



**LYNNWOOD TOURISM ADVISORY COMMITTEE - regular Tourism
Advisory Committee meeting**

Meeting Via Zoom:

<https://lynnwoodwa.zoom.us/j/85331041340>

TUESDAY, JANUARY 24, 2023 12:00 PM

1. Call to Order

2. Roll Call

2.A Roll Call:

Chairperson Patrick Decker
Committee Member Georgia Borg-Leon
Committee Member Jerry Irwin
Committee Member Janet Pope
Committee Member Linda Jones
Economic Development Manager Ben Wolters
Tourism Manager Ryan Bush
- 5 minutes

3. Approval of Minutes

3.A Approval of Minutes, October 13, 2022 - 5 minutes

3.B Approval of Minutes: December 8, 2022 - 5 minutes

4. Public Comments

5. General Discussion

5.A 2023-2024 Tourism Marketing Proposal Discussion - 30 minutes
Ryan Bush

6. Reports from Committee Members

Adjournment

TOURISM ADVISORY COMMITTEE 2.A

CITY OF LYNNWOOD TOURISM ADVISORY COMMITTEE

TITLE: Roll Call:

Chairperson Patrick Decker
Committee Member Georgia Borg-Leon
Committee Member Jerry Irwin
Committee Member Janet Pope
Committee Member Linda Jones
Economic Development Manager Ben Wolters
Tourism Manager Ryan Bush

DEPARTMENT CONTACT: Ryan Bush, Development and Business Services

ESTIMATED TIME:

5

DEPARTMENT ATTACHMENTS

Description:

TOURISM ADVISORY COMMITTEE 3.A

CITY OF LYNNWOOD TOURISM ADVISORY COMMITTEE

TITLE: Approval of Minutes, October 13, 2022

DEPARTMENT CONTACT: Ryan Bush, Development and Business Services

ESTIMATED TIME:

5

SUGGESTED ACTION:

Approve minutes.

DEPARTMENT ATTACHMENTS

Description:

[TAC Meeting Minutes 2022.10.13 .pdf](#)

**ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Lynnwood Development & Business Services
October 13, 2022, | 8:00 AM via ZOOM**

1. Call to Order

Tourism Manager Bush called the meeting to order at 8:04 AM.

2. Roll Call

Committee Members present:

Chairperson Decker
Committee Member Borg-Leon
Committee Member Pope
Committee Member Irwin
Committee Member Jones

Staff:

David Kleitsch, Development & Business Services
Director
Ryan Bush, Tourism/Project Manager
Ben Wolters, Economic Development Manager

3. Approval of Minutes

30.1 TAC Minutes of July 14, 2022

Committee Member Pope moved to approve the minutes of July 14, 2022.
Committee Member Borg-Leon seconded the motion. The motion passed
unanimously.

4. Written Communications

None

5. Public Comments

None.

6. Reports from Committee Members

Committee Member Pope reported on a new booking policy at the Lynnwood Convention Center (LCC). Lynnwood residents and organizations will receive 30% off room rates and 20% off everything else at the LCC. The LCC saw an increase in numbers in August that were almost back to 2019, and in September they passed

the 2019 numbers. Nearly fully booked for October and November. The master plan is moving along, and block designs are completed. Working on public communication plan that will include new branding.

Attendance at the LCC Artist Reception events continue to grow. The April event had 250 attendees and the September event had 350. The LCC is hosting a Jingle Bell Breakfast on December 3rd and includes breakfast and music with low price tickets.

Committee Member Jones reported that the Lynnwood Chamber is putting together the Shop Local campaign to attract people from out of the area to shop in Lynnwood and to show support to our local businesses. She is also working with Fred Wong on the Art of Food & Wine event.

Committee Member Borg-Leon reported that business at the Residence Inn Hotel is returning to 2019 numbers. Forecast into fall is to still be ahead of 2019.

Committee Member Irwin reported on business openings at Alderwood Mall including, Baekjeong, Kizuki Ramen, Dave & Busters and Cotton On, and Shake Shack is under construction.

7. Resolutions and Action Items:

None

8. Staff Reports

A. Director's Report

Bingo Campaign Update

Recently adjusted bingo card for fall to highlight fall activities. In summer, a giveaway was added to the campaign to increase engagement on social media. There is an increase of people downloading the bingo card, but we're still not seeing a lot of people sharing content or engaging on social media.

TAC/LTAC Member Recruitment

We are actively recruiting Lynnwood business owners, resident, and those interested in tourism to join the Tourism Advisory Committee. Tourism Manager Bush continues to meet with community members and businesses to introduce them to the tourism program.

The General Manager of the recently remodeled La Quinta, Elena Sanabria, has applied to join the TAC/LTAC. We will be meeting with her in coming weeks and determine next steps. If you have any colleagues or know anyone that would make a great committee member, please refer them to Ryan or Ben.

Recent Announcements

Alaska Airlines will be adding a new route to Anchorage Alaska from Paine Field beginning November 30, 2022. This is the ninth route that Alaska Airlines services out of Snohomish County.

Dave & Busters opened in Alderwood on August 29th. This is the third location in the Greater Seattle area and offers over 40,000 square feet of gaming, dining, and entertainment options.

Baekjeong Korean BBQ recently opened in Alderwood, this is their first location outside of New York and California. The restaurant is gaining lots of attention in the Seattle Times and other local media outlets

A new brewery has opened in Lynnwood, Peace of Mind Brewing. They took over the Cask & Trotter location and are gaining rave reviews.

9. General Discussion

A. TAC/LTAC Member Renewals

State law requires the City Council to review the membership of the Tourism Advisory Committee annually. The following TAC members are serving in terms that expire on December 31, 2022

- Georgia Borg-Leon
- Janet Pope
- Linda Jones
- Jerry Irwin

TAC/LTAC members who wish to serve for an additional year will need to submit a written request to the mayor via email.

B. Tourism Work Program RFP

As we continue to advance the 2023-2024 work program, Tourism Manager Bush made the recommendation to proceed with a request for proposal (RFP) to solicit for website support, advertising, and marketing assistance. This opportunity may allow us to discover local or regional firms with more expertise at a lower cost.

C. January- June 2022 Lodging Metrics

In the first six months of 2022, overall metrics have increased year-over-year

- Occupancy rates are 17% higher than last year
- Average Daily Rate is only 2% below pre-pandemic levels
- Overall supply remained the same as 2021
- Total demand increased by 17% from 2021
- Data is provided by Smith Travel Research and Google Analytics

10. Adjournment

The meeting was adjourned at 9:00 AM

Next Meeting: The next meeting is tentatively scheduled for November 10, 2022.

TOURISM ADVISORY COMMITTEE 3.B

CITY OF LYNNWOOD TOURISM ADVISORY COMMITTEE

TITLE: Approval of Minutes: December 8, 2022

DEPARTMENT CONTACT: Ryan Bush, Development and Business Services

ESTIMATED TIME:

5

DEPARTMENT ATTACHMENTS

Description:

[TAC Meeting Minutes 2022.12.08.pdf](#)

ACTION MINUTES
LYNNWOOD TOURISM ADVISORY COMMITTEE
Lynnwood Development & Business Services
December 8, 2022, | 8:00 AM via ZOOM

1. Call to Order

Committee Member Irwin called the meeting to order at 8:04 AM.

2. Roll Call

Committee Members present:

Chairperson Decker
Committee Member Pope
Committee Member Irwin
Committee Member Georgia Borg-Leon

Staff:

David Kleitsch, Development & Business Services
Director
Ryan Bush, Tourism/Project Manager
Ben Wolters, Economic Development Manager

3. Approval of Minutes

30.1 TAC Minutes of October 13, 2022

Approval of the minutes was moved to the January 12, 2023, meeting due to a lack of a quorum of the Tourism Advisory Committee.

4. Written Communications

None

5. Public Comments

Elena Sanabria is the General Manager of the La Quinta Inn and has been with the hotel for 5 years. She is excited about the opportunity to join the LTAC committee. Her interest to join began when she started seeing all the growth and development going on in Lynnwood.

6. Reports from Committee Members

Committee Member Pope reported on presenting the Public Facilities District (PFD) Master Plan to Council. The new branding will be rolled out on December 14th at the Chamber luncheon.

Key elements of the plan include, doubling the size of Convention Center, rebranding as an event center for more ticketed events such as concerts, dog shows, auto shows, etc. The goal is to attract more people to Lynnwood and increase economic impact in the city. There will be a parking garage, 300 units of housing in two separate buildings, and a hotel component. Next year the PFD will focus on financial feasibility and developing partnerships. The most recent signature event, the Jingle Bell Breakfast, was successful and sold out. They are working on creating more signature events for the future.

Committee Member Borg-Leon of the Residence Inn reported that business for the hotel community is up 20% compared to last year. Closer to exceeding benchmark from 2019. Still working on staffing primarily for entry level positions.

Committee Member Irwin reported on activity at Alderwood. The holiday season is off to a great start, including strong Santa photo sales. New restaurants doing well. Paris Baguette will go under construction after the New Year.

7. Resolutions and Action Items:

None

8. Staff Reports

A. Director's Report

Committee Member Renewals

All five committee members will have their requests go to the council for confirmation on December 12. Committee Members are not required to attend the council meeting for reappointment. Reappointments will be good for one full year, expiring on December 31, 2023.

TAC/LTAC Member Recruitment

Elena Sanabria has completed her application and interview with the mayor to become an LTAC committee member. Elena is the General Manager of the La Quinta Inn and would fulfill position #2. She will meet with City Council on January 3 and may be confirmed on January 9. Once confirmed, positions 1-5 of the LTAC will be fulfilled and we meet the minimum requirements for a committee. We still have open positions on the TAC for a restauranter, retail, and citizen. If you have any recommendations, please send those to Tourism Manager Bush.

Snohomish County Hotel-Motel Grant Updates

The City of Lynnwood received a grant for the Datafy visitor analytics dashboard for a second year. This grant will completely cover the costs of the dashboard for one full year. Tourism Manager Bush is meeting with Datafy next week to discuss our points of interest and determine if any adjustments need to be made. The County has not decided on our second application for the Dine Local campaign. We should hear back in December on this application.

9. General Discussion

9.A 2023-2024 Tourism Marketing & Website Development RFP Updates

In October, the city distributed a request for proposal for tourism marketing, promotion, and website development services. The RFP was based on our 23-24 tourism work plan and budget.

For the previous two years, the city has worked with DVA advertising for marketing and advertising needs. The RFP process allowed us to identify other qualified firms and understand the market. This process also created the opportunity to seek new and exciting strategies and ideas that go beyond our existing campaigns.

The city received seven qualified submissions ranging from full-service agencies to website development capable firms. City staff reviewed all submissions and evaluated each of their capabilities and recommendations. Through the proposal evaluation process, three firms were overwhelmingly the highest scoring and met each of our needs thoroughly. All three finalists were then interviewed by staff, City's communications manager, and Janet Pope as part of the LTAC. Each proposer had the opportunity to share more about their expertise, and recommendations. And for the panel to get to know them more.

Three Finalists

DVA:

- The existing marketing partner and Snohomish County Tourism's agency of record. DVA is based out of Bend, Oregon.

- Recommends continuing to focus on the marketing that has worked well thus far including Google Search, social media, and programmatic.
- Only recommending minimal website upgrades focused on the homepage and incorporating a website booking tool. Due to budget, they are not recommending a full website redesign.
- Due to budget location constraints, they are recommending that we move organic social media in-house or to a local Lynnwood content creator.

Searle:

- A California-based full-service marketing agency that has worked with similar-sized cities that are adjacent to large destinations such as Explore Lompoc, Explore Menifee, and Visit Simi Valley.
- Recommends starting from the ground up to rebuild Lynnwood's brand and messaging strategy.
- Searle is proposing on all aspects of the project including marketing strategy, website development, and advertising. They did not include advertising budget within their proposal and would need to refine the scope of work.

Drozian Webworks:

- Drozian is a web development company that has created a website platform specific for the tourism industry
- Their tourism websites include Magical Maps functionality to create mobile friendly itinerary-based maps
- They have built websites for [Visit Bellingham](#), [San Juan Islands](#), [Travel Medford](#), and many more.
- Drozian does not offer any marketing or advertising services but would partner closely with any agency we work with to ensure the website is meeting those needs.

Next Steps

- Determine if a full website design and development is needed or to consider only minor updates
- Refine scope of work and seek follow-up information from each proposing firm
- Speak to the references provided and learn more about their experiences working with firms
- Determine if we feel the need to add additional funds to the advertising budget

10. Adjournment

The meeting was adjourned at 9:00 AM

Next Meeting: The next meeting is tentatively scheduled for January 12.

TOURISM ADVISORY COMMITTEE 5.A

CITY OF LYNNWOOD TOURISM ADVISORY COMMITTEE

TITLE: 2023-2024 Tourism Marketing Proposal Discussion

DEPARTMENT CONTACT: Ryan Bush, Development and Business Services

PRESENTER:

Ryan Bush

ESTIMATED TIME:

30

DEPARTMENT ATTACHMENTS

Description:

[2023 2024 Tourism Marketing Recommendation.pdf](#)

[Lynnwood_TourismCampaignProposal_SearleCreativeGroup.pdf](#)

2023-2024 Tourism Marketing Recommendation



 *Start here*
LYNNWOOD WASHINGTON

2023-2024 Tourism RFP Recap

- In October, an RFP was distributed for tourism marketing and website development support
- This process allowed us to seek other qualified firms and understand the marketplace
- We received 7 proposals and narrowed them down to interview 3
- Following the interview, we asked the two highest-scoring firms to refine their budget and scope of work
- Final proposals included our existing partner, DVA and a new firm, Searle Creative.



Why Searle

- After comparing updating budgets and interview scores, we are recommending moving forward with Searle Creative
- This is a completely new firm and not someone we have worked with previously
- Searle stood out as they brought new ideas and fresh perspectives to the work
- Searle would act more as a partner to develop long-term strategies rather than an execution firm
- Has experience working with suburban communities adjacent to destinations and developed brands and campaigns to increase stays within the suburb
- Believes in content first rather than spending only on advertising
- Existing firm would just continue the bare minimum which is advertising focused



Who is Searle

- Located in Ventura, California, Spokane, Washington, and Vancouver, BC
- Woman-owned business with over 20 years of experience in tourism and economic development marketing
- Full-service agency
- Worked with similar clients such as Explore Lompoc, Explore Menifee, and Visit Simi Valley

Searle Scope of Work

- Searle can provide all services requested in our RFP including advertising, social media content and development, newsletter content, asset creation, photography, video, and full website design and development.
- Searle provides similar services to existing firm but with a focus on strategic planning and campaign development on the front end
- Recommends building a full new website and included within our budget

BUDGET CATEGORY	SEARLE TOTAL	SEARLE INCLUDED SERVICES
Advertising	\$62,700	Google, Social, and budget for other advertising channels
Website Upgrades	\$54,000	Messaging, content development, website design and build, hosting
Strategic Tourism Campaign & Strategy	\$31,625	Photography & video
	\$18,900	Email Marketing & Content
	\$41,800	Social Media
	\$47,250	Creative, Execution, Reporting
	\$25,950	Planning & Management
TOTAL	\$282,225	

Searle Value Versus Existing Firm

- Will work closely with City and tourism partners to strategically plan campaigns and messages to market Lynnwood as a destination rather than a location within Snohomish County's tourism portfolio
 - Searle's approach focuses holistically on content, web, and materials rather than only advertising
 - This strategy creates a better opportunity to market Lynnwood as a destination, not just a budget location. This strategy is more than only building awareness.
- Will build a new website that is mobile and user friendly
 - We are unable to afford a new website with the existing firm
 - A new website will allow us to measure advertising performance and potentially lodging visitors generated with a booking tool
 - A new website will help us showcase our hotels and assets in an easier-to-use manner setting us up for success as we approach the 2026 World Cup
- Searle can develop photography and video assets
 - We were unable to afford video with DVA in 2022 although it was budgeted for
- Searle has budgeted to meet in person and visit Lynnwood to identify its unique selling point
- Searle will be an ongoing effort rather than an automated campaign



Things to Consider

- Choosing a new firm will require a ramp-up period as they research and discover Lynnwood
- A new firm and new website will require more staff time to manage
- Searle will seek new opportunities such as social influencers and partnerships that we previously were unable to afford



Pros Comparison

PROS	
DVA Pros	Searle Pros
Existing firm and familiar with Lynnwood's body of work and the major players in the area	Brings a new and fresh perspective and can generate new ideas and campaigns
Existing firm for Snohomish County Tourism	Their approach includes a holistic strategy that focuses on content to drive advertising and website materials rather than only focusing on advertising.
Previous advertising campaigns yielded results and generated the most website visits to the site in 2022	The scope of work includes a full website rebuild and will provide a much better framework and user experience for our content
Plugged into the Washington State Tourism market	Demonstrated key messaging themes in their proposal, something DVA has not provided in two years
Content and ads are running and does not require much work on the City side to maintain or manage	Ability to strategize and think long-term, which is important as we approach 2026 world cup
	Office located in Washington State (Spokane)
	Will work more as a strategic partner and help maintain relationships with partners and find ways to collaborate
	Was able to fit all our scope of work within the existing budget
	Worked with similar towns such as Lompoc that aren't true tourism destinations and created brands and successful campaigns

Cons Comparison

CONS	
DVA Cons	Searle Cons
They are expensive.	They have not worked in tourism in Washington State or Seattle previously. Would need to learn the market.
Unable to fully develop a new website with the existing budget. Only making design and visual updates to the existing website	Requires additional City Staff time to onboard a new partner and for them to learn Lynnwood
Has a history of not being able to deliver on projects and blames budget for the reason. They waste a lot of budget on admin tasks.	A full website requires more city-staff time to manage
Currently serves as an execution partner and doesn't plan ahead or think strategically for the future	Unfamiliar with agency and is a risk to bring on someone completely new
Believes in an advertised focused strategy which is expensive and doesn't always work	
They do not bring many new ideas to the table and expect the City to drive all planning and ideas.	
Not located in Washington. Located in Bend, Oregon.	
Recommended to not manage social media development or strategy and asked the City to take this work back.	

Next Steps

- LTAC to discuss Searle and capabilities
- LTAC to vote on how to move forward
- Chosen vendor to present recommendations at February 9 meeting



- Question

- How does Searle better line up with goals and objectives
 - Better shot at developing campaigns better market Lynnwood as preferred place to stay bc its unique qualities rather than location in Snoco
 - Better opportunity to market Lynnwood as opposed to marketing Lynnwood as part of SnoCo
 - Metrics
 - Expectation for how /will identify more applicable metrics to better measure our progress
 - Attracting visitors
 - That approach will increase interest and increase hotel stays
 - Feedback desire to market location and price and other offerings amenities nearby things to do from hoteliers



Thank you



CITY OF LYNNWOOD TOURISM MARKETING CAMPAIGN & WEBSITE

RFP 3541 | PROPOSAL | NOVEMBER 7, 2022



SearleCreative
MARKETING & DESIGN GROUP

Request for Proposals
Attachment B - Signature Page



City of Lynnwood Procurement Division
19100 44th Ave W Lynnwood, WA 98036

Request for Proposals (RFP) Title: 2023-2024 Lynnwood Tourism Marketing Campaign and Website Design

RFP Number: 3541

1. The Proposer certifies that he or she has read and understands all terms and conditions of this solicitation.
2. By signing this document, the Proposer certifies that they have not, either directly or indirectly, entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding. If the City determines that collusion has occurred among the Proposers, none of the submittals from the participants of such collusion will be considered. The City's determination will be final.
3. The Proposer acknowledges that the person who signs below is fully authorized to sign on behalf of the firm listed and to fully bind the firm to all conditions and provisions thereof.
4. Proposer acknowledges that all Addenda issued for this RFP have been examined as part of the proposal documents.

Company Name	Searle Creative Group, LLC		
Signature Authorized Representative			
Print Name	Kellie Meehan		
Title	CEO		
Email	kellie@searlecreative.com	Phone	805-648-4403 (office)
Contact Person Name	Kellie Meehan		
Contact Person Email	kellie@searlecreative.com	Phone	805-890-9812 (mobile)



RFP 3541 - Attachment B
City of Lynnwood – Conflict of Interest / Non-Disclosure Form

Project Title: 2023-2024 Lynnwood Tourism Marketing Campaign and Website Design #: 3541

The consultant being contracted must check one of the boxes on the worksheet below.

See page 2 for clarification and definitions of terms listed below

☒ Searle Creative Group, LLC (company name) has no known or actual, potential, or reasonably perceived, financial or other interest in the outcome of the project.

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*Thank you for the opportunity to present our ideas. The following proposal represents Searle Creative Group's best efforts at describing solutions to meet project requirements for marketing and web development services for Lynnwood tourism, as described in RFP 3541. By accepting this proposal, recipient hereby agrees that the information in this proposal shall not be disclosed to outside parties. Searle Creative reserves the right to review the costs associated with this proposal based on changes or additions to the scope of the project made by you or your team members. **We do not have any redlines or requested changes to the sample contract.** This proposal is valid for 90 days.*



Background

Searle Creative was founded by owner Kellie Meehan in a spare bedroom in a Ventura, CA apartment, when a marketing director asked Kellie, who was then a freelance magazine writer and copywriter, to come up with a name to “look bigger” to the C-suite at her company. Since that time, Searle (Kellie’s maiden name and byline) grew organically, with freelancers helping Kellie at first, doing things like Photoshop or web programming — the work she couldn’t do herself. When business grew large enough to hire regular employees, Kellie made sure to hire people who were more skilled and talented than she was, at least at something. She also wanted to make sure she made Searle Creative the best place anyone had ever worked. Now the company has around a dozen team members who agree with that, which makes Kellie the most grateful and blessed boss in the known universe.

Searle’s diverse experience means the agency is poised to carry your brand forward while bringing a fresh perspective to new projects. In addition to creativity and technological expertise, Searle is committed to exploring each project with enthusiasm and insight. No fluff, no art for art’s sake, and no big egos. Plus, the staff is fun and easy to work with.

Over the last 22 years, with Kellie as creative director and lead strategist, the company has produced high-quality, award-winning creative work, fostered great relationships with clients, gotten involved in the community, and kept growing. Searle eventually turned into a leading regional creative agency—one of the largest and most respected in Ventura County! The company has earned an outstanding reputation and aims to keep it. Kellie says it’s sort of like the movie *Field of Dreams*: *If you do good work, they will come.*

Highlights

- American Advertising Federation Central Coast “ADDY Award” winner (multiple, for print and web)
- Featured on *Pacific Coast Business Times*’ Top Advertising Agencies, 2014-2021
- Woman-owned small business launched in 2000
- California State Certified Small Business
- Staff in Ventura California, Spokane Washington, and Vancouver, British Columbia

Things Cities and Agencies Like to Know

- We affirm that we do not discriminate against any employee or applicant for employment because of race, color, religion, gender, sexual orientation, or national origin
- EDI plan - when hiring, we make every effort to recruit qualified people of all shapes, sizes, ages, colors, religious orientations, sexualities, and gender identities
- We are compliant with ADA, FEHA, and the Civil Rights Act
- We meet insurance requirements, including liability, commercial auto, E&O, and workers’ compensation
- We are available for work and are able to meet production timelines
- Searle has no conflict of interest in regards to this project
- Searle is registered with the Washington Secretary of State and is established as a Washington employer

Corporate Information

1. **Ownership:** Searle Creative Group is a single-member LLC owned by Kellie Meehan and incorporated in the State of California.
2. **Address:** 1802 Eastman Ave. Suite 111, Ventura CA 93003.
3. **Size:** We have 12 employees; nine of whom are located in the Ventura office. We have three full-time employees who work remotely from Spokane, Vancouver, and Sacramento.
4. **Point of Contact:** Kellie Meehan, a Ventura County native. Her home address is 641 Carnation Place, Oxnard CA 93036 and her cell phone is 805-890-9812.
5. **Experience:** We have been in business since 2000 and have a specialty in destination marketing and economic development. We have been doing the kind of tourism marketing work described in RFP 3541 for over 16 years.
6. **Annual Billings:** \$1,198,995 (2021); \$992,706 (2020); \$1,275,515 (2019); \$1,064,670 (2018); \$1,038,366 (2017).

Benefits of Working with Searle

Collaboration

We approach our projects with a spirit of collaboration – we're here to serve you, not dictate to you. We're experts in our field, but clients possess a depth of knowledge about their products and services above and beyond what we bring to the table. We care about what you have to say.

Commitment

We endeavor to complete projects on time, every time. Even when clients give us rush deadlines, we will go above and beyond to make it work. If there is ever a delay, we will let you know.

Service

Call us, we answer. Need something right away? You've got it. We'll work hard to make sure you will consider us the best agency relationship you've ever had.

We Stay on Task and Budget

We are vigilant about not wasting a client's time or money, and this is one of the reasons we have so many long-term clients. When we give you a budget for a project, we stay committed to that budget unless there are significant changes in the scope of work requested by the client.

Innovative Technologies and Special Knowledge

Near-constant changes in HTML and CSS standards, mobile optimization, Google standards, ADA compliance, and search ranking algorithms relate not only to your SEO but to your social media impact as well. We make sure we stay up to date on any changes that affect our online marketing efforts.

Capabilities

We are highly skilled in the latest Adobe Creative Cloud software, including InDesign, Illustrator, Photoshop, Acrobat, and Premiere. Our web team are experts in HTML, CSS, CSS3, WordPress, Javascript, PHP, E-commerce, SEO, DNS management, API integrations, and more.

We Stick Around

We are incredibly grateful for all of our long-term clients with whom we have formed wonderful partnerships. When we work together to share information, knowledge, goals, and vision, well, that's where the magic happens.



Kellie Meehan
CEO

OUR PROMISE

Searle Creative **empowers people and organizations to communicate impactfully and effectively** with their audience.

Our entire job is to discover creative ways to tell your story and **help you be more successful** through integrated marketing.

The pillars of our brand are **strategy, creativity, and results.** That's our standard for everything we do for our clients.

Current Key Destination Accounts

We have experience providing a wide range of services, for a wide range of clients, including dozens of DMOs, governments, special districts, and quasi-government agencies. Below are a few of the organizations with which we have enjoyed long-term relationships, along with the services we've provided and key folks on their projects. [Click on logos to visit websites.](#)



Client since 2016. Tourism marketing including website, advertising, billboards, OTT/video, photography, email campaigns, special NASA launch joint campaigns, promo items, and more. Work has been performed by entire team.



Client since 2017. Websites (Channel Islands Harbor, Ready Ventura County, VC Sheriff's Office of Emergency Management), logos and branding (Sheriff), photography and video. Work has been performed by entire staff.



Client since 2017. Tourism and economic development websites, logos and branding, strategic planning, ads and collateral, photography, video, special campaigns, graphic design, and more. Leads: Kellie Meehan, Aimee Allred; work has been performed by entire staff.



VENTURA HARBOR VILLAGE

Client since 2016. Website design and maintenance, social media advertising. Creative lead: Aimee Allred. Developed by Joe Howard and Josh Vance. Social advertising, Melissa Velzy.

Other Tourism/ED Related Accounts



(Coming soon!)



Former Accounts



We Know Destination Marketing

Mobile devices and broadband have transformed nearly all facets of life, but over the last decade or so, the travel industry has seen some of the most dramatic changes of any segment. Social media is hugely important, but a website is still *the* most critical marketing tool for a destination, because you *own* it. It is the place to share Lynnwood with the world, *on your terms*, and frame your city in a way that will make your strengths shine.

Helping you tell your story, powerfully and effectively, is what we'll do. We'll combine outstanding creative and strategic marketing know-how to deliver exceptional results for Lynnwood tourism. We have a strong understanding of how to market suburban communities, and we'll make it our business to understand your vision as if it were our own. We've had the pleasure of working with several destination marketing organizations, and we know how to find and highlight the attractions that give a destination its unique character and help attract visitors.

The truth is that Lynnwood doesn't have any special challenges that we haven't seen with other towns adjacent to big shiny cities. But you can be sure that destination marketing is always about creating amazing visuals, establishing a friendly and attractive identity, finding the special, sometimes smallish things that make a place more desirable to visitors. Maybe that's parks, hiking, shopping, the best coffee shops in the universe, great events, or people. We'll work to uncover the qualities you can hang your hat on, and then we make your audience take notice.

We've helped bedroom cities like Lompoc, Simi Valley, and Menifee win press coverage on Los Angeles television stations, get covered by social influencers, and gain steady website traffic growth. We work with Channel Islands Harbor, Ventura Harbor, Visit Simi Valley. Economic development marketing is also in our wheelhouse. Special districts and agencies like the Port of Hueneme, Ventura Harbor District, Catalina Island Medical Center, Ventura Unified School District, and Montecito Water District, to name a few, have also trusted Searle with their brands in both print and online.

We believe the role of an agency is to be a great storyteller, communicating with our clients' audience to raise awareness and influence their destination choices. We're marketers, not just web developers or graphic designers. The three pillars of our company are strategy, creativity, and results. And that's our standard, whether a project is a half-page postcard, an emerging brand, or a ginormous website.

We have the skills and experience to deliver on every single area described in your RFP. Our spirit of collaboration and tourism marketing experience make us the ideal partner in building the Lynnwood Washington brand. We're incredibly hardworking and results driven. We're large enough to handle your project, but small enough that you won't get lost in the shuffle. Our level of customer service will remind you daily that you made the right choice.

Thank you so much for considering Searle Creative.

Key Opportunities...

- Social media development – you need, need, need video to engage and gain new followers
- Less focus on business travelers, more focus on consumers and adventures
- That said, let's work on getting business travelers to stay another night to explore the area
- Liven up the website, make it more fun – we can make your listings way more interesting and valuable to your website visitors
- Build a better, more visible library of itineraries and day trips on the blog
- Develop an interactive map (click links to view [Lompoc](#) and [Ventura Harbor](#) examples)
- Keep highlighting outdoor activities, access to wonderful places (but designate them as "Nearby Attractions")
- Your shopping center is great! Keep leveraging that
- Piggyback and promote the events at the convention center

City of Menifee

CONTACT INFORMATION: Gina Gonzalez, MA, Economic Development Manager, (951) 723-3711, ggonzalez@cityofmenifee.us
CLIENT SINCE: 2017 - Present | **SCOPE OF WORK:** Graphic Design, Logo Development, Infographics, Ads, Brochures, Video, Website Design & Development | **STAFF INVOLVED:** All



“The team at Searle is amazing for bringing your vision to life and assisting with minor to major projects necessary for elevating your business to the next level. They have assisted the City of Menifee with logo creation, ED and attraction marketing pieces, videos, photography and ad creation to name a few. They are quick to respond and always willing to help, on top of being extremely knowledgeable in their field. Highly recommended!”
 - Kristina Hernandez, ED Marketing Coordinator



Ventura Harbor District

CONTACT INFORMATION: Jennifer Talt Lundin, (805) 477-0470, jtaltlundin@venturaharbor.com
CLIENT SINCE: 2014 | **SCOPE OF WORK:** Web Design & Development | **STAFF INVOLVED:** All

“Thank you to the wonderful Searle team for our outstanding, fresh, and vibrant new Venturaharbor.com website. It was a pleasure working with your team of experts to collaborate, brainstorm and reimagine, as we navigated strategy, details, and balance. The new web site helps showcase the beauty of the Harbor as a destination, while providing ease of use for Port business. Thank you again!”
 - Jennifer Talt Lundin

Ventura Fairgrounds

CONTACT INFORMATION: James Lockwood, 805-648-3376, jlockwood@venturacountyfair.org | **CLIENT SINCE:** 2021
SCOPE OF WORK: Web Design & Development | **STAFF INVOLVED:** All



CLICK AWAY TO SEE OUR WORK!

References

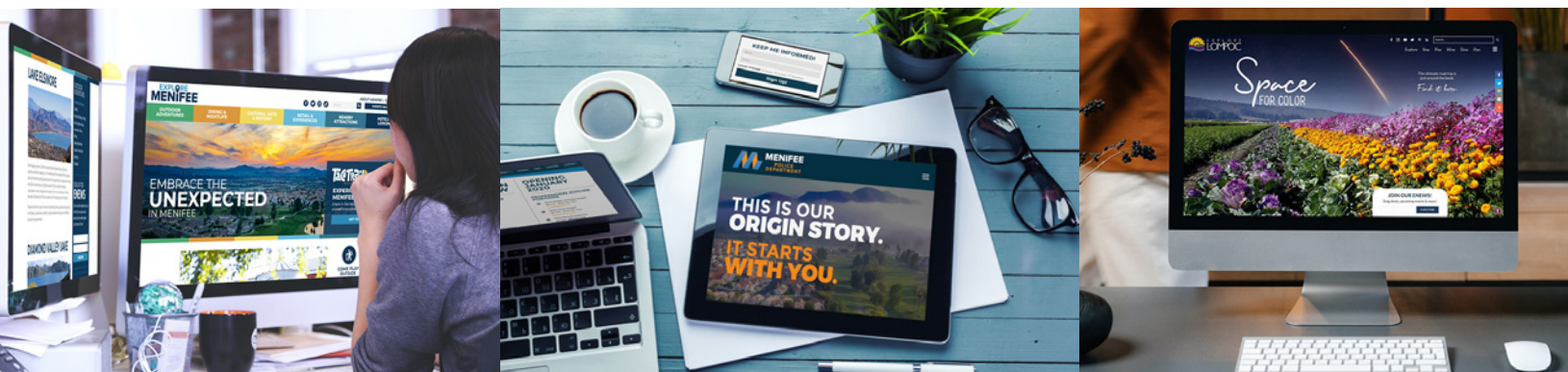
Visit Lompoc, LLC
 Gilda Cordova, Board President
 Councilmember, City of Lompoc
 805-588-3341 | gildacordova@msn.com

City of Menifee
 Gina Gonzales, ED Director
 951-723-3711 | ggonzalez@cityofmenifee.us
 29844 Haun Road, Menifee, CA 92586

Oxnard Harbor District
 Dona Lacayo, Business Development Director
 805-488-3677 | dlacayo@portofh.org
 333 Ponomo Street, Port Hueneme CA 93041

Triunfo Water & Sanitation District
 Becky Haycox, Public Information Officer
 805-600-1576 | beckyhaycox@triumfowsd.com
 1001 Partridge Drive, Suite 100, Ventura, CA 93003

Ventura College Foundation
 Julie Harvey, Development Manager
 818-297-0926 | jharvey@vcccd.edu



Testimonials & Thank Yous

"I highly recommend Searle Creative. They were easy to work with, professional, and flexible. I was skeptical that we would not get enough applicants from day one. Kellie never was and often reassured us we would hit that mark. The final tally was that nearly 2,300 people put in for 77 jobs! A majority of the applicants mentioned the website, marketing videos, webinars, print ads, and billboard in their interviews. You cannot go wrong with Searle, they are not just a marketing firm, they are our friends now."

Pat Walsh, Menifee Chief of Police (Ret)
Menifee | 29714 Haun Road, Menifee, CA 92586

"I've had the pleasure of working with Searle Creative through the community events I have been deeply involved in over the years, including the California Strawberry Festival, the Hueneme Beach Festival, and the Banana Festival at the Port of Hueneme. Their work is not only creative, it's effective – and our audience has grown as a result of our partnership with Searle. Kellie has earned a reputation in the local the community for being hardworking, professional, and extremely dependable, and I recommend her agency without hesitation."

Andrew Salinas, Chief of Police / Former Interim City Manager
City of Port Hueneme | 250 North Ventura Road, Port Hueneme CA 93041
805-986-6538 | asalinas@cityofporthueneme.org

"It was a wonderful experience working with Searle Creative Group in developing the Moreno Valley Economic Development re-branding and website. We needed a dedicated team that understands our needs. They took the time to understand us. They are professional, responsive, creative, and they were very patient during the development process. More importantly, Searle Creative met our aggressive timetable and was on budget. We couldn't have asked for a better team."

Mike Lee, City Manager
City of Moreno Valley | 14177 Frederick St., Moreno Valley, CA 92553
951.413.3238 | mikel@moval.org

"Kellie and her team are thoughtful and dedicated professionals who work closely with our staff in a collaborative fashion to develop successful design projects. Searle Creative's work for the Port of Hueneme has been stellar; both for print and electronic media. Kellie and her professional team are excellent communicators, extremely creative, hardworking, and always meet tight deadlines. We have put Searle Creative to the test and we can rely on them to deliver."

Mary Anne Rooney, Commissioner, Oxnard Harbor District
Port of Hueneme | 333 Ponomo Street, Port Hueneme CA 93041
805-415-2787 | commissionerrooney@gmail.com

"Thank you to the wonderful Searle team for our outstanding, fresh, and vibrant new Venturaharbor.com website. It was a pleasure working with your team of experts to collaborate, brainstorm and reimagine, as we navigated strategy, details, and balance. The new web site helps showcase the beauty of the Harbor as a destination, while providing ease of use for Port business."

Jennifer Talt Lundin, Marketing & Outreach Director
Ventura Harbor District & Ventura Harbor Village
805-477-0470 | jtaltlundin@venturaharbor.com

"I have had the honor of working with Searle Creative since 2017. As Public Information Officer at Triunfo Water & Sanitation District, I collaborate closely with the Searle team, who handle design and marketing work, social media management, press release creation and distribution, and more. They are a harmonious and hardworking group that attains goals and meets deadlines. Their level of organization and ability to communicate are crucial assets. Their detailed knowledge of government agencies is another critical aspect to what they do, and not as easily found with other consultants. I know I'm in good hands when working with Searle, and know that other organizations will be, too."

Becky Haycox, Public Information Officer
Triunfo Water & Sanitation District | 370 N. Westlake Blvd. Ste. 100, Westlake Village, CA 91362
805-600-1576 | beckyhaycox@triunfowdsd.com

Nice to Meet You

Searle Creative has the skills and experience to deliver exceptional work for the City of Lynnwood. The team below will likely all have a role in your project: the higher on the list, the larger the role. We even have folks near you!



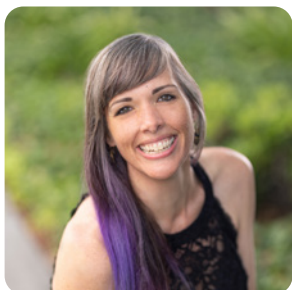
Kellie Meehan | CEO & Chief Creative Strategist

Searle's owner is Kellie Meehan, who is also CEO and lead strategist. She excels at developing effective communication strategies and enjoys the challenge of discovering the best and most impactful ways to present information to an audience. Kellie personally oversees each project through from start to finish, making sure that the end result is on-target with her clients' stated objectives. Her creative work ensures that her clients' marketing communications efforts reinforce their message in the most effective way possible.

Kellie holds a bachelor's degree in creative writing from University of California, Santa Barbara. Before launching Searle Creative Group in 2000, Kellie served as in-house copywriter/creative director for the leading \$65 million brand of Seminis Vegetable Seeds in Oxnard (now Monsanto), and prior to that she was a writer and editor for Santa Barbara-based educational publisher ABC-CLIO. She also contributed articles to and served as guest editor of SAM Magazine (Sales-Advertising-Marketing). With a strong background in copywriting, Kellie's expertise includes conceptualizing and designing all manner of marketing materials.

Nicole Bosman | Online Marketing Director - SPOKANE, WA

A graphic designer and web developer with over 20 years' experience in the field, Nicole worked in the start-up internet industry before beginning her career with Searle Creative Group in 2002. She has worked with all levels of the development process, from requirements gathering through deployment on small- to large-scale web projects. Her deep understanding of user interaction and online behavior makes her uniquely suited to lead Searle Creative's website usability and online marketing efforts on behalf of our clients. Nicole also is also adept at video production, search engine optimization, social media strategy, and SEO/SEM.

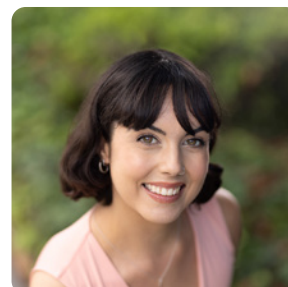


Aimee Allred | Creative Director

A truly creative multi-talent who constantly pushes the envelope, Aimee brings a contemporary taste and unique perspective to all of the pieces she oversees, whether it's an award-winning website, a high-profile logo, or an automated email marketing system. Aimee is a careful curator of quality, pushing every project to be its absolute best. Not limited to brilliant creativity, she is also an amazing analytical thinker, eagerly diving into new technology and solutions. Aimee earned a certification in Graphic Design from the Technology Development Center in Ventura, California and freelanced in both print and web for several years before joining Searle in 2010.

Caitlynn Hoehn | Project & Client Communications Manager

Caitlynn has a passion for communication and collaboration. Since joining Searle in 2020, she has helped us streamline our production processes and manage projects more efficiently. As she patiently guides clients through difficult tasks and decisions, Caitlynn's intentional and thoughtful approach to each project ensures that each client she works with feels cared for and involved in the process from start to finish. Caitlynn is anticipating her transfer to Cal State Channel Islands in 2023, where she will complete her Bachelor's in Business & Nonprofit Communications.





Gino Lambano | Director of Cinematic Arts

As a filmmaker, Gino has worn all the hats: producer, director, cinematographer, and actor. Since joining Searle in 2019, he's been leveraging his Hollywood background in storytelling for the benefit of our clients. Gino's excellent eye for scene composition, camera angle, and movement is matched only by his extraordinary ability to find the heart of the story in each shot. When he serves as producer, Gino's nearly bulletproof logistical skills and on-set leadership provide the atmosphere and creative space for capturing remarkable footage for our clients.



Joe Howard | Web Developer & Illustrator

Joe is an artist by nature (and a fantastic illustrator) with over 22 years in magazine and website design. A front-end web developer and WordPress master, Joe has vast experience in PHP, CSS/CSS3, HTML/HTML5, Drupal, Joomla, and custom PHP. He enjoys planning the architecture of complex interactive elements and is our go-to guy for complex functionality integration. His philosophy is: Let's make it happen – if it doesn't exist, we'll code it.



Josh Vance | Web Developer & Video Editor

Josh is a lover of anything that has to do with technology. With a wide array of experience from web development, graphic design, photography, videography, and IT, he is able to think on his feet to solve anything that is thrown at him. He enjoys keeping up with the ever-changing world of search engine optimization; making sure that his work is abiding to current standards that can help bring a web page to the front of organic search results. He is Google certified.



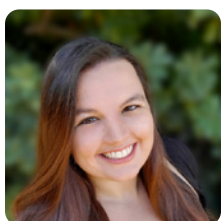
Kelly Myers | Art Director, Print & Web Design

Kelly attended Sonoma State University where she dabbled in everything from mathematics to metal sculpture, but never found her passion. She became interested in graphic design when her roller derby league found itself desperate for materials to market its matches. Kelly stepped up, and she soon discovered a natural talent for layout and typography. In 2009 Kelly received her professional certification in Graphic Design for Web and Publishing from the Technology Development Center in Ventura.



Kayla Wilde | Art Director, Print & Web

Kayla started her formal training at Brooks Institute of Photography and graduated with a Bachelors in Visual Communications. Since joining Searle Creative in 2014, Kayla has proven to be a highly flexible production powerhouse, tackling everything from website production to sales collateral, identity, email campaigns, and photography (and everything in between). Kayla maintains her knowledge of all social media platforms and keeps up with current market trends.



Melissa Velzy | Online Marketing Manager - [SACRAMENTO, CA](#)

As manager of our online and social marketing efforts, Melissa helps keep everyone at Searle on track. She is extremely flexible, always cheerful, and is gifted with a how-can-I-help attitude that is treasured at our company. Melissa's sharp intellect makes her a force to be reckoned with in the field of online marketing. Melissa holds a BA in Business Administration from Principia College in Illinois. She is Google certified.



Peter Demaria | Web Developer & SEO Manager - [VANCOUVER, BC](#)

Peter is a dynamic web developer, SEO/SEM and highly creative individual who joined Searle in 2020. Always interested in computers, Peter scratch-built WordPress websites for his friends and family while earning his bachelor's in graphic design from University of Missouri. After graduating he continued to develop these skills professionally, gaining expertise in everything from web development to dev-ops to SEO/SEM and more. He is Google certified.



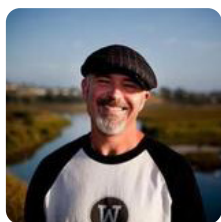
Su-lin Rubalcava | Educational Outreach & Hispanic Marketing Specialist

A highly strategic thinker who thrives on analysis, Su-lin brings both order and imagination to every project she works on at Searle. She is adept at spotting an organization's critical business requirements and identifying deficiencies and potential opportunities in the market. Su-lin's past experience includes serving as marketing director for a credit union, outreach manager for two different school districts, and communications director for a community college. She holds an MPAA from California Lutheran University and is a graduate of the Ventura County Leadership Academy, 2008 Cohort.



Dustin Waller | Photographer & Videographer

Dustin's passion for visual media started in 2005 when he photographed the volunteer efforts of Hurricane Katrina and then landed a job for a magazine in Chicago, shooting commercial photography and eventually serving as creative director. Since 2011 he has built his career shooting lifestyle, commercial, food, fashion, and NGO efforts in third world countries. Dustin has a talent for capturing captivating visuals in any situation (he is a MASTER of lighting) and drawing the best out of his subjects.



Dylan Barmmer | Copywriter

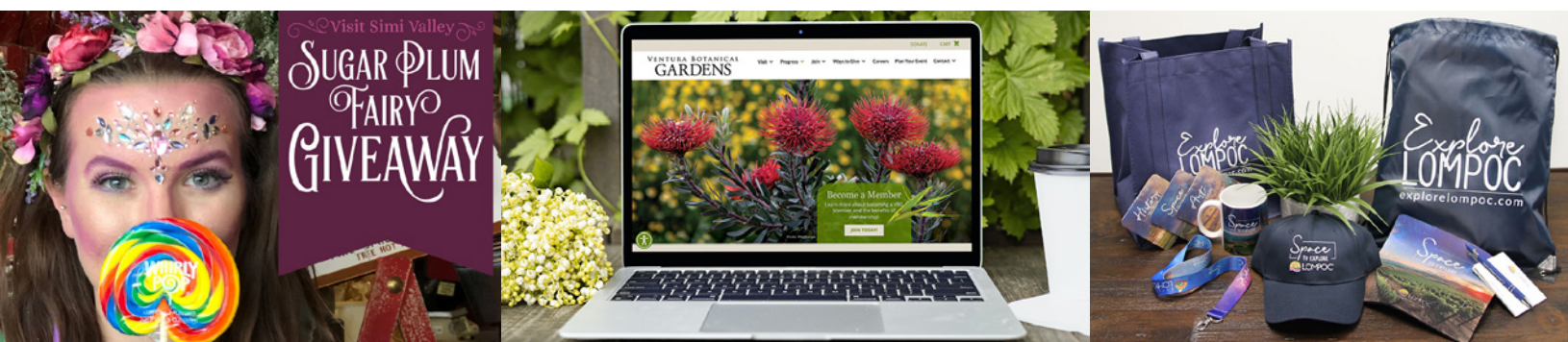
With over 20 years of experience as a professional writer, Dylan has authored effective and award-winning work in digital, print, television, radio, promotional, social and other media for an array of brands – big and small alike. Dylan's deep experience in the worlds of advertising, marketing, journalism, poetry and performance make him a truly unique and creative voice. In addition to crafting compelling content for Searle, he has served clients like Nike, Microsoft, Norwegian Cruise Line and Liberty Mutual.



Diane Rumbaugh | Public Relations Expert

Diane has been a public relations practitioner, developing and implementing PR plans, for over 30 years. The wide range of clients she has worked with in her decades of service include cities, special districts, corporations, and events. Her day-to-day work goes well beyond the traditional press releases and preparing client-bylined articles. She develops online PR strategies, creates outreach programs, and authors content. Diane routinely secures client interviews on radio and television programs, in print, and through online outlets. Diane works closely with the creative team to ensure that PR functions are integrated with overall marketing efforts.

The team members on this page are part time employees and are available as needed.



Methodology: How We Work Together

Searle Creative has been around for 22 years, and we have experience in all the specific graphic design and marketing work areas Lynnwood tourism requires. We'd like to focus on HOW we work.

Our process is universal so it's basically the same for each individual project (blog, brochure, ad, banner, campaign, etc.) We do this collaboration with YOU, our client, especially in the beginning as we get to know your organization and audience better. The longer we work together, the more we will understand, and the less we will have to ask.

Starting a Project

Here are the main things we look at when starting a project:

- Context: Where does this piece fit in to the big picture and further the mission?
- Content: What key benefit(s) is this piece highlighting to the audience? What text or graphic assets should be in this piece to illustrate its points?
- Emotion/Connection: What feeling do we want this piece to express, how do we want the audience to feel about us when they engage with it?
- Audience: Who are we communicating with and what do they need? What would resonate and communicate best with a particular group?
- Creative: What creative considerations need to be taken into account?
- Delivery: How should this go out, what channels would be most effective?
- Evaluation: What's the measurement of success with this piece?

Although this process is collaborative, we don't plan to run to you for every little thing. Once we get into a good working relationship with a client, and the understanding is there, we take the initiative more and more, so that we are creating everything and the client makes small revisions and approves. When we are all on the same page, this works, and your life gets easier.

Production and Communications

Here are some things you should know about our production process:

- Our project manager will handle the trafficking and keep to the schedule. We keep track of what's due, when it's due, what we need for it to be completed, and where it's going.
- We will always have open communication with you about project status, time tracked on a project, hurdles and victories. Any time you ask, we will answer. At the same time, we also won't bother you with unsolicited emails reporting small details we think you don't need and shouldn't have to solve.
- We stay on top of our clients to keep things moving. We know you get really busy, but we will push you if we have to, to make sure stuff gets out on time. 😊
- If the finished art is going to an ad rep, a radio station, a printer, or to whomever, we directly send the files so you don't have to deal with it.

Project Proofs and Approvals

- Searle sends concept(s) via a PDF to the client for approval, via email. We communicate any thoughts about the ideas we developed, along with any questions about preferences.
- Client receives work and gives approval or requests revisions either via email or we set up a call to discuss.
- Searle will speak up and advise if we feel strongly that a revision will take away from the piece, but in the end, it's your call and we aren't sensitive about it.
- We make your revisions and send revised artwork for review. Repeat until approved.
- Searle completes the file prep and sends the piece to print, to your vendor, etc.
- If we create it for you, you own it. Client receives copyright to each finished piece upon payment of invoice for that work.

3.4A - STRATEGIC TOURISM CAMPAIGN & STRATEGY

Brand Review

The corporate identity resides in the heart of every organization and, when skillfully represented through visual media, it can greatly enhance an organization's image as it branches out to influence the look and feel of advertisements, promotions, website, and all collateral materials. We'll create a visual and message-based foundation that uniquely defines Lynnwood tourism's desired promise, personality, and position, all in tandem with the overall marketing and outreach strategy.

Branding Deliverables

- Develop core messaging options based on key value proposition
- Creative suggestions for new taglines, headlines
- Graphic design for overall "brand look"
- Design a Lynnwood tourism Brand Identity and Style Guide including, but not limited to Logo, Style Guide, and Key Messaging
- Full identity package includes final logo files provided in vector and other file types; in color and bw, PMS, reversed, etc. for a wide range of uses
- Logo Style Guide document provided that explains the specifications of the logo and outlines the correct usages for your logo and supporting artwork

We're experts at marketing, but you're experts about Lynnwood. Only by working closely together will the most effective communication strategies emerge.

Together we'll develop a plan of action based on answers to the following, to start:

Brand: Who is Lynnwood tourism and what values does it stand for? What is our promise to the community and to visitors?

Identify: Who is our desired audience, what are their characteristics?

Communicate: What will get their attention, what benefits will speak to their needs and desires? What emotions do we need to activate in order for them to take the desired action? How do we speak to our target audience?

Locate: *Where* is our audience? What are they looking at, where are they going, what are they doing?

Evaluate: What are the best methods and media for reaching them? What tactics provide the best ROI?

Report: How do we measure success?

Marketing & Communications Strategy

Dive in Deep—It's Study Time

- Visit and learn everything we can about Lynnwood and the region
- Evaluate current assets available to our mission
- Research what other similar organizations are doing and how they are outreaching

Meeting / Retreat

- Facilitate a half-day, or, if possible, a full-day retreat for our team and the Lynnwood tourism marketing and outreach leadership to explore the mission, vision, and goals of Lynnwood tourism
- Uncover and discuss the benefits that Lynnwood tourism provides to the community
- Review the different audiences that Lynnwood tourism will need to reach, identifying different communities in terms of wealth, access, location, education, language, etc.
- Work with your organization to define targeted outreach for Lynnwood tourism website and outreach campaign
- Discuss expectations and measurements of success

Value Proposition

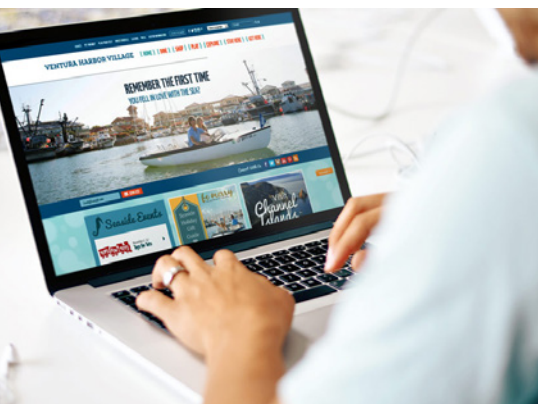
- Uncover and develop unique selling proposition, core benefits, and brand personality
- Creative suggestions for new taglines, headlines, and core messaging options based on key value proposition

Campaign Development

- Define Lynnwood tourism's specific goals and outline a time frame for achieving them
- Gather information about what benefits are most important to highlight to your audience
- Audit your current marketing efforts to understand how you've branded to customers and customer segments
- Survey competitors/peer brands and messaging
- Review landscape to help determine Lynnwood tourism's position in the region
- Develop a comprehensive multichannel marketing campaign that includes traditional media, online marketing, and social media and other tactics to increase and engage your audience
- Brainstorm and discuss ideas for reaching underserved and underrepresented groups
- Explore developing targeted campaigns for specific groups
- Outline recommended tactics and rank their priority/timeline for executing
- Create a master calendar for project tracking, to be shared by client and agency
- Solidify plan for data capturing and define the criteria for measuring the success of the marketing plan

Data Informs Action

Searle looks to data whenever its available to guide us on future activities. We respond quickly: for example, if we are running a campaign and it isn't getting the response we were looking for, we will A/B test and make changes geared for getting better results. We make recommendations accordingly to results, and we don't treat the Marketing & Communications plan as if it were chiseled in stone. We view it as a living, breathing document that may need to be modified and dialed in once we put it to the test in the real world.



3.4B - Advertising

Traditional Media Marketing Strategy and Execution

Messaging and Creative

- Taglines, headlines, and core messaging options based on key value proposition
- Create and design new ad campaign concepts and other publications and/or online marketing

Marketing Campaign – Traditional Media

Concepts, graphic design, copywriting, translations, illustration/infographics, layout, proofs, final file prep for all manner of marketing and collateral materials as needed, including:

- Brochures, flyers, and collateral- print and electronic
- Booth/exhibit graphics
- Large format/billboards
- Display advertising - creative, media buying
- Radio advertising - creative, media buying
- Television/OTT advertising - creative, media buying
- Promotional items (giveaways, swag)
- Media buying

We also negotiate media buys, printing, promotional giveaway items, etc. on your behalf. Printing and media buying costs are not included; but all are run by your team for approval. We do not mark up media buys. We will provide a separate itemized invoice for any expenses incurred on behalf of Lynnwood tourism.

Online Marketing Strategy and Execution

Searle will create monthly website content as needed, including blogs, video, social, press, calendar entries, announcements, photos, and search engine optimization to increase organic website traffic.

Online Marketing Program – Develop and Execute

- Extensive pre-campaign keyword research, grouping, and mapping with report
- Identify keyword trends to target that will inform content, demographic, and ad targeting decisions
- Setup and manage online ad accounts, as needed
- Define and implement online advertising goals
- Implement website calls to action, KPIs and conversion goals
- Content marketing, including blog
- Research and write content including articles, press releases, ad copy, advertorial copy, website content, reports, news briefs, feature articles, etc.
- Enewsletter design, content, scheduling
- Leads tracking and reporting, including partner leads
- Monthly reporting

Your enews subscriber list is something YOU own, rather than being dependent on another company's platform, and email still converts better than social. Searle Creative will run focused email list growth campaigns designed specifically to increase your subscriber base and drive brand engagement through enjoyable monthly content.

Search Engine Optimization

- Web copywriting and optimization of additional pages as needed to increase organic traffic, including page content, tags, headers, meta data, images, and URLs, among others
- Rich snippet and local schema implementation including Local Business Schema, SameAs, Geo+ HasMap, Logo, among others)
- 54-point website search engine optimization task implementation for mobile and desktop
- Ongoing monthly website SEO performance monitoring and adjustments
- Monthly reporting including most visited pages, searches, and how the audience consumes the website data

34C - Social Media Content & Development

Social Media Goals

- Raise the number of social media followers, shares, and reach
- Increase the amount of shareable content for a more rich and interactive social experience
- Capture enews signups
- Encourage local pride in Lynnwood through social campaigns

Social Account Management

We develop social media campaigns designed to increase user-generated content to expand Lynnwood's brand reach. This content will then be shared on brand social media accounts. The campaigns may solicit photos, user stories, contests and other content generating campaigns for both locals and visitors.

- Create and/or (re)brand all necessary social media accounts
- Develop editorial calendar for entire campaign
- Generate individual campaign names, hashtags
- Create custom graphics and promotional videos as required by each campaign
- Share campaign to social media channels
- Provide monitoring, post boosting, and continued support necessary to ensure the success of the campaigns
- Carefully tailor targeted social posts leading back to website
- Implement social media advertising to increase reach, likes and engagement
- Monitoring and response for social media accounts
- Monthly Campaign Summary Report

Influencer Outreach

- Actively seek opportunities to host bloggers and social media influencers for individual visits, targeting and selecting those that would be best fit for our efforts
- Plan/customize itineraries as needed for each writer
- On-site management of these individual press visits by Searle is not generally required, as these writers tend to prefer to explore on their own. Does not include in-town management, but can be provided if needed.

Viva la Video

In 2020, U.S. adults spent one hour and 43 minutes per day watching digital video on devices. About 82% of all internet traffic is consumer internet video.

Over 100 million hours of video is watched daily on Facebook and some 1 billion hours of video is watched daily on YouTube. Video has the highest click through rate of all digital ads, so we need to stay strong in this space with fresh, high-quality content to generate a significant source of traffic to the website and increase the overall reach for the Lynnwood brand across the digital playground.

34D - Asset Creation

We don't know all of Lynnwood tourism's content needs, but we know you're going to need outstanding photography and video. Travel time is billed at 50% hourly rate. Expenses are billed at cost. We ensure that our outreach campaigns, content development strategy, photography, and video services focus on covering myriad people in all of their wonderful diversity. 😊

Pre-Production

- Concept development
- Script writing/editing as needed
- Storyboard development
- Shot lists with visualization
- Establish style guideline for shooting style
- Prepare participant release form
- Client meetings and communications
- Pre-shoot location scouting
- Arrange transportation as needed
- Fully manage production schedule
- Arranging/shopping for craft services, props, etc.
- Securing talent – selecting and hiring actors and models
- Manage contracts and payments

Production/Onsite Shooting

- Our photography and video team is a four-person crew including Producer (who manages the overall shoot, talent, logistics, etc.) Art Director, First Camera, and Photographer/Second Camera. A larger crew may be required depending on the project
- Stage and direct photo and video capture
- Set direction, props, staging
- Direct talent and/or coach participants as needed (our director is also an actor, believe us, this really helps)
- Video equipment, lighting, recording media, Teleprompter, etc. provided by Searle Creative
- Red camera (professional filmmaking camera) available upon request
- Capture b-roll to enhance video

Post-Production / Editing

- Photography review, retouching, recoloring
- Video review and evaluation of video captured
- Retouching/color correction as needed
- Video editing includes editing, effects, transitions, sound track, file output
- Secure voiceovers as needed
- Illustrations to enhance video, as needed
- Graphic animations as needed (artwork changing and/or moving in relationship to each other)
- Procure and license stock video clips as needed
- Re-cutting and optimizing video for various social sizes
- Re-cutting video for various lengths
- Rendering and posting on website, YouTube, social media as needed

Expenses (Billed at Cost)

- Fees for actors and models
- Hair and/or makeup artist
- Craft services food and beverage
- Red camera rental costs
- Professional voiceover fees
- Music licensing costs
- Stock video licensing fees
- Travel/accommodations costs

Why does post production take so long?

Video post-production and editing comprise the lengthiest and most time-intensive part of creating a video. Editing is an extremely long process as it is often about trial and error, seeing where elements fit together best and what is the strongest way to put it all together – all in live time. And that's just getting the narrative structure of the story right! Then add color correction, effects, sound, and rendering and you'll understand why this process takes longer than shooting.

This, of course, can only come after reviewing all the captured footage, from multiple cameras, again in real time, and multiple times, to determine the best clips (best angles, best sound, best performance, etc.) to use in your video.

PLEASE SEE PHOTO AND VIDEO PORTFOLIO STARTING ON PAGE 28 IN APPENDIX

34E & 34F - Website Content Enhancements, Design/Development

Website Redesign

Provide original responsive web design; implement design based on WordPress Content Management System (CMS). We consider enews and blog part of our Online Marketing outreach.

Implementation Process and Timeline

Our website development process ensures that your project is moved smoothly along from start to finish. The following is the general timeline and process for your website:

Discover: Consultation/creative brief on objectives, look and feel. Finalize initial site outline and determine scope of functionality requirements. Weeks 1-4.

Design: Creation of initial home page design concept. Creative revisions as needed. Your approval on artistic direction before build starts. Weeks 4-6.

Develop: Implementation of CSS coding with approved design and apply to new WordPress CMS installation. Content development and custom graphics. Build out all pages with text, images, videos, links, and other content. Weeks 8-12.

Deploy: Review and testing of final site. Launch site. Weeks 15-16.

Strategic Deliverables

- Research/review other sites aligned with Lynnwood tourism's mission.
- Asset review and determine copywriting, photographic, and video needs
- Complete creative brief with client to ensure designs are on-target with client's vision
- Development of site outline to ensure intuitive, user-friendly content organization

Creative

- Custom designed solution for home page, based on the branding (logo, tagline, color palette, etc.)
- Further development of home page design
- Interior page designs for each section, harmonizing with chosen home page design
- Content development assistance and copywriting as needed
- Infographics and illustrations as needed

CMS Installation and Coding

- WordPress installation and configuration
- Coding for CSS, javascript, mobile responsify
- Custom post types, as needed, including blog/news post type for adding regular content
- Thorough testing on browsers including Chrome, Firefox, Edge, iOS, Safari and mobile browsers (iPhone, iPad, Android devices)
- HTML/CSS code is W3C validated and compatible with all popular browsers
- API integrations as needed
- Google Analytics installation and configuration (new GA4 platform)
- Setup conversion goals and KPIs in Google Analytics
- Full site search functionality
- Translation widget
- Social media sharing widget; images and content will be sharable across social media
- Prelaunch and Postlaunch QA checklists

Interactive Map

- Custom points of interest map based on Google map
- Load in map points, categories, information
- Configure and style rollover or popups
- Infographics and illustrations as needed
- Descriptions, copy

DIRECT EXPERIENCE

Most recently, Searle Creative has developed tourism sites for the City of Menifee and the City of Lompoc.

Past tourism sites include those for Oxnard, Catalina Island, and Ojai.

Mobile Responsive

- Mobile first design – we design with desktop AND mobile experience in mind
- Responsive site will have optimized display on smartphones and tablets

Social Media / Newsletter Integration

- Social media share links
- Social media feed integration
- Email capture for enews signup

Site Buildout

- All content pages are built and styled individually via a builder tool to showcase specific content – don't worry, we use a modular builder you will easily learn how to use if you'd like to maintain the site, and we train you
- New post type style
- Embedded media – video, images, presentations
- Partner links and logos
- Contact forms

Training

We are not sure the extent of Lynnwood staff involvement in maintaining the website. Searle include a suite of training videos that we install on the back-end of your site. Once you have reviewed, we offer a training session via Zoom to go over any questions, and you can have anyone you'd like attend it. You will receive training on everything you need to know to manage your website content and keep it ADA compliant moving forward. We RECORD AND POST that training for later reference.

Hosting

- Our preferred host for secure, top-of-the line hosting for WordPress clients is WPEngine. We would not want your site anywhere else (\$30/mo.). This includes automatic backups and one-click restore points. We also keep a local copy of your website.
- Any out-of-pocket costs for hosting setup or plugin licensing will appear on expenses invoice.

Excludes

- Plugins or module subscriptions or annual licensing fees
- Hosting or domain name registration costs

Warranty

- We warrant that our sites will function as they did and as approved by our clients on launch day and warrant this for a period of 90 days, excluding any breakage caused by client or plugin updates, both of which we can fix, but are out of our control.

Maintenance

- We will proactively maintain your site for the length of the agreement, including tech and content updates (see next page for details)

Website Goals

Get Attention: Re-introduce Lynnwood tourism to the world with a brand new, more engaging website and create buzz about the destination.

Communicate: Educate audience about the benefits & opportunities associated with visiting and staying overnight in Lynnwood. Provide resources to help facilitate a visit.

Persuade: Move audience from engagement to taking action (completing a form, requesting more information, signing up for enews, booking a hotel).

Deliver: Measurable traffic, key performance indicators, and conversions.



ADA Compliance

This is highly recommended to help protect your organization from potential ADA-related lawsuits and to create a more inclusive experience for users with disabilities. A side effect is that it also helps with organic SEO! Searle would provide the following ADA compliance work based on WCAG 2.1 disability access guidelines. We also will install an accessibility plugin (UserWay, \$100/year) to help ensure continued compliance.

- Every image, video file, audio file, plug-in, has an alt tag
- Complex graphics are accompanied by detailed text descriptions
- The alt descriptions describe the purpose of the objects
- If an image is also used as a link, the alt tag describes the graphic and the link destination
- Decorative graphics with no other function have empty alt descriptions (alt= "")
- Add captions to videos
- Add transcript of video as needed
- Create text transcript
- Create a link to the video in addition to embedding it into web pages
- Add an additional link to the text transcript
- The page should provide alternative links to any Image Maps
- The <area> tags must contain an alt attribute
- Data tables have the column and row headers appropriately identified (using the <th> tag)
- Tables used strictly for layout purposes do NOT have header rows or columns
- Table cells are associated with the appropriate headers (e.g. with the id, headers, scope and/or axis HTML attributes)
- Make sure the page does not contain repeatedly flashing images
- Check to make sure the page does not contain a strobe effect
- A link is provided to a disability-accessible page where the plug-in can be downloaded
- All Java applets, scripts and plug-ins (including Acrobat PDF files and PowerPoint files, etc.) and the content within them are accessible to assistive technologies, or else an alternative means of accessing equivalent content is provided
- When form controls are text input fields use the LABEL element
- When text is not available use the title attribute
- Include any special instructions within field labels
- Make sure that form fields are in a logical tab order
- Include a 'Skip Navigation' button to help those using text readers

Proactive Maintenance Services

Because the WordPress content management system runs about 43% of websites on the Internet, hackers often take advantage of outdated core, plugin, and database infrastructure as a “back door” to access hosting environments, where they can cause major damage to your website and the server it resides on. Keeping your WordPress core and all your plugins up to date is crucial. Plus, bug fixes, feature improvements, performance enhancements – every version of WordPress is a little better than the last, offering new ways to display your content beautifully. We have been using WordPress for over a dozen years and have seen consistent improvement with the platform. We will proactively monitor your website on a weekly, monthly, and quarterly basis to ensure the best possible user experience, including smooth functioning, quick resolution of any issues, and optimal load times.

Monthly Deliverables

- Eyes on your site each week, clicking through and viewing your pages for visual check of display and functionality.
- Check load times and site speed; if slow, investigate and correct any issues, both front and back-end.
- Minifying and load maintenance of scripts; optimize CSS as needed.
- Install downtime monitor; review and monitor error logs; investigate and provide corrections as needed.
- Conduct cross-browser testing on your top four user browsers (per Google Analytics) and correct any issues.
- Investigate and troubleshoot any errors specifically reported by your team.
- Assist your team with occasional web content updates, as time allows in the allotted maintenance budget.
- If your site is ADA compatible, we will maintain ADA best practices when assisting you with content updates.
- Full-site backups are made daily and archived for 30 days at a time.

Quarterly Deliverables*

- Backup: Full site backup/restore point (includes all site files, database and settings).
- Staging: We create an exact replica of your live site to perform updates on first, to ensure nothing changes on your live website without notice.

- **Update Core & Plugins:** On this staging site, we perform all plugin, core, theme & database updates needed.
- **Test Inspection:** After updating all necessary items, we will review your website with our 32-point checklist and verify that no functionality or styling has been broken by plugin conflicts.
- **ADA Checkup:** If Searle has previously completed ADA compliance services on your site, we will review and test for continued compatibility with current WCAG standards, and alert you to any major issues that cannot be fixed in the allotted maintenance time.
- **Live Upgrades:** Once we have tested all updates we will push them to your live site. This ensures your website stays up and secure during the whole process.
- **Live Inspection:** We will review your site once more to ensure everything is perfect.
- **Feedback:** After maintenance is finished, we'll alert you if there are any problems we can't solve within the monthly time allotted (this is rare, since we are evaluating the site regularly).

**If a core or plugin update is needed for security reasons, we make updates immediately.*

Meetings & Reporting

Staying in Touch

We are regularly thanked for how well we service our accounts – probably just as much as we are recognized for the quality of our work! As needed, we will:

- Meet with your team regularly and maintain an open line of communication
- Provide a monthly Activities Report in which we document work for the month
- Report on campaign results monthly – including online advertising and social, website metrics, KPIs, and conversions as well as other metrics determined by the Lynnwood tourism team during planning
- Prepare presentations and other documents to support Lynnwood tourism's mission
- Keep an accurate account of our work hours and any expenses

Activities Report - Monthly

- Activities Report that summarizes the work we performed during the month, highlights any outcomes achieved, and shares obstacles encountered

Online Marketing Report - Monthly

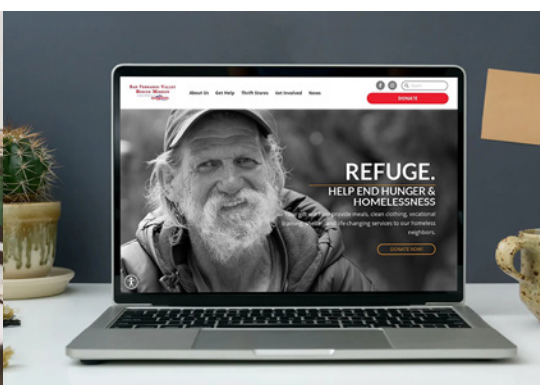
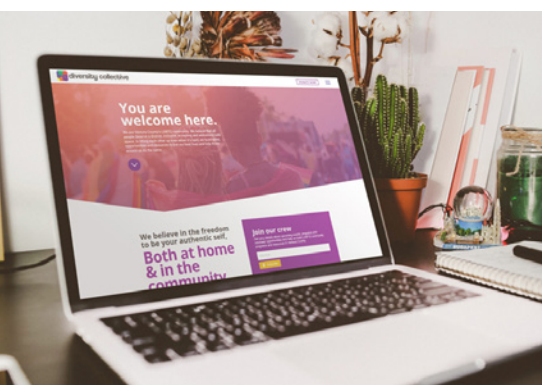
- Website metrics (traffic, acquisition, bounce rate, session duration, page views, etc.)
- Key performance indicators (KPIs) like form fills, completed video watches, on-page goals
- ROI on digital media buying, including cost per click, cost per conversion
- Social engagement (reach, likes, followers, shares, clicks)
- Email open rate
- Overall impressions or reach/circulation



One Time Costs

January 1 - June 30, 2023 (Six Months)

STRATEGIC TOURISM CAMPAIGN & STRATEGY					\$35,400
Component	Timing	Team Involved	Hours (up to)	Rate	Total
Kick Off Meeting/Retreat, Visit Lynnwood	Month 1	Kellie Meehan, Aimee Allred, Caitlynn Hoehn, Gino Lambano	100	\$105	\$10,500
Brand Review, Market Research	Month 1	Kellie Meehan, Nicole Bosman, Su-lin Rubalcava, Aimee Allred	20	\$105	\$2,100
Marketing & Communications Plan Development	Months 1-2	Kellie Meehan, Nicole Bosman, Su-lin Rubalcava, Aimee Allred, Diane Rumbaugh	50	\$105	\$5,250
Brand, Value Proposition, Creative, Core Messaging	Months 2-3	Aimee Allred, Kelly Myers, Kayla Wilde, Kellie Meehan	30	\$105	\$3,150
Project Management, Communications, Travel	Months 1-6	Kellie Meehan, Caitlynn Hoehn	80	\$105	\$8,400
Travel Expenses (billed at cost)	Months 1-6	Possible Expenses	--	--	\$6,000
ASSET CREATION					\$31,625
Component	Timing	Team Involved	Hours (up to)	Rate	Total
Photography & Video	Months 3-5	Kellie Meehan, Gino Lambano, Dustin Waller, Josh Vance	225	\$105	\$23,625
Photo/Video Expenses (billed at cost)	Months 3-5	Possible Expenses	--	--	\$8,000
WEB CONTENT DEVELOPMENT					\$4,200
Messaging, Content Development	Months 2-3	Kellie Meehan, Dylan Barmmer	40	\$105	\$4,200
WEBSITE DESIGN/DEVELOPMENT/UPGRADES					\$21,000
Component	Timing	Team Involved	Hours (up to)	Rate	Total
Website Design & Build, ADA	Months 2-6	Aimee Allred, Kelly Myers, Joe Howard, Josh Vance, Peter Demaria	200	\$105	\$21,000
			745	Total	\$92,225



Monthly Costs

July 1, 2023 - December 31, 2024 (18 Months)

ASSET CREATION					\$26,900
Component	Team Involved	Hrs./Mo.	Rate	Monthly	18 Mos.
Fresh Photography & Video (Estimating 180 for assets 2024)	Kellie Meehan, Gino Lambano, Dustin Waller, Josh Vance	10	\$105	\$1,050	\$18,900
Photo/Video Expenses (billed at cost)	Possible Expenses		--	--	\$8,000
WEBSITE DESIGN/DEVELOPMENT/UPGRADES					\$18,900
Component	Team Involved	Hrs./Mo.	Rate	Monthly	18 Mos.
Website Updates, ADA tuneups, Tech Maintenance	Aimee Allred, Kelly Myers, Joe Howard, Josh Vance, Peter Demaria	10	\$105	\$1,050	\$18,900
ADVERTISING (EXECUTING CAMPAIGN)					\$47,250
Component	Team Involved	Hrs./Mo.	Rate	Monthly	18 Mos.
Execute the Plan- Monthly Work All the stuffs: Ads, Design, Collateral, Online Ads & Marketing, etc.	Full team as needed	20	\$105	\$2,100	\$37,800
Project Management & Communications	Caitlynn Hoehn, Aimee Allred, Kellie Meehan	5	\$105	\$525	\$9,450
WEB CONTENT/NEWSLETTER					\$22,680
Component	Team Involved	Hrs./Mo.	Rate	Monthly	18 Mos.
Blogwriting, Content Marketing for SEO, Website Content, eNews	Kellie Meehan, Dylan Barmmer, Nicole Bosman, Melissa Velzy, Diane Rumbaugh	12	\$105	\$1,260	\$22,680
SOCIAL MEDIA CONTENT, ORGANIC & PAID					\$56,700
Component	Team Involved	Hrs./Mo.	Rate	Monthly	18 Mos.
Social Content Development, Calendar, Social Media Ads and Management, Influencer Outreach	Nicole Bosman, Melissa Velzy Aimee Allred, Kelly Myets	20	\$105	\$2,100	\$37,800
Online Marketing Reporting	Nicole Bosman, Melissa Velzy	5	\$105	\$525	\$9,450
Project Management & Communications	Nicole Bosman, Melissa Velzy	5	\$105	\$525	\$9,450
		87		\$9,580/mo.	\$172,430

Markup & Travel

We **do not mark up any media buying** whether print or digital. If we ask for a \$1,000/month budget for Google advertising, we spend the entire \$1,000 on Google advertising. We will attach receipts to the expenses invoices. We mark up print jobs and promotional items like pens or tote bags 15%.

We bill half our hourly rate for travel time. We bill travel expenses (flight, hotel, rental car or Uber) at cost and will attach receipts. We do NOT bill for meals, with the exception of snacks and meals for crew and models during onsite photo shoots.

Payment Terms

We will bill for hours worked at the end of each month, due Net 30. Services not listed in this proposal should be considered as additional and out of scope of this proposal. The cost of media buys (both print and electronic), printing, postage, shipping, etc. are not included. If your organization for any reason wishes to terminate the contract or parts thereof before completion of the work projects, Searle Creative Group will receive payment for the total number of hours we have invested in your project, billed at rate of \$105/hour, at that point that we receive written notification. Your organization has ownership of all final-approved content, including images, video designs, logo, copy, and website upon payment of invoice for that work, and we will provide all relevant logins to your site and any related accounts.

Estimated Media Buying Budget

Because together we have not developed a plan yet, it's challenging to estimate your media budget with a high degree of accuracy. If we had to give a general estimate, we'd advise you to set aside \$80,000 per year for media buying both in print and digital advertising media. This may include print/display ads, banner ads, pay-per-click, social advertising, radio, television, billboard, etc. We should also have a printing budget for any collateral like rack cards or promotional items. As we get farther along in the process, this will solidify as we fill in the plan with solid numbers.

Request for Taxpayer Identification Number and Certification

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

**Give Form to the
requester. Do not
send to the IRS.**

Print or type. See Specific Instructions on page 3.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Kellie A. Meehan		
	2 Business name/disregarded entity name, if different from above Searle Creative Group LLC		
	3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. ☒ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate ☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. ☐ Other (see instructions) ▶ _____		4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ (Applies to accounts maintained outside the U.S.)
	5 Address (number, street, and apt. or suite no.) See instructions. 1802 Eastman Ave. Suite 111		Requester's name and address (optional)
	6 City, state, and ZIP code Ventura, CA 93003		
7 List account number(s) here (optional)			

Part I Taxpayer Identification Number (TIN)																																									
Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> , later.																																									
Note: If the account is in more than one name, see the instructions for line 1. Also see <i>What Name and Number To Give the Requester</i> for guidelines on whose number to enter.	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center;">Social security number</td> </tr> <tr> <td style="width: 10%; text-align: center;">[]</td> <td style="width: 10%; text-align: center;">[]</td> <td style="width: 10%; text-align: center;">[]</td> <td style="width: 10%; text-align: center;">-</td> <td style="width: 10%; text-align: center;">[]</td> <td style="width: 10%; text-align: center;">[]</td> <td style="width: 10%; text-align: center;">-</td> <td style="width: 10%; text-align: center;">[]</td> <td style="width: 10%; text-align: center;">[]</td> <td style="width: 10%; text-align: center;">[]</td> </tr> </table> or <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td colspan="10" style="text-align: center;">Employer identification number</td> </tr> <tr> <td style="width: 10%; text-align: center;">4</td> <td style="width: 10%; text-align: center;">7</td> <td style="width: 10%; text-align: center;">-</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 10%; text-align: center;">0</td> <td style="width: 10%; text-align: center;">1</td> <td style="width: 10%; text-align: center;">3</td> <td style="width: 10%; text-align: center;">5</td> <td style="width: 10%; text-align: center;">0</td> <td style="width: 10%; text-align: center;">3</td> </tr> </table>	Social security number										[]	[]	[]	-	[]	[]	-	[]	[]	[]	Employer identification number										4	7	-	5	0	1	3	5	0	3
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Employer identification number																																									
4	7	-	5	0	1	3	5	0	3																																

Part II Certification			
Under penalties of perjury, I certify that:			
1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.			
Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.			
Sign Here	<table style="width: 100%;"> <tr> <td style="width: 40%;">Signature of U.S. person ▶ </td> <td style="width: 60%;">Date ▶ January 1, 2022</td> </tr> </table>	Signature of U.S. person ▶	Date ▶ January 1, 2022
Signature of U.S. person ▶	Date ▶ January 1, 2022		

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

November 7, 2022

Brady Schach
Procurement Division
City of Lynnwood
19100 44th Ave. West
Lynnwood, WA 98036

RE: COMPLIANCE WITH CONTRACT TERMS AND CONDITIONS

Dear Mr. Schach,

I am writing to you on behalf of Searle Creative Group LLC to confirm the company's acceptance of the terms and conditions described in the City's Sample Contract attachment as part of RFP 3541. We have no change requests.

I cannot foresee a situation in which Searle Creative would be unable to perform the duties described in RFP 3541 or unwilling to comply with the terms and conditions as outlined in the contract.

Sincerely,



Kellie Meehan, CEO
Searle Creative Group LLC













EXPLORE MENIFEE

We created this hero video for destination marketing for the City of Menifee. Shot over three days on location, using professional actors, it illustrates that what is basically a bedroom community can also be lively and fun.



EXPLORE LOMPOC

Explore Lompoc, the destination marketing organization for the city, is a longtime client. This “hero” video reflects several years’ worth of video clips we shot at various times and with different models and scenery.



COUNTY OF VENTURA CHANNEL ISLANDS HARBOR

The Channel Islands Harbor offers lots of fun activities, but because it’s run by the County, promoting it as a destination is not always a priority. We created this hero to give visitors a taste of the adventures they could enjoy at the Harbor. Two day shoot, multiple models and activities.



Players CASINO

Players Casino had never had photography or video showing the clean, fun environment of their card room. We shot this in a single day along with dozens of terrific photographs.



VISIT OXNARD CA

Each year the Tall Ships visit both Channel Islands Harbor and Ventura Harbor. For this piece for the Oxnard Visitors Bureau, we zoomed out on a moment’s notice to shoot the Tall Ships at Channel Island Harbor, then had this cut and edited for social promotions starting the very next day.