



2021 Kirkland Uncorked Tourism Marketing Campaign

OVERVIEW:

Kirkland Uncorked will collaborate with Kirkland Performance Center and Explore Kirkland to transform the traditional Kirkland Uncorked event into a virtual Kirkland Uncorked tourism event and tourism campaign benefitting Kirkland tourism efforts as a whole.

This event capitalizes on the established Kirkland Uncorked brand, an active and engaged audience, and its esteemed position as a waterfront wine and food mecca, to craft a more holistic, Kirkland-centered tourism marketing initiative that showcases all that Kirkland has to offer. This event takes the most beloved elements of Kirkland Uncorked and weaves them into a broader level of outreach that highlights our hotels, parks and trails, arts and culture, boutique shopping, boating and marinas, fine and casual dining, farmers markets, and more.

CAMPAIGN OBJECTIVES

1. Engage the “Kirkland” marketing brand (Kirkland Uncorked, Explore Kirkland and Kirkland Performance Center) in a new creative way.
2. Have Kirkland Uncorked grow and engage its audience as our society starts to move to a post-pandemic life.
3. Create content for Explore Kirkland’s website that is evergreen, meaningful and hopeful.
4. Drive hotel reservations and hotel restaurant bookings.
5. Drive Kirkland area restaurant bookings.
6. Highlight key areas of Kirkland to drive the city’s overall tourism effort.

CAMPAIGN ELEMENTS

- Kirkland Hotel Chef Cooking How-To Videos releasing in August and subsequently monthly for the remainder of 2021. These videos are intended to be timeless and available for Explore Kirkland
- Virtual Wine Tasting livestream engaging community partners supporting the wine industry (i.e. The Grape Choice)



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- Food & Wine Pairing videos highlighting Kirkland hotel wine stewards and sommeliers to pair selected wines with local dishes.
- A month-long Restaurant Crawl driving the Kirkland Uncorked audience to visit partner restaurants around Kirkland throughout the month of August
- A series of videos created telling the story of Kirkland's best and newest shopping centers: Downtown, Kirkland Urban and The Village at Totem Lake
- A series of videos highlighting outdoor activities, with and without dogs, at local parks and recreation pathways
- Producing a Kirkland Uncorked Signature Wine made available to Kirkland hotels and restaurants and driving the Uncorked audience to partner locations to purchase and enjoy
- A series of videos highlighting Kirkland's vibrant waterfront parks, serving as a gateway for visitors to access Kirkland dining and shopping
- Work with Kirkland hotels to create Kirkland Uncorked-curated overnight packages that deliver new and enhanced benefits, partnering with local shops and restaurants to create incentives for guests to book within the campaign window (potentially beyond January 2022)

MEASURES OF SUCCESS

Each campaign element outlined above has its own measure of success. Metrics we will be measuring to monitor and ensure success include:

- Hotel Reservations & Inquiries
- Restaurant Bookings
- Signature Wine Sales
- Video Views
- Website Click-through Rate
- Social Media Engagement
- Overall campaign impressions

COMMUNITY PARTNERS

- Kirkland Performance Center
- Explore Kirkland / City of Kirkland
- The Heathman Hotel
- The Woodmark Hotel
- Carillon Point
- Courtyard by Marriott
- Kirkland Downtown Association
- Kirkland Chamber of Commerce
- Kirkland Urban
- The Village at Totem Lake
- Homeward Pet Adoption Center
- Washington State Wine Commission



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PROJECT INVESTMENT

Bold Hat Productions will coordinate all elements outlined above, with designated partners and contractors, to deliver on the key measures of success.

Kirkland Uncorked has been awarded \$5,000 for tourism-focused marketing and is requesting an additional \$15,000 for project management, creation of creative content, marketing and distribution management of the expanded tourism campaign outlined above, for a total award of \$20,000.

Kirkland Performance Center's creation of creative content to support this campaign, use of studio, live-streaming services, pre- and post-production is provided for a total fee of \$12,000. See detailed scope of work attached.

TDC: Chris Hendrickson's input and time toward this project is imperative to its success. We are unaware of how Chris's time allocation would be assigned to this project, but it is needed.

Total Project Investment: \$32,000, plus Chris Hendrickson time allotment.

Attachment: Kirkland Performance Center Scope of Work Detail



STATEMENT OF WORK

STREAMCAST ENGAGEMENT: KPC STUDIOS & KIRKLAND UNCORKED

BACKGROUND

To assist with Kirkland Uncorked's virtual event, KPC Studios will help plan, facilitate, and execute a pre-recorded streamcast event that can be shared across the organization's website and social media channels.

OBJECTIVE

KPC Studios will leverage Kirkland Performance Center's state of the art venue, cutting edge multimedia solutions, and team of technical experts in order to provide a smooth experience that allows Kirkland Uncorked's audience to feel like they are viewing the event in person.

KPC STUDIOS DELIVERABLES

KPC Studios will work closely with the client team to plan, rehearse and execute the streamcast. The below deliverables will be handled, coordinated and executed by the KPC Studios team, in concurrence with the agreed timeframe and with support from the Kirkland Uncorked team.

VENUE USE	KPC Studios to provide use of: <ul style="list-style-type: none"> • Kirkland Performance Center's theater for day of rehearsal, if desired • Up to 5 on-location shoots, one of which may be Kirkland Performance Center, in and around Kirkland
STAFF SUPPORT	KPC offers full participation from KPC Studios staff, including: <ul style="list-style-type: none"> • KPC Executive Producer Jeff Lockhart • KPC Studios Director, Aaron Sterneke • Additional staff to help coordinate the technical aspects of the stream, as needed
TECHNICAL & VISUAL NEEDS	KPC Studios will provide delivery of all webcasting AV needs, including: <ul style="list-style-type: none"> • Integrating streamcast graphics (like overlays, titles and lower-thirds) • Consulting on visual elements of the event, including projections, lighting and sound

PREPARATION FOR EVENT	KPC Studios will produce and execute all other aspects of the event in collaboration with your staff, including: <ul style="list-style-type: none"> • Production meetings as needed • Pre-event technical rehearsal • Liaising with the host/emcee • Communicating any creative and technical notes to on-air talent • Managing live on-air adjustments to the program
EXECUTION & CAPTURE	KPC Studios will facilitate and provide: <ul style="list-style-type: none"> • Full execution of the pre-recorded shoots • Capture delivery of the recording of the final event • Post-production editing to provide content for Explore Kirkland

CLIENT DELIVERABLES:

To execute the program smoothly and on schedule, KPC Studios will need Kirkland Uncorked to provide and confirm the following:

- A finalized run of show outlining the order and timing of content
- Ensure that any remote contributor is prepared for the day, accounting for any necessary internet connection, equipment or support from the KPC Studios team

PROJECT TIMELINE

PHASE	DELIVERABLE	TIMING
PLANNING	KPC Studios will work with client to confirm needs and run of show	Finalized by: TBD
EXECUTION	Execution of the streamcast itself will happen over a pre-determined time period.	TBD

PROJECT INVESTMENT

KPC Studios charges a flat fee for streamcast productions. Certain elements of the AV production can't be predicted until we are working on the event itself, which if larger and more involved may result in additional costs for specific non-standard features if and only if requested or approved by you in writing.

TOTAL COST: \$12,000

TO BE PAID UPON: 50% deposit upon contract signing, 50% by guaranteed method (Money Order/Cashier's Check) upon arrival on filming date TBD.

CONTRACT & SIGNATURES

Upon written agreement of this SOW, a formal contract will follow to Kirkland Uncorked's designated contract signer.