

**Hello. The Port of Kennewick is requesting proposals for a company to serve as the Port's Agency of Record during our 2025 and 2026 biennium.**

The Agency of Record works with the Port concerning advertising; marketing; promotions; development and placement of print and digital media; trade show promotions; related research; public relations; project planning and management; scheduling; project implementation; still, aerial and video photography; newsletter layout, design, and coordination of printing, etc. as identified in the Scope of Work below.

All work would be implemented under a task order contract, and upon receiving a specific task order from the Port, the Agency would be paid for work performed under the Agency of Record agreement on the basis of an hourly rate. Following completion of tasks, the Agency of Record would submit an invoice setting forth services rendered by each specific task. In addition, the Agency of Record must, by each task, clearly identify, explain and itemize any vendor and/or subcontractor work separately from the Agency's own service.

If you are interested in providing a proposal to serve as the Agency of Record to the Port of Kennewick, please provide an informal proposal via EMAIL not later than 5:00 p.m. December 2, 2024 to Tana Bader Inglima, Deputy CEO via email to [tana@portofkennewick.org](mailto:tana@portofkennewick.org).

In that response, please indicate your experience providing such services, your capacity to provide these services; examples/references, and hourly rate(s) by service type (if applicable): graphic design, photography, videography, project management, etc.

Thank you. Tana

**Scope of Work for Agency of Record:**

As required to prepare and implement marketing and communication strategies for port activities which may include:

- A. Clover Island
- B. Columbia Drive sites (Columbia Gardens, The Willows, Cable Greens)
- C. Vista Field
- D. Available lease space/land sales
- E. Miscellaneous projects including:
  - a. community input & charrettes
  - b. ground breakings/ribbon cutting and other public relations events

- c. communication strategies related to port data, projects, and relevant taxpayer information
- d. Videography and photography, and editing of videography and photography, and arranging, hiring, scheduling models/talent, securing model releases, etc.

Implementation of the marketing plan may include but is not limited to:

1. Port newsletter:

- a. As required write, design, layout, edit, print and produce final files for newsletters to support port marketing efforts, including working with vendors as appropriate.
- b. Schedule and coordinate inserts of newsletters into identified and approved publications, including digital files for website and other media as required including working with vendors as appropriate

2. Television and digital ads:

- a. Develop commercials to support annual marketing plan
- b. Capture still/digital, and aerial photography
- c. Script, design, edit, hire and manage actors/models, voice overs, and all other work required to produce digital files for distribution on television and other platforms
- d. Negotiate ad rates and placement and schedule advertising plan with vendors
- e. Monitor spots and run times to ensure implementation of ad plan

3. Print / Social Media:

- a. Help develop materials to support annual marketing plan and other ads as needed
- b. As required write, design, layout, edit and produce digital files for distribution to print or social media
- c. Negotiate ad rates, placement schedule and implement print or social media ad plan with vendors
- d. Monitor print and social media placements to ensure implementation of the ad plan

4. Brand development/identity activities as needed:

- a. Create brand identity for sites, projects and port as needed, including market research, public and stakeholder input, brand promise, design elements, logo and taglines, etc.

5. Miscellaneous marketing:

- a. Design, layout, edit and produce final files for presentations (video, PowerPoint, etc.), flyers, postcards, invitations, notecards, business cards, and other materials and content as required to support port marketing and promotional efforts and work with vendors as appropriate
- b. Create materials for website and social media and content work as needed to support port marketing efforts
- c. Other miscellaneous advertising, marketing, and promotional support as required by port staff/contractors/vendors
- d. Design and layout of artistic photo wraps, wall art, posters, etc.

*Note: Agency of Record must list and bill all vendor and subcontractor work on invoices separate from the agency's own invoice for services.*

Tana Bader Inglima | Deputy CEO

Port of Kennewick

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