

# **RFP 10850-24**

## **Tourism Public Relations (PR) Consultant**

### **Attachment A - Scope of Work**

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The City of Redmond seeks a skilled public relations consultant to enhance and promote Redmond's Tourism Programs. They will contribute their expertise to elevate Redmond's tourism initiatives and outreach and will work closely with the current tourism marketing consultant and under the management and direction of City staff.

#### **Scope of Work Areas:**

1. Client Relations and Reporting
2. Project Management
3. Content Creation
4. Media Relations

#### **Scope of Work Details:**

##### **1. CLIENT RELATIONS AND REPORTING**

- Conduct monthly strategic meetings to discuss upcoming campaigns, present promotional strategies, and obtain approval for the calendar of activities
- Review campaign performance metrics with City staff, adjusting as necessary for approval
- Provide quarterly reporting on scope of work and program budget management
- Collaborate with City staff to prepare agendas and presentations for external meetings, ensuring alignment and approval
- Conduct research on industry trends and provide relevant updates
- Attend up to four committee or regional meetings annually to report on project progress
- Track and report on visitor segmentation to inform strategic decisions

##### **2. PROJECT MANAGEMENT**

- Advise on brand strategies, including SEO-optimized content to support the Experience Redmond brand
- Support the City's Tourism Strategic Plan initiatives with insight and PR execution as needed
- Assist with enhancing Redmond's social media strategy
- Collaborate on the tourism promotion calendar, covering topics such as:
  - Local and regional events
  - Light Rail openings
  - Recreation, historic Redmond, and arts and culture promotion
  - District and placemaking branding and campaigns
  - Partnership itineraries (e.g., Woodinville Wine Country, Concerts at the Farm)
  - Industry-specific promotions (e.g., tech, gaming, and space sectors)



- Media promotion for the 2026 World Cup
- Leverage PR opportunities to promote Redmond hotels, tourism partners, and campaigns such as:
  - Redmond itineraries including overnight hotel stays
  - Promotional contests and giveaways
  - Featured business profiles
  - District development and placemaking branding
- Manage creative resources when necessary. Share all native/raw files with the City Communications Department upon completion of design assets
- Copywrite where applicable

### **3. MEDIA RELATIONS**

- Monitor regional and national editorial calendars, leveraging established media relationships to secure earned media coverage
- Media monitoring for Redmond mentions and overage
- Create and distribute Redmond fact and story sheets for various events, activities, city assets, and promotions taking place in Redmond
- Maintain media toolkit with messaging, photography, and other creative assets
- Engage with media influencers to reach Redmond's diverse audiences, coordinating media visits and travel writers to showcase Redmond's appeal

*Note: All collateral and content must receive final approval from the City.*

