



BID RESPONSE

Responding To:

Bid/Project Number: RFP 10850-24

Bid/Project Title: Tourism Public Relations (PR) Consultant

Closing Date: 12/13/2024 at 10:00am PST

Submitted By:

Name of Company Submitting Response:

GreenRubino

Printed Name of Person Submitting Response:

Joleen Zanuzoski

Email:

joleenz@greenrubino.com

Signature of Person Submitting Response:

DocuSigned by:

Joleen Zanuzoski

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Date:

12/13/2024

Attach Your Bid/Proposal:

Remember to sign your bid/proposal



Attach all pages of your response here



City of Redmond

RFP 10850-24

December 13, 2024



1) Executive Summary

GreenRubino is a full-service advertising and public relations agency that prides itself on building long-standing client relationships. We're connected to our clients and believe that the best work comes from being in sync with our client team. Our 47 years of extensive experience in a range of pertinent services make GreenRubino the perfect fit for the City of Redmond.

We offer a complete table of Public Relations services including Media Relations, Community Engagement, Public Affairs, Thought Leadership, and Crisis Management. We have deep expertise in the travel, tourism, and hospitality industries, working with city, regional, and state tourism organizations, as well as hotels and resorts across the country.

We approach every client with the goal of building long-lasting relationships. We understand the full scope of work that's being requested by the City of Redmond and are confident that we can provide all services.

The primary point of contact will be Joleen Zanuzoski, Senior Director, Public Relations and Marketing, joleenz@greenrubino.com.



MEDIA RELATIONS

- Story development
- Messaging & media training
- Proactive & reactive media management
- Influencer engagement
- Editorial calendars



COMMUNITY ENGAGEMENT

- Community outreach & relations
- Stakeholder engagement
- Launch events



PUBLIC AFFAIRS

- Issues management
- Influencer outreach
- Stakeholder identification & engagement
- Policy support
- Coalition building



THOUGHT LEADERSHIP

- Content strategy & development
- Editorial bylines & advertorial copywriting
- Presentation & speaker training



CRISIS MANAGEMENT

- Crisis planning & strategy
- Media relations
- Community engagement
- Legislative support

2) Methodology

Strategy for completing the work:

The City of Redmond blends innovation, natural beauty, and vibrant culture to create a budding tourism destination for locals and visitors to the Northwest. Known to many as the “hub” for Microsoft and other tech companies, Redmond has evolved into a bustling suburb that features diverse community events, outdoor concerts, first-class lodging, craft breweries, and eclectic shopping and dining. Most importantly, it has ensured that Redmond is a community where every person is welcome.

GreenRubino would seek to elevate these key destination drivers in the earned media space, as well as highlight local businesses, organizations, events, and more that make Redmond so special. Our goal would be to put Redmond on the map to target audiences in drive/fly markets, as well as make it an attractive destination for leisure or leisure travelers. We would amplify hotels to encourage “heads in beds” and multi-night visits, as well as highlight new and diverse offerings within the community.

Describe your approach for client communication of promotion calendars, launches, status, and reporting:

We draft and maintain a comprehensive shared document with our clients that includes thorough timelines of key events and activations within the destination (hotel openings, concerts, festivals, new businesses, etc.) and prioritize media relations and PR needs with our clients to ensure resources are supporting the biggest priority items. We report on press results in real time, producing metrics and adding these to monthly or quarterly reports to be shared internally and with local/regional partners.



2) Methodology

Schedule and onboarding process.

1. **Discovery:** Learn about your business, competitive and challenges, and establish clear and intentional goals.
Occurs within first 30 days of engagement
2. **Planning:** Take our learnings, paired with your priorities, and define a quarterly plan along with KPIs and engagement approach.
Completed within first 60 days of engagement
3. **Communications and team rhythm:** Establish call/meeting cadence, documents for transparent and regular communication as well as reporting cadence and preferences. *Completed within first 2 weeks of engagement*
4. **Media relations and campaign/project execution:** Implementation and production of results-driven work. Work quickly to get to the external communications phase. *Begins within first 90 days of engagement*

Our project management style leads with transparency. We ensure our clients are in lockstep with us through every phase, providing timely updates, reporting, data, and more. This includes:

- Media tracking and clipping of coverage
- Media briefs and visit itineraries, working closely with tourism partners to finalize media visits
- Quarterly reporting
- Calls and/or meetings (cadence at client request)
- Develop new, and/or refine existing metrics to evaluate the success of specific programs and activities

3) Experience & Capabilities

AGENCY LEADERSHIP



John Rubino
Partner

DELIVERY



Tracy Rabsky
Director, Public Relations

SERVICE LEADERSHIP



Joleen Zanuzoski
Sr Director,
Public Relations & Marketing



Jordan Van Beek
Public Relations
Account Manager
*Principal



Ani Duni
Public Relations
Account Coordinator

We believe that no other agency of similar size in the Pacific Northwest has as much experience in working with public agencies. We've worked with travel, tourism, and hospitality organizations and brands for more than 40 years, with over 40 clients in the category. Over our time as an agency, we've developed a deep roster of public relations experts with the right balance of skills required within the requested scope, coupled with experience and expertise.

GreenRubino strives to create long-standing relationships with our clients, our longest currently going on year 32. Building relationships like these allows us to be in tune with our clients as we develop a deep understanding of their direction and goals as a company.



4) Pricing Methodology

Team Member/Title	Hourly Rate
John Rubino, Partner	No fee
Joleen Zanuzoski, Sr. Director	\$250.00
Tracy Rabsky, Director	\$225.00
Jordan Van Beek, Manager	\$150.00
Ani Duni, Coordinator	\$125.00

YEAR 1			
Scope of Work	Estimated Monthly Hours	Total Monthly Charge	Notes
Client Relations and Reporting	8	\$1,100	comms, media tracking, clipping
Project Management	15	\$1,900	Kick-off (first month of engagement), destination discovery status (first two months of engagement) tracking/updating, editorial calendar development, opportunity assessment, partner comms, drafting and finalizing media materials
Media Relations	20	\$3,000	Proactive and reactive outreach, content creator sourcing and outreach
Total Monthly Hours & Costs	43	\$6,000	

4) Pricing Methodology

YEAR 2			
Scope of Work	Estimated Monthly Hours	Total Monthly Charge	Notes
Client Relations and Reporting	8	\$1,100	comms, media tracking, clipping
Project Management	12	\$1,500	Kick-off and yearly planning, tracking/updating, editorial calendar development, opportunity assessment, partner comms, drafting and finalizing media materials
Media Relations	16	\$2400	Proactive and reactive outreach, content creator sourcing and outreach
Total Monthly Hours & Costs	36	\$5,000	

YEAR 3			
Scope of Work	Estimated Monthly Hours	Total Monthly Charge	Notes
Client Relations and Reporting	8	\$1,100	comms, media tracking, clipping
Project Management	12	\$1,500	Kick-off and yearly planning, tracking/updating, editorial calendar development, opportunity assessment, partner comms, drafting and finalizing media materials
Media Relations	16	\$2400	Proactive and reactive outreach, content creator sourcing and outreach
Total Monthly Hours & Costs	36	\$5,000	



5) References

David Blandford, Executive Director, State of Washington Tourism
206.713.8314, david@stateofwatourism.com

Ashely Comar, Vice President, Seattle Southside Regional Tourism Authority
206.556.0023, ashley@seattlesouthside.com

Mike Steele, Executive Director, Lake Chelan Chamber of Commerce
509.682.3503, mike@lakechelan.com

6) Work Samples

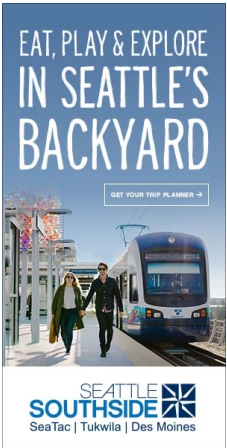


Seattle Southside Regional Tourism Authority

As the PR agency of record, we positioned Seattle Southside as Seattle’s Backyard to national audiences, as a premier road trip destination or staycation for local and regional travel with an emphasis on Portland and Spokane. We highlighted Seattle Southside amenities, events, and attractions as a great way to explore Seattle’s Backyard.

GreenRubino wanted to offer something unique to Seattle Southside through our *Content Creator Network*. Seattle Southside partnered with content creators, providing thorough and immersive itineraries showcasing Seattle Southside’s seasonal happenings.

The results of this campaign proved our efforts to be strong. Seattle Southside garnered 181 media mentions and over 384.6 million media impressions. GreenRubino also successfully hosted 20 writers for media visits.



The Shops at Bravern

After two years of economic decline, this luxury shopping destination turned to GreenRubino as their agency of record to increase foot traffic and improve the overall brand recognition and awareness.

We helped Bravern define their core messaging and positioning, then launched a comprehensive marketing and PR plan. This included a monthly media pitch composed of news from each tenant, a media familiarization tour for Vancouver, BC–based publications, and regular social media posts, which helped plan strategic events.

The Bravern’s public relations efforts reached more than 22.7 million readers and viewers, including 81 placements in 30 outlets such as *425 Magazine*, *Seattle magazine*, *Vancouver Magazine*, *Society Girl*, *Seattle Metropolitan magazine*, and KING-5 TV, and was ranked one of the top eight luxury malls in America by *USA Today*.



7, 8, 9) Business Name, Business License & Valid Time Period

This proposal is made by GreenRubino, an S-Corp.

Official business address: 1114 East Pike Street, 3rd Floor, Seattle, WA 98122

Proposal signed by John Rubino, Partner.

Incorporated in Washington, 1977.

GreenRubino understands and agrees to obtain a City of Redmond business license as a requirement of performing the services outlined in this RFP.

GreenRubino's proposal outlined in this response is valid for 90 days.





Appendix

Resumes



John Rubino
Partner

John's years of experience brings a wealth of knowledge to the marketing and public relations fields. John provides a strategic expertise that combines knowledge of both the business and design worlds. He is the common thread, uniting business goals with design solutions, acting as a strategic director in the process.

Core Experience and Skills:

Strategy, Branding, Account Management

Years at GreenRubino: 31

Education: University of Notre Dame,
Columbia University School of Business

Relevant Experience

- Washington State Wine
- Visit Seattle
- Seattle Southside Regional Tourism Authority
- Visit Tri-Cities



Joleen Zanuzoski
Senior Director, Public Relations and Marketing

Whether for Fortune 100 companies or New York City restaurateurs, Joleen's expertise lies in strategic national media relations campaigns, content creator and influencer marketing and brand launch campaigns. She oversees the successful development and execution of strategic external communications efforts for her clients.

Core Experience and Skills:

Public Relations, Media Relations, Account Management,
Events, Strategy

Years at GreenRubino: 13

Education: Syracuse University

Relevant Experience

- Yakima Valley Tourism
- State of Washington Tourism
- Marriott International
- Hyatt Regency

Resumes



Tracy Rabsky
Public Relations Director

Tracy excels with development and execution of public relations programs with a focus on launches, events and media relations in addition to managing junior staff members on her teams.

Core Experience and Skills:

Strategy, Branding, Account Management
Years at GreenRubino: 9
Education: University of Illinois

Relevant Experience

- State of Washington Tourism
- Hyatt Seattle Collection
- Explore Kirkland



Jordan Van Beek
Account Manager

Jordan provides the ability to cultivate strong media relations, landing targeted and impactful results through crafting compelling narratives and communications plans.

Core Experience and Skills:

Media Strategy, Account Management, Events
Years at GreenRubino: 1.5
Education: Western Washington University

Relevant Experience

- Microsoft Events
- Climate Pledge Arena
- Ste. Michelle Wine



Ani Duni
Account Coordinator

Ani is a creative, detail oriented public relations team member who works with hospitality, food and beverage, and tourism clients in media relations, influencer marketing, and event planning.

Core Experience and Skills:

PR strategy, media relations, influencer marketing
Years at GreenRubino: 1
Education: Washington State University

Relevant Experience

- Columbia Hospitality
- COAST Seattle Downtown Hotel
- Lakedale Resort

6) Work Samples

Seattle Southside Regional Tourism Authority

As the PR agency of record, we positioned Seattle Southside as Seattle's Backyard to national audiences as a premier road trip destination or staycation for local and regional travel with an emphasis on Portland and Spokane. We highlighted Seattle Southside amenities, events, and attractions as a great way to explore Seattle's Backyard. We featured the value and connectivity message as support for staying in Seattle Southside.

How did we achieve this?

- Social media influencer campaign
- Hosted media familiarization trip (FAM)
- Targeted pitches for staycation and road trip messaging
- Worked with hotel partners to encourage one- or two-night stays for qualified media to experience the region and write feature stories about the destination
- Positioned SSRTA executive team for travel/tourism thought leadership opportunities
- Seasonal story sheets and calendar alerts
- Targeted pitches for editorial calendar opportunities

6) Work Samples

GreenRubino wanted to offer something unique to Seattle Southside through our *Content Creator Network*. This is a highly vetted, extensively curated database of creators, influencers, and tastemakers that our team has previously worked with and executed successful campaigns. Seattle Southside partnered with 16 content creators, providing thorough and immersive itineraries showcasing Seattle Southside's seasonal happenings. The focus was stay/play/fly, recreation, holiday shopping, and a specific focus on a variety of hotel offerings and partners throughout the destination. We also executed a three-day FAM trip with seven different writers that was solely planned and coordinated by GreenRubino.

The results of this campaign proved our efforts to be strong. Seattle Southside garnered 181 media mentions and over 384.6 million media impressions. GreenRubino also successfully hosted 20 writers for media visits, including the Premier Media Group editorial board, who brought eight attendees themselves.



6) Work Samples



The Shops at The Bravern

After two years of economic decline, this luxury shopping destination turned to GreenRubino as their agency of record to increase foot traffic and improve the overall brand recognition and awareness.

GreenRubino's first order of business was to define the core messages that would best position and build a greater brand halo for The Shops. From there, a comprehensive marketing and public relations plan was developed to build buzz. The team met with each tenant to gain insight into key audiences, feeder markets, and prior events.

The resulting campaign included a monthly media pitch composed of news from each tenant, a media familiarization tour for Vancouver, BC-based publications, regular social media posts on Twitter and Facebook, and strategic events such as the Winter Seasonal Showcase and Fall Fashion Showcase. As ownership secured new leases, GreenRubino worked with each company's headquarters to spread the word to the media and luxury shoppers in the region.

As a result, events garnered hundreds of attendees and, more importantly, demonstrated ownership's commitment to long-standing tenants. The Bravern's public relations efforts reached more than 22.7 million readers and viewers, including 81 placements in 30 outlets such as 425 Magazine, Seattle magazine, Vancouver Magazine, Society Girl, Seattle Metropolitan magazine, and KING-5 TV, and was ranked one of the top eight luxury malls in America by USA Today.



Certificate Of Completion

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Certificate Pages: 2	Initials: 0
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	docusignpurchasing@redmond.gov
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Signer Events	Signature	Timestamp
Joleen Zanuzoski		Sent: 12/13/2024 9:53:45 AM
joleenz@greenrubino.com		Viewed: 12/13/2024 9:54:17 AM
GreenRubino		Signed: 12/13/2024 9:54:59 AM
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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
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