



Kirkland Tourism PR & Marketing

A Brief Overview of the Current State and the 'Universe' of Possibilities

Goal: 'Heads in Beds'

WA State RCW 67x28.1816

(2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

- (i) Away from their place of residence or business and staying overnight in paid accommodations;
- (ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- (iii) From another country or state outside of their place of residence or their business.



Current Assets: The Universe as we know it...

1. Public Relations – Green Rubino \$ 42,000/annually
 - Operating under extension through Dec. 31, 2022
 - Agreement may terminate with 10 days' notice

2. ExploreKirkland.com – Simpleview \$ 21,500 /annually
 - \$ 60,000 website re-design (2019-20)

3. Grants Program \$ 60,000/annually
 - Grants to outside agencies for 2022 additional \$42,000



New Assets: The Universe Coming Soon....

1. Community Currency Program \$ 100,000/annually (ARPA\$ 2022-23)
TBD going forward
2. Shop Local Kirkland
(Phase 2 re-development, potential integration with ExploreKirkland.com)



Digital Marketing: The Universe We Can Imagine

Traditional Media is defined as media that existed before the rise of the internet. That includes newspapers, magazines, billboards, radio, and broadcast TV and direct mail.

Digital Media includes everything you see online—online advertising, search engines, social media, video streaming services, and websites. Digital also includes other online and mobile techniques such as geofencing, OTT (over the top) long form video, and Digital OHH (digital out of home) such as digital billboards.

Source: <https://thisisarray.com/traditional-vs-digital-advertising/>



Digital Marketing: The Universe We Can Imagine

Current Scope of Green Rubino Work

Seasonal story sheets and calendar alerts

- Targeted pitches for editorial calendar opportunities
- Emphasis on freelance writers and target media list comprised of local, regional and national media outlets
- Media FAM trip with a goal of 4-6 writers
- Media visits to yield features and travel stories
- Work with hotel partners on high-level media trips
- Short and long lead event pitching

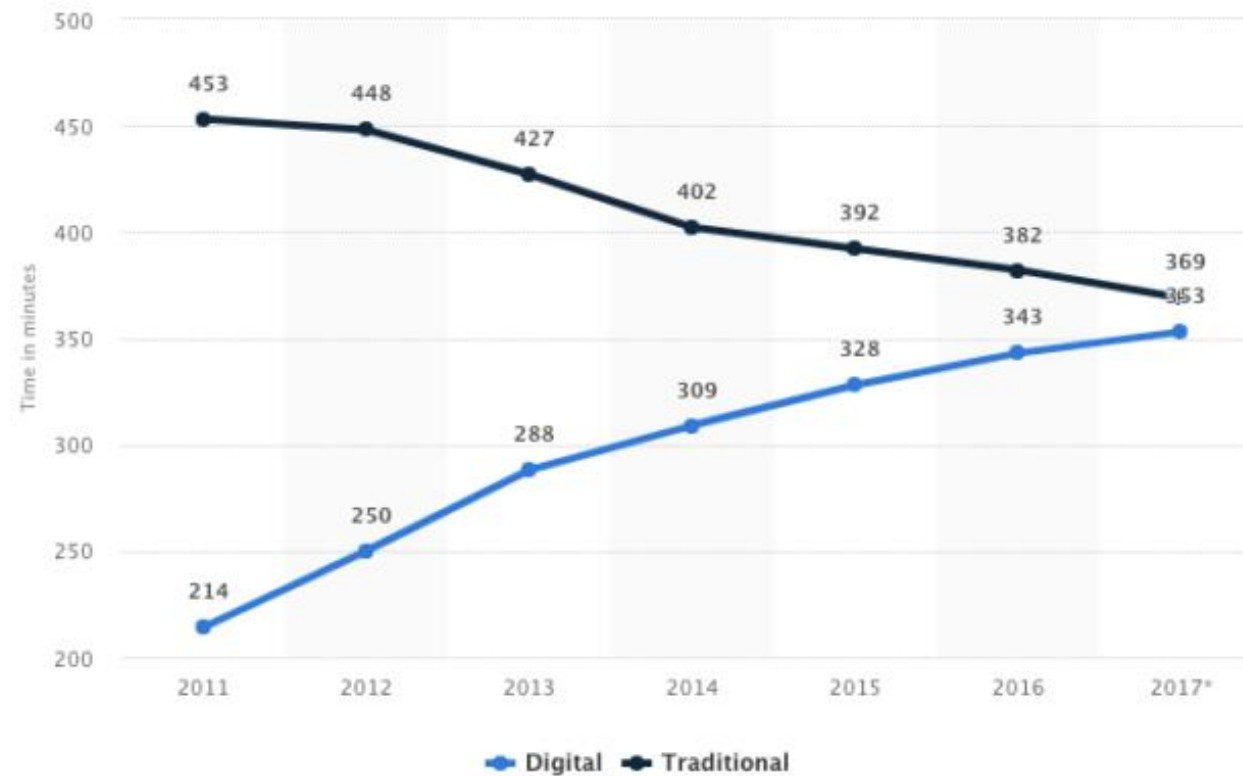
From the Green Rubino Explore Kirkland PR Plan 2020

Digital Marketing: The Universe We Can Imagine

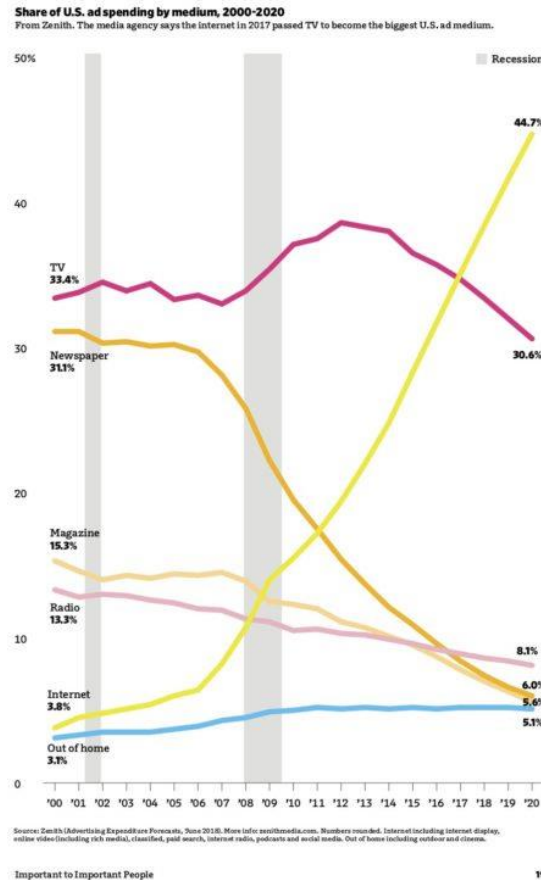
Components of Digital Marketing (data driven, non-exhaustive)

- Professional services provider: strategy, finances and promotion
- Harness the power of data to drive strategy
- Optimize hotel bookings
- [Integrate platforms](#) to drive traffic
- Search Engine Optimization (SEO): all searches lead to Kirkland
- Demographic data to drive targeting
- Content Creation and management: stories, features, itineraries, blog, images, video
- Targeted paid ads
- Geo-targeted paid ads
- Integrated Apps: Digital 'Passports' to goods and services
- Social Media Content
- Social Media Influencers
- Artificial intelligence to answer questions
- Incentive marketing
- Shared economy/short-term rentals
- Post COVID: changing traveler needs and expectations
- Subscription Newsletter
- Events
- Customer Experience (CX)
- User generated content

Digital Marketing: The Universe We Can Imagine



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Key Principles: The Universe We Can Imagine

1. A 'One-Stop-Shop' for All Things Kirkland

- A single portal as a gateway to Kirkland offerings
- One space to access all assets ie ExploreKirkland.com, events, community currency, shopping, dining, promotions, partners
- A single gateway does not necessarily mean a single developer/consultant creates and promotes all assets

2. Integrated PR and Marketing Plan

- Data driven deployment of resources to push heads in beds
- Targeted visitor outreach
- Multiple platform, integrated PR and digital marketing



Questions & Discussion



Some Examples

- [Traditional vs Digital Marketing](#)
- Incentive Marketing: Tourism and Shopping Local: [Geek Out Gold](#)
- Shopping as Tourism: [Oakland Style](#)
- Shop Local Simpleview example: [Eau Claire WI](#)



Some Examples

RFPs vs RFQs

An RFP includes pricing as a part of how you rank/score the proposals. An RFQ does not include any reference to pricing in how it is scored.

RFQs are generally more common for architects and engineering contracts. Where you don't necessarily want the lowest cost bid designing a building or roadway. But for professional services or other general consulting, it is common to include a price component in your scoring (RFP) to help ensure a proposal that may bust your budget isn't the highest ranked just based on qualifications.