



RFP 10830-24
Tourism Marketing & Business Promotion Program
Scope of Work

Overview:

Bullseye Creative will work under the ongoing management of City staff to manage Redmond's Tourism Marketing and Business Promotion Program, "Experience Redmond." The Scope of Work includes the following areas:

1. Client Relations and Reporting
2. Project Management
3. Partnership Meetings and Development
4. Content and Promotion Development
5. Website/Digital Management
6. Event Assistance
7. Media & Production Management

Work Schedule:

The City intends to enter into an initial three-year agreement from January 1, 2025 to December 31, 2027, with one (1) optional three (3) year renewal term, for a potential maximum total term of six (6) years.

Monthly rates shall remain unchanged for the initial three (3) year period. Should the City exercise a renewal option, the City and Bullseye Creative will discuss necessary changes to services and confirm prices/rates prior to each renewal. Bullseye Creative will notify the City in writing at least thirty (30) days prior to any proposed price adjustment. Acceptance of such a request will be at the City's sole discretion. The City reserves the right to cancel this contract at any time, with thirty (30) days written notice.

Scope of Work Details:

1. CLIENT RELATIONS AND REPORTING

- 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.
- Quarterly reporting on scope of work and budget status, campaign performance and data analytics and analysis. Reports delivered by final day of month in January, April, July and October for the previous quarter. Client to provide input for strategy adjustment, as necessary.
- Communication of industry trends to client, as available.



2. PROJECT MANAGEMENT

- Assisting client with the planning and promotion of the Tourism Strategic Plan initiatives
- Subscriber list management, and distribution of monthly Experience Redmond e-newsletter, with client approval.
- Support of LTAC tourism grant application promotion, and grant recipient compliance.
- Design and development of brand-consistent templates, as requested by the client, for use by the client and other partners in tourism-marketing grant applications, RFP responses, etc.
- 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 native files of final and approved works with City Communications Department.
- Local delivery of collateral materials to client and/or partners (hotels, Redmond Town Center, City Parks, local business partners, etc), as needed.

3. PARTNERSHIP MEETINGS AND DEVELOPMENT

- 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 directed by the client.
- Share and post marketing from partners that aligns with Redmond's tourism strategy, and/or advertises hotel marketing and packages as directed by the client (on social media, website, e-newsletter).
- 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.

4. CONTENT AND PROMOTION DEVELOPMENT

- 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 posts per year (event promotion and other content) in addition to 6-10 annual itineraries promoting overnight stays in Redmond. Bullseye will also publish any provided blog post content from contributing partners (including Communications staff, City interns, etc).
- 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 (more frequently, if urgency is necessary) using client-provided direction and/or our own sourcing of content.
- Write and design advertorials and various print collateral, with client input and approval, as needed.
- Develop, negotiate, promote and manage occasional contests (one to two per year) including prize distribution, as appropriate, to promote partner events and overnight stays.
- Develop and maintain Redmond Tourism marketing digital media kit (photos & videos) for event producers, neighboring cities, and other partners.
- Art direct photographers and videographers at two (2) to four (4) Redmond events per year, as directed by client. May require additional budget for professional videographers and photographers.

5. WEBSITE/DIGITAL MANAGEMENT

- 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, featured landing page content, and seasonal thematic messaging.
- Daily management of "visit@experienceredmond.com" email communication and website form submissions
- Publishing/posting of social media content (Facebook, Instagram, X, TikTok, YouTube, and any other relevant channel), 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.
- Provide City staff with website Admin Editor access to manage content updates as needed.

6. EVENT ASSISTANCE

- Integration of partner-provided event sales tools into the Experience Redmond website.
- Sharing of any event leads or fields/facilities inquiries with BRTPA Redmond, City staff, and hoteliers, as necessary.
- 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.

7. MEDIA AND PRODUCTION MANAGEMENT

- Develop and deploy digital (PPC) advertising on search and social media channels monthly, including advertising dashboard management. Digital media to require separate media budget (TBD).
- Design print advertising media, as needed and directed by client, up to two (2) or three (3) print ads per year. Print media to require separate media budget.
- Monthly analysis and recommendations for adjustment based on data trends.
- Management of print collateral (annual visitor guide updates, and as-needed production coordination of stationery, flyers, and other promotional assets).

Years Two (2026) and Three (2027) will be similar Scope of Work as Year One (2025), although we will not need to redevelop the Strategic Brand Messaging each subsequent year.



PRICING & BILLING

All rates are based on estimated hours as defined in the RFP's Scope-of-Work, billed at our flat hourly rate of \$250. Bullseye Creative to submit monthly invoices after work completed, with terms of net 30. Administration expenses billed separately, as outlined below. Any additional budgets, including: digital PPC media (TBD), photography & videography expenses, or printing & production of collateral materials will be specified by the client annually, and either paid directly to media/vendor or billed separately.

ANNUAL INVESTMENT BUDGET (2025 - 2027)		
Scope of Work Area or Expense	Monthly Hours	Monthly Investment
Client Relations & Reporting (84 hours per year)	7 Hours	\$1,750
Project Management (72 hours per year)	6 Hours	\$1,500
Partnership Meetings & Development (48 hours per year)	4 Hours	\$1,000
Content Development (240 hours per year)	20 Hours	\$5,000
Website/Digital Management (144 hours per year)	12 Hours	\$3,000
Event Assistance (36 hours per year)	3 Hours	\$750
Media & Production Management (60 hours per year)	5 Hours	\$1,250
Total Monthly Investment		\$14,250
Total Annual Investments		\$171,000

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

ANNUAL ADMINISTRATIVE EXPENSES	
Expected Annual Admin Expenses, Billed Separately	Annual Budget
Expense: ahrefs (a tool used for SEO Management)	\$2,500
Expense: MetriCool (a tool used for Search & Social)	\$1,000
Expense: MailChimp (a tool used for e-Newsletter)	\$2,500
Expense: Bee.io (a tool used for e-Newsletter)	\$400
Expense: Microsoft (a tool for hosting of Outlook Email)	\$108
Expense: WP Engine, etc (a tools used for Hosting & Premium Plugin Licenses)	\$3,600
Total Annual Administration Investment	\$10,108