

**GRANDVIEW CITY COUNCIL  
COMMITTEE-OF-THE-WHOLE  
MEETING AGENDA  
TUESDAY, JULY 12, 2022**



**PLEASE NOTE: The maximum occupancy of the Council Chambers is 49 individuals at one time. Access to exits must be kept clear to ensure everyone in the Chambers can safely exit in the event of an emergency.**

**This meeting will be held in person and will also be available via teleconference. For meeting information and instructions, please contact City Hall at (509) 882-9200.**

**COMMITTEE-OF-THE-WHOLE MEETING – 6:00 PM**

**PAGE**

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENT** – At this time, the public may address the Council on any topic whether on the agenda or not, except those scheduled for public hearing. If you would like to address the Council, please step up to the microphone and give your name and address for the record. Your comments will be limited to three minutes.
- 4. NEW BUSINESS**
  - A. Resolution approving Task Order No. 2022-03 with HLA Engineering and Land Surveying, Inc., for the Dykstra Park Pathway and Rocky Ford Road Resurfacing 1-8
  - B. ARPA Proposed Activities Results – Councilmember Ozuna 9-16
  - C. Marketing Bid Analysis & Recommendation – Councilmember Ozuna 17-71
- 5. OTHER BUSINESS**
- 6. ADJOURNMENT**

The City of Grandview Committee-of-the-Whole and Regular Council Meetings scheduled for Tuesday, July 12, 2022 at 6:00 pm and 7:00 pm will be held in person and will also be available via teleconference.

Please join the meeting from your computer, tablet or smartphone.

Join Zoom Meeting

<https://us06web.zoom.us/j/84360333264?pwd=cktZUnpJS3lSL1p3ek16Vng2N3QwZz09>

Meeting ID: 843 6033 3264

Passcode: 655456

To join via phone: +1 253 215 8782 US

Meeting ID: 843 6033 3264

Passcode: 655456

**CITY OF GRANDVIEW  
AGENDA ITEM HISTORY/COMMENTARY  
COMMITTEE-OF-THE-WHOLE MEETING**

<b>ITEM TITLE</b>	<b>AGENDA NO.:</b> New Business 4 (A)
Resolution approving Task Order No. 2022-03 with HLA Engineering and Land Surveying, Inc., for the Dykstra Park Pathway and Rocky Ford Road Resurfacing	<b>AGENDA DATE:</b> July 12, 2022
<b>DEPARTMENT</b>	<b>FUNDING CERTIFICATION</b> (City Treasurer) (If applicable)
Public Works Department	

**DEPARTMENT HEAD REVIEW**

Cus Arteaga, City Administrator/Public Works Director



**CITY ADMINISTRATOR**

**MAYOR**




**ITEM HISTORY** (Previous council reviews, action related to this item, and other pertinent history)

The Dykstra Park Pathway resurfacing was discussed and funds were allocated as part of the ARPA funding.

Rocky Ford Road resurfacing is part of the annual street maintenance recommendation to be funded through the Transportation Benefit District. The area to be resurfaced includes Rocky Ford Road from Stassen Way south to Powell Street.

**ITEM COMMENTARY** (Background, discussion, key points, recommendations, etc.) Please identify any or all impacts this proposed action would have on the City budget, personnel resources, and/or residents.

The two projects are being combined to save on mobilization expenses and asphalt prices due to their close proximity to each other.

Attached is Task Order No. 2022-03 with HLA Engineering and Land Surveying, Inc., to provide professional engineering services for the Dykstra Park Pathway and Rocky Ford Road Resurfacing in the amount of \$20,420 for design engineering and \$12,000 for construction engineering with a total fee for services in the amount of \$32,420.

**ACTION PROPOSED**

Move a resolution approving Task Order No. 2022-03 with HLA Engineering and Land Surveying, Inc., for the Dykstra Park Pathway and Rocky Ford Road Resurfacing to a regular Council meeting for consideration.





**PROJECT  
LOCATION**

**CITY OF GRANDVIEW  
DYKSTRA PARK PATHWAY  
RESURFACING  
VICINITY MAP**

2803 River Road  
Yakima, WA 98902  
509.966.7000  
Fax 509.965.3800  
www.hlacivil.com

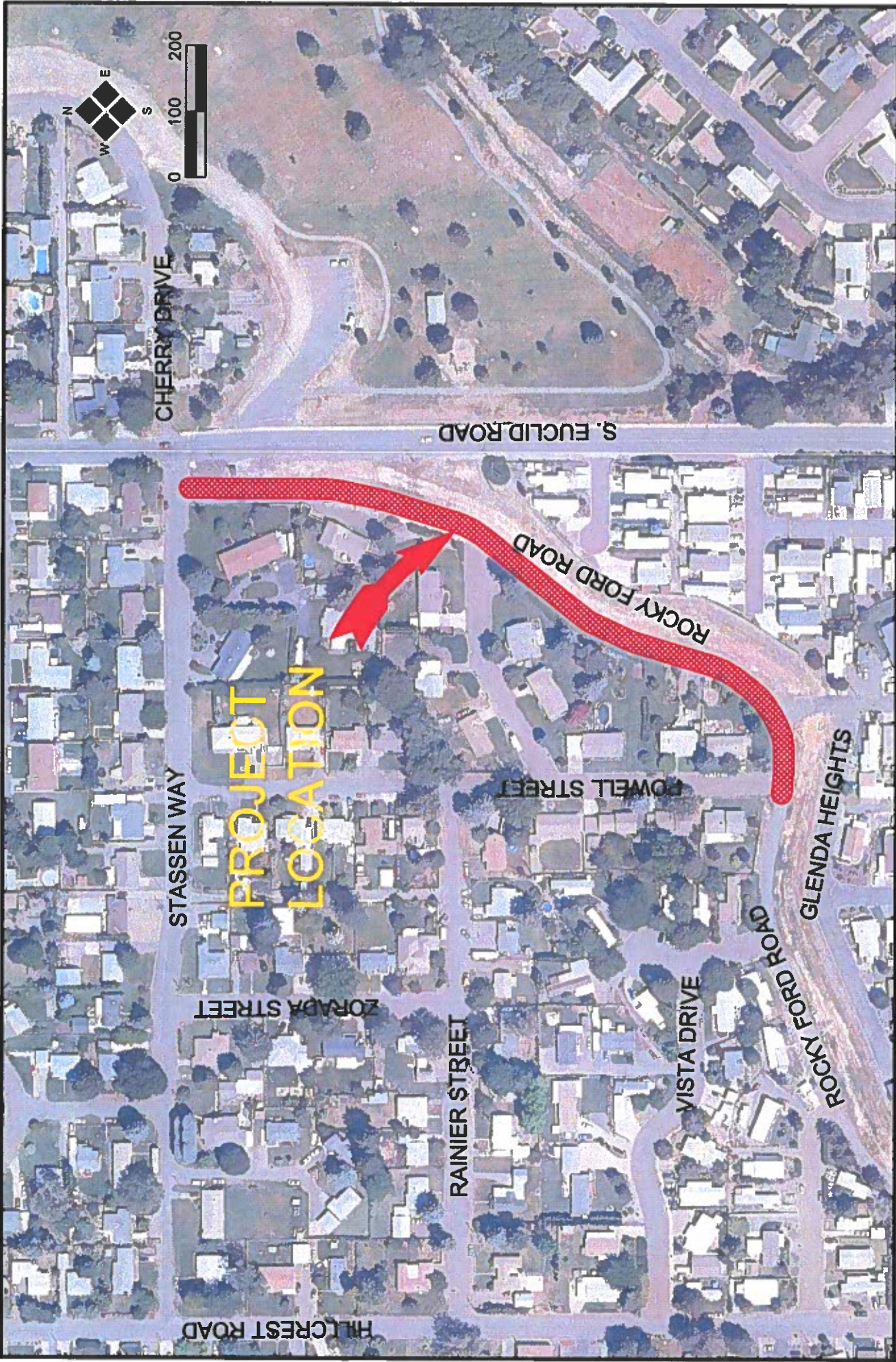


**HILA**  
Engineering and Land Surveying, Inc.



6/1/2022





**CITY OF GRANDVIEW**  
**ROCKY FORD ROAD, STASSEN TO**  
**MOBILE PARK RESURFACING**  
 VICINITY MAP

6/1/2022



2803 River Road  
 Yakima, WA 98902  
 509.966.7000  
 Fax 509.965.3800  
 www.hlacivil.com

**HILA**  
 Engineering and Land Surveying, Inc.



**RESOLUTION NO. 2022-\_\_\_**

**A RESOLUTION OF THE CITY OF GRANDVIEW, WASHINGTON,  
APPROVING TASK ORDER NO. 2022-03 WITH HLA ENGINEERING  
AND LAND SURVEYING, INC., FOR THE DYKSTRA PARK PATHWAY AND ROCKY  
FORD ROAD RESURFACING**

**WHEREAS**, the City of Grandview has entered into a General Services Agreement with HLA Engineering and Land Surveying, Inc., (HLA) for work pursuant to task orders; and,

**WHEREAS**, the City would like to enter into a Task Order with HLA to provide professional engineering services for the Dykstra Park Pathway and Rocky Ford Road Resurfacing,

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GRANDVIEW, AS FOLLOWS:**

The Mayor is hereby authorized to sign Task Order No. 2022-03 with HLA Engineering and Land Surveying, Inc., to provide professional engineering services for the Dykstra Park Pathway and Rocky Ford Road Resurfacing in the form as is attached hereto and incorporated herein by reference.

**PASSED** by the **CITY COUNCIL** and **APPROVED** by the **MAYOR** at a special meeting on \_\_\_\_\_, 2022.

**MAYOR**

\_\_\_\_\_  
**ATTEST:**

\_\_\_\_\_  
**CITY CLERK**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
**CITY ATTORNEY**

**TASK ORDER NO. 2022-03**

REGARDING GENERAL AGREEMENT BETWEEN CITY OF GRANDVIEW

AND

HLA ENGINEERING AND LAND SURVEYING, INC. (HLA)

**PROJECT DESCRIPTION:**

Dykstra Park Pathway and Rocky Ford Road Resurfacing  
HLA Project No. 22130E

The City of Grandview (CITY) desires to improve Dykstra Park by resurfacing existing pathways and constructing new portions of pathway and resurfacing Rocky Ford Road.

Engineering design work will begin immediately following Task Order approval. Construction is expected to occur late in the 2022 construction season.

**SCOPE OF SERVICES:**

At the direction of the CITY, HLA will provide professional engineering services for both Dykstra Park and Rocky Ford Road Resurfacing (PROJECT). HLA shall provide one (1) comprehensive civil engineering construction document package (plans, specifications, and estimate) to combine both project areas into one construction contract. Services will also include advertising and bidding assistance, and limited engineering services during construction.

HLA shall provide the following services:

**1.0 Design Engineering**

- 1.1 Dykstra Park - Perform limited topographic survey of only new pathway locations necessary for the design of improvements.
- 1.2 Dykstra Park - Combine partial site topographic survey and aerial photo in AutoCAD format showing project limits.
- 1.3 Rocky Ford Road - Perform complete topographic survey of project area, including surface features and marked utilities.
- 1.4 Attend one (1) design meeting with the CITY to obtain input regarding existing and proposed improvements.
- 1.5 Prepare complete plan set, including plan sheets with construction notes and plan details.
- 1.6 Prepare final construction cost estimate.
- 1.7 Prepare final PROJECT specifications.
- 1.8 Submit final documents to the CITY for review and approval.
- 1.9 Incorporate CITY review comments and provide final construction documents for bidding approval.
- 1.10 Transmit plans and specifications to dry utility companies, including power, cable, natural gas, and telephone to advise them of pending construction.

- 1.11 Prepare advertisement for bids and transmit to newspapers as selected by the CITY. Advertising fees will be paid by the CITY.
- 1.12 Provide contract documents to potential bidders, as requested, and maintain planholder list.
- 1.13 Prepare and distribute any required addenda to contract documents.
- 1.14 Answer questions during bidding from prospective bidders.
- 1.15 Attend PROJECT bid opening. Check and tabulate bids and make recommendation of award to lowest responsible bidder.

## **2.0 Construction Engineering (limited)**

- 2.1 Following award of the Contract by the CITY, prepare Notice of Award to the Contractor.
- 2.2 Assist in reviewing bond and insurance and prepare contracts.
- 2.3 Furnish the field survey crew to set horizontal and vertical control.
- 2.4 Provide staking for construction:
  - 2.4.1 Dykstra Park – new pathway locations only.
  - 2.4.2 Rocky Ford Road – entire project limits.
- 2.5 Furnish a qualified resident engineer (inspector) to observe construction:
  - 2.5.1 Dykstra Park - no on-site construction observation (by CITY).
  - 2.5.2 Rocky Ford Road - at the PROJECT site during all significant work. The resident engineer shall provide surveillance of construction for substantial compliance with plans and specifications.
- 2.6 Prepare construction progress reports for days the resident engineer is present.
  - 2.6.1 Dykstra Park - by CITY (all CITY daily reports, quantity calculations, and photographs must be provided to HLA a minimum of once per week.)
  - 2.6.2 Rocky Ford Road - by HLA
- 2.7 Monitor Contractor's compliance with the Contract documents for labor standards and review Statements of Intent to pay Prevailing Wages and Affidavits of Wages Paid.

## **3.0 Additional Services**

Provide professional engineering and land surveying services for additional work requested by the CITY not included above, including but not limited to:

- 3.1 Coordinate and conduct preconstruction conference.
- 3.2 Prepare and issue Notice to Proceed.
- 3.3 Provide submittal review for PROJECT materials as provided by the Contractor per the PROJECT specifications.
- 3.4 Attend construction meetings anticipated once per week during the duration of the improvements.
- 3.5 Recommend progress payments for the Contractor to the CITY.
- 3.6 Prepare and submit proposed contract change orders when applicable.



- 3.7 Conduct final inspection and prepare punchlist of items to be corrected by the Contractor and provide to the CITY.
- 3.8 Prepare record drawings of civil-related improvements based on the Contractor's as-built plans.

#### **4.0 Items to be Furnished and Responsibility of CITY**

- 4.1 Provide full information as to CITY requirements of the PROJECT.
- 4.2 Pay for PROJECT advertising, notices, or other publication as required by the funding source.
- 4.3 Provide all services not included in work scope Phase 2.0.
- 4.4 Assist HLA by providing all available information pertinent to the PROJECT, including previous reports, drawings, plats, surveys, utility records, and any other data relative to design and construction of the PROJECT.
- 4.5 Examine all studies, reports, sketches, estimates, specifications, drawings, proposals, and other documents presented by HLA, and provide written decisions within a reasonable time as not to delay the work of HLA.
- 4.6 Obtain approval of all governmental authorities with jurisdiction over the PROJECT, and approvals and consents from other individuals or bodies as necessary for completion. Pay all review fees and costs associated with obtaining such approvals.

#### **TIME OF PERFORMANCE:**

HLA will diligently pursue completion of the PROJECT with the following anticipated schedule:

##### **1.0 Design Engineering**

Completion of plans, specifications, final construction cost estimate, and bidding services within thirty-five (35) working days following receipt of signed Task Order.

##### **2.0 Construction Engineering**

Construction of improvements are estimated to be completed within twenty (20) working days following award of the contract and Notice to Proceed.

##### **3.0 Additional Services**

Time for completion of work directed by the CITY under Additional Services shall be negotiated and mutually agreed upon at the time service is requested by the CITY.

#### **FEE FOR SERVICE:**

##### **1.0 Design Engineering**

All work for Design Engineering services shall be performed for the Lump Sum fee of \$20,420.00.

##### **2.0 Construction Engineering**

All work for Construction Engineering services shall be completed on an hourly basis at normal hourly billing rates, for the estimated maximum fee of \$12,000.00. If the Contractor is granted additional working days beyond those identified in the Time of Performance, work will then be considered Additional Services.

**3.0 Additional Services**

Additional work requested by the CITY not included in this Task Order shall be authorized by the CITY and agreed upon by HLA in writing prior to proceeding with services. HLA will perform additional services as directed/authorized by the CITY on a time-spent basis at the hourly billing rates included in our General Agreement, plus reimbursement for direct non-salary expenses such as laboratory testing, printing expenses, vehicle mileage, out-of-town travel costs, and outside consultants.

**Proposed:**

  
\_\_\_\_\_  
HLA Engineering and Land Surveying, Inc.  
Michael T. Battle, PE, President

7/1/2022  
Date

**Approved:**

\_\_\_\_\_  
City of Grandview  
Gloria Mendoza, Mayor

\_\_\_\_\_  
Date



**Anita Palacios**

---

**From:** Robert Ozuna <robert@rgicorporation.com>  
**Sent:** Tuesday, July 5, 2022 11:38 AM  
**To:** Cus Arteaga; Anita Palacios  
**Cc:** Robert Ozuna; Bill Moore; gmcmandoza@gmail.com; Matt Cordray  
**Subject:** Results of agree ARPA list from 5.17.2022  
**Attachments:** Results of agree ARPA list from 5.17.2022 .docx

---

**CAUTION:** External Email

---

Hello, can we put this on the City Council Agenda to share the results. No Action Needed at this time.

Thanks,

Robert



**ARPA Proposed Activities presented at the City Council ARPA Special Meeting on May 17, 2022.**

<b>Activity</b>	<b>Amount</b>	<b>Agree</b>		<b>% Agree</b>
		<b>Yes</b>	<b>No</b>	
<b>Skateboard Park for Youth</b>	<b>\$10,000</b>	<b>5</b>	<b>1</b>	<b>83%</b>
<b>Senior Citizens' Recognition Event</b>	<b>\$8,000</b>	<b>6</b>		<b>100%</b>
<b>Police Department Fitness Facility Remodel</b>	<b>\$70,000</b>	<b>6</b>		<b>100%</b>
<b>School Resource Officer (partnership with school district)</b>	<b>\$120,000</b>	<b>6</b>		<b>100%</b>
<b>Retention Incentives for hiring Police Officers and Dispatchers</b>	<b>\$30,000</b>	<b>6</b>		<b>100%</b>
<b>Total = \$ 238,000</b>				





**ARPA Proposed Activities presented at the City Council ARPA Special Meeting on May 17, 2022.**

Please use this form to decide if you agree or not agree with the following activities submitted and presented at the ARPA Special Meeting. For additional information about each of these activities, please refer to the packet disseminated at the meeting - the same packet is attached. These activities will not be implemented until after July 2022 and will be funded from the new ARPA allocation if approved by a vote of the City Council.

Check box to indicate agreement or not.

Activity	Amount	Agree	
		Yes	No
<b>Skateboard Park for Youth</b>	<b>\$10,000</b>	X	
<b>Senior Citizens' Recognition Event</b>	<b>\$8,000</b>	X	
<b>Police Department Fitness Facility Remodel</b>	<b>\$70,000</b>	X	
<b>School Resource Officer (partnership with school district)</b>	<b>\$120,000</b>	X	
<b>Retention Incentives for hiring Police Officers and Dispatchers</b>	<b>\$30,000</b>	X	
<b>Total = \$ 238,000</b>			
<b>Please submit this form to: Anita Palacios by June 15, 2022.</b>			

Council Members' Name: 



**ARPA Proposed Activities presented at the City Council ARPA Special Meeting on May 17, 2022.**

Please use this form to decide if you agree or not agree with the following activities submitted and presented at the ARPA Special Meeting. For additional information about each of these activities, please refer to the packet disseminated at the meeting - the same packet is attached. These activities will not be implemented until after July 2022 and will funded from the new ARPA allocation if approved by a vote of the City Council.

Check box to indicate agreement or not.

Activity	Amount	Agree	
		Yes	No
<b>Skateboard Park for Youth</b>	<b>\$10,000</b>	X	
<b>Senior Citizens' Recognition Event</b>	<b>\$8,000</b>	X	
<b>Police Department Fitness Facility Remodel</b>	<b>\$70,000</b>	X	
<b>School Resource Officer (partnership with school district)</b>	<b>\$120,000</b>	X	
<b>Retention Incentives for hiring Police Officers and Dispatchers</b>	<b>\$30,000</b>	X	
<b>Total = \$ 238,000</b>			
<b>Please submit this form to: Anita Palacios by June 15, 2022.</b>			

Council Members' Name: \_\_\_\_\_ Jessie Espinoza \_\_\_\_\_





**ARPA Proposed Activities presented at the City Council ARPA Special Meeting on May 17, 2022.**

Please use this form to decide if you agree or not agree with the following activities submitted and presented at the ARPA Special Meeting. For additional information about each of these activities, please refer to the packet disseminated at the meeting - the same packet is attached. These activities will not be implemented until after July 2022 and will be funded from the new ARPA allocation if approved by a vote of the City Council.

Check box to indicate agreement or not.

Activity	Amount	Agree	
		Yes	No
<b>Skateboard Park for Youth</b>	<b>\$10,000</b>	Yes	
<b>Senior Citizens' Recognition Event</b>	<b>\$8,000</b>	Yes	
<b>Police Department Fitness Facility Remodel</b>	<b>\$70,000</b>	Yes	
<b>School Resource Officer (partnership with school district)</b>	<b>\$120,000</b>	Yes	
<b>Retention Incentives for hiring Police Officers and Dispatchers</b>	<b>\$30,000</b>	Yes	
<b>Total = \$ 238,000</b>			
<b>Please submit this form to: Anita Palacios by June 15, 2022.</b>			

Council Members' Name: Bill Moore



**ARPA Proposed Activities presented at the City Council ARPA Special Meeting on May 17, 2022.**

Please use this form to decide if you agree or not agree with the following activities submitted and presented at the ARPA Special Meeting. For additional information about each of these activities, please refer to the packet disseminated at the meeting - the same packet is attached. These activities will not be implemented until after July 2022 and will be funded from the new ARPA allocation if approved by a vote of the City Council.

Check box to indicate agreement or not.

Activity	Amount	Agree	
		Yes	No
<b>Skateboard Park for Youth</b>	<b>\$10,000</b>	√	
<b>Senior Citizens' Recognition Event</b>	<b>\$8,000</b>	√	
<b>Police Department Fitness Facility Remodel</b>	<b>\$70,000</b>	√	
<b>School Resource Officer (partnership with school district)</b>	<b>\$120,000</b>	√	
<b>Retention Incentives for hiring Police Officers and Dispatchers</b>	<b>\$30,000</b>	√	
<b>Total = \$ 238,000</b>			
<b>Please submit this form to: Anita Palacios by June 15, 2022.</b>			

Council Members' Name: \_\_\_\_\_ Robert Ozuna \_\_\_\_\_



**ARPA Proposed Activities presented at the City Council ARPA Special Meeting on May 17, 2022.**

Please use this form to decide if you agree or not agree with the following activities submitted and presented at the ARPA Special Meeting. For additional information about each of these activities, please refer to the packet disseminated at the meeting - the same packet is attached. These activities will not be implemented until after July 2022 and will be funded from the new ARPA allocation if approved by a vote of the City Council.

Check box to indicate agreement or not.

<b>Activity</b>	<b>Amount</b>	<b>Agree</b>	
		<b>Yes</b>	<b>No</b>
<b>Skateboard Park for Youth</b>	<b>\$10,000</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Senior Citizens' Recognition Event</b>	<b>\$8,000</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Police Department Fitness Facility Remodel</b>	<b>\$70,000</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>School Resource Officer (partnership with school district)</b>	<b>\$120,000</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Retention Incentives for hiring Police Officers and Dispatchers</b>	<b>\$30,000</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Total = \$ 238,000</b>			
<b>Please submit this form to: Anita Palacios by June 15, 2022.</b>			

Council Members' Name: Harv



ARPA Proposed Activities presented at the City Council ARPA Special Meeting on May 17, 2022.

Please use this form to decide if you agree or not agree with the following activities submitted and presented at the ARPA Special Meeting. For additional information about each of these activities, please refer to the packet disseminated at the meeting - the same packet is attached. These activities will not be implemented until after July 2022 and will be funded from the new ARPA allocation if approved by a vote of the City Council.

Check box to indicate agreement or not.

*This should be*

Activity	Amount	Agree	
		Yes	No
Skateboard Park for Youth	\$10,000		
Senior Citizens' Recognition Event	\$8,000		
Police Department Fitness Facility Remodel	\$70,000		
School Resource Officer (partnership with school district) # ( _____ )	\$120,000		
Retention Incentives for hiring Police Officers and Dispatchers	\$30,000		
Total = \$ 238,000			

Agree

Yes No

*—? CAN some of this be used to help GV Rotary - Annual SC Christmas Dinner?*

*COVID Impacted this event for the past 2 years. A tradition since 1957 —*

Please submit this form to:  
Anita Palacios by June 15, 2022.

Council Members' Name: JOAN E. SOUBERS



**Anita Palacios**

---

**From:** Matt Cordray  
**Sent:** Wednesday, July 6, 2022 1:01 PM  
**To:** Bill Moore; Bill Moore 1 (billandrachel@charter.net); David Diaz; David Diaz 1; Gloria Mendoza; Gloria Mendoza; Javier Rodriguez; Javier Rodriguez (rodhav1@yahoo.com); Jessie Espinoza; Jessie Espinoza 1; Joan Souders; jesouders@hotmail.com; Mike Everett; Mike Everett 1 (mike@everettlaw.net); Robert Ozuna; Robert Ozuna  
**Cc:** Cus Arteaga; Anita Palacios  
**Subject:** Marketing Firm Proposals  
**Attachments:** Field Group Marketing Proposal.pdf; Enigma Marketing Proposal.pdf; Pixelsoft Marketing Proposal.pdf; Pixelsoft Presentation.pptx

Last month we sent out an email to marketing firms for a request of qualifications and bids. Attached are the responses received. Please review and we will have more discussion at Tuesday's COW meeting.

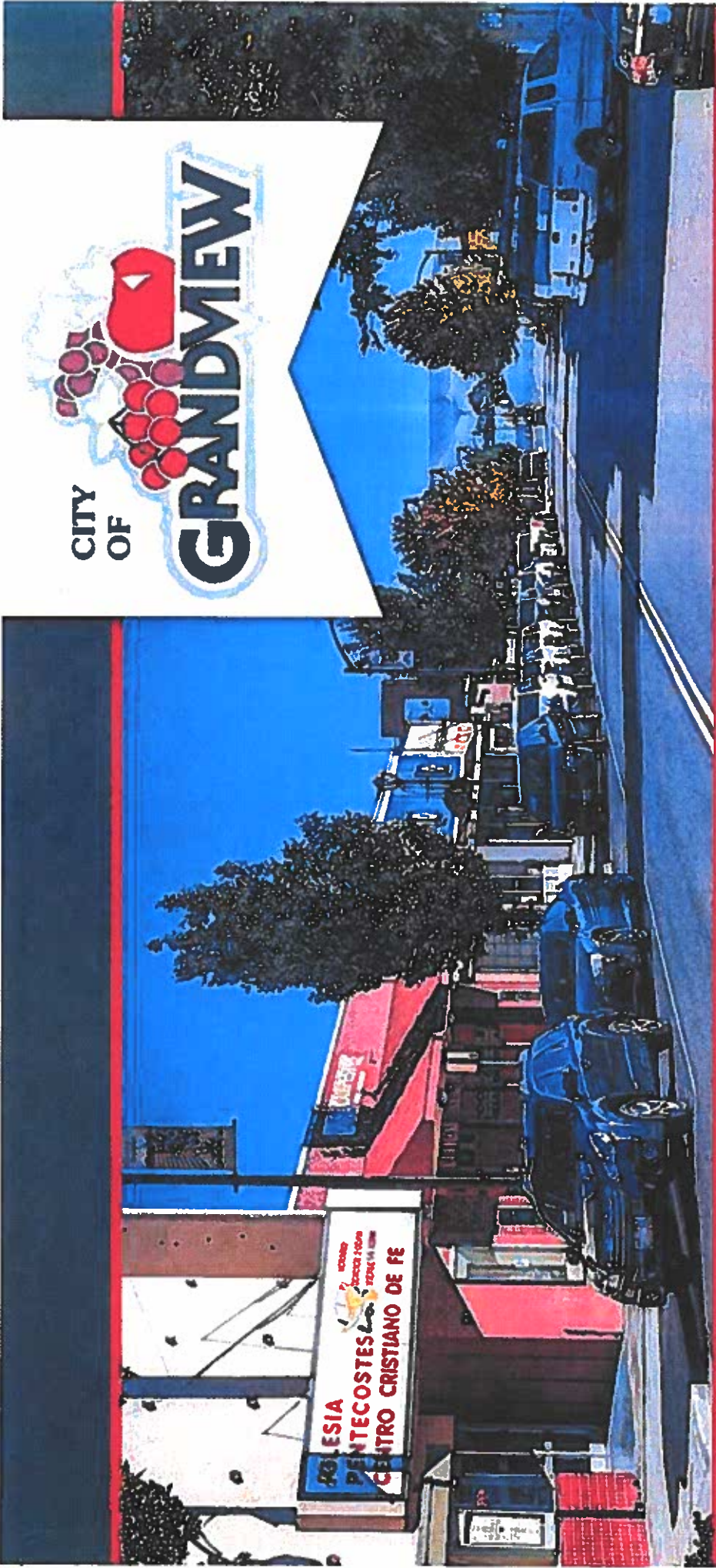
Thank you.

Matthew Cordray  
City Treasurer  
City of Grandview  
207 West Second Street  
Grandview, WA 98930  
PH: (509) 882-9207  
FAX: (509) 882-3099  
[mattc@grandview.wa.us](mailto:mattc@grandview.wa.us)  
[www.grandview.wa.us](http://www.grandview.wa.us)

This message may contain confidential and/or proprietary information and is intended for the person/entity to whom it was originally addressed. Any use by others is strictly prohibited.

## Marketing Bid Analysis & Recommendation in Selection of a Marketing Firm

Marketing Firm	Enigma	PixelSoft Films	Field Group
<b>Costs</b>	Cost: \$13,000 without business cards, letterhead, envelopes, etc.	Cost Range Low: \$4,290 High: \$4,780	Cost Range Low: \$4,550 High: \$6,500
<b>Strengths</b>	Worked with YVCOG and other local businesses. Good samples of press releases.	Reasonable costs. We have worked with them on city videos. Provided numerous excellent marketing samples.	Worked with YCDA – Enterprise Challenge Program. 30+ years of experience. Provided a detailed work plan with steps and costs. Provided excellent marketing samples.
<b>Weaknesses</b>	Too expenses and perhaps not understanding what we need. Proposed to conduct a Marketing Analysis, which was not requested in the bid.	None	None
<b>Comments</b>	Not sure if they fully understood the bid since they included business cards, letterhead and envelopes for an additional \$3,800.	Ad placement fees not included.	Provided the most comprehensive responses to our bid addressing all the areas we requested for marketing. It appears they know what we need for marketing based on their detailed bid.
<b>Recommendation</b>	Not consider this firm due to the high costs proposed.	This Marketing Firm appears to be able to do the job.	Recommend this firm based on their comprehensive plan, detailed steps and costs. Perhaps they would be willing to negotiate a middle of the range cost.



STRATEGIC COMMUNICATION & MARKETING





# PROPOSAL

Dear Matthew,

On behalf of Enigma Marketing, we are pleased to have the opportunity to assist you and the City of Grandview team with your comprehensive Market Analysis, Branding and advertising needs. This document outlines the Enigma teams' qualifications, timeline and cost and our experience within the services your organization needs.

Enigma has been assisting clients in achieving their business goals since 2001. A team consisting of selfless individuals, always putting first the success of the project. Our foundation is based on honesty, integrity, respect and hard work. With deep roots in the heart of central Washington, we understand the complexities and nuances of communication in our uniquely rich and culturally diverse region.

We've had the opportunity to partner with Washington state clients with a national/international social and economic impact. These opportunities have gained us experience in various sectors; Agriculture, Manufacturing, Retail, Non-profit, Government, Insurance, and others. Our diverse clientele and project range has allowed our team to encounter unique obstacles and overcome those challenges through critical thinking and intense problem solving.

We're excited and ready to help you achieve your goals.

Sincerely,





# PROPOSAL



## Team Qualifications

Enigma Marketing is more than just a Marketing resource. We collect data you can trust and provide you with the evidence needed to minimize risk, increase decision-making confidence, and meet your goals without guesswork.

## Team Bios



### **Raquel Alcalá, Account Manager**

Raquel is a creative innovator and brand strategist with the expertise to create impactful marketing solutions for a diverse array of clients. Passionate about client success, she dives deep to deliver solutions that fit every client's individual needs. Raquel is bilingual and bicultural. She spent half of her childhood in San Juan de Lima, Michoacán before moving to Yakima, Washington her sophomore year of high school. Raquel received her Bachelors in Business Administration in 2012 from Heritage University in Toppenish, Washington. Committed to sustainable economic growth and development, she served as the treasurer and project lead for the university's ENACTUS program. With vast experience in non-profit and retail markets, she's eager to educate and establish relationships to express the importance of a structured marketing plan and prescribe marketing solutions.



### **Brent Knautz, Managing Partner**

Brent brings a diverse array of skills to his work. He's formally trained in design communications with a B.F.A. from Central Washington University and a degree from Perry Technical Institute. He's been a developer for more 20 years and has extensive, hands-on experience with every aspect of the software development lifecycle, having worked as a designer, developer and project manager. He's provided web-based software development services to companies ranging from small and medium to Fortune 500, implementing SaaS systems, sophisticated web portals, e-commerce, engineering applications, business processes automation and more. He's committed to providing clients with significant gains in the efficiency of their business operations to deliver robust and scalable solutions that solve business problems. He has a passion for harvesting data to eliminate risk and provide a solid, strategic foundation to build successful marketing and communication campaigns.



## Team Bios



### **Duane Gordon, Managing Partner**

For more than two decades, Duane has directed branding and positioning strategies to help local, regional and national clients achieve their visions for growth. Following completion of his degree in communication design from the Art Institute of Seattle, he served at G.B. Gifford & Associates where he executed large-scale creative campaigns for pioneering Washington companies. He then served as Marketing Director for three divisions of Shields Bag & Printing. His Ad Club Gold, Addy Awards and IAEE Competition Art of Show awards are testimony to his exceptional skill as a designer. He leverages his broad range of management experience to run a seamless operation, delivering projects on time and on budget.

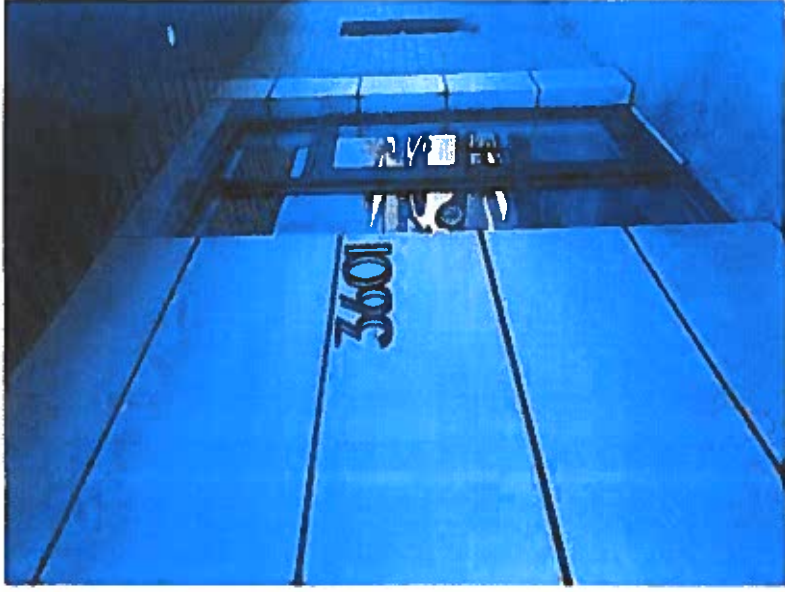


### **Mike Broom, Production Manager**

Mike brings your brand to life through the power of video, photography and creative production. In his 25 years of industry experience, he's developed a broad set of skills in the fields of photography, video production, audio production and digital design. He's earned degrees and certifications in digital media production and photography through YV-Tech and the New York Institute of Photography. The combination of his training, experience and passion for collaborative creativity makes Enigma a perfect fit for him. Mike believes strongly that every business has a story to tell that makes them unique in the marketplace. He's passionate about helping to tell that story and create authentic customer connections.

Successful City Enterprises are no longer a rarity. What do they have in common? A deep understanding of their target demographic. Enigma has been dedicated to understanding where and how each of our clients can have and provide an everlasting impact within the communities they operate.

**You know what your end goal is – We know how to get you there**







# PROPOSAL

## Equity & Diversity:

At Enigma, inclusion is how we unleash the power of diversity. We are a diverse group of individuals based on our skill sets, talent and background. We strive to foster belonging and empowerment by allowing each of our employees take ownership in projects and the development of relationship with each of our clients. Enigma has always recruited the most talented individuals because our clients expect and deserve high quality work. As a team our view is, "if you are honest, ethical, committed to client success and value teamwork, you are part of the Enigma team". Regardless of race or sexual orientation.

The more inclusive we are, the better our work will be. Creating a culture of Equality isn't just the right thing to do, it's also the smart thing.

## Cost Breakdown:

### MARKETING ANALYSIS:

- 1/3 down to start project: \$4,166
  - 2/3 payment upon completion of 2/3 of project 2: \$4,166
  - 3/3 payment upon completion of project and final report is presented: \$4,168
- Findings will determine next steps for a City Marketing Campaign

### BRANDING:

Logo, Business Card, Letterhead, Envelope in various formats: \$3800

### ADS TO PROMOTE SMALL BUSINESS GRANT PROGRAM

- Full Page: \$750
  - 1/2 Page: \$550
  - 1/4 Page: \$450
- Full Color, paper and digital versions (MEDIA PLACEMENT IS A SEPARATE FEE)

### PRESS RELEASE (X2):

Copywrite, Design, Distribution and Management of Media interviews: \$520

*Keep in mind Enigma is committed to provide honest, ethical services founded in efficiency, productivity and the overall success of our clients. This cost breakdown and services can change according to the needs and or findings during the Marketing analysis and Branding process.*



## Marketing Analysis - Sample Work:

# Turbo-Mist

## SLIMLINE MANUFACTURING LTD.



Marketing Analysis - Summary

**Target Customers - Dealership/Service**  
 A major concern is target marketing to a large, diverse, and geographically dispersed market. The target market is the automotive industry, which includes dealerships, service centers, and fleet managers. The market is highly competitive, with many established brands and a high level of customer loyalty.

**Competitive Advantages**  
 The primary competitive advantage is the product's performance, which is superior to other brands in the market. The product is also highly durable and easy to maintain, which are key factors for fleet managers and service centers.

**Marketing and Sales Strategy**  
 The marketing strategy focuses on building brand awareness and demonstrating the product's benefits. This is achieved through a combination of trade shows, direct mail, and targeted advertising. The sales strategy is to establish a strong network of dealerships and service centers across the country.

**Financial Projections**  
 The financial projections show a strong potential for growth, with sales expected to increase significantly over the next five years. This is based on the product's unique features and the company's aggressive marketing and sales strategy.

**Market Research**  
 The market research indicates a strong demand for high-performance automotive products. The target market is highly price-sensitive, but also values quality and performance. The research also shows that there is a significant gap in the market for a product like Turbo-Mist.

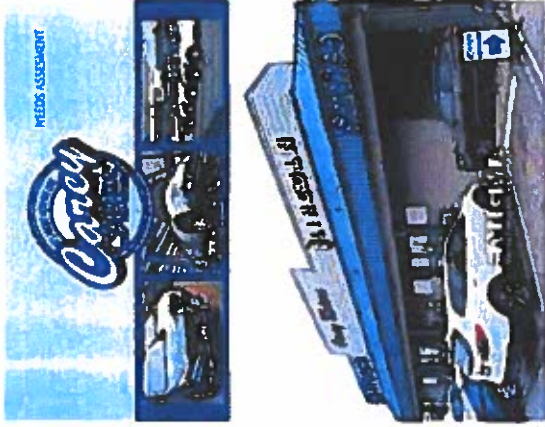
**SWOT Analysis**  
 The SWOT analysis identifies the company's strengths, weaknesses, opportunities, and threats. The strengths include the product's performance and the company's marketing strategy. The weaknesses are the high cost of production and the need for a strong distribution network.

**Conclusion**  
 The conclusion is that Turbo-Mist has a strong potential for success in the automotive market. The company's marketing and sales strategy is well-suited to the target market, and the product's unique features provide a clear competitive advantage.

Marketing Analysis - Summary



## Marketing Analysis - Sample Work:



**Enigma Ag**

Enigma Ag is a leading provider of marketing and branding services for agricultural and food companies. Our team of experts works closely with our clients to develop comprehensive marketing strategies that drive growth and increase brand awareness. We offer a wide range of services, including market research, brand development, and digital marketing.

**Enigma Ag**

Enigma Ag is a leading provider of marketing and branding services for agricultural and food companies. Our team of experts works closely with our clients to develop comprehensive marketing strategies that drive growth and increase brand awareness. We offer a wide range of services, including market research, brand development, and digital marketing.

**Organizational Structure**

The organizational structure of Enigma Ag is designed to ensure efficient communication and collaboration across all departments. The company is organized into several key areas, including Marketing, Sales, and Operations. Each department is led by a dedicated professional who oversees the day-to-day activities and ensures that all projects are completed on time and to the highest quality.

**Enigma Ag**

Enigma Ag is a leading provider of marketing and branding services for agricultural and food companies. Our team of experts works closely with our clients to develop comprehensive marketing strategies that drive growth and increase brand awareness. We offer a wide range of services, including market research, brand development, and digital marketing.

The graph illustrates the performance of our marketing strategies over a period of six months. The data shows a steady increase in brand awareness and sales, indicating that our efforts are having a positive impact on the business. We continue to refine our strategies to ensure long-term success and growth for our clients.



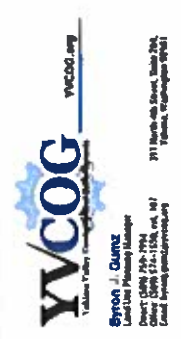
# PROPOSAL

## Branding - Sample Work:

Yellow Valley Community Development | BRAND IDENTITY GRAPHIC STANDARDS

<p><b>CMYK Color Breakdown</b></p>	<p><b>Spot Color Breakdown</b></p>
<p><b>HEX Color Breakdown</b></p>	<p><b>RGB Color Breakdown</b></p>
<p><b>Composite Color Breakdown</b></p>	<p><b>Reversed (On Black)</b></p>

© 2014 Yellow Valley Community Development. All rights reserved. For more information, please contact: 360-885-1234



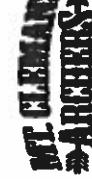




CITY OF

GRANDVIEW

# PROPOSAL





Placement Ads - Sample Work:

**Relationships Beyond Lending**

**HARVEST CAPITAL COMPANY, LLC**  
DEDICATED TO THE BUSINESS OF AGRICULTURE

**Purchasing a property? Need to refinance or consolidate debt?**

Custom financial solutions right for you:

- Expansion
- Land acquisition
- Debt reorganization
- Revolving line of credit

Give us a call at: (503) 263-6616 | We look forward to working with you!

**Long Term Real Estate Lending for Agriculture**

650 NEW TOWN | SUITE 101 | CLATSOP, OR 97103  
HARVCAP.COM |

Terms and conditions apply. Financing subject to credit review. Harvest Capital Company, LLC is licensed. To qualify, a borrower must meet the underwriting requirements. All offers subject to credit review. Please contact us for more information. © Harvest Capital Company, LLC 2015

**Relationships Beyond Lending**

**HARVEST CAPITAL COMPANY, LLC**  
DEDICATED TO THE BUSINESS OF AGRICULTURE

**Purchasing a property? Need to refinance or consolidate debt?**

Custom financial solutions right for you:

- Expansion
- Land acquisition
- Debt reorganization
- Revolving line of credit

Give us a call at: (503) 263-6616  
We look forward to working with you!

**Long Term Real Estate Lending for Agriculture**

650 NEW TOWN | SUITE 101 | CLATSOP, OR 97103  
HARVCAP.COM |

*"We wouldn't keep using Harvest Capital for different transactions if we didn't think they were the best at what they do."*  
-Pete Postlewait, Postlewait Farms, LLC  
Clackamas County, OR

Terms and conditions apply. Financing subject to credit review. Harvest Capital Company, LLC is licensed. To qualify, a borrower must meet the underwriting requirements. All offers subject to credit review. Please contact us for more information. © Harvest Capital Company, LLC 2015





**Press Release - Sample Work:**



FOR IMMEDIATE RELEASE  
 Contact: Sam Far from Family Income  
 CIVIL, CRED, COMM  
 PH: 206-744-0200



**CENTRAL WASHINGTON STATE FAIR CELEBRATING 125th ANNIVERSARY WITH TWO SPECIALLY PRICED CONCERTS, ADDS MORE ENTERTAINMENT TO THIS YEAR'S LINEUP - FOR CHALLENGER SERIES PROFESSIONAL BULL RIDING AND A COMEDIAN**

June 28, 2022 The year marks the 125th anniversary of the first Central Washington State Fair, where it all began in 1897. This year's anniversary is being celebrated with two special events, including the 125th Anniversary Concert, which is a special concert to celebrate the fair's 125th anniversary. The concert will feature the 125th Anniversary Concert, which is a special concert to celebrate the fair's 125th anniversary. The concert will feature the 125th Anniversary Concert, which is a special concert to celebrate the fair's 125th anniversary. The concert will feature the 125th Anniversary Concert, which is a special concert to celebrate the fair's 125th anniversary.

# PROPOSAL



FOR IMMEDIATE RELEASE  
 Contact: Sam Far from Family Income  
 CIVIL, CRED, COMM  
 PH: 206-744-0200



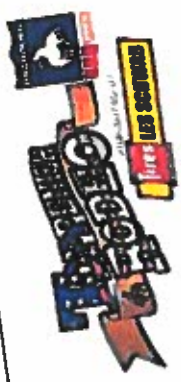
**STATE FAIR PARK & Event Center**  
**CENTRAL WASHINGTON STATE FAIR ANNOUNCES 2022 FAIR THEME AND FOUR OF THE TOYOTA MAIN STAGE CONCERT SERIES PERFORMANCES**



June 11, 2022 - With the annual 18-day Central Washington State Fair, presented by Legume Creek, now into a full week - the 2022 Fair theme is "Growing Together" and the four main stage concert series performances are: "The Day of the Snake", "The Day of the Snake", "The Day of the Snake", "The Day of the Snake". The four main stage concert series performances are: "The Day of the Snake", "The Day of the Snake", "The Day of the Snake", "The Day of the Snake".

In addition to all event fair traditions and traditions, some of the new things you can experience at the 2022 Central Washington State Fair are:

- Agricultural Museum "Backyard Beauty" an exhibit featuring examples of transforming your backyard into a beautiful garden.
- New Food Items - One thing is for sure, the fair always has something new to offer. This year, the fair has introduced a new food item, "The Day of the Snake".
- Live Music - The fair always has live music, and this year is no exception. The fair has introduced a new live music series, "The Day of the Snake".
- Kids' Activities - The fair always has kids' activities, and this year is no exception. The fair has introduced a new kids' activity, "The Day of the Snake".
- A new exhibit, "The Day of the Snake", which is a special exhibit to celebrate the fair's 125th anniversary.
- A new exhibit, "The Day of the Snake", which is a special exhibit to celebrate the fair's 125th anniversary.



**Always the first Friday and Saturday in July!  
 The 87th TOPPENISH RODEO TO BE HELD July 1st and 2nd, 2022**

For immediate release!  
 June 6, 2022.

The 87th annual TOPPENISH RODEO, presented by Legume Creek, will be held Friday July 1st and Saturday July 2nd, 2022. The rodeo will feature a variety of rodeo events, including bull riding, barrel racing, and team roping. The rodeo will also feature a variety of entertainment, including live music and a parade. The rodeo will be held at the Toppenish Rodeo Grounds, located in Toppenish, Oregon. The rodeo will be held from 7:00am to 7:00pm each night. The rodeo is presented by Legume Creek and Laverack. The rodeo is presented by Legume Creek and Laverack. The rodeo is presented by Legume Creek and Laverack.

Friday July 1st, 2022  
 LRC's and tonight to celebrate the outstanding job the board members do to keep our ball field's ball field's in the best shape. "Time to shake the dust" with DJ Armstrong performing at the fair's Garden (11:15).

Saturday July 2nd, 2022  
 In a ball field of horse love in Toppenish, WA! Start with the PARADE BREAKFAST at the Post Office 7:00am - 10:00am. Sponsored by the Toppenish Fair Club. NEW THIS YEAR! A RODEO LOCATED in Astoria-Astoria 9:00am - 10:00am. THE TOPPENISH PARADE at 11:00am. Performing after the rodeo, don't miss the parade on "Alike the stars" with XTC and THE BUCKEYES at the fair field (11:15).



# PROPOSAL



**Account Manager**

**Raque Alcalá**

raquel@enigmamarketing.com  
509.949.4340

**Office**

3601 W Washington Ave., Suite 130,  
Yakima, WA 98903  
B: 509.452.3733



## Why work with Enigma Marketing: EXPERIENCE

**Enigma prides itself as being an expert in Marketing and industry assessment**

Over the last 21 years Enigma has developed a competitive advantage. The diversity in our client portfolio has allowed our team to come across an array of scenarios and work through comprehensive barriers.

In conclusion, Enigma is excited at the prospect of working with The City of Grandview team. We are confident that our extensive experience in the industry, the deep relationships we have built throughout the years, the sound understanding of our local market and the competitive advantage to have developed and participated in many other Marketing and branding analysis will yield impactful results for your team. Results that will launch The City of Grandview into the most innovative, community driven enterprise in our County. Our experience is key.



## References:

**Sort for the Cause**

Connie Hauver  
509-949-4222  
ichauver@yahoo.com

**State Fair Park & Event Center**

Marlo McCrea  
425-943-1308  
marlom@fairfun.com

**Wellness House**

Margaret Filkins  
509-575-6686  
margaret@wellness-house.org



# Marketing Proposal

City of Grandview

207 West Second Street  
Grandview, WA 98930

June 21, 2022

**Prepared for:**

City of Grandview

**Prepared by:**

Stephanie Hansen

**PIXELSOFT FILMS**

MOTION | MARKETING | DESIGN | PROGRAMMING

503 W Columbia Dr Ste 130 Kennewick WA 99336

31

# PIXELSOFT FILMS

MOTION | MARKETING | DESIGN | PROGRAMMING

PO Box 6871  
Kennewick, WA 99336  
**(509) 783-7919**

---

503 W. Columbia Dr. Ste.130 | Kennewick, WA 99336 | [www.pixelsoftfilms.com](http://www.pixelsoftfilms.com) | FAX 509-783-7911

## **Proposal: Marketing Services package-City of Grandview**

**Scope of Work:** PIXELSOFT FILMS will collaborate with the City of Grandview to develop strategies and a marketing campaign with accompanying collateral to attract new businesses to Grandview and the City of Grandview overall. The goal will be to spur further economic development and promote the Small Business Grant competition. PIXELSOFT FILMS (PSF), will create marketing materials announcing the Small Business grant program competition and help implement the plan to promote it.

### **Breakdown of Services:**

- Work with City of Grandview to develop and implement a marketing plan and strategy
- Draft and distribute (2) press releases announcing grant winners and awards event
- Create supporting print and digital brochure and/or flyer and cohesive social graphics
- Design (2) print and digital ads promotion the Small Business grant competition
- Prepare graphics and collateral in Spanish on request
- Work with City of Grandview to develop targeted social media campaign and placement
- Incorporate existing City of Grandview videos in promotion.
- Some PSF existing footage and images may be used with some media provided by client
- Finalize approved files for both print and digital.

**Cost:** \$4,290.00 - \$4,780.00\* (final cost dependent on number of graphics required and revisions.)

\*Pricing does not include any print or advertising placement fees. Those would be invoiced either vendor direct, or through PSF for an additional cost.

**Payment Arrangement:** \$2,000.00 is required on contract signing, remaining balance due on campaign completion and file delivery.

Stephanie Hansen  
PIXELSOFT FILMS  
[stephanie@pixelsoftfilms.com](mailto:stephanie@pixelsoftfilms.com)



# PIXELSOFT FILMS

MOTION | MARKETING | DESIGN | PROGRAMMING

## ABOUT US

PIXELSOFT FILMS is an award-winning digital media firm and agency. For **nearly two decades**, we have been developing exception creative content for an extensive list of clients.

PIXELSOFT FILMS  
MARKETING | DESIGN | PRODUCTION

# OUR EXPERIENCE

- We service a multitude of industries and companies of all sizes on a global scale.
- Industries we specialize in include:



Healthcare



Industrial



Tourism



Agriculture



Government

PIXELSOFT FILMS  
ACTION | ANIMATION | 3D | VFX | PROGRAMMING

# SOLUTIONS

Our services include:

- Video Production
- Programming
- Commercial Photography
- 3D Virtual Technology
- Marketing & Agency
- Graphic Design
- Website Development
- Social Media Support
- Aerials



PIXELSOFT FILMS  
MOTION | MARKETING | DESIGN | PROGRAMMING



## HOW WE HELP

We create the vision for your company with unique and high-quality media products that will rocket your company forward.

PIXELSOFT FILMS  
MOTION | MARKETING | DESIGN | PROGRAMMING

# OUR APPROACH



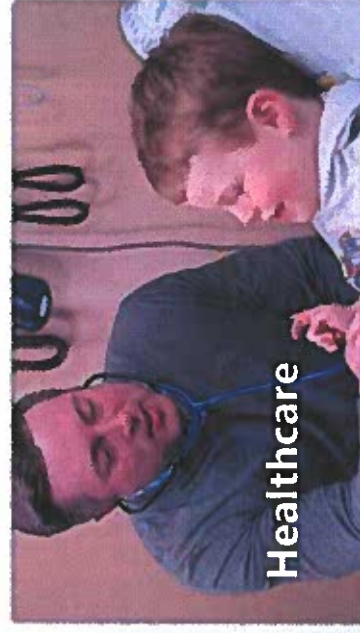
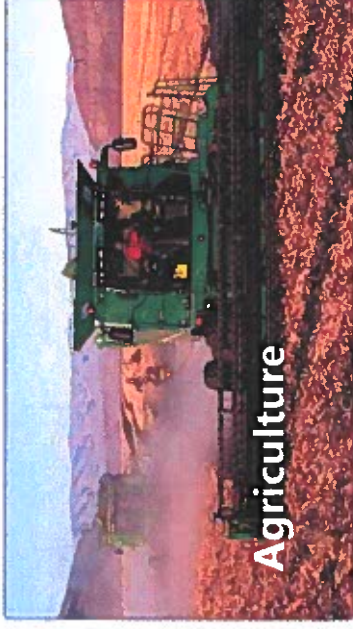
# PROJECT SAMPLES



## VIDEO PRODUCTION

### Equipment and Capabilities:

- Blackmagic min pro & Prime lenses
- Full Studio with lighting and greenscreen
- Lighting, stands, doorway dolly, full editing capabilities
- Aerials

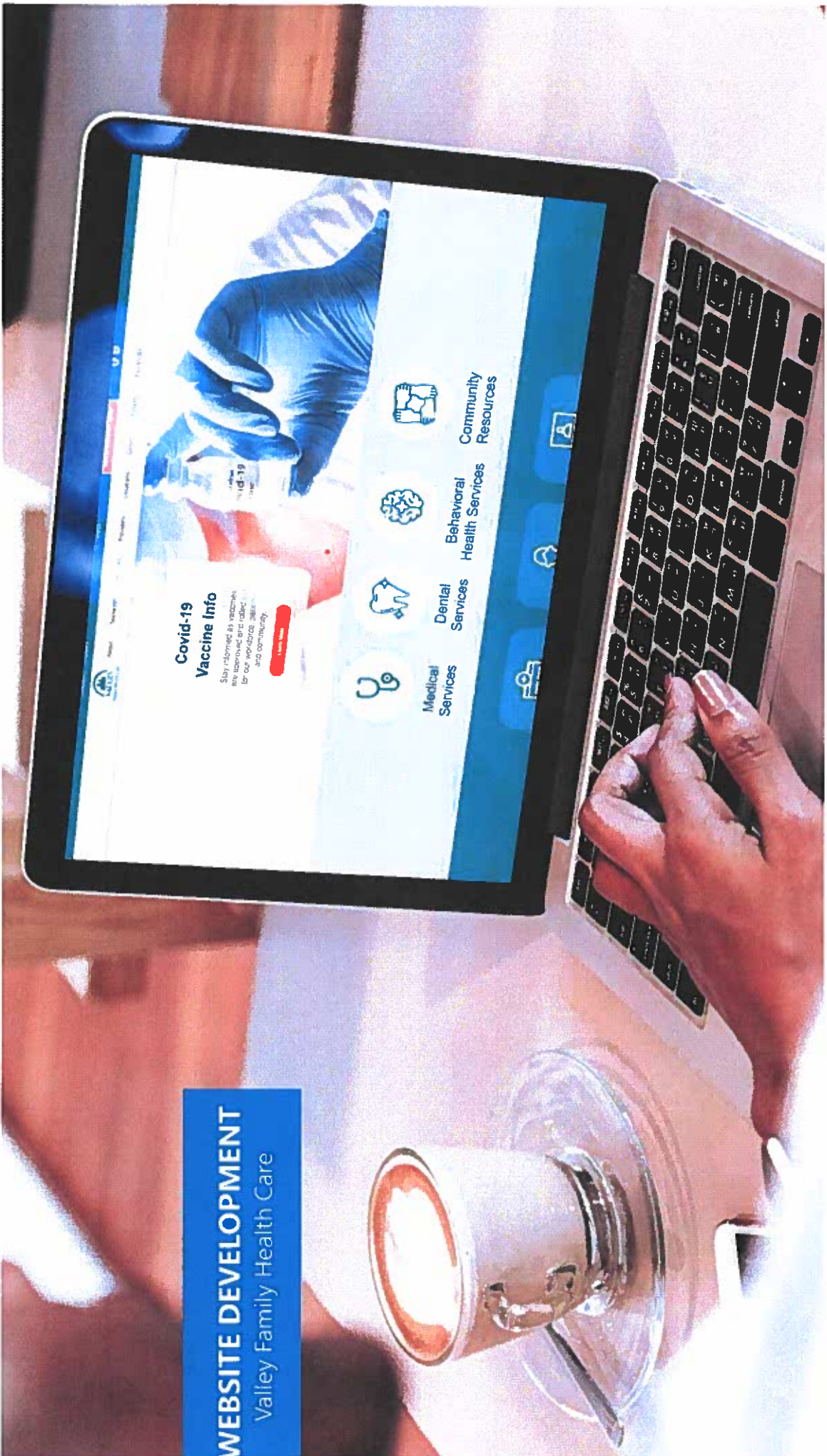


# VIDEO PRODUCTION

- Prosser Memorial Health
  - <https://vimeo.com/444267273>
- BayWa
  - <https://vimeo.com/313431792>
- Prosser Tourism
  - <https://vimeo.com/287692837>



**WEBSITE DEVELOPMENT**  
Valley Family Health Care





ALERT: We are aware of the weed problem in the boxes. We are working to get it cleaned as soon as possible. Thank you!



HOME DISTRICT METHODS OPPORTUNITIES PAY BILL CONTACT

# WELCOME TO THE FRANKLIN COUNTY IRRIGATION DISTRICT

DISTRICT MAP

Franklin County Irrigation District #1 (FCID) provides for the delivery, repair and maintenance of infrastructure (pipes, valves, canals, pumps, etc.) of irrigation water to area residents. The main portion of our service area lies south of the I-82 corridor and north of the Columbia River, east to N 20th Avenue and west to Shoreline Court.

Payments are made through the Franklin County Treasurer's Office. Payments can be made online, by phone at (855) 768-9758, or in person at the Treasurer's office weekdays between the hours of 8:30 AM - 5:00 PM. The Treasurer's office is located at Franklin County Courthouse 3016 N 4th Avenue, Pasco, WA 99301.



**WATER STARTUP AND SHUTOFF**  
Our water startup and shutoff dates vary every year depending on weather. Startup is usually the end of March and shut-off is in October.



**WEBSITE DEVELOPMENT**  
Franklin County Irrigation District



**RESIDENTIAL SERVICES**

Our reputation for providing exceptional work throughout the Pacific Northwest stems from our customer's interest in the highest quality. Our Collaborative skills and satisfaction is our highest priority.

You can expect the highest standard and the best value when you team up with CREM for your electrical needs. We guarantee our work for up to one year from the date of service.

**OUR GUARANTEE**



**COLUMBIA RIVER**



**COLUMBIA RIVER**

**ADVANCING THE INDUSTRY THROUGH SAFETY & INNOVATION**

509.215.2736  
crem-inc.com

**RESIDENTIAL**

- New Construction, Remodeling, and Additions
- Single and Multi-Family Home Wiring
- Appliance Circuits
- Electric Water Heaters
- Hot Tub, Pool and Spa Installs

**GENERAL ELECTRIC**

- Emergency Electrical Services
- Troubleshooting Support
- Electrical Repairs and Upgrades
- Electrical Inspections
- Circuit Locating

**SERVICE AREAS**

Southwestern Washington  
Northwestern Oregon

**GENERAL ELECTRIC**

- Panel Replacements and Upgrades
- Fire Alarm and Smoke Detector Installs
- HVAC Controls
- Smart Home Automation Setup
- Home Theater and Sound System Installation
- Electrical Vehicle Chargers

**LIGHTING**

- Light Fixture Installs
- Lighting Controls
- Ceiling Fan Installs and Maintenance
- Custom Lighting

**SAFETY & SECURITY**

- Outlets and Circuits
- Fiber Optics
- Security Cameras
- Security Lighting

**AUTOMATION & CONTROLS**

- Panel Replacements and Upgrades
- Fire Alarm and Smoke Detector Installs
- HVAC Controls
- Smart Home Automation Setup
- Home Theater and Sound System Installation
- Electrical Vehicle Chargers

**SUSTAINABILITY**

- Outlets and Circuits
- Fiber Optics
- Security Cameras
- Security Lighting





# Hometown Health

Fall 2020



## Welcome Board Certified Ear, Nose, Throat and Allergy Specialist Dr. Coral Tieu

Prosser Memorial Hospital is excited to welcome Board Certified in "Ear, Nose, Throat" and Allergy, Dr. Coral Tieu, MD, to the Ear, Nose, Throat, Allergy and Immunology Center located at 773 Memorial Dr. Tieu's services include hearing and voice evaluations, strabismic and surgical allergy testing, allergy immunotherapy, ear tubes, hearing aids, bronchoscopy, laryngoscopy, speech and swallowing therapy. Board Certified technology being on the cutting edge of Ear, Nose, Throat and Allergy. The method of diagnosis is natural source of producing evidence of the challenge of hearing loss.



The philosophy of care is to treat the root cause of the problem and solve underlying problems. This applies to my treatment of allergic, sinus, chronic, acute otitis media, and other ear conditions. My approach is to address the underlying cause of the problem and solve the problem. I provide comprehensive services including: diagnostic and hearing tests, immunotherapy, ear surgery, hearing aids, and assistive devices. I am committed to making my patients' lives more comfortable through my comprehensive, personalized care.

Dr. Coral Tieu

"The technology is constantly increasing and improving, being able to keep up with technology, the latest and best, and the way we do it, we're committed to being the cutting edge both you need to treat people naturally, intuitively."

- Dr. Coral Tieu

Dr. Coral Tieu, MD, is a Board Certified in Ear, Nose, Throat, Allergy and Immunology. She has been practicing for over 20 years and is currently at Prosser Memorial Hospital. She is a member of the American Academy of Otolaryngology, the American College of Allergy, Asthma and Immunology, and the American Society of Allergy and Immunology.



Prosser Memorial Hospital Ear, Nose, Throat & Allergy Team



## Audiology Services

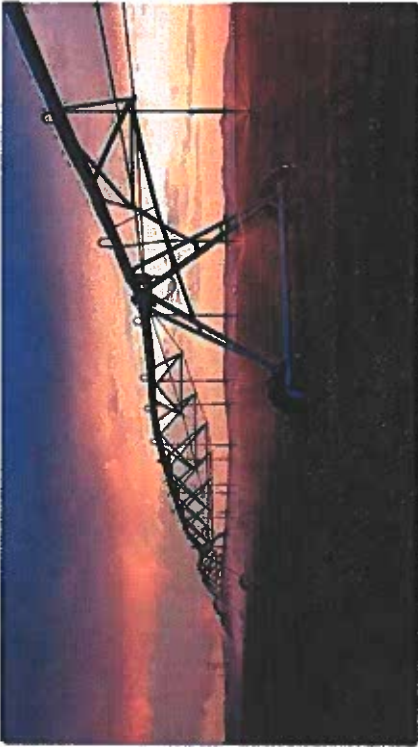
At Prosser Memorial Hospital, we offer a wide range of audiology services to help you hear better. Our services include hearing evaluations, hearing aid fittings, and cochlear implant evaluations. We also offer a variety of hearing aids to meet your needs. Our audiologists are highly trained and experienced, and we work closely with our otolaryngologists to provide comprehensive care for our patients.



Lisa L. Dwyer  
Amy M. Dwyer



PHOTOGRAPHY



PHOTOGRAPHY







**WHAT'S HAPPENING**  
in and around Prosser



**Sunday Splurge Day**

Martinez & Martinez Winery has teamed up with Tuscany Catering to create scrumptious "take & bake" meals paired perfectly with Martinez Wines. Call the tasting room at 509-786-2392 and pick up



**Get Outdoors!**

With the Yakima River running through and Horse Heaven Hills nearby, there's an endless supply of options for outdoor enthusiasts of all ages.

**LEARN MORE**





**VALLEY**  
Family Health Care

**Daniel Jones, DO**  
Sports Medicine

- Acute Musculoskeletal Injury and Pain
- Joint, Tendon and Muscle Injections
- Osteopathic Manipulative Treatment (OMT)

Ontario Medical Clinic  
541.699.2340 | vfhc.org

**AMERICAN HEART MONTH**

Trying to keep your heart healthy?  
Joining forces with friends or family may keep you more motivated.

Prosser Heart Center  
prosserheartcenter.com

**SOCIAL MEDIA**

**Harvest Festival**

**SEPTEMBER 27-29th**

**DOWNTOWN PROSSER** 5:00-10:00  
Friday 9am-5pm  
Saturday 9am-5pm  
Sunday 9am-5pm

PRESENTED BY **Yubina Federal**

TOURPROSSER.COM

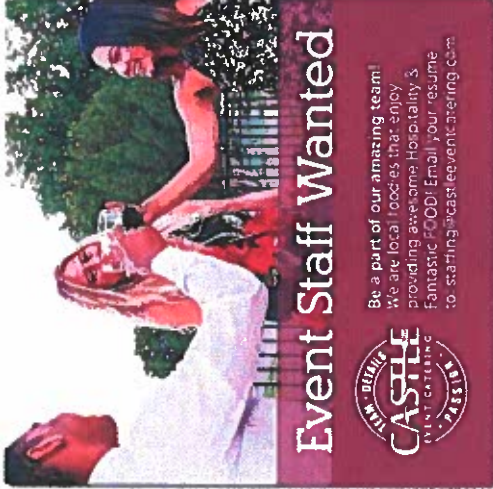
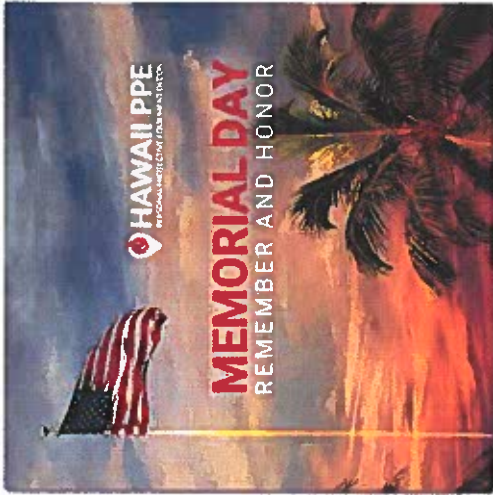
Trade, Produce, Art, Food, Beer, Wine, Music & More!

**Customer Review**

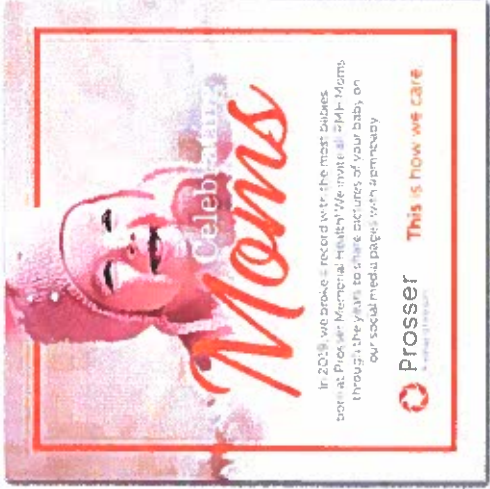
Without these people I would have lost all hope for claims I have outstanding. Wonderful staff who work with any disability you might have. Best legal help you can find in the Tri-Cities.

• Mike ★★★★★

**SMART LAW**



**SOCIAL MEDIA**





Cuando necesita atención proveedora y enfermería, Medical Health está a su servicio y su familia. Nos esforzamos por proporcionar atención al ofrecer servicios familiares a través de:

- Para encontrar un proveedor más cerca u obtener más atención médica, visite [providor.health.org](http://providor.health.org)



**SARAH GLOVER, MSN, FNP-C**  
 Enfermera

- Condensado para Baja de Peso
- Referencias a Especialistas - Hombres y Mujeres
- Cuidados de Enfermedades y Lesiones Agudas
- Exámenes Físicos para Deportistas
- Acceso a mismo día o día siguiente del Paciente

**SERVICIOS**

- Cuidado Físico y Preventivo Anual para Hombres y Mujeres
- Salud de la Mujer y Exámenes Ginecológicos
- Chequeo de Bienestar de Niños Incluyendo Inmunizaciones
- Educación y Seguridad del Paciente

**CERTIFICACIONES**

- Enfermera Certificada
- Soporte Vital Básico (BLS)
- Soporte Vital Cardíaco Avanzado (ACVA)
- Soporte Vital Avanzado Pediátrico (PALS)
- Enfermera Certificada de Atención Primaria

**Grandview Clinic**  
 praiser Memorial Health  
 1003 Wallace Way, Grandview, WA  
 509.203.3060 | [prover-health.org](http://prover-health.org)

Así es como lo atendemos.

Así es como lo atendemos.

# Golpe de Calor



**EN QUÉ SE DEBE FIJAR QUE HACER**

- Alta Temperatura Corporal (103°F o más)
- Delirio, Confusión, Errores de juicio
- Piel Roja y Seca
- Puntos Azules y Morados
- Dolor de Cabeza
- Mareos
- Náuseas
- Confusión
- Pérdida del Conocimiento

**PROSSER**  
 praiser Memorial Health

- Llame al 911 en inmediatas o golpe de calor es un emergencia médica.
- Lleve a la persona a un sitio más fresco.
- Ayuda a bajar la temperatura de la persona con paños fríos o dándole un baño con agua fría.
- No le dé a la persona nada por beber.
- Así es como lo atendemos.

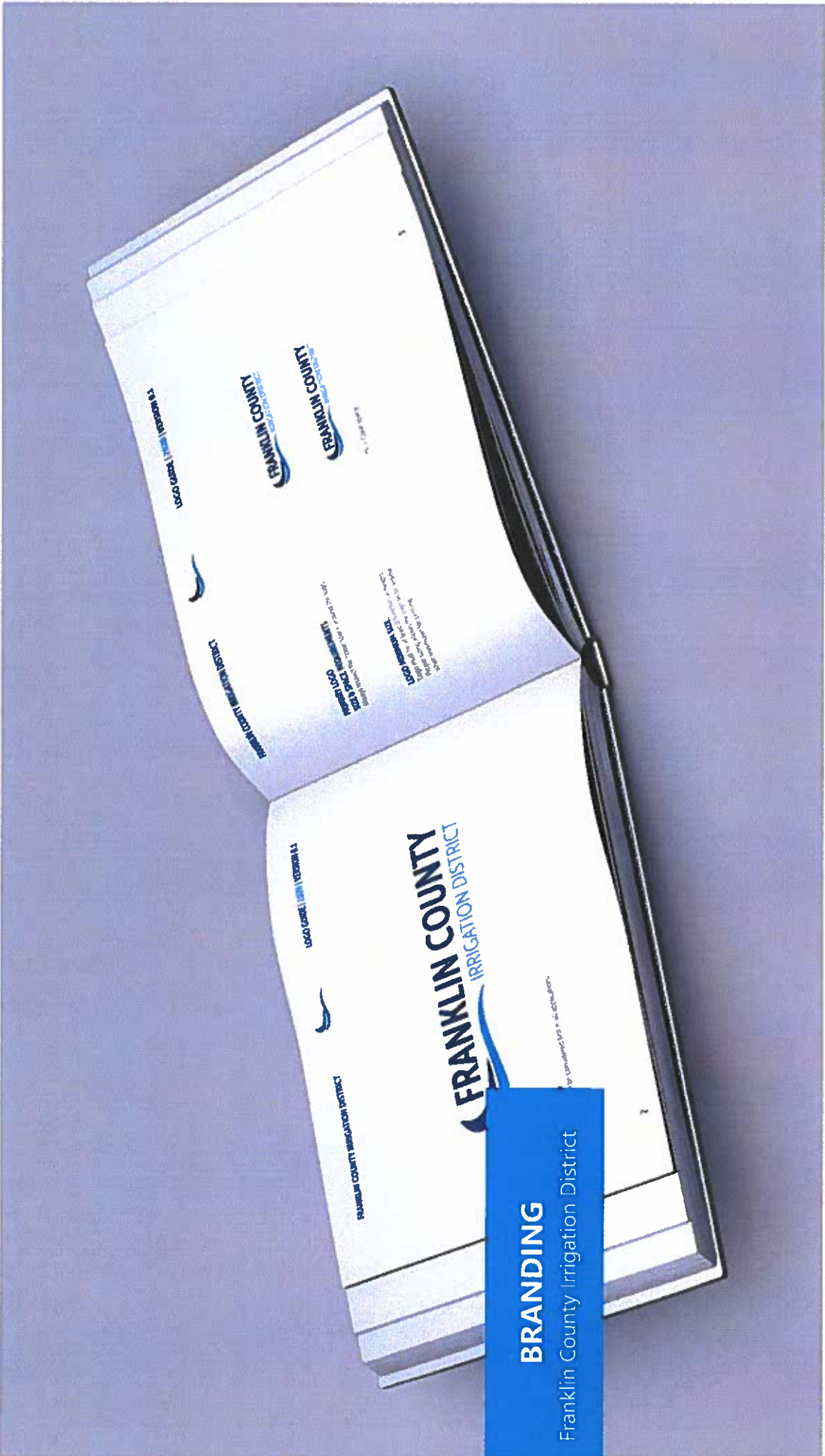
**NO ESPERES LAS VACUNAS ESTÁN AQUÍ**  
 EDADES 16 Y MAYORES



**ABRIL 30**  
 9 AM - 3 PM  
 Ubicación: High West West 2 Center  
 100 S. Spryley Dr., Trout and ID  
 Praiser Memorial Health - Centro de Atención Médica (PHC)

**VALLEY**  
 praiser Memorial Health  
 @praiserhealth





**BRANDING**  
Franklin County Irrigation District

# BRANDING GUIDE

## FRANKLIN COUNTY IRRIGATION DISTRICT

**PRIMARY COLOR PALETTE**  
 The primary color palette consists of two colors: blue and white. All branding materials should be printed in these colors to ensure consistency.



FRANKLIN COUNTY  
 BLUE (CP)

FRANKLIN COUNTY  
 BLUE (CP)

## LOGO GUIDE | 2020 | VERSION 0.1

## FRANKLIN COUNTY IRRIGATION DISTRICT

**PRIMARY TYPEFACE**  
 The primary typeface is Museo Sans Condensed 700. All branding materials should be printed in this typeface to ensure consistency. Other fonts and graphics should be purchased through other sites.

**MUSEO SANS CONDENSED 700**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**MUSEO SANS CONDENSED 300**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

## FRANKLIN COUNTY IRRIGATION DISTRICT

**PRIMARY COLOR PALETTE**  
 The primary color palette consists of two colors: blue and white. All branding materials should be printed in these colors to ensure consistency.



FRANKLIN COUNTY  
 BLUE (CP)

FRANKLIN COUNTY  
 BLUE (CP)

## LOGO GUIDE | 2020 | VERSION 0.1

## FRANKLIN COUNTY IRRIGATION DISTRICT

**PRIMARY TYPEFACE**  
 The primary typeface is Museo Sans Condensed 700. All branding materials should be printed in this typeface to ensure consistency. Other fonts and graphics should be purchased through other sites.

**MUSEO SANS CONDENSED 700**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**MUSEO SANS CONDENSED 300**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

# BRANDING GUIDE

## FRANKLIN COUNTY IRRIGATION DISTRICT

**LOGO VARIATIONS**  
 The logo must be used in its entirety. No alterations, modifications, or variations are allowed. Please use the logo for both print and digital applications.

**STANDARD LOGO**  
 The logo must be used in its entirety. No alterations, modifications, or variations are allowed. Please use the logo for both print and digital applications.

## FRANKLIN COUNTY IRRIGATION DISTRICT

**LOGO VARIATIONS**  
 The logo must be used in its entirety. No alterations, modifications, or variations are allowed. Please use the logo for both print and digital applications.

**STANDARD LOGO**  
 The logo must be used in its entirety. No alterations, modifications, or variations are allowed. Please use the logo for both print and digital applications.

## FRANKLIN COUNTY IRRIGATION DISTRICT

TO BE USED ON LIGHT BACKGROUNDS



## FRANKLIN COUNTY IRRIGATION DISTRICT

TO BE USED ON LIGHT BACKGROUNDS



## FRANKLIN COUNTY IRRIGATION DISTRICT

**INCORRECT LOGO USAGE**  
 The logo must be used in its entirety. No alterations, modifications, or variations are allowed. Please use the logo for both print and digital applications.



## FRANKLIN COUNTY IRRIGATION DISTRICT

**INCORRECT LOGO USAGE**  
 The logo must be used in its entirety. No alterations, modifications, or variations are allowed. Please use the logo for both print and digital applications.



## FRANKLIN COUNTY IRRIGATION DISTRICT



## FRANKLIN COUNTY IRRIGATION DISTRICT





# Thank You

[pixelsoftfilms.com](http://pixelsoftfilms.com) | 509.783.7919 | Kennewick, WA

CITY OF GRANDVIEW

---

# SUMMARY OF QUALIFICATIONS



**FIELD GROUP**

*marketing & advertising*

**56**

June 22, 2022

**Matthew Cordray**  
**City Treasurer**  
**City of Grandview**  
**207 West Second Street**  
**Grandview, WA 98930**

Re: Summary of Qualifications

Dear Mr. Cordray,

Thank you for the opportunity to submit a summary of our qualifications for providing marketing services to the City of Grandview. We are excited to support your marketing efforts. This proposal will detail why we believe we are the best candidate to help you refresh and reimagine your marketing materials. First, let us introduce ourselves.

Field Group is a full-service marketing and advertising agency located in Yakima. We were originally founded in 1992. Our Creative Director, Kristin Mattie, joined Field Group in 1997. Our Financial Officer, Sarah Garcia, joined in 2003. As Managing Director, I, Nicole Donegan, came on in 2012. We took over the management of Field Group in 2013 and purchased the agency in 2017 to become a woman-owned business enterprise (WBE). We currently have 11, full-time employees, offering a full suite of marketing services.

In 2014, under our management, FG altered our business model to focus on primarily non-profit, agricultural, municipal, and professional service clients. We choose to work with these clients because we find they need more than just a media campaign. Most of our clients need assistance with strategy, planning, and overall marketing support. Rather than hiring and staffing a full marketing department, we work as an extension of their team. We provide many services including brand development, marketing strategy, outreach planning, strategy implementation, and campaign execution. We have in-house expertise in strategic planning, brand development, social media management, traditional and digital media buying, content creation, web development, graphic design, videography, and more.

We're excited to learn more about your Small Business Grant Program. For several years, Field Group has led the marketing plan training sessions for the Yakima County Development Association's Enterprise Challenge. It's very exciting to see the incredible new business ventures individuals seek to bring to our local communities.

We look forward to the opportunity to meet with you in person to learn more about the City of Grandview and your exciting growth and opportunities, as well as to share more about how we can support your efforts.



Nicole Donegan  
Managing Director/Owner  
Field Group Marketing & Advertising



# FIRM QUALIFICATIONS

Field Group has been providing cutting-edge marketing and advertising strategies to clients for 30+ years. We have a passion for serving organizations that actively strive to improve their local communities. In 2019, Secretary of State Kim Wyman awarded Field Group with the 2019 National Association of Secretaries of State (NASS), Corporations for Communities Award for our work supporting small, non-profit organizations in our Valley.

Field Group provides a full range of services for clients.

## **Our core competencies include:**

- Nomenclature, Branding, Logos
- Strategic Media Planning
- Advertising (creating and placing all aspects of print, TV, radio, social, and guerrilla)
- Digital Creative Concepts
- Graphic Design
- Media Buying
- Copywriting
- Media and Public Relations
- Photography and Videography
- Web Design
- Social Media Management
- Event Display and Outreach Materials
- In-house Spanish Language Translation Services

We create nearly all products in-house and have a reliable network of partners to draw upon for unique tools and products when needs arise. Because of this, we can accommodate complex requests and demanding schedules. Field Group is excited to learn more about the City of Grandview and to help build a communication strategy that encompasses and reflects your values. We applaud your effort to be “A Great Place to Live” and hope to supplement that with “A Great Place to Build Your Business.”

# OUR COSTS

It's hard to determine exactly which services may be required to support the City of Grandview until we audit the existing materials and conduct a full needs assessment. From there, we will develop a 12-month marketing strategy and work with the City to determine if FG or City staff will take on specific roles.

The costs below are estimated based on the details provided in the RFQ, but we assume we may need to refine these tasks and costs during project scoping. We charge an aggregate hourly rate of \$130 per hour for each of our employees. Most of our staff are seasoned professionals with years in the industry and working with our team, so we complete projects in a timely and efficient manner.

## Estimated Budget

Marketing Strategy	Audit existing materials and developing a 12-month marketing plan for attracting new businesses to Grandview	10-12 hours \$1,300-\$1,560
Creative Concepts	Develop overall campaign imagery and messaging for the Small Business Grant Program	8-10 hours \$1,040-\$1,300
Media Plan	Create media plan, negotiations, and insertion orders for print and digital media placement	4-6 hours \$520-\$780
Print Ads	Design two (2) print ads consistent with the creative concept for marketing the Small Business Grant Program	4-6 hours \$520-\$780
Google Ads	Create two (2) Google search and two (2) Google display ads including copy, images, keywords, and targeting data to support the Small Business Grant Program	3-5 hours \$390-\$650
Facebook Ads	Create Facebook display ads including copy, images, keywords, and targeting data to support the Small Business Grant Program	2-4 hours \$260-\$520
Reporting	Prepare monthly reports on digital and social ad performance to determine success and identify any need for adjustment	2 hours \$260
Press Releases	Write two (2) press releases; one to announce the Small Business Grant Program and one to announce the Small Business Grant event	2-4 hours \$260-\$520
General Marketing Support	Calculate in five-minute increments with a minimum of 15 minutes charged for each billable task	\$130/hour

As a municipality, it is critical that you identify your audience and understand the right way to reach them. That is why we start every project with a communication strategy. A communication strategy isn't a product; it's a road map to help us identify and develop tools to meet our marketing goals. We develop communication strategies specifically for each client. What works for Yakima Valley Memorial with a dedicated marketing department, isn't going to work for Entrust Community Services with only one staff member covering all outreach activities. Also, communication strategies are living documents. Priorities change. Tools may need to be adjusted to ensure better outcomes. We approach communication strategies as guides to keep our activities on track, manage budgets, meet deadlines, measure success, and ensure all stakeholders are on the same page. We revisit plans regularly to ensure they still meet the needs and goals of the organization. Below is an overview of how we engage with your team.

## Communication Strategy Methodology

### Step 1 – Meet with stakeholders and listen

Every communication strategy starts with a stakeholder meeting to better understand organizational goals and objectives, determine the specific support needed, clarify distribution of tasks between the agency and client staff, identify metrics, and outline priorities.

### Step 2 – Draft an overarching communication strategy

Following a stakeholder meeting, we develop a communication strategy. We identify the target audience, organizational objectives, communication goals, key messages, reporting tools, and metrics for success.

### Step 3 – Outline a plan and budget

The next step is to identify the tools needed to reach each audience. We look at what is existing, what you have found works, and develop solutions to fill gaps in your existing materials. We then craft a budget to help you determine which tools fit your goals and financial abilities.

### Step 4 – Identify an implementation strategy

We call this an execution plan. We determine all actionable items and create a plan to assign responsibilities and timelines to each of the tools identified in the communication strategy. This keeps projects on track, on time, and on budget.

### Step 5 – Report monthly

Each month we provide a brief analysis with recommendations for changes we believe can improve success.



# COMMUNICATION PLAN EXAMPLES

## Example 1 – Rod’s House Stakeholder Engagement Overview

In November 2021, Rod’s House requested Field Group’s assistance in developing a communication plan for notifying the public about the proposed construction of a youth and teen homeless shelter in a residential area near downtown Yakima. The public had responded negatively to the building of homeless facilities in and around the Yakima area prior, and Rod’s House wanted to mitigate concerns and solicit support for their land-use permit.

We had a very tight timeframe of 21 days from the time the City sent letters to the adjacent property owners to the closing of public comments. We proposed a public open house prior to the end of the public comment period—inviting neighbors and stakeholders to come, ask questions and learn more about the project, and encouraging them to send supportive comments to the City planning office. We emphasized not holding a formal presentation, but instead greeting visitors and pairing them with a project representative to walk them through display boards highlighting project details. This allowed for more constructive conversations and headed off any “soap boxing.”

### Implementation

Rod’s House had limited budget, but capable and willing staff. They relied on Field Group to develop the overarching communication plan and a detailed execution plan that could be divided between Rod’s House and FG staff. The communications plan identified multiple audiences, how to reach them, key messages, deliverables, and project goals. The execution plan identified all the tools, activities, responsible team members, and timelines needed to fully execute each step of the public open house—from creating and printing notification materials to posting directional signage and bringing pens, snacks, and comment forms on the night of the event.

Field Group worked with the Rod’s House team to assign tasks to individuals and provided additional support in the lead-up to the open house. The communication plan provided the foundation for drafting the tools, and the execution plan helped everyone understand roles and responsibilities as well as stay on track so the project could be executed quickly.

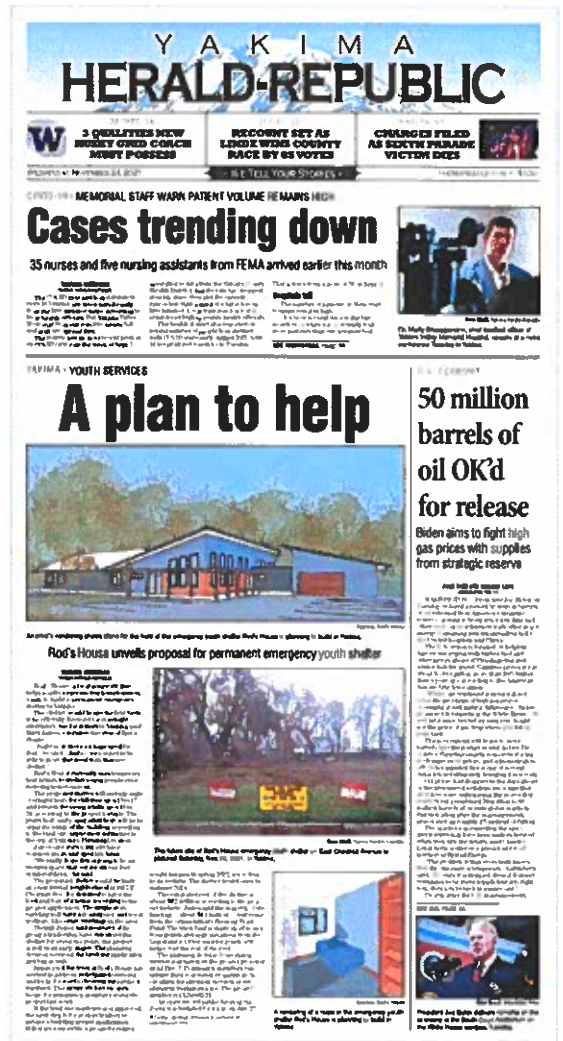
### Success

Rod’s house welcomed 25 people at the open house, including several news media outlets. Additional information was posted on a landing page with over 1,500 views, and additional comments were submitted from that site. The main success was that FG helped Rod’s House mitigate or avoid challenges to the project.

### Testimonial

*“You guys (FG) did an amazing job. Everyone was really proud of the time we got to spend talking about our upcoming projects! The website is a perfect way to communicate the project details. Thank you so much!”*

**Mark James, MNA - Executive Director // Rod’s House // mark@rodshouse.org**



Yakima Herald article highlighting Rod’s House proposal

# COMMUNICATION PLAN EXAMPLES

## Example 2 – Yakima Neighborhood Health Spanish Outreach

### Overview

During COVID-19, Field Group worked with several local organizations to develop quickly evolving communication strategies and plans to address the changing needs arising from the pandemic. Entities included the Yakima Health District, Greater Columbia Accountable Community of Health, Yakima Community Foundation, Catholic Charities, Yakima County Development Association, and several others. Overall, our local Latinx community was hesitant to receive the vaccines, due to the lack of credible and timely information available in that community. When vaccination rates began to decline, Yakima Neighborhood Health initiated a campaign to encourage vaccines to the populations with lower vaccination rates. FG suggested messaging should focus on correcting misinformation within the Hispanic community instead of trying to change minds of those with political objections.

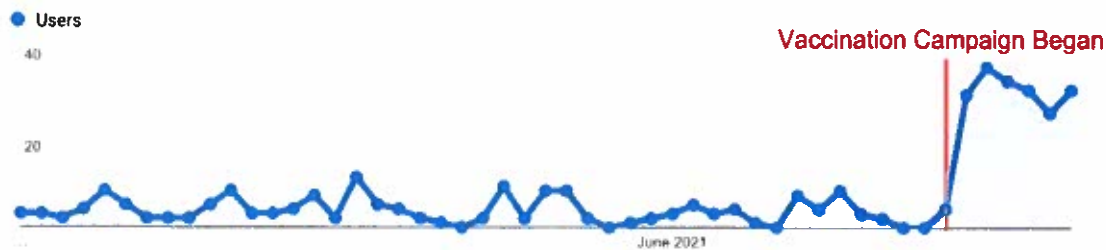
Our approach was to focus on everyday individuals who received the vaccine because they were essential workers, could not self-isolate, and were concerned about their and their family’s health. These individuals would be able to speak to our audience’s hesitancy and fears, while encouraging them to get vaccinated.

### Implementation

Field Group conducted interviews with actual workers within the community, asking why they chose to receive the vaccine. From these interviews, we developed a series of 30-second videos for Spanish-language digital and television ads, ran the audio on Spanish-language radio, and created print ads featuring the individuals for the local Spanish-language newspaper. We paired the paid media with posts on social media and posted the full-length videos on the website with vaccination information and details about where to receive the vaccine.

### Success

Our key measurement metric was website visits. During the campaign, web visits rose 80% from individuals with browsers set to a Spanish-language preference.



### Testimonial

*“The talented team from Field Group enabled us to reach an audience that had been hit-or-miss in the past. Their knowledge of markets and how to reach them was invaluable in getting our organization the response we needed.”*

**Leah Ward, Communications Manager** // Yakima Neighborhood Health Services // leah.ward@ynhs.org



Spanish language print ads



# COMMUNICATION PLAN EXAMPLES

## Example 3 – Yakima West Valley School District Communications Strategy

### Overview

In 2015, WVSD hired Field Group to improve their communication with stakeholders. While a bond passed for a new high school in 2006, the District had not successfully won a bond issue for elementary school improvements since 1993. The District did not have a strong communication strategy for reaching parents, residents, and other stakeholders.

Field Group developed a communication strategy to engage with stakeholders on a consistent basis prior to any bond issue. This way, the District could tell their story during a bond or levy measure campaign period while still complying with public disclosure rules. The communication strategy included the following measures:

- Cohesive logos, mascots, and branding between the schools and the District to build unity
- More user-friendly website
- Bi-weekly e-newsletters to external stakeholders
- Bi-weekly e-newsletters to staff with talking points to share with parents and stakeholders
- Bi-monthly postcards to all residents of the District with updates on District happenings
- E-newsletter templates for schools to improve communication to parents
- District management of all social media sites (some were run by PTAs)

### Implementation

During the first two years, Field Group worked directly with the superintendent to implement the communication tools. We updated the District branding to build cohesiveness between the schools and the District. Once the branding was in place, Field Group interviewed staff, wrote content, and executed all outreach according to the plan. Field Group has maintained a supporting role with the District since that time.

### Success

In 2019, WVSD successfully passed a bond issue for two new elementary schools. The tools are still in place, and the District uses them regularly to communicate with stakeholders. We have taken on a variety of responsibilities, including Nicole Donegan acting as interim, part-time Communication Director in between new hires and assisting with crisis communications as needs arise.

We have served three communication directors and two superintendents since starting with the District in 2015.

### Testimonial

*"I've very much enjoyed working with Field Group over the years and have learned so much from them!"*

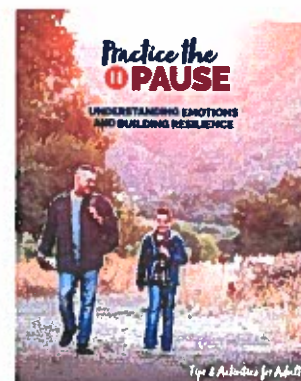
**Angela Von Esson - Superintendent, Kittitas School District // Former WVSD Assistant Superintendent //**  
angela\_vonessen@ksd403.org



WVSD 208 Website



# COMMUNICATION PLAN EXAMPLES



Billboard, flyer, and workbooks - find the site and toolbox [here](#)

## Example 4 – Greater Columbia Accountable Community of Health Toolbox

### Overview

In December 2019, GCACH engaged Field Group to develop a campaign to address the behavioral health impacts of COVID-19. They had collaborated with Disaster Clinical Psychologist, Kira Mauseth, PhD from the University of Seattle, to develop training materials for parents and teachers to educate them about how to help youth manage the trauma of the pandemic. Part of the project included a public awareness campaign. While the tools were very helpful, they were extremely academic and not very engaging for public comprehension. Field Group found that each technique in Dr. Mauseth’s trainings started with taking a moment to stop and take stock of emotions, so we developed the campaign slogan “Practice the Pause.” This allowed us to help describe the materials in an easy to understand manner. Because of the immediate need, we expedited the project and were able to fully execute all materials as well as the media campaign within 90 days.

### Implementation

We suggested developing a toolkit with materials to educate parents and teachers, which included interactive workbooks and videos that students and adults could use to practice the recommended behavioral management techniques. In all, we created several versions of the tools for parents, teachers, adults, youth ages 5-12, and teens 13-18. The materials included workbooks, brochures, rack cards, videos, and handbooks for each age group. We wrote and designed a landing page explaining the materials within the constraints of the GCACH existing website, as well as loaded all materials for download to the resource library. In addition to downloadable materials, we coordinated the printing of all materials, which were also made available through trainings by community partners. Once the materials were created, we launched a full media campaign across the nine counties GCACH serves. This campaign included television, radio, print, digital ads, OTT, direct mail, billboards, and other platforms to help reach the rural areas of the region.

### Success

The materials were determined to be so valuable that community partners came together to fund the printing and delivery of the materials to every school district in the nine-county region. FG coordinated the printing and delivery. Local media continues to print articles about the campaign and availability of materials.



## GCACH sharing mental health resources through Practice The Pause campaign

Jan 10, 2022 Updated Jan 11, 2022

### Testimonial

“Field Group provided an exceptional dual-language advertising campaign that was distributed throughout our region (Kittitas, Yakima/Yakama Nation, Benton, Franklin, Walla Walla, Whitman, Columbia, Asotin, and Garfield). This campaign was fast paced and Field Group understood this and were able to meet our timeline. The team at Field Group was so great to work with because they were efficient, fun, took the time to understand what we wanted for our campaign, and they far exceeded our expectations.”

**Diane Halo, Program Director** // Greater Columbia Accountable Community of Health // [dhalo@gcach.org](mailto:dhalo@gcach.org)

# MARKETING & CREATIVE SAMPLES

Below are some additional relevant marketing samples we've created for clients.

**Come to the Sun**

Surrounded by wine country and warmed by 166 days of sunshine each year, Sunnyside is a culturally diverse community that is tucked right in the middle of the Yakima Valley Wine-Driving wine regions just ten minutes in any direction. Sunnyside is the perfect place to live and work in Eastern Washington.

**HEALTH CARE**

The Sunnyside Community Hospital and Clinics, a Sunnyside resident-owned and operated health care facility, is a Sunnyside resident and health-care provider providing the highest quality of care to Sunnyside residents. Sunnyside Community Hospital and Clinics is a Sunnyside resident-owned and operated health care facility. Sunnyside Community Hospital and Clinics is a Sunnyside resident-owned and operated health care facility. Sunnyside Community Hospital and Clinics is a Sunnyside resident-owned and operated health care facility.

**POPULATION**

Sunnyside	Yakima County	Median age
16,200	246,640	33.31

**FORM OF GOVERNMENT: COUNCIL/MANAGER**

73% total turnover the only local tax rate

**Great Schools**

Sunnyside School District had the highest number of students per teacher in the state for 2013, 2014, and 2015. Sunnyside High School was named the Washington State School Principal of the Year for 2014.

**STUDENT ENROLLMENT**

Sunnyside School District showed the highest increase in 2013 and 2014. Washington State's School District of the Year award has been a national award in Washington every year since 1984.

**2017 SUNNYSIDE**

The City of Sunnyside is a member of the program of cities known as **best cities 2017**.

**LABOR FORCE**

15%	30%
65,361	80,637

Local distributors report they are able to turn around new trucks a day by loading out of the Yakima Valley.

Target reported a record of a record number of applications.

Walmart distribution centers received over 5,000 applications to 66 jobs.

**Donald D. Day, City Manager**

4040 Sunnyside Ave. SW  
 (509) 856-8338 Office  
 (509) 845-2884 Cell

**Come to the Sun**

Sunnyside@support.com

City of Sunnyside conference leave-behind

**FLYYKM** TRAVELER INFO ABOUT AVIATION CONTACT **BOOK A FLIGHT**

IMPORTANT ANNOUNCEMENTS: BOOK AN FLIGHT, BOOKS OR CANCELLATIONS will only show if there is an announcement!

**Yakima's Best Way to Travel**

**BOOK A FLIGHT**

Parking Taxls & Rental Cars Nearby Amenities

Arrivals	Departures						
Airline	Flight	Status	Time	Airline	Flight	Status	Time
Alaska Airlines	705	Arrived	7:30pm	Alaska Airlines	705	In Air	7:30pm
Alaska Airlines	1408	In Air	10:50pm	Alaska Airlines	1408	In Air	10:50pm
South Airlines	807	Departed	12:45pm	South Airlines	807	In Hold	12:45pm
Alaska Airlines	4220	Delayed	4:45pm	Alaska Airlines	4220	Departed	4:45pm

**How to find the best flight fares:**

Travel Next! It's the best way to find the best fares. Use the Alaska Airlines website or app to book. You'll see the lowest fares and the best deals. You'll also see the best deals on the Alaska Airlines website or app. You'll also see the best deals on the Alaska Airlines website or app. You'll also see the best deals on the Alaska Airlines website or app.

**Current Fare Sales or Everyday Low Prices**

San Francisco August 12-26 <b>\$123 - one-way</b>	Seattle September 2-22 <b>\$123 - one-way</b>	Phoenix November 1-24 <b>\$123 - one-way</b>
---	---	--

**Why Fly YAK?**

- Call us about your destination.
- Fly with us on the bus.
- Secure & safe, and handy.
- Save money on our and a lot more.

**FLYYKM** **BOOK A FLIGHT**

FlyYKM website prototype (site was coded by City of Yakima)



# MARKETING & CREATIVE SAMPLES

CASE STUDY
PRO WEST MECHANICAL, INC.

Metal Fabrication and Manufacturing, Serving Yakima Since 2003



“We couldn’t grow our client base because we didn’t have the room to work on their projects.”

Brandon Bushbaum  
Head of Business Acquisitions - Pro West Mechanical, Inc.

**Challenge**

Pro West was growing rapidly but was unable to accommodate their growth due to lack of space. They were considering locating outside the state.

**Goal**

To find a new location that could accommodate future growth and keep the company local.

**Action**

YCDA helped find and secure a new location, put grants in place, and sourced tax incentives.

Results

- New location, 5x larger than previous location**
- \$150,000 grant from the Governors Strategic Reserve Fund**
- \$140,000 of tax incentives identified**
- Increased capacity by 80,000 square feet**

**Economic Impact**

- **\$28.5 Million** total economic impact
- **116 Jobs** directly and indirectly supported
- **\$6 Million** of annual payroll

**Community Impact**

- **283 People** and **92 Households** in the local community

“YCDA was instrumental. I didn’t know how to go about doing what they’ve done for us. Amazing, amazing asset.”

Jason Moore  
Owner - Pro West Mechanical, Inc.



FIND OUT HOW WE CAN HELP YOUR BUSINESS.

Jean Brown, Director of Business Development  
10 N 9th Street, Yakima | (509) 573-1140 | ChooseYakimaValley.com

Yakima County Development Association

CHOOSE YAKIMA VALLEY



INVESTMENT CAMPAIGN 2019-2023

PAST ACCOMPLISHMENTS

Past Accomplishments - 2017 Calendar Year

**Building Local Business**

- 88 local expansion projects
- 73 outreach visits to local companies
- \$5.65 million in SSB Funding
- Four municipalities funded for public work projects to facilitate economic development

**Business Recruitment**

- Successful recruitment of Outwest's Mustangs & Mustangs Cold Storage
- 80+ requests for information & site visits
- Three prospecting trips, 80+ firm contacts
- Outreach to 150 site visitors

**Workforce & Community**

- Four specialized workforce training programs
- 55+ companies and 540 employee participants
- 66 industry certifications, 66 local company participants
- Two workforce recipients, 120 attendees

78

JOBS

\$4.3

MILLION ANNUAL PAYROLL

**Business Recruitment**

- Successful recruitment of Outwest's Mustangs & Mustangs Cold Storage
- 80+ requests for information & site visits
- Three prospecting trips, 80+ firm contacts
- Outreach to 150 site visitors

**Workforce & Community**

- Four specialized workforce training programs
- 55+ companies and 540 employee participants
- 66 industry certifications, 66 local company participants
- Two workforce recipients, 120 attendees

208

JOBS

\$6.9

MILLION ANNUAL PAYROLL

**Workforce & Community**

- Four specialized workforce training programs
- 55+ companies and 540 employee participants
- 66 industry certifications, 66 local company participants
- Two workforce recipients, 120 attendees

310

LOCAL PROGRAMS/USERS SUPPORTED

Past Accomplishments - 30 Year History

**Secured \$28+ Billion in Business**

**Secured \$1,700,000,000 in Loans**

**Fulfilled \$400 Million in Investments in Yakima County Businesses**

STRATEGIC INITIATIVE III

Initiative III: Strengthen the Business Environment to Improve Quality of Place

ACTIONS & GOALS

- Develop and execute workforce development programs to address the needs of Yakima County's employers.
- Attract and retain skilled workers and professionals in the area through various initiatives including job fairs, site visitation, and industry recruitment for our residents.
- Administer the Supporting Businesses in Economic Development (SBED) program to fund Public Works Infrastructure improvement such as road, water, and sewer that result in new jobs.
- Serve as an active voice for business on federal and state policy issues.
- Engage elected officials in the economic development process through workshops and seminars that highlight their role in Yakima County's economic growth.
- Part Yakima County news related to business growth, new jobs, private investment, infrastructure, etc., on our comprehensive website.
- Expand industry opportunities to include discussion among business leaders on Yakima County's business base.

INITIATIVE IN ACTION

YAKIMA CHIEF-HOPUNDM (Yakima County)

A 2019 governmental, 200+ employee of logs and log products



“YCDA is a great resource for firms seeking guidance and information on practically establishing operations in the region and we strongly support their initiative.”

Mike Smith  
CEO - YCHD Inc.

**Challenge**

Yakima Chief-HopunDM had 100+ employees and was unable to accommodate their growth due to lack of space.

**Goal**

Secure a new location for their business.

**Action**

YCDA provided the information and guidance needed to establish operations in the region and we strongly support their initiative.

Results: YCHD has continued to grow its presence in the valley, constructing new facilities and employing 200 full-time and 124 seasonal people.

New Vision case study one sheet

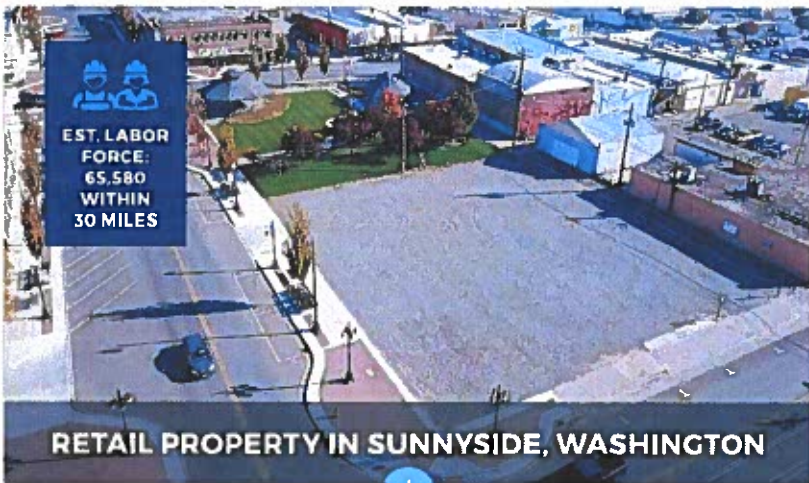
Yakima County Development Association  
Investment Campaign leave-17-18

66

11



# MARKETING & CREATIVE SAMPLES



**EST. LABOR FORCE: 65,580 WITHIN 30 MILES**

## RETAIL PROPERTY IN SUNNYSIDE, WASHINGTON

**PROPERTY FOR SALE: 507 E. EDISON AVE.**  
Located in the heart of downtown

- .34 ACRES**
- ZONING: B-3 RETAIL BUSINESS CORE**
- WATER, SEWER, NATURAL GAS**
- COMMUNICATIONS AVAILABLE**
- NEGOTIABLE SALE OPTIONS**

- 3 HOURS TO SEATTLE, PORTLAND, OR SPOKANE**
- 5 MINUTES TO INTERSTATE 82**
- 40 MINUTES TO YAKIMA AIR TERMINAL**



LEARN MORE ABOUT THIS AND OTHER PROPERTIES AT [PORTOFSUNNYSIDE.COM](http://PORTOFSUNNYSIDE.COM)

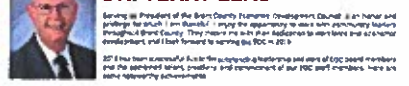
2640 E EDISON AVE #1 | SUNNYSIDE, WA 98944 | 509-839-7678

## 2018 ANNUAL REPORT

Grant County  
Economic Development Council

At Grant County Economic Development Council, we are the facilitators—the get-it-done people—for business-related activities in Grant County. From workforce development, to permitting and processes, to sharing the Grant County story around the globe, GCEDC has a finger on the pulse of what business leaders are looking for and how Grant County can deliver that.

### LETTER FROM PRESIDENT DR. TERRY LEAS



Being the President of the Grant County Economic Development Council is an honor and privilege that I am proud to enjoy the opportunity to also have been extremely helpful throughout Grant County. They mean the world to me and I look forward to working with you in 2019.

It has been a wonderful year for our community's history and one of GCEDC board members and the appointed board, presiding and management of our GCEDC staff members, have an exciting opportunity to achieve.

We completed the GCEDC's first Building Prosperity Challenge, award members, members and staff members to successfully launch a 3-year campaign to support, including adding 1,000 jobs for the Economic Development. Economic Development is an opportunity to expand and to improve our community's economic future in Grant County.

Having the GCEDC office fully staffed has been a blessing. Staff members visited 68 Grant County companies in 2018 and they have plans to visit 120 companies in 2019. Additionally, GCEDC staff members have been busy with the 2019 campaign.



### 2018 NOTABLE HIGHLIGHTS

**7-year data center certificate program**  
Big Bend Community College (BCC) will lead data center start-up 1-year data center certificate program to train IT professionals for the growing local market.

**70%** of businesses have obtained trade training or job international trade today.

**26** startups that the local grant program and so far.

**8** students started positions with wages of \$40,000-\$45,000.

**11** students have decided to continue on to a 2-year program.

**2014-2018 Reporting**  
**32** Companies Added to Support  
**\$27.3M** Capital Investment

**2014-2018 Business Development**  
**3** Companies Founded  
**\$16.9M** Annual Payroll  
**355** New Jobs Created  
**40** New Value Added

**2014-2018 Business Expansion**  
**4** Companies Added to Expansion  
**\$1M** Annual Payroll  
**125** New Jobs Created

**2014-2018 Multiple Infrastructure**  
**34** Projects  
**\$4.4M** Funds Invested or Committed

The Strategic Infrastructure Program (SIP) funded 34 projects by awarding \$4.4 million in infrastructure projects within Grant County.

### Partners & Investors

- Founders Circle (\$75,000+)**  
A 99 Group, City of Moses Lake, City of Colfax, Grant County, Grant County PUD, Port of Moses Lake, Port of Colfax.
- Partners Division (\$25,000-\$75,000)**  
Central Investment, Columbia Basin World, Midwest Corporation, Laramie Healthcare, Washington Trust Bank.
- Gold Division (\$10,000-\$25,000)**  
Grant County Economic Development Council, Conference Board, Holy Family, Holy Family, Holy Family.
- Silver Division (\$1,000-\$10,000)**  
A 99 Group, City of Moses Lake, City of Colfax, Grant County, Grant County PUD, Port of Moses Lake, Port of Colfax.

- Friends of the GCEDC**  
John Smith, Rick Smith, Paul Smith, etc.
- 2018 Board of Directors**  
Dr. Terry Leas, President; Dan Peters, Vice President; etc.



# QUALIFICATIONS OF FIRM PRINCIPALS



## **Nicole Donegan – Owner, Strategist**

Nicole is a results-oriented, high-energy, hands-on leader with over 26 years of experience and a wealth of knowledge in all forms of marketing and communications with specific expertise in planning and execution of strategic, measurable marketing programs. As our agency's key strategist and leader, she specializes in brand development, rebranding, media planning, budgets, and the development of effective marketing campaigns. Nicole has managed projects of all scopes and sizes, from individual ad placements to research, naming, and brand development for a wide range of clients. Because of her experience, Nicole has honed an ability to constantly shift perspectives: she can see an organization from a bird's eye view and identify large-scale challenges and opportunities—then, zoom in to the actionable tasks and strategies to meet goals with a measurable return on investment. As Managing Director, Field Group's success is her own, and orchestrating creatively and deftly is her passion. Her role on this project is strategic development, planning, analysis, and account management.



## **Kristin Mattie – Owner, Creative Director**

Our Creative Director, Kristin Mattie, has been with Field Group for 23 years. She is passionate about bringing the team together in productive collaboration that sparks conversation and ideas. She has built brands and campaigns for organizations including Tree Top Inc., Orchard-Rite, Leavenworth Chamber of Commerce, Yakima Valley Farm Workers Clinic (YVFWC), USA Hops, and the Yakima Health District. We wouldn't be where we are today without her gift of being able to listen to clients' needs, understand their objectives, and meld her creative concepts to match their desired results - which is why we refer to her as our Creative Genius! Kristin's role on this project will be creative strategy, creative development, and creative oversight.



## **Christen Cook – Project Manager**

Christen comes to Field Group with a background in safety and regulatory program management and brings a tireless commitment to consistent implementation, innovation, and collaboration. She's detail-oriented, enlivened by a challenge, endlessly curious, and loves streamlining day-to-day tasks. You'll often find her with a computer in hand, plowing through a to-do list, doggedly pursuing ways to optimize performance, and ensuring projects run seamlessly from beginning to end. Christen joined Field Group in 2019.

# BILLING RATES

FG charges an aggregate base rate of \$130 per hour—whether that is for our graphic designers, social media planners, or senior managers. We estimate our costs based on the time we think it will take us to complete each project. As we proceed with clients, getting to better know their style and preferences, we often can complete projects in less time than in the beginning, and we base our estimates on an average of those assumptions. We also assume each project will have two proofs and a final deliverable. Additional proofs can result in higher costs.

The best way to manage costs is to minimize back and forth. If all client edits are collected and submitted by one individual at one time, it takes us less time to incorporate those edits, resulting in cost savings. If a client has established brand guidelines to help direct the creative process, that also helps keep costs lower. If a guideline does not exist, we typically develop a campaign style sheet during the first phase of the concept development to direct the tasks within the contract, which would result in the higher range for that task but may reduce costs as we proceed.

Throughout our relationship, we work with clients to develop processes to help manage time and costs. Because we often work with non-profit organizations, we understand funding is critical and do our best to use resources prudently.



# REFERENCES

**Mark James**

*Executive Director*

Rod's House

mark@rodshouse.org

630-742-6027

**Angela Von Esson**

*Former Assistant Superintendent*

West Valley School District

*Current Superintendent*

Kittitas School District

angela\_vonessen@ksd403.org

509-955-3120

**Leah Ward**

*Communications Manager*

Yakima Neighborhood Health

leah.ward@ynhs.org

509-853-2357

**Diane Halo**

*Program Director*

Greater Columbia Accountable Community of Health

dhalo@gcach.org

509-902-2308

# THANK YOU

FOR THE OPPORTUNITY TO SUBMIT THIS PROPOSAL. WE ARE EXCITED ABOUT THE OPPORTUNITY TO WORK WITH THE CITY OF GRANDVIEW AND LOOK FORWARD TO HEARING FROM YOU.



**FIELD GROUP**  
*marketing & advertising*

## PROJECT CONTACT

**Nicole Donegan**  
Managing Director  
[nicole@fgsayshello.com](mailto:nicole@fgsayshello.com)

c: 509-895-9208  
o: 509-965-1780

103 N 3rd Street  
Yakima, WA 98901