>		
<b>Scope of Work Area</b>	<b>Estimated Monthly Hours</b>	<b>Total Monthly Investment</b>
Client Relations & Reporting	7 Hours	\$1,750
Project Management	6 Hours	\$1,500
Partnership Meetings & Development	4 Hours	\$1,000
Content Development	20 Hours	\$5,000
Website/Digital Management	12 Hours	\$3,000
Event Assistance	3 Hours	\$750
Media & Production Management	5 Hours	\$1,250
<b>Total Monthly Investment</b>	<b>57 Hours/Month</b>	<b>\$14,250</b>
<b>Total Annual Investments</b>	<b>684 Hours/Year</b>	<b>\$171,000</b>

**TOTAL FOR INITIAL THREE-YEAR TERM: \$513,000**



## REFERENCES

We are proud of the relationships we've built over the 28 years that Bullseye Creative has been delivering impact to our trusted clients. We encourage you to check out our 5-star reviews ([Google Reviews](#), [Yelp Reviews](#), [Facebook Reviews](#)), and we invite you to contact the following clients for a personal testimonial:

### **Jackie Lalor**

*Tourism Program Manager*  
City of Redmond  
[jlalor@redmond.gov](mailto:jlalor@redmond.gov)  
(425) 556-2209

### **Philly Marsh**

*Economic Development Manager*  
City of Redmond  
[pmarsh@redmond.gov](mailto:pmarsh@redmond.gov)  
(425) 588-8555

### **Jim Demonakos**

*Founder*  
Emerald City Comic Con & LightBox Expo  
[jim@lightboxexpo.com](mailto:jim@lightboxexpo.com)  
(425) 268-1084

### **Janet Silcott**

*Vice President Marketing*  
Kitsap Bank  
[jsilcott@kitsapbank.com](mailto:jsilcott@kitsapbank.com)  
(360) 876-7807

### **Lori Anderson**

*Marketing Manager*  
DACO Corp  
[lori@dacocorp.com](mailto:lori@dacocorp.com)  
(425) 264-4831

### **Leigh Henderson**

*Founder*  
Alexa's Cafe & Catering  
[leigh@alexascafe.com](mailto:leigh@alexascafe.com)  
(425) 770-2774

### **Helen Banks Routon**

*Director of Development*  
KidVantage  
[helenr@kidvantage.org](mailto:helenr@kidvantage.org)  
(425) 372-7525

### **Griffin Farnes**

*Brand & Marketing Manager*  
MOTO Pizza  
[griffin@xoxomoto.com](mailto:griffin@xoxomoto.com)  
(206) 554-1333

## **APPENDIX**

The following pages include our proposal appendix, featuring our City of Redmond business license, client list, and work samples/case studies showcasing relevant graphic design, creative copywriting, data analytics, marketing websites, and brand development work.



# City of Redmond Experience Redmond Tourism Marketing

Presented by Bullseye Creative • 08-06-2024



## Appendix





STATE OF WASHINGTON

# BUSINESS LICENSE

Profit Corporation

BULLSEYE CREATIVE, INC.  
BULLSEYE CREATIVE INC (FORMERLY BULLSEYE GRAPHICS, LLC)  
317 N 148TH ST  
SHORELINE WA 98133-6406

UNEMPLOYMENT INSURANCE - ACTIVE  
TAX REGISTRATION - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

Issue Date: Nov 03, 2023

Unified Business ID #: 602554289

Business ID #: 001

Location: 0001

Expires: Nov 30, 2024

**CITY/COUNTY ENDORSEMENTS:**

REDMOND GENERAL BUSINESS - NON-RESIDENT #RED07-000112 - ACTIVE

**LICENSING RESTRICTIONS:**

No person, or business, or those under their control, shall cause or allow the discharge of unauthorized pollutants (e.g. chemicals, oils, detergents, or wastewater) into a City of Redmond storm water drainage system, surface water bodies or groundwater.

Not licensed to hire minors without a Minor Work Permit.

**REGISTERED TRADE NAMES:**

- BULLSEYE
- BULLSEYE ADVERTISING
- BULLSEYE CREATIVE
- BULLSEYE CREATIVE INC (FORMERLY BULLSEYE GRAPHICS, LLC)
- BULLSEYE GRAPHICS

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Director, Department of Revenue

UBI: 602554289 001 0001

BULLSEYE CREATIVE, INC.  
BULLSEYE CREATIVE INC  
(FORMERLY BULLSEYE  
GRAPHICS, LLC)  
317 N 148TH ST  
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UNEMPLOYMENT INSURANCE -  
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NON-RESIDENT #RED07-000112 -  
ACTIVE

STATE OF WASHINGTON

Expires: Nov 30, 2024

Bullseye Creative was formed in 1996 as a Partnership, became an LLC in 1997, and then incorporated in the State of Washington in 2006



City of Seattle



Redmond  
WASHINGTON



# Our Clients

Bullseye Creative works with a well-rounded list of notable clients in the Pacific Northwest, and beyond. Our industry experience includes consumer products, retail, business to business, tourism, event promotion, real estate, government, non-profit, technology, gaming & entertainment, and more.



FRED HUTCH  
CURES START HERE

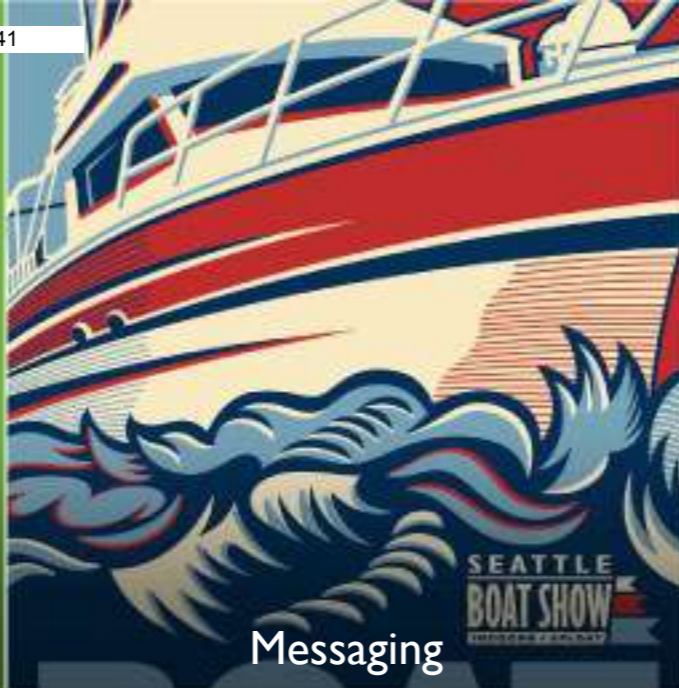


REDMOND  
TOWN CENTER





Brand Development



Messaging



Digital/Web



Social Media

# Our Services

Bullseye Creative offers a wide range of boutique brand-management services to complement our creative experience. From brand development to graphic design & messaging; from digital to traditional media; and from signage to video production; we truly are a one-stop-shop with a full suite of creative capabilities!



Print Collateral



Signage



Media/Outdoor



Video Production





# Brand Experience

We love brands, and we have developed a wide variety of identities for a diverse set of clients and industries. An effective identity must accurately convey an organization's personality while appealing to each of the intended target audiences. Bullseye speaks a lot of languages.



sitting month  
MEALS





## Case Study

### Experience Redmond

For nineteen years, Bullseye Creative has served as the Agency Of Record for the City of Redmond, managing the marketing for the City's tourism and event awareness campaign. Media includes: web, social media, SEO/SEM, email direct marketing, PR, video, photography, and promotional partnerships. Bullseye has successfully developed a brand and messaging strategy, and increased conversions (links directed to hotel reservation pages) each year of the campaign. In addition, Bullseye has expanded responsibilities and changed direction multiple times with grace and ease.





## Technically, Redmond Has it All



### Host Your Event in the Heart of Northwest Tech

Redmond is a hub for technology, culture, and the great outdoors. Redmond is located just east of Seattle, with convenient access to wine country or SeaTac airport. Known as the Bicycle Capital of the Northwest, Redmond is home to scenic parks and trails, and a walkable urban center bustling with shopping, dining, and world-class hotels.

ExperienceRedmond.com is your definitive resource for events, attractions, activities and everything Redmond.



Contact Us Today and Learn More.  
[experienceredmond.com/group-gatherings](http://experienceredmond.com/group-gatherings)



Home to a diverse collection of indoor and outdoor meeting spaces, Redmond is where nature meets technology. Make your next event unique and memorable. [experienceredmond.com](http://experienceredmond.com)



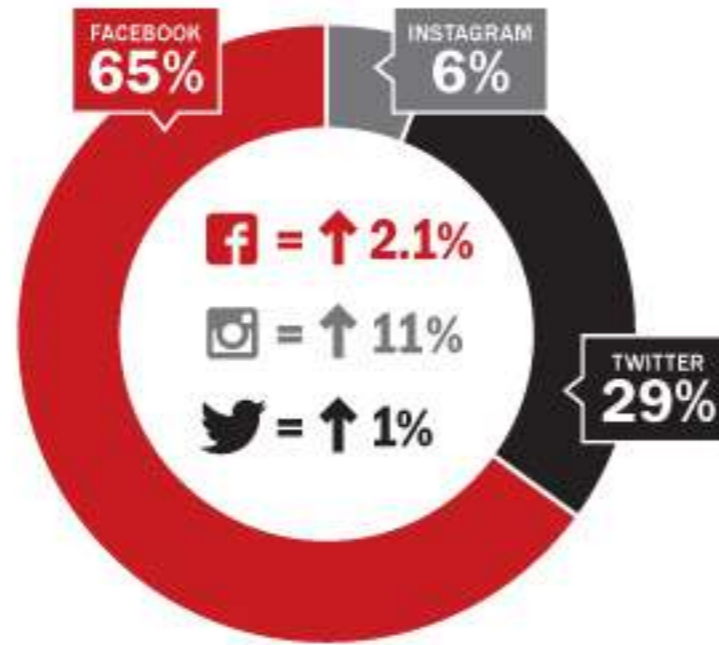
Contact Us Today and Learn More.  
[experienceredmond.com/host-your-event-here](http://experienceredmond.com/host-your-event-here)



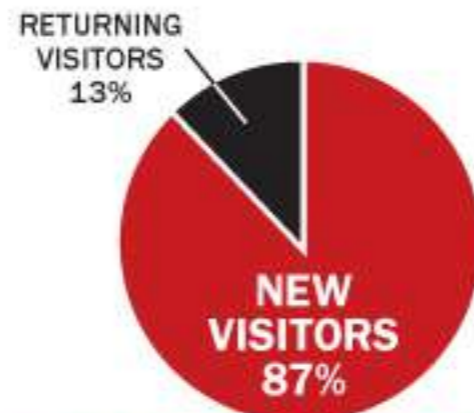
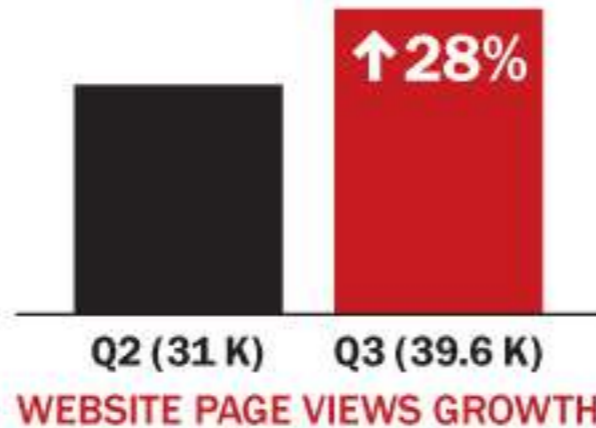




## Follower Representation



**↑56.9%**  
TOTAL FOLLOWERS



MAKEUP OF WEBSITE AUDIENCE



## OCTOBER 2018

Redmond, known for its beautiful and expansive natural setting, also has a dark side to it as well. Legend says some of the people of this city have stuck around in the afterlife. This October, Redmond will be bustling with visitors seeking to be spooked by numerous zombies that stem from the city's fright-filled Town Center... Here are some haunts you won't want to miss this Halloween-season:



## THRILL THE WORLD 2018

October 27th, 2018

Head to the haunted Redmond Town Center this October for a zombie-infested tradition. Every year, the apocalyptic mob gets their groove on to Michael Jackson's global phenomenon, THRILLER! This annual Halloween scare will take place October 27th.







## Case Study

### City of Redmond “You Stay We Pay”

In the Spring of 2021, Bullseye Creative produced a tourism stimulation plan for the City of Redmond, establishing the “Geek Out Gold” community currency, and advertising a “You Stay We Pay” incentive promotion. The City’s \$50,000 incentive investment attracted 530 new hotel guests, booking 1550 new room nights. At an average of 2.9 nights per booking, and average rates of \$125 per night, the investment returned \$193,750 in new revenue to Redmond hotels. In addition, the \$50,000 of distributed community currency was redeemed at participating Redmond businesses, with customers spending an average of 1.5x the certificate’s face value. This generates an additional \$75,000 of economic impact to the small business community. In total, the incentive brought \$268,750 in cumulative economic impact to the City of Redmond’s local economy.





# The city of Redmond is trying a new tactic to bolster a resurgence in tourism: giving visitors money

March 21, 2021 at 6:50 am | Updated March 21, 2021 at 11:12 pm



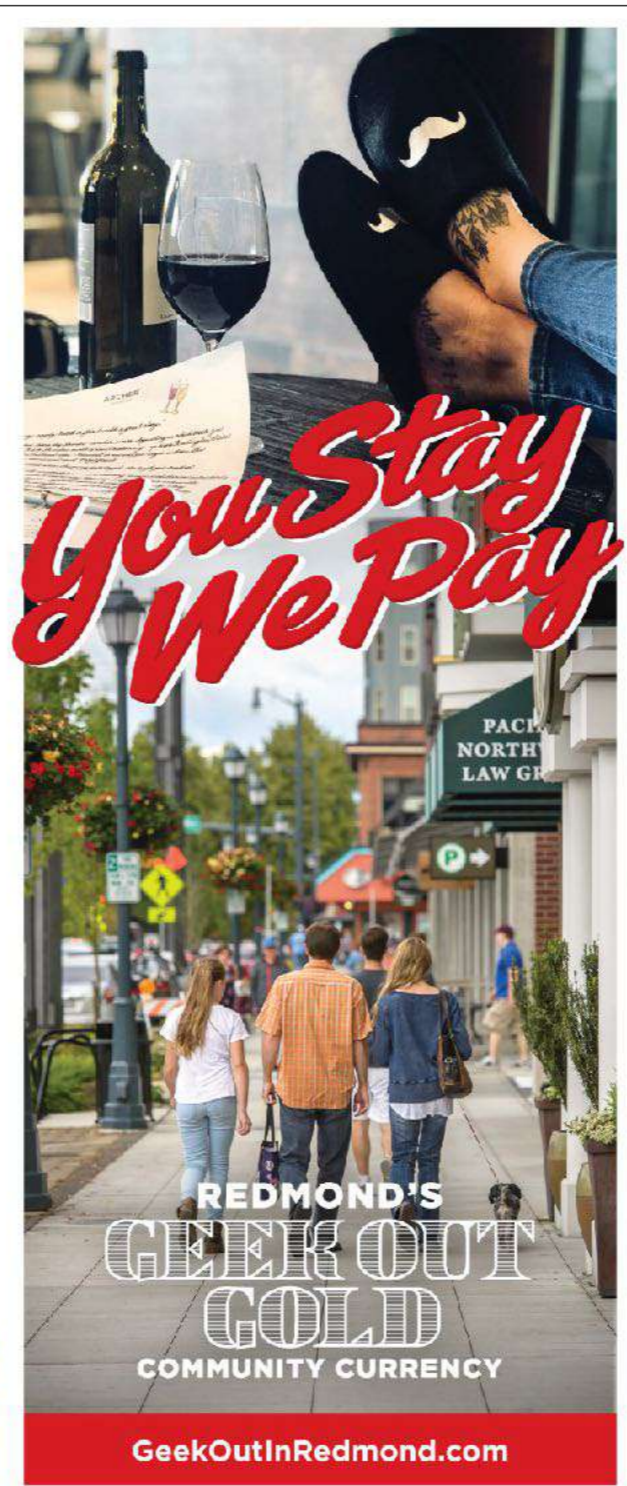
1 of 6 | The city of Redmond is trying to stimulate the local economy with a new idea: Giving away money. In late March, the city will give \$100 in gift certificates to a set number of people who book a two-night stay at a hotel in Redmond. Show more in Redmond Tour... More...

By Chris Talbott

Special to The Seattle Times

The city of Redmond wants you to visit. So bad that tourism officials there will pay you \$100 to do so.

Got your shots and itching for a “vaxication”? Or just can’t stand being a shut-in anymore following our long winter of COVID-19? Starting Sunday, by booking two nights at a participating hotel in the town that Microsoft made



Stay Two Nights at a Redmond Hotel and You'll Receive

**\$100**

To Spend While You're in Town!



**BOOK NOW!**

WELCOME TO REDMOND'S GEEK OUT GOLD COMMUNITY CURRENCY

For visiting Redmond, and for staying in our *You Stay, We Pay* hotels, local businesses are expanding and to help you take advantage of the *Geek Out Gold* in your pocket. Discover a local coffee shop, enjoy dinner at one of our restaurants, or pamper yourself with a spa treatment.

Geek Out Gold on pizza and pet-friendly beer, hotels and home fitness facilities, and so much more. Participating merchants are:

- most passionate about the Pacific Northwest
- offer a vast array of attractions, parks, trails, and more
- Redmond's lush scenery and myriad shopping, dining, & lodging options

OneRedmond experience Redmond.com GEEK OUT IN REDMOND Redmond WASHINGTON

To see the most current list of merchants accepting Geek Out Gold, visit us online. [GeekOutInRedmond.com](http://GeekOutInRedmond.com)



MONIQUE MING LAVEN  
MONIQUEKIRO7

KIRO 7  
kIRO7.com





## Case Study

### Emerald City Comicon

In their seventh year, Emerald City Comicon (ECCC)—the Seattle-based comic book & pop culture event—asked Bullseye Creative to help the show grow past the 9,000 attendee mark.

That year, we increased their attendance from 9,000 to 20,000!! In our second year as Agency Of Record, we helped the Con grow to 32,000 attendees. In the following years, we continued to grow ECCC attendance, and the show now hosts more than 100,000 guests!! Each year, the show adds space capacity, and still sells out quickly. Emerald City Comicon is now one of the top five comic and pop culture conventions in the world.







- [NEWS](#)
- [BUY PASSES](#)
- [GUESTS](#)
- [THE SHOW](#)
- [EXHIBITORS](#)
- [GAMING](#)
- [WRITERS BLOCK](#)
- [ECCC COMICS](#)
- [EXCLUSIVES](#)
- [KIDS AREA](#)
- [SPECIAL EVENTS](#)
- [HOTELS/TRAVEL](#)
- [APPLICATIONS](#)
- [F.A.Q.](#)
- [CONTACT](#)

#### WELCOME TO EMERALD CITY COMICON

Emerald City Comicon is the premier comic book and pop culture convention in the Northwest! In 2015 our attendance soared to 80,000 people over three days, and featured hundreds of comic book guests, celebrity guests and more!

For 2016, we're expanding to four days - Thursday, April 7 to Sunday, April 10! Tickets for ECCC 2016 will go on sale in late September. Sign up to receive our newsletter and connect with us on Twitter, Facebook and Instagram so you will be the first to know the latest ECCC 2016 news!

ECCC has everything you want for a weekend out with your fellow nerds: comic book Special Guests, your favorite Celebrity Guests, hundreds of Exhibitors and Artist Alley tables on our show floor, hours of Programming, Gaming tournaments and demos, exclusive Merchandise, Special Events and much more!

If you can't find what you're looking for, visit our [Frequently Asked Questions](#) page.

#### RECENT NEWS

09.02.2015 [New Tales From The Con!](#)

Posted by: [Andrea D](#)



(Formerly) [Living Proof](#)

08.26.2015 [New Tales From The Con!](#)

Posted by: [Andrea D](#)



[Color Me Blue](#)

#### SHOW FLOOR HOURS

- April 7 - 2:00PM to 7:00PM
- April 8 - 10:00AM to 7:00PM
- April 9 - 10:00AM to 7:00PM
- April 10 - 10:00AM to 5:00PM

FOLLOW US     

THE NEWSLETTER  
Email:  [SIGN UP!](#)



[Click for details](#)





The Premier Comic Book & Pop Culture Convention In The Northwest

**2013 MAR 1-3**  
WASHINGTON STATE CONVENTION CENTER

**OUR BIGGEST SHOW EVER!**

MORE GUESTS, MORE SPACE, MORE EXHIBITORS  
MORE GAMING, MORE PANELS, MORE... EVERYTHING!

[www.EmeraldCityComicon.com](http://www.EmeraldCityComicon.com) | [/emeraldcitycomicon](https://www.facebook.com/emeraldcitycomicon) | [@EmeraldCityCon](https://twitter.com/EmeraldCityCon)

**FEATURING:** PATRICK STEWART  
"Star Trek: The Next Generation"

BILLY DEE WILLIAMS "What If...?"  
MELANIE ALEXANDER "The Flash"  
WALTER KURTZ "The Flash"  
MARTIN AMUNDSON "The Flash"  
DICK CONDICT "Batman: The Animated Series"

BATMAN  
ADAM WEST BURT WARD  
"Batman" (1960s TV Series)  
...AND MORE!

The Northwest's Premier Comic Book & Pop Culture Convention

**EMERALD CITY COMICON '14** NOW THREE FULL DAYS!

COMICS! CELEBS! COLLECTIBLES!

RICHARD DEAN ANDERSON  
ELIZA DUSHKU  
KARL URBAN  
STEVEN YELN  
DARY ELWER  
MICHELLE NICHOLS

**MARCH 28-30**  
WASHINGTON STATE CONVENTION CENTER  
SEATTLE, WASHINGTON

[www.EmeraldCityComicon.com](http://www.EmeraldCityComicon.com) | [/emeraldcitycomicon](https://www.facebook.com/emeraldcitycomicon) | [@EmeraldCityCon](https://twitter.com/EmeraldCityCon)

...AND MORE!



EMERALD CITY COMICON

**MAR 27-29**  
**2015**

**ECGCC** MAR 27-29 | 2015

MORE SHOW THAN EVER!

PASSES ON SALE NOW!

**SUNDAY**

15th ANNUAL EMERALD CITY COMICON  
MARCH 2-4, 2017

**THWIP**

**STAN LEE**

THE MAN  
THE LEGEND  
'NUFF SAID





**SEATTLE**  
**BOAT SHOW**  
**INDOORS + AFLOAT**

## Case Study

### The Seattle Boat Show

For the past several years, Bullseye Creative has managed all advertising creative duties for NMTA/NYBA and the Big Seattle Boat Show. Notably, in 2012 we developed an exciting viral marketing campaign coinciding with the national election, which we called "Get Out And Boat." The award-winning guerrilla marketing campaign included "political" (nautical) yard signs, "protest" banners hung from the freeway overpass, and "exit polling" at area marinas ("Hi. Who did you boat for today?")

Bullseye has led the event to increases in attendance, exhibitor registrations, and (most importantly) boat sales. In addition, we have helped the show achieve a primary goal of successfully targeting new markets and lowering the average age of the attendee.





CENTURYLINK FIELD & SOUTH LAKE UNION

65<sup>th</sup> ANNIVERSARY 1947-2012

SEATTLE BOAT SHOW  
INDOORS \* AFLOAT

# BOAT

JAN 27 - FEB 5, 2012 • SEATTLEBOATSHOW.COM

f  
t

GetOutAndBoat.com

# BOAT

Every

# BOAT

2012

Counts

GetOutAndBoat.com

# BOAT

## 2012

www.GetOutAndBoat.com

SUPPORT THE BOAT PARTY IN 2012

# ROCKE

The BOAT

★★ GetOutAndBoat.com ★★

# YES! I BOAT

www.GetOutAndBoat.com









## Case Study

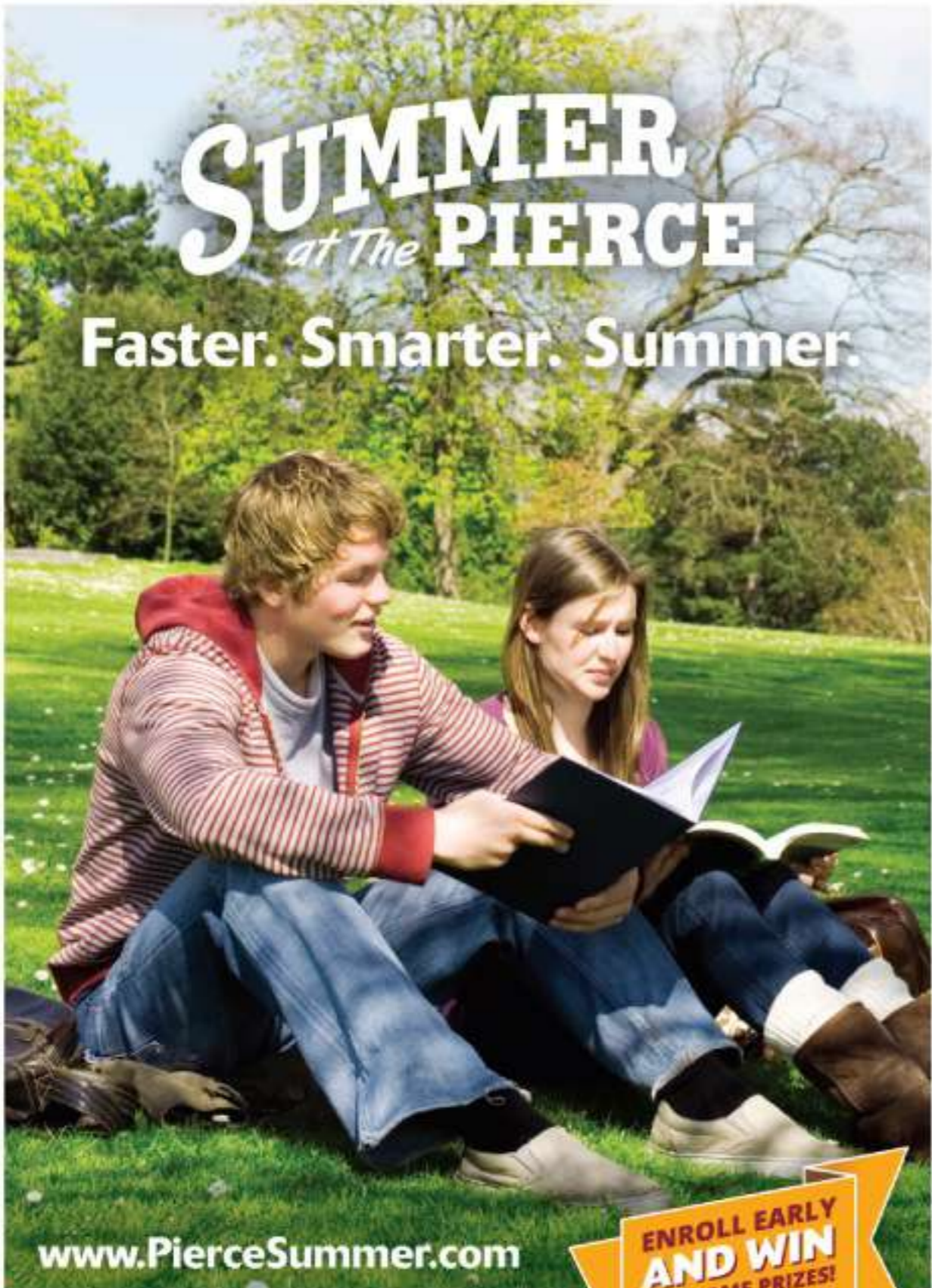
### Pierce College

Bullseye Creative branded Pierce College's summer program as "Summer at the Pierce," utilizing a variety of advertising media to increase summer quarter enrollment. In addition, our creative strategy established long-term sustainable messaging for future summer quarters. The campaign focused on positive aspects of the summer quarter lifestyle, breaking the "Summer School" taboo barrier, and putting focus on the aspirations of current and new students.

Bullseye managed and executed the successful media strategy. The campaign developed positive awareness, strong word-of-mouth reviews, and resulted in a 25.08% increase in applications.







# SUMMER *at The* PIERCE

**Faster. Smarter. Summer.**

[www.PierceSummer.com](http://www.PierceSummer.com)

**ENROLL EARLY  
AND WIN  
AWESOME PRIZES!**  
Details Available at  
[PierceSummer.com](http://PierceSummer.com)

#PierceSummer

**PIERCE  
COLLEGE**   
*possibilities. realized.*

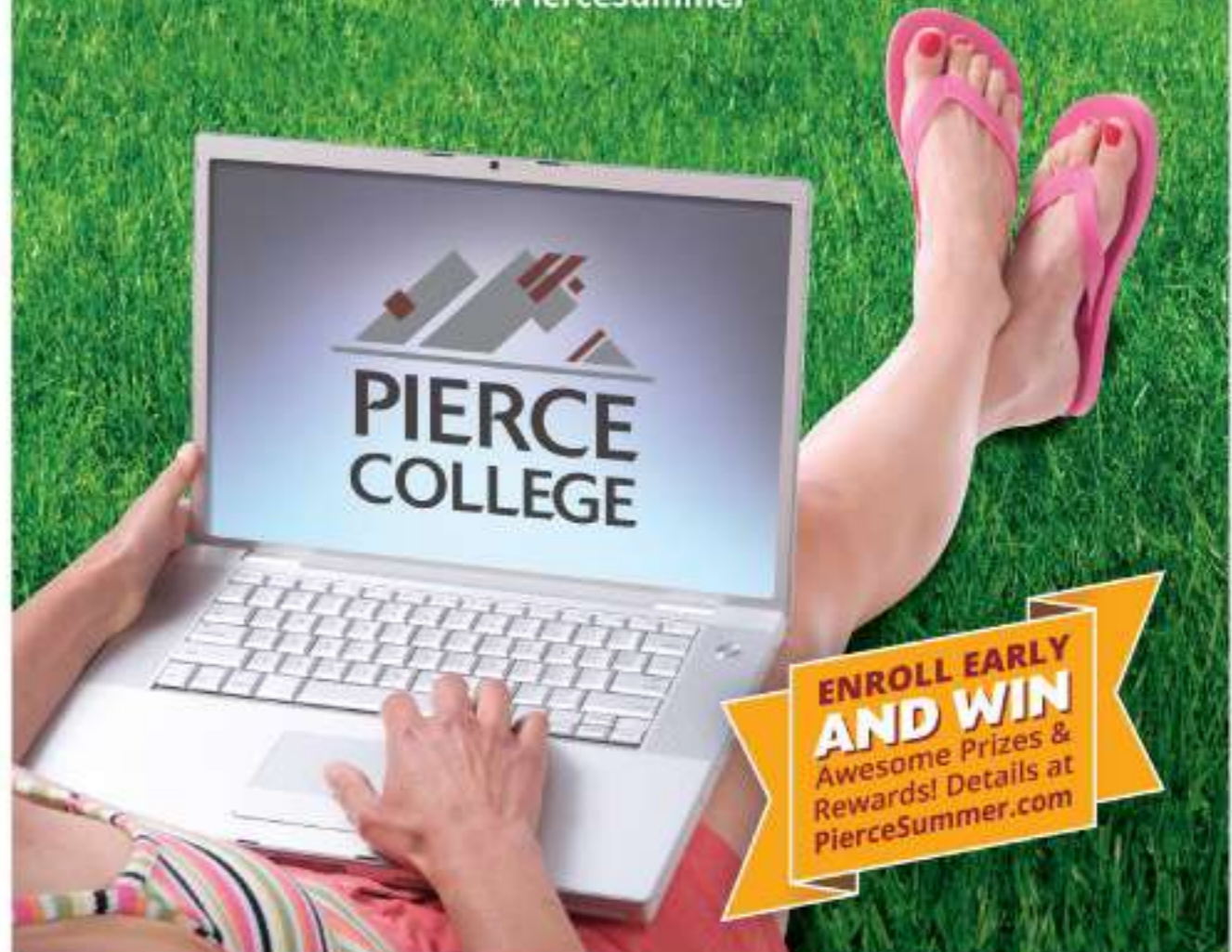
## **Faster. Smarter. Summer.**

Receive your degree faster by enrolling in Pierce College's new and improved summer session. With ten weeks of credits in only eight weeks, and only two days of classes per week, you will have more time to enjoy your summer.

# SUMMER *at The* PIERCE

[www.PierceSummer.com](http://www.PierceSummer.com)

#PierceSummer



**ENROLL EARLY  
AND WIN  
Awesome Prizes &  
Rewards! Details at  
[PierceSummer.com](http://PierceSummer.com)**



**ENROLL EARLY AND WIN AWESOME PRIZES!**  
Details Available at [PierceSummer.com](http://PierceSummer.com)

**PIERCE COLLEGE**

# SUMMER at The PIERCE

**Faster. Smarter. Summer.**

Receive your degree faster by enrolling in Pierce College's new, condensed summer session.

[www.PierceSummer.com](http://www.PierceSummer.com)

**BRACE YOURSELVES...**

**SUMMER COURSES ARE COMING**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**TOOK SUMMER COURSES**

**GRADUATED EARLY**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**ENROLL EARLY AND WIN AWESOME PRIZES!**  
Details Available at [PierceSummer.com](http://PierceSummer.com)

**Make Your Summer Count.**

Anxious to finish your education? Graduate sooner by taking summer classes at Pierce College.

# SUMMER at The PIERCE

[www.PierceSummer.com](http://www.PierceSummer.com)

#PierceSummer

**PIERCE COLLEGE**  
possibilities. realized.

**I DIDN'T ENROLL IN SUMMER COURSES**

**NOW I HAVE TO SPEND ANOTHER QUARTER IN CLASS NEXT YEAR**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**MUCH SUMMER COURSES**

**SUCH WOW**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**ENROLL EARLY AND WIN AWESOME PRIZES!**  
Details Available at [PierceSummer.com](http://PierceSummer.com)

**Get Ahead. Start.**

Learn Faster. Most of the summer classes at Pierce College can be completed in only EIGHT WEEKS!

# SUMMER at The PIERCE

[www.PierceSummer.com](http://www.PierceSummer.com)

#PierceSummer

**PIERCE COLLEGE**  
possibilities. realized.

**SUMMER COURSES...**

**SUMMER COURSES EVERYWHERE**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)

**IF YOU WANTED TO GRADUATE EARLIER**

**YOU SHOULD HAVE TAKEN SUMMER COURSES**

**SUMMER at The PIERCE** [www.PierceSummer.com](http://www.PierceSummer.com)





## Case Study

### City of Seattle

Bullseye Creative worked with the City of Seattle for a comic-book influenced safety messaging campaign we called “Be Super Safe, Seattle.” The campaign work included brand development, strategy, media & PR, and teen outreach through a custom written and illustrated comic book with driving and pedestrian safety lessons.





**VOLUME ONE ISSUE 1**

**BE SUPER SAFE SEATTLE**

# SUPER SAFE

BECOME A SUPERHERO OF OUR STREETS

PEOPLE OF SEATTLE — **TAKE ACTION!**

PRESENTED BY **SDOT**  
Seattle Department of Transportation

## SLOW IT DOWN

JUSTIN THOUGHT HIS FAST CAR WOULD IMPRESS THE GIRLS.

'SUP, GIRLS!

IN SEATTLE, 42% OF FATAL COLLISIONS INVOLVE SPEEDING. THE FASTER YOU DRIVE, THE HARDER IT IS TO SEE POTENTIAL HAZARDS, AND THE LONGER IT TAKES TO STOP YOUR CAR!

SEATTLE SPEED LIMITS ARE 25 MPH ON NEIGHBORHOOD STREETS, 30 MPH ON ARTERIALS, AND 20 MPH IN SCHOOL ZONES!

A PEDESTRIAN HIT AT 40 MPH HAS AN 85% CHANCE OF DYING! BUT AT 20 MPH, THAT PERSON IS MUCH MORE LIKELY TO SURVIVE THE CRASH!

IMPACT WITH A BICYCLIST, NO MATTER WHAT YOUR SPEED, AND THEIR LIKELIHOOD OF INJURY IS NEARLY 100%!

SPEEDING TICKETS, WRECKED CARS, AND VEHICULAR MANSLAUGHTER ARE COSTLY TO YOUR LIFE, WALLET, AND REP.

SPEEDING DOESN'T SAVE YOU TIME OR GET YOU THERE FASTER! OUR TRAFFIC LIGHTS ARE TIMED FOR THE SPEED LIMITS. SO, EVEN IF YOU SPEED UP BETWEEN SIGNALS, YOU'LL MOST LIKELY BE WAITING AT THE SAME RED LIGHT WITH THE CAR YOU JUST PASSED!





# Look Out For Each Other

How You Drive, Bike, and Walk Matters



Working together, we can get to zero fatalities and serious injuries on Seattle streets.

**Be Super Safe.**



LEARN MORE AT:  
[SEATTLE.GOV/BESUPERSAFE](http://SEATTLE.GOV/BESUPERSAFE)







Financial Freedom for Families Since 1908

## Case Study

### Kitsap Bank

We recently completed a brand evolution for Washington State's preeminent family-owned independent bank, Kitsap Bank — culminating in a brand launch event and anniversary celebration, which we strategically planned to introduce the upgraded identity to the company's 300+ employees and their families. Bullseye worked closely with the Kitsap Bank marketing team to redefine the company's brand platform, establishing a foundation for all future marketing messaging. We then developed a fresh new brand mark, which accurately conveys the company's spirit, pride, and energy. Finally, we assisted the company with a complete re-design of all collateral, signage, advertising, web and mobile interfaces, and more.













## Case Study

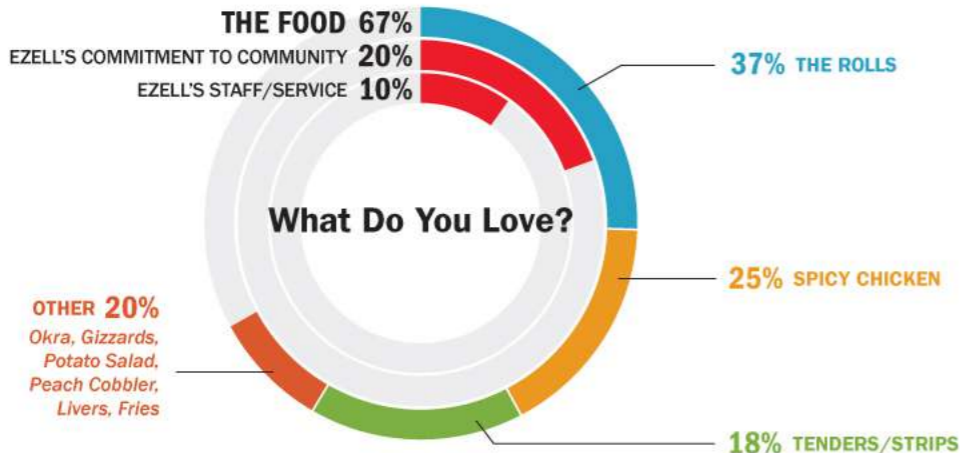
### Ezell's Famous Chicken

Bullseye Creative worked with the locally-owned chain of chicken restaurants to develop a brand platform that helped the company differentiate in a competitive marketplace. The research helped develop a creative message that perfectly encapsulated the company's core values, and set them apart in the minds of their customers—their most valuable advocates. Since the delivery of these creative results, the 40 year-old company has continued to grow, opening several additional locations in the Puget Sound.

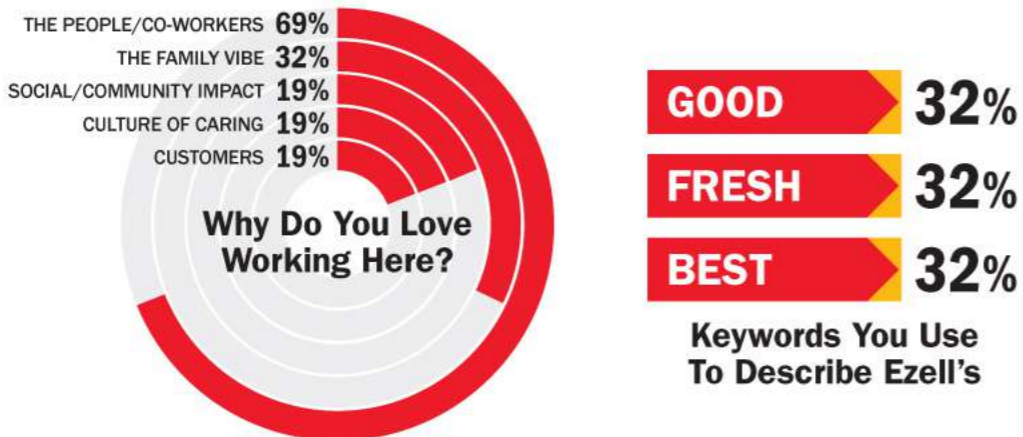




**CUSTOMERS**

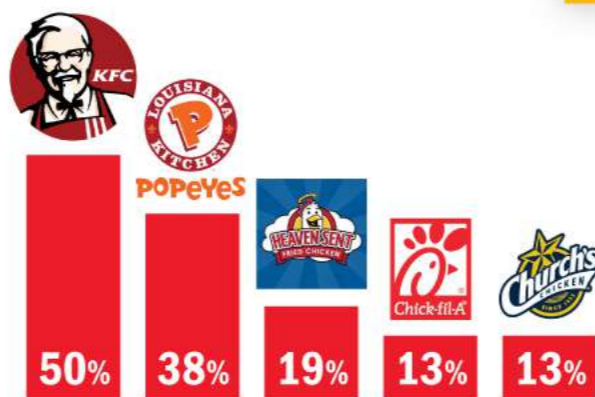


**EMPLOYEES**



(Also Fat's, Quick Pack, Saars, Cane's, Chicken N Mo, Church's, Marco Polo, Ma'Ono, Duck Island. Plus Dick's and Taco Time)

**CUSTOMERS**



(Also "Grocery" and Buffalo Wild Wings)

**EMPLOYEES**

Keep Logotype Separate from Chicken



Never Scale Chicken Down to Fit Inside of Logotype







Stamp Logo on Wax Paper



Print Logo/Messaging Pattern on Wax Paper



Square-Bottom Plastic Bag with Clear Messaging



Tell Story on Inside Box Top

Sticker on Red Box



Gable Box (Full-Coverage Identifier and Messaging)



Belly Band Slides Over Closed Clamshell or Box







## Case Study

### Fred Hutch

At the recent Fred Hutch Holiday Gala, Bullseye Creative developed an emotional message that focused on the organization's need for philanthropic support in combating pediatric cancers. This included Bullseye's concept and coordination of a scripted introductory speech, a video story, a live musical performance by Seattle-area musician, Noah Gundersen, and a procession of the many families of children who have lost their battle to this terrible disease. The "raise the paddle" fundraising that immediately followed our choreographed performance brought in a record-breaking total of \$13.35 million for pediatric cancer research!









# e-Park Here.



AND HERE. AND HERE.  
AND HERE.

[seattle.gov/ePARKmobile](http://seattle.gov/ePARKmobile)



## Case Study

### SDOT e-Park

Bullseye Creative developed the name and brand identity for Seattle Department of Transportation's electronic parking guidance system, "e-Park." Our work included the development of name and visual identity, signage, direct marketing, media, video, web, and event promotion.





**Find Parking Faster**  
seattle.gov/ePARK

seattle.gov/ePARK	OPEN SPACES
← Pacific Place	248
↑ 3rd & Stewart	137
↑ Pike Place Market	88
← Convention Center	656



*e-Park and Be Merry*

seattle.gov/ePARK	OPEN SPACES
← Pacific Place	248
↑ 3rd & Stewart	137
↑ Pike Place Market	88
← Convention Center	656

**Real-Time Downtown Seattle  
Holiday Parking Info**

**e-Park Here.**  
AND HERE. AND HERE.  
AND HERE.

seattle.gov/ePARKmobile

**e-Park Here.**

167 OPEN SPACES

**AND HERE. AND HERE. AND HERE.**

seattle.gov/ePARKmobile



**Lots of Family Fun Aboard the  
Holiday Carousel at Westlake Park**

e-Park is a proud sponsor of the Holiday Carousel at Westlake Park, a classic winter tradition. Let e-Park guide you to your parking garage, then take a magical turn on the festive ride. The Holiday Carousel is fun for the whole family, and your donations support Treehouse, a local non-profit helping Seattle-area foster children in need.

*Enter Online to Win*  
TICKETS TO ONE OF FOUR GREAT HOLIDAY SHOWS  
HAPPENING IN DOWNTOWN SEATTLE

A Christmas Carol ACT THEATRE	Black Nativity HOODE THEATRE
Music of Mannheim Steamroller THE PARAMOUNT THEATRE	Cinderella 5TH AVENUE THEATRE

seattle.gov/ePARK





## Case Study

### The Michael Bennett Foundation

Bullseye Creative developed the brand, website, and social media marketing message for the family foundation of former Seattle Seahawks player, Michael Bennett. Our brand messaging work set the tone, launching the organization and helping them reach under-served youth and families to tackle childhood obesity and promote social equity. In a time of crisis, Bullseye utilized the power of social media to bring people together and raise over \$150,000 in support of Texas flood victims. We've managed the organization's website and social media voice, extending the reach and impact of Michael's life changing charitable work.











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 [EVENTS](#) | 
 [PARTNERS](#) | 
 [BLOG](#) | 
 [GALLERY](#) | 
 [CONTACT](#) | 
 [GET INVOLVED](#)



[← Back to Blog](#)

JUL  
21  
2017



CATEGORIES

- [ACTIVITY](#)
- [COMMUNITY](#)
- [EDUCATION](#)
- [FOUNDATION EVENTS](#)
- [NUTRITION](#)
- [PARTNERS & SPONSORS](#)
- [UNCATEGORIZED](#)

KEYWORDS

- [ALMA MATER AWARDS](#)
- [CHARITY](#)
- [COMMUNITY](#)
- [FITNESS](#)
- [FUNDRAISING](#)
- [HEALTH](#)
- [HUMOR](#)
- [HURRICANE](#)



## THE BENNETT BLOG

FEB  
13  
2017



### THE BENNETT FOUNDATION TEAMS UP WITH KEIKI AND PLOW

THE BENNETT FOUNDATION

The Bennett Foundation believes that children and their families should strive to lead healthy, active and productive lifestyles. We have found that the values we work hard to facilitate in our community align with the principles of others looking to affect positive change in theirs. We recently had the opportunity to learn about the sustainable business practices of [Keiki and Plow](#).



# BARTELL



LAYER THREE  
**B**  
**Neighborhood Market**  
Unique Food, Candy & Novelty Items

# GOOD CUSTOMER SERVICE ON ALL LEVELS



## Case Study

### Bartell Drugs

Bullseye Creative partnered with the retail and food & beverage research firm, Hartman Group to develop a brand strategy for Bartell Drugs, defining the local pharmacy's unique selling proposition. The creative brand strategy was then introduced internally to all team members, as well as externally to current and prospective customers. Bullseye's brand presentation led to a refresh of store layouts as well as a consistent delivery of all updated marketing communications.







**BARTELL**

# Who We Are

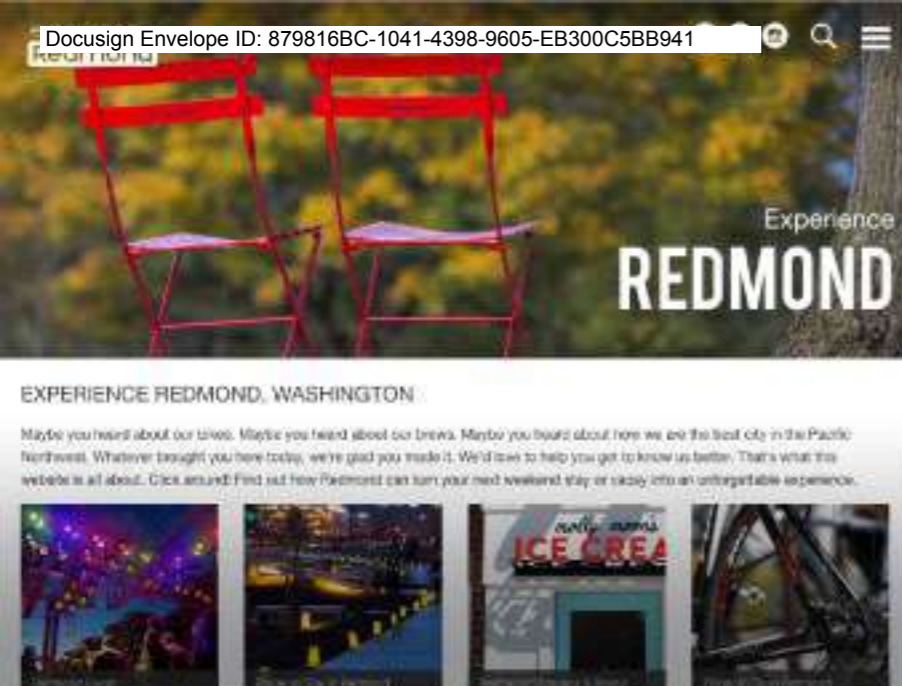
**BARTELL'S BRAND EXPERIENCE is Anchored by Three Pillars**



Who We Are **B**







# Digital Experience

We have been designing and developing award-winning websites and digital marketing communication tools for nearly three decades. Our websites focus on clean and concise presentations of brand messages, with targeted delivery of marketing strategies.







Experience Redmond Brand & Website

[View Website](#)



# Overlake Intercultural District Passport Challenge

**Ride the 2 Line, Explore  
Overlake, Win Prizes**

**THIS PROGRAM HAS  
CONCLUDED**

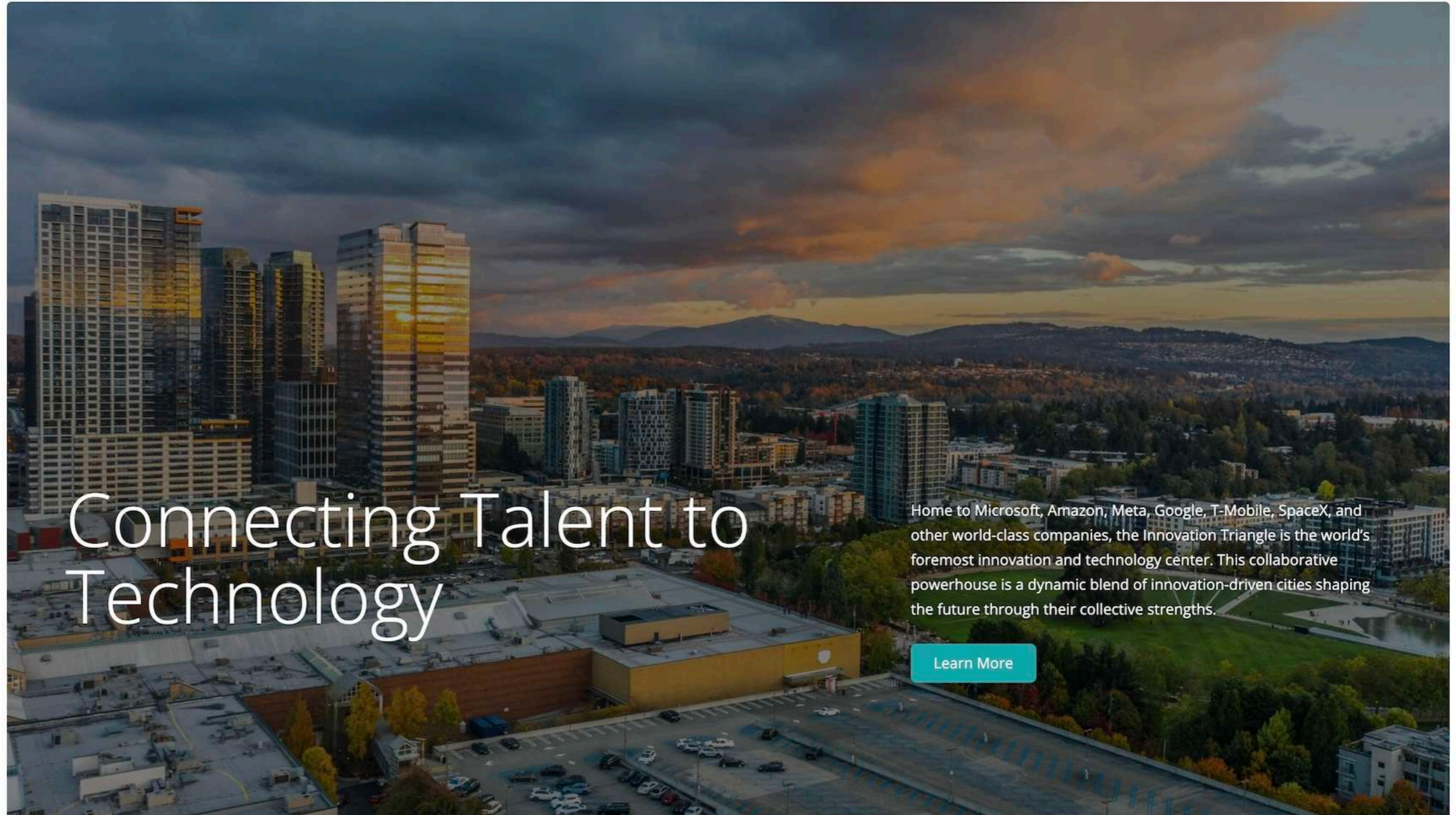


Overlake Passport Challenge & Sound Transit Promotion

[View Website](#)

[View Video](#)





# Connecting Talent to Technology

Home to Microsoft, Amazon, Meta, Google, T-Mobile, SpaceX, and other world-class companies, the Innovation Triangle is the world's foremost innovation and technology center. This collaborative powerhouse is a dynamic blend of innovation-driven cities shaping the future through their collective strengths.

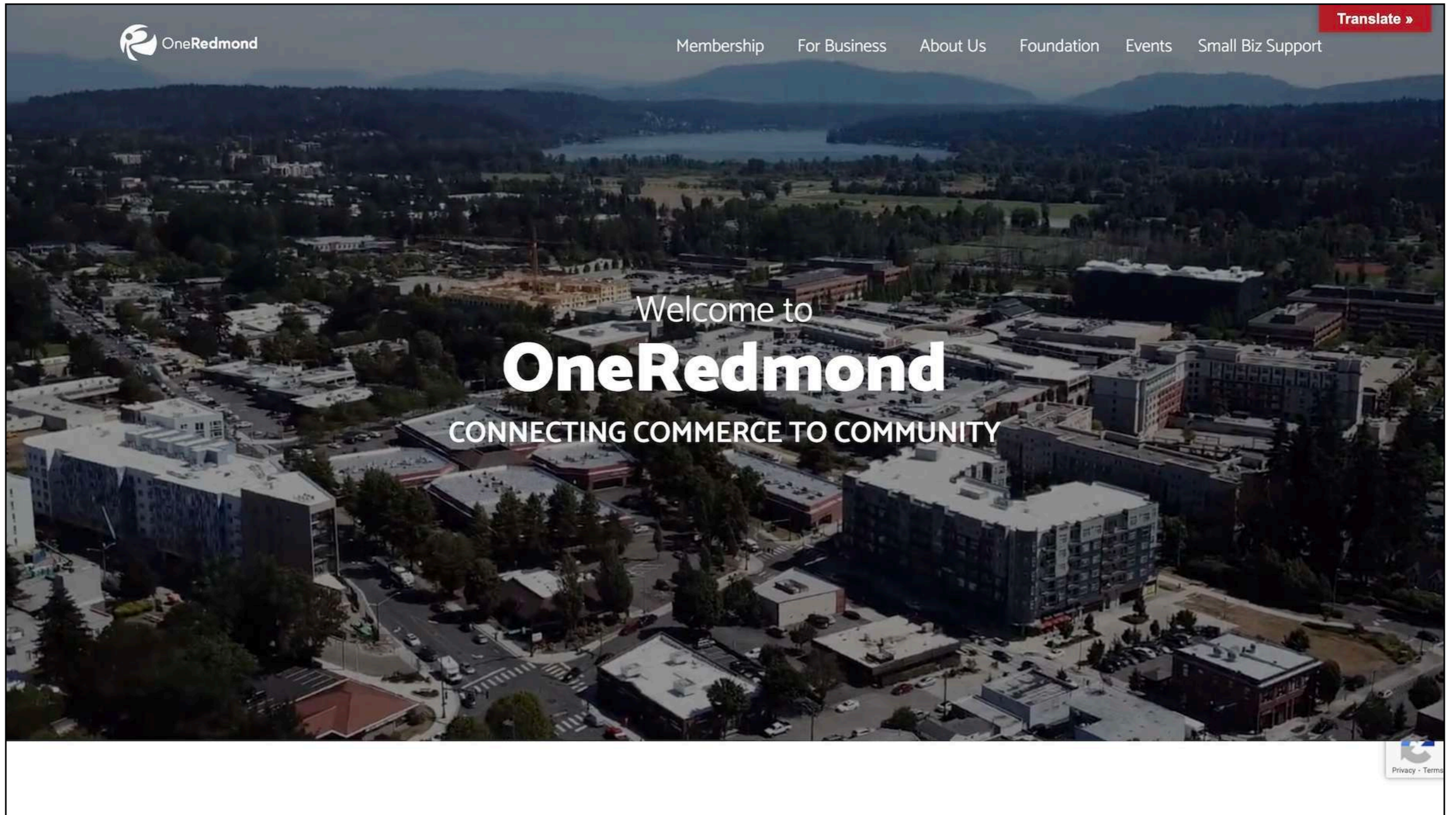
[Learn More](#)



## Innovation Triangle Website

[View Website](#)

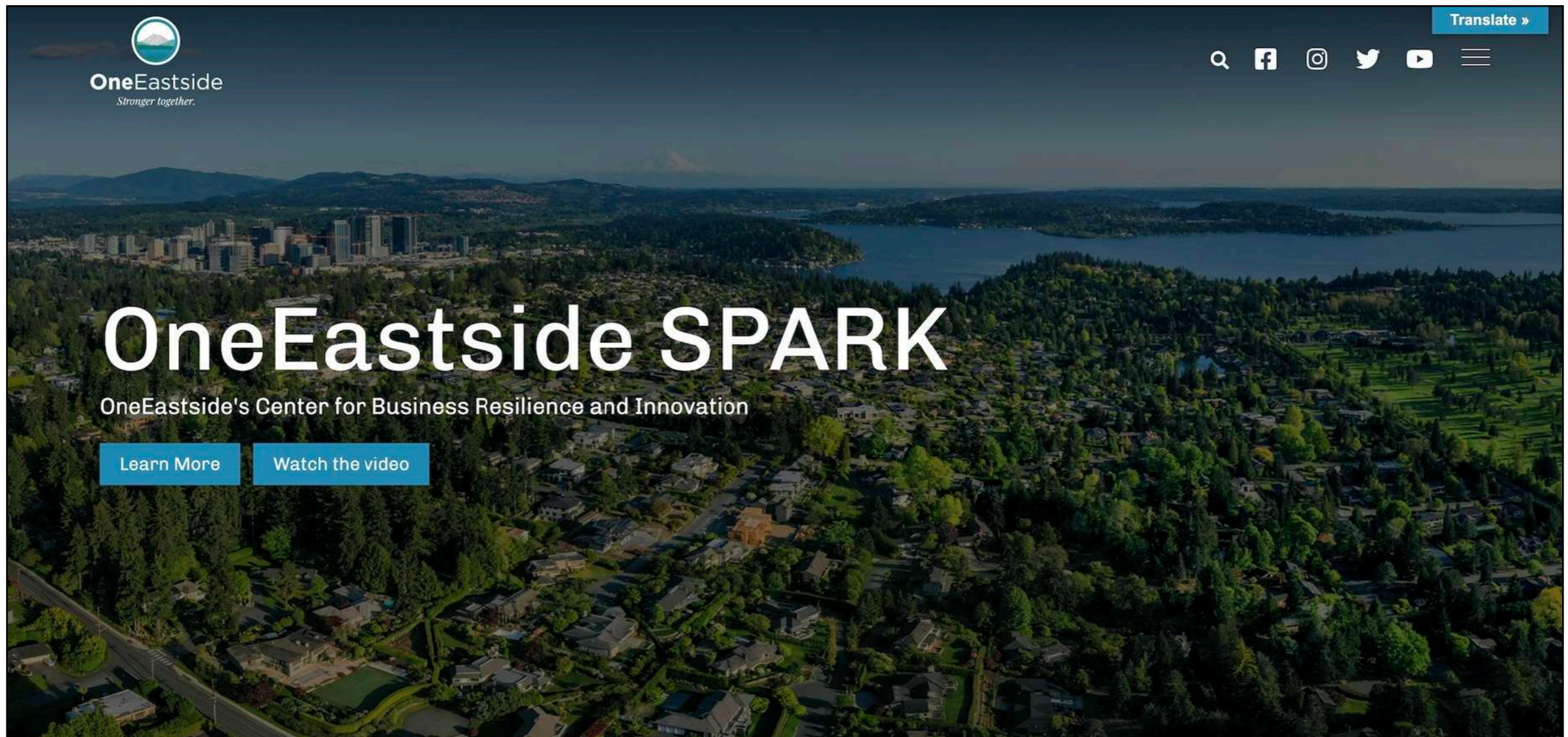





OneRedmond Website







[View Website](#)





  
**OneEastside**  
*Stronger together.*

Translate »


# OneEastside SPARK

OneEastside's Center for Business Resilience and Innovation

[Learn More](#)

[Watch the video](#)

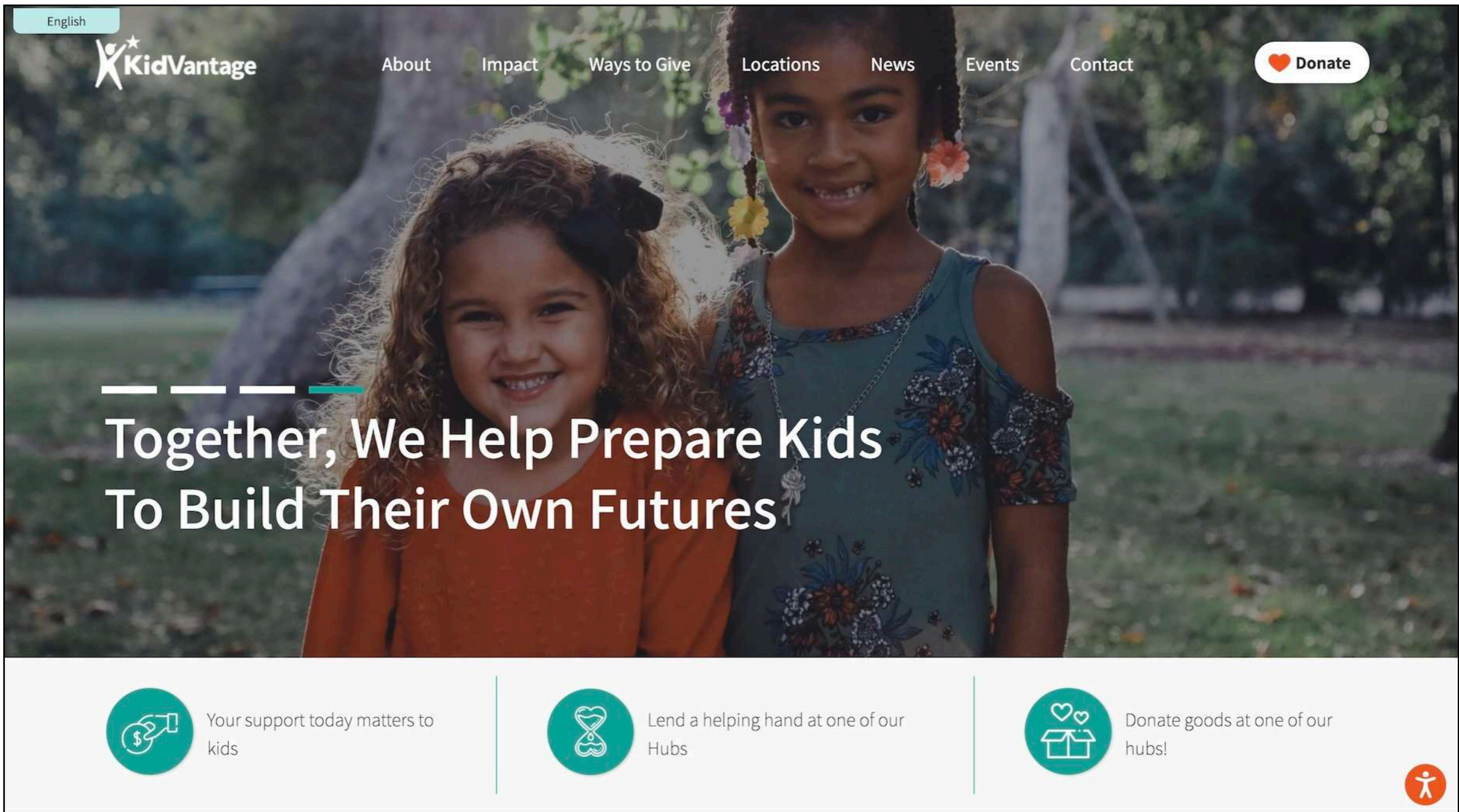
**Small Business Response. Resilience.**



OneEastside Website

[View Website](#)





The image shows the top portion of the KidVantage website. At the top left, there is a language selector for "English" and the KidVantage logo. A navigation menu includes "About", "Impact", "Ways to Give", "Locations", "News", "Events", and "Contact". A "Donate" button with a heart icon is positioned on the right. The main visual is a photograph of two young girls smiling. Overlaid on the photo is the headline: "Together, We Help Prepare Kids To Build Their Own Futures". Below the photo is a three-column section with icons and text: a hand holding a dollar sign for "Your support today matters to kids", a heart with a ribbon for "Lend a helping hand at one of our Hubs", and a house with hearts for "Donate goods at one of our hubs!". A small person icon is in the bottom right corner of this section.

English

**KidVantage**

About Impact Ways to Give Locations News Events Contact

Donate

# Together, We Help Prepare Kids To Build Their Own Futures

Your support today matters to kids

Lend a helping hand at one of our Hubs

Donate goods at one of our hubs!



## KidVantage Brand & Website

[View Website](#)





# Summer Camps and Programs Now Happening!

Summer Programs and Summer camps are now available! Please check out the magazine for more information.

[View Summer Magazine](#)



Family First Community Center Website

[View Website](#)





## MOTO Pizza Brand & Website

[View Website](#)



# Let's work together.



Bullseye Creative

P 206 683 4239 | [BullseyeCreative.com](http://BullseyeCreative.com)



**Certificate Of Completion**

Envelope Id: 879816BC104143989605EB300C5BB941	Status: Completed
Subject: RFP 10830-24 Tourism Marketing and Business Promotion Program Consultant, Closing 8/6/24 @ 10am PST	
Source Envelope:	
Document Pages: 61	Signatures: 1
Certificate Pages: 2	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	DocuSign Purchasing
Time Zone: (UTC-08:00) Pacific Time (US & Canada)	15670 Ne 85th St
	Redmond, WA 98052
	docusignpurchasing@redmond.gov
	IP Address: 76.146.117.112

**Record Tracking**

Status: Original	Holder: DocuSign Purchasing	Location: DocuSign
8/5/2024 11:23:14 PM	docusignpurchasing@redmond.gov	
Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: City of Redmond, WA	Location: DocuSign

**Signer Events**

Peter Klauser  
 peterk@bullseyecreative.com  
 President  
 Bullseye Creative, Inc  
 Security Level: Email, Account Authentication (None)

**Signature**

Signed by:  
  
 E85565ECBFD8429...  
 Signature Adoption: Pre-selected Style  
 Using IP Address: 76.146.117.112

**Timestamp**

Sent: 8/5/2024 11:23:17 PM  
 Viewed: 8/5/2024 11:23:49 PM  
 Signed: 8/5/2024 11:26:15 PM

**Electronic Record and Signature Disclosure:**  
 Not Offered via DocuSign

Secure Bids  
 SecureBids@Redmond.gov  
 Security Level: Email, Account Authentication (None)

**Completed**  
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 Signed: 8/6/2024 10:12:50 AM

**Electronic Record and Signature Disclosure:**  
 Not Offered via DocuSign

In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	8/5/2024 11:23:17 PM
Certified Delivered	Security Checked	8/6/2024 10:12:48 AM
Signing Complete	Security Checked	8/6/2024 10:12:50 AM



Envelope Summary Events	Status	Timestamps
Completed	Security Checked	8/6/2024 10:12:50 AM
Payment Events	Status	Timestamps