

GreenRubino Scope of Work

Budget: \$84,000

Two year term date: January 1, 2021 to December 31, 2022

- A. Writing: press kit maintenance, research and story angle development (estimated 10 hours/month)
 - Update and draft new documents as needed
 - Seasonal story angle sheets that will generate media coverage; work with the Kirkland team to develop storylines highlighting newsworthy opportunities such as new restaurants, hotels, activities, art installations and galleries.
 - Quarterly calendar alerts announcing annual events of interest to visitors
 - Attend relevant board meetings to capture new story angles and ideas

- B. Media outreach (estimated 9 hours/month)
 - Invite targeted media to experience the destination firsthand; assist in coordinating media visits and handling necessary follow-up to secure coverage
 - Work closely with The Woodmark Hotel and The Heathman Hotel to host targeted national top-tier media for FAM trips.
 - Continue to maintain a targeted media list with a variety of regional and national outlets
 - Generate an editorial calendar including all target publications with upcoming features for which Kirkland might be considered.
 - Draft and disseminate press releases, media alerts and photo alerts as news dictates.
 - Pitch the media – directly and frequently.

- C. Measurement and reporting (estimated 3 hours/month)
 - Keep the team apprised of all relevant activity via email and monthly update phone calls with City of Kirkland tourism staff.
 - Deliver clips of significant articles generated by PR efforts to the team via email as soon as the coverage is received.
 - Provide a quarterly update report highlighting project management, press in progress and press received. Each report will include metrics for each piece of earned media.

GreenRubino Team

Althea Conyers Achem will be the day to day contact for media and city's team.

Joleen Zanuzoski will provide strategic PR support.



City of Kirkland Team

Chris Hendrickson will be the City's day to day contact for media and the GreenRubino Team