

RESOLUTION NO. 1808

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LAKE FOREST PARK, WASHINGTON, AUTHORIZING THE MAYOR TO SIGN PROFESSIONAL SERVICES AGREEMENT WITH JAYRAY ADS AND PR, INC.

WHEREAS, the Lake Forest Park community has expressed interest in improvements to existing parks, additional parks, lake access, and pedestrian connections; and

WHEREAS, in response to this expressed community interest, in the last five years, the City has acquired nine acres of new, unimproved parks and is considering possibilities to address resident priorities for use of these new parks and existing parks; and

WHEREAS, in response to continued and increasing community interest in pedestrian connections and trails as identified in the City's Parks, Recreation, Open Space and Trails (PROST), Safe Highways, and Safe Streets plans, potential projects have been identified and others are being studied; and

WHEREAS, the City requires new revenue to act on resident priorities for parks, pedestrian connections and trails; and

WHEREAS, the City desires professional services to assist with community outreach in order to perform community education about options and to assess resident interest in projects, including support for a potential levy LID lift to fund potential parks projects and pedestrian connections and trails; and

WHEREAS, the City reached out to three public relations firms for Statements of Qualifications through the MRSC small works, consultant, and vendor rosters; and

WHEREAS, the firm of JayRay Ads and PR, Inc. provided the lowest cost proposal and their portfolio demonstrates the quality of their work and their experience working with local governments; and

WHEREAS, the City desires to enter into a professional services agreement with JayRay Ads and PR, Inc. to assist with community outreach relating to resident priorities for the new parks;

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Lake Forest Park as follows:

SECTION 1. AUTHORIZE. The Mayor is authorized to execute the Professional

Services Agreement with JayRay Ads and PR, Inc., a copy of which is attached hereto as Attachment A.

SECTION 2. CORRECTIONS. The City Clerk is authorized to make necessary corrections to this resolution including, but not limited to, the correction of scrivener's/clerical errors, references, resolution numbering, section/subsection numbers and any references thereto.

PASSED BY A MAJORITY VOTE of the members of the Lake Forest Park City Council this 27th day of May, 2021.

APPROVED:

Jeff Johnson
Mayor

ATTEST/AUTHENTICATED:

Evelyn Jahed
Evelyn Jahed
City Clerk

FILED WITH THE CITY CLERK: May 21, 2021
PASSED BY THE CITY COUNCIL: May 27, 2021
RESOLUTION NO.: 1808

EXHIBIT A TO RESOLUTION 1808

**CITY OF LAKE FOREST PARK
PROFESSIONAL SERVICES AGREEMENT
Agreement Title: Parks Outreach and Messaging**

THIS AGREEMENT made and entered into by and between the **CITY OF LAKE FOREST PARK**, a Washington municipal corporation (the "City"), and **Jayray Ads and PR, Inc.** (the "Consultant"), is dated this ____ day of May, 2021.

Consultant Business:	Jayray Ads and PR, Inc.
Consultant Address:	535 Dock Street, Suite 205
	Tacoma, WA 98402
Consultant Phone:	206.390.8256
Consultant Fax:	
Contact Name:	Kathleen Deakins
Consultant e-mail:	KDeakins@jayray.com
Federal Employee ID No.:	91-0883067
Authorized City Representative	Phillip Hill, City Administrator
for this contract:	

WHEREAS, the City of Lake Forest Park wishes to engage the services of a consultant for Parks outreach and messaging, and

WHEREAS, the City has selected Consultant to perform the requested consulting services;

NOW, THEREFORE, the parties herein do mutually agree as follows:

1. Employment of Consultant. The City retains the Consultant to provide the services described in Exhibit A incorporated herein, ("collectively "Scope of Work" or the "Work"). Any inconsistency between this Agreement and the Scope of Work shall be resolved in favor of this Agreement. The Consultant shall perform the Work according to the terms and conditions of this Agreement.

The City may revise the Work only by a written Change Order signed by the authorized representatives of the parties that shall become a part of this Agreement.

The project manager(s) of the Work shall be Kathleen Deakins. The project manager(s) shall not be replaced without the prior written consent of the City.

Exhibit A Work shall commence when the City issues a notice to proceed and it shall be completed no later than November 3, 2021, unless the completion date is extended in writing by the City. Notwithstanding the foregoing, Consultant shall not be responsible for any delay or failure to meet deliverable deadlines if such delay or failure was caused in whole or in part by a delay or failure of the City.

2. Compensation.

A. The total compensation to be paid to Consultant for the Work in Exhibit A, including all services and expenses, shall not exceed thirty-nine thousand and eight hundred Dollars (\$ 39,800) as shown on Exhibit A, which shall be full compensation for the Exhibit A Work. Consultant shall invoice the City monthly on the basis of the portion of the Work completed each month by the Consultant and sub-consultants.

B. Consultant shall be paid in such amounts and in such manner as described in Exhibit A.

C. Consultant shall be reimbursed for Eligible Expenses actually incurred that are approved for reimbursement by the City in writing before the expense is incurred. If overnight lodging is authorized, Consultant shall lodge within the corporate limits of City.

D. Notwithstanding any language in Exhibit A to the contrary, the City will only pay for work actually performed and received by the City. Further, nothing in this Section 2 guarantees that Consultant will receive the total compensation listed in Section 2.A above should the work be cancelled or postponed prior to completion.

3. Request for Payment.

A. Not more than once every thirty days the Consultant shall send electronically to Aurora Belli, Accounting Supervisor, abelli@ci.lake-forest-park.wa.us, its request for payment of Exhibit A Work, accompanied by evidence satisfactory to the City justifying the request for payment, including a report of Work accomplished and tasks completed, and an itemization of Eligible Expenses with copies of receipts and invoices.

4. Work Product. The Consultant shall submit all reports and other documents specified in Exhibits A according to the schedule established in Exhibits A. If, after review by the City, the information is found to be unacceptable, Consultant, at its expense, shall expeditiously correct such unacceptable work. If Consultant fails to correct unacceptable work, the City may withhold from any payment due an amount that the City reasonably believes will equal the cost of correcting the work.

All reports, drawings, plans, specifications, and intangible property created in furtherance of the Work, and any intellectual property in such documents, are property of the City and may be used by the City for any purpose; provided that re-use without Consultant's permission shall be at the City's sole risk.

5. Termination of Contract. City may terminate this Agreement by sending a written notice of termination to Consultant ("Notice") that specifies a termination date ("Termination Date") at least fourteen (14) days after the date of the Notice. Upon receipt of the Notice, the Consultant shall acknowledge receipt to the City in writing and immediately commence to end the Work in a reasonable and orderly manner. Unless terminated for Consultant's material breach, the Consultant shall be paid or reimbursed for all hours worked and Eligible Expenses incurred up to the Termination date, less all payments previously made; provided that work performed after date of the Notice is reasonably necessary to terminate the Work in an orderly manner. The Notice may be sent by any method reasonably believed to provide Consultant actual notice in a timely manner.

6. Assignment of Contract – Subcontractors. Consultant shall not assign this contract or sub-contract or assign any of the Work without the prior written consent of the City.

7. Indemnification. To the extent provided by law and irrespective of any insurance required of the Consultant, the Consultant shall defend and indemnify the City from any and all Claims arising out of or in any way relating to this Agreement; provided, however, the requirements of this paragraph shall not apply to that portion of such Claim that reflects the percentage of negligence of the City compared to the total negligence of all persons, firms or corporations that resulted in the Claim.

Consultant agrees that the provisions of this paragraph 7 apply to any claim of injury or damage to the persons or property of Consultant's employees. As to such claims and with respect to the City only, Consultant waives any right of immunity, which it may have under industrial insurance (Title 51 RCW and any amendment thereof or substitution therefore). THIS WAIVER IS SPECIFICALLY NEGOTIATED BY THE PARTIES AND IS SOLELY FOR THE BENEFIT OF THE CITY AND CONSULTANT.

As used in this paragraph: (1) "City" includes the City's officers, employees, agents, and representatives; (2) "Consultant" includes employees, agents, representatives, sub-consultants; and (3) "Claims" include, but is not limited to, any and all losses, claims, causes of action, demands, expenses, attorney's fees and litigation expenses, suits, judgments, or damages arising from injury to persons or property.

Consultant shall ensure that each sub-consultant shall agree to defend and indemnify the City to the extent and on the same terms and conditions as the Consultant pursuant to this paragraph.

8. Insurance.

A. Consultant shall comply with the following conditions and procure and keep in force at all times during the term of this Agreement, at Consultant's expense, the following policies of insurance with companies authorized to do business in the State of Washington. The Consultant's insurance shall be rated by A. M. Best Company at least "A" or better with a numerical rating of no less than seven (7) and otherwise acceptable to the City.

1. Workers' Compensation Insurance as required by Washington law and Employer's Liability Insurance with limits not less than \$1,000,000 per occurrence. If the City authorizes sublet work, the Consultant shall require each sub-consultant to provide Workers' Compensation Insurance for its employees, unless the Consultant covers such employees.

2. Commercial General Liability Insurance on an occurrence basis in an amount not less than \$2,000,000 per occurrence and at least \$2,000,000 in the annual aggregate, including but not limited to: premises/operations (including off-site operations), blanket contractual liability and broad form property damage. Coverage shall be at least as broad as ISO occurrence form CG 00 01. City shall be named as an additional insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the City using an additional insured endorsement at least as broad as ISO endorsement form CG 20 26.

3. Business Automobile Liability Insurance in an amount not less than \$1,000,000 per occurrence, extending to any automobile. A statement certifying that no vehicle will be used in accomplishing this Agreement may be substituted for this insurance requirement. Coverage shall be at least as broad as ISO form CA 00 01.

4. Professional Liability Insurance in an amount not less than \$2,000,000 per occurrence and \$2,000,000 in the annual aggregate. Coverage may be written on a claims made basis; provided that the retroactive date on the policy or any renewal policy

shall be the effective date of this Agreement or prior, and that the extended reporting or discovery period shall not be less than 36 months following expiration of the policy. The City may waive the requirement for Professional Liability Insurance whenever the Work does not warrant such coverage or the coverage is not available.

5. Each policy shall contain a provision that the policy shall not be canceled or materially changed without 30 days prior written notice to the City.

Upon written request to the City, the insurer will furnish, before or during performance of any Work, a copy of any policy cited above, certified to be a true and complete copy of the original.

B. Before the Consultant performs any Work, Consultant shall provide the City with a Certificate of Insurance acceptable to the City Attorney evidencing the above-required insurance and naming the City of Lake Forest Park, its officers, employees and agents as Additional Insured on the Commercial General Liability Insurance policy and the Business Automobile Liability Insurance policy with respect to the operations performed and services provided under this Agreement and that such insurance shall apply as primary insurance on behalf of such Additional Insured. Receipt by the City of any certificate showing less coverage than required is not a waiver of the Consultant's obligations to fulfill the requirements.

C. Consultant shall comply with the provisions of Title 51 of the Revised Code of Washington before commencing the performance of the Work. Consultant shall provide the City with evidence of Workers' Compensation Insurance (or evidence of qualified self-insurance) before any Work is commenced.

D. In case of the breach of any provision of this section, the City may provide and maintain at the expense of Consultant insurance in the name of the Consultant and deduct the cost of providing and maintaining such insurance from any sums due to Consultant under this Agreement, or the City may demand Consultant to promptly reimburse the City for such cost.

E. The Consultant's Automobile Liability and Commercial General Liability insurance policies are to contain, or be endorsed to contain that they shall be primary insurance as respect the Public Entity. Any insurance, self-insurance, or self-insured pool coverage maintained by the Public Entity shall be excess of the Consultant's insurance and shall not contribute with it.

F. If the Consultant maintains higher insurance limits than the minimums shown above, the Public Entity shall be insured for the full available limits of Commercial General and Excess or Umbrella liability maintained by the Consultant, irrespective of whether such limits maintained by the Consultant are greater than those required by this Agreement or whether any certificate of insurance furnished to the Public Entity evidences limits of liability lower than those maintained by the Consultant.

G. The Consultant's maintenance of insurance as required by the Agreement shall not be construed to limit the liability of the Consultant to the coverage provided by such insurance, or otherwise limit the Public Entity's recourse to any remedy available at law or in equity.

9. Independent Contractor. The Consultant is an independent Contractor responsible for complying with all obligations of an employer imposed under federal or state law. Personnel employed by Consultant shall not acquire any rights or status regarding the City.

10. Employment. The Consultant warrants that it did not employ or retain any company or person, other than a bona fide employee working solely for the Consultant, to solicit or secure this Agreement or pay or agree to pay any such company or person any consideration, contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, the City shall have the right either to terminate this Agreement without

liability or to deduct from the Agreement price or consideration or to otherwise recover, the full amount of such consideration.

11. Audits and Inspections. The Consultant shall make available to the City during normal business hours and as the City deems necessary for audit and copying all of the Consultant's records and documents with respect to all matters covered by this Agreement.

12. City of Lake Forest Park Business License. Consultant shall obtain a City of Lake Forest Park business license before performing any Work.

13. Compliance with Federal, State and Local Laws. Consultant shall comply with and obey all federal, state, and local laws, regulations, and ordinances applicable to the operation of its business and to its performance of the Work.

14. Waiver. Any waiver by the Consultant or the City of the breach of any provision of this Agreement by the other party will not operate, or be construed, as a waiver of any subsequent breach by either party or prevent either party from thereafter enforcing any such provisions.

15. Complete Agreement. This Agreement contains the complete and integrated understanding and agreement between the parties and supersedes any understanding, agreement, or negotiation whether oral or written not set forth herein.

16. Modification of Agreement. This Agreement may be modified by a Change Order as provided in Section 1, or by a writing that is signed by authorized representatives of the City and the Consultant. However, any modification that requires an increase in the total compensation amount as set forth in Section 2 of this agreement cannot be made by a Change Order and requires a written amendment to this Agreement.

17. Severability. If any part of this Agreement is found to be in conflict with applicable laws, such part shall be inoperative, null and void, insofar as it is in conflict with said laws, the remainder of the Agreement shall remain in full force and effect.

18. Notices.

A. Notices to the City of Lake Forest Park shall be sent to the following address:

City of Lake Forest Park
Attn: Phillip Hill
17425 Ballinger Way NE
Lake Forest Park, WA 98155

B. Notices to the Consultant shall be sent to the following address:

JayRay Ads and PR, Inc.
535 Dock Street, Suite 205
Tacoma, WA 98402

19. Venue. Notwithstanding any language to the contrary in Exhibit A, this Agreement shall be governed by the law of the State of Washington and venue for any lawsuit arising out of this Agreement shall be in King County. Further, the prevailing party in any such litigation shall be entitled to litigation costs, including reasonable attorneys' fees.

20. Counterpart Signatures. This Agreement may be executed in one or more counterparts, including by facsimile, scanned or electronic signatures, each of which shall be deemed an original and all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, the City and Consultant have executed this Agreement as of the date first above written

CONSULTANT: Please fill in the spaces and sign in the box appropriate for your business entity.

**CITY OF LAKE FOREST PARK
WASHINGTON**

By: _____
Jeff Johnson, Mayor

Date _____
ATTEST: _____

Evelyn Jahed, City Clerk
Date: _____

APPROVED AS TO FORM: _____

Kim Adams Pratt, City Attorney
Date: _____

JayRay Ads and PR, Inc.

By:
Date:

EXHIBIT A TO
PROFESSIONAL
SERVICES AGREEMENT

PARKS OUTREACH AND MESSAGING

A PROPOSAL TO
CITY OF LAKE FOREST PARK

MAY 6, 2021

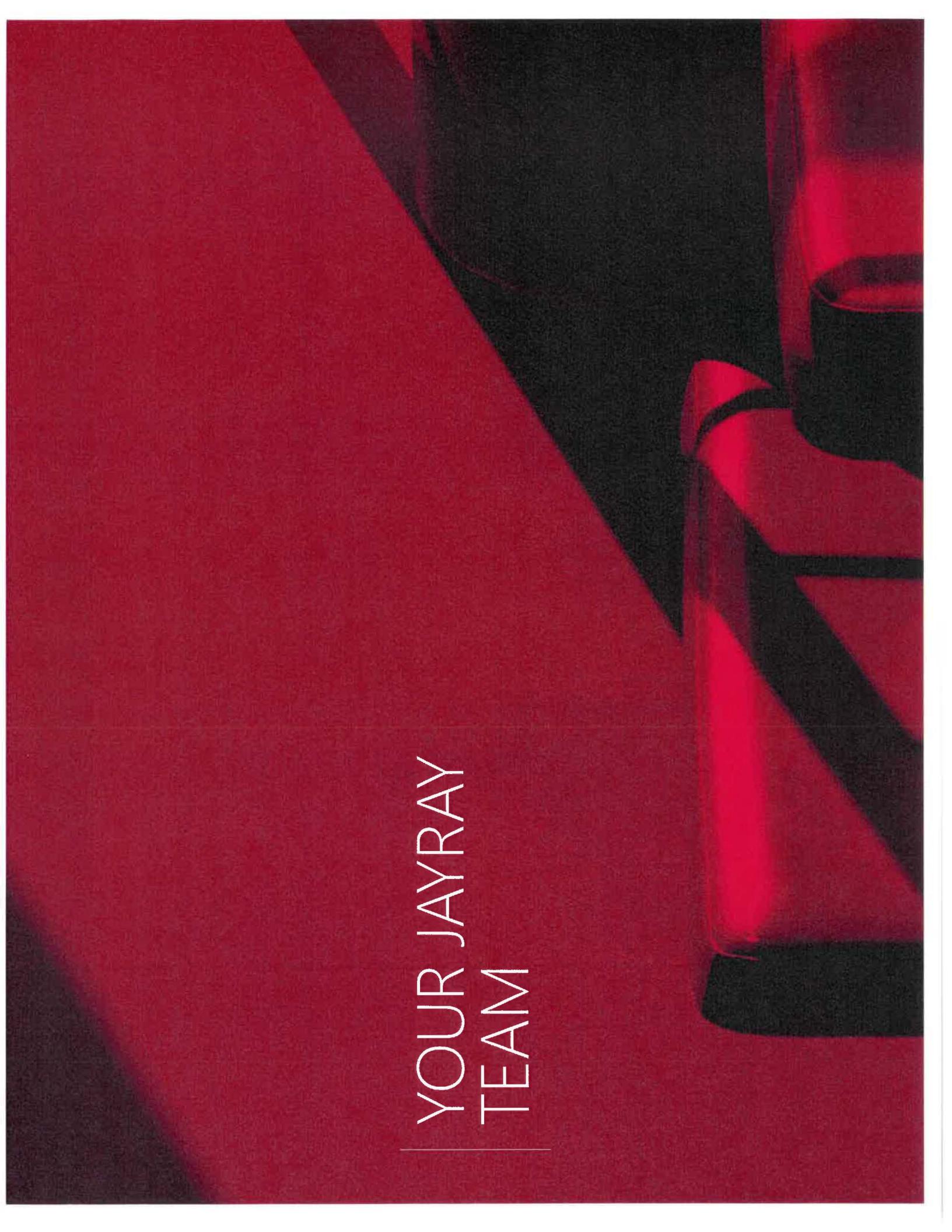
JAYRAY A PLACE TO THINK
Branding | Advertising | Strategic Communications



Your situation

- In recent years, the Lake Forest Park community has expressed interest in additional parks, lake access, pedestrian connections throughout the City, and efforts to address climate change.
- The City has acquired 9 acres of new, unimproved parks and is considering options that would address all of these resident priorities.
- Acting on these priorities will require new revenue.
- The City seeks help with outreach to the community to educate residents about options and to assess their level of interest in the projects and their support for a levy lid lift to fund them.



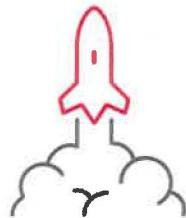


YOUR JAYRAY
TEAM



JayRay Overview

Full-service strategic communication + creative marketing partner



WE WERE
LAUNCHED
IN 1970



WE SERVE THE
REGION FROM
TACOMA



WE BELIEVE IN
CREATIVITY WITH
A PURPOSE AND
A PLAN



OUR CLIENTS
ARE OUR
PARTNERS

SERVICES

- Branding
- Research & Planning
- Messaging and PR strategy
- Strategic communication programs

- Collateral development, print and digital assets
- Social media strategy and channel management
- Advertising



Your team



President
& Principal

Kathleen Deakins

Kathleen has been the force behind strategic communication campaigns for more than three decades. Clients describe her as a trusted advisor. Teammates know her as a creative leader. Leaders in a range of organizations from regional nonprofits to local municipalities to family-owned businesses regularly turn to her for advice.

Kathleen is accredited in public relations and earned her BA from the University of Puget Sound and MBA from University of Washington. She is a volunteer and mentor supporting children and young adults.

She has provided counsel to Thurston County for a proposed levy lid lift for a new courthouse, Highline School District for a levy, and outreach for other local governments including Tacoma, Covington, Puyallup, King County and the Northwest Seaport Alliance.



Advisor

Alex Domine

Writer, coach and strategist, Alex demonstrates his range on the page and on the stage. Alex's experience includes honing communication strategy to further organizational, legislative and fundraising priorities while elevating their reputations and advancing their mission. He applies a communication lens to advance diversity, equity and inclusion. And he's as comfortable in the board room as the green room.

With an MBA and two undergraduate degrees, Alex is a loyal PLU Lute and a committed lifelong Tacoman. He is also a vocal coach and volunteers with groups advocating for human rights and children with special needs.

He has provided communication counsel to advocacy organizations who came together to put a measure on the statewide ballot in Washington.



Your team



Advisor

Jackie Zils

Mark Twain once said, "Writing is easy, all you have to do is cross out the wrong words." Jackie makes communication look that simple. Always level-headed, she helps clients pilot the complexity of media relations, and crafts everything from strategies to annual reports and benefit program roll-outs. Jackie's a pro at translating corporate jargon into something you actually want to read. Her tourism and travel work is equally potent as it inspires writers and residents across the country.

An accredited public relations professional, Jackie has developed communication strategies and informational on- and off-line content for the cities of Renton, Puyallup and Covington.



Graphic Designer

Julia White

They say our destiny is what we make of our fate, and Julia was both fated and destined to be a creative. As the daughter of a graphic designer, Julia knows the industry like a grand plié or a step-ball-change. Her personal passion for dance, movement and art make her a unique creative force. Her experience in both nonprofit work and large industrial companies gives her a well-rounded edge. And did we mention that she has UX and illustration skills, too? For whimsical animated graphics to hardworking collateral, clients and teammates depend on Julia and her artful eye.

Julia is responsible for graphic design for public clients including the award-winning Choose Puyallup economic development campaign and website and graphic standards and program materials for Astoria Parks and Recreation.

OUR APPROACH



How JayRay will support you

OUTREACH PHASE

Before the City Council votes on the resolution to place the levy lid lift on the ballot

Goal: Seek input, build awareness, assess interest

EDUCATION PHASE

Before the Nov. 3 election

Goal: Build understanding of the ballot measure and the opportunity to vote



Approach & schedule

	May	Jun	Jul	Aug	Sep	Oct	Nov
OUTREACH PHASE							
Discovery & planning							
Focus group							
Survey & feedback sessions							
<i>Council vote to put on ballot</i>				EST.			
EDUCATION PHASE							
Materials							
Market booth & presentations							
Postcard mailing, enews							
<i>November 3 election</i>							NOV 3



Activities: Outreach phase



DISCOVERY & PLANNING

- Review previous public feedback; discuss "normal practices" per PDC
- Develop levy lid lift narrative (250 words)
- Meet with the City biweekly by phone to coordinate activities



FOCUS GROUP

- Develop discussion guide and presentation; staff to recruit attendees
- Conduct virtual focus group to test narrative
- Revise narrative and presentation for use with community



SURVEY & FEEDBACK SESSIONS

- Prepare message inviting the community to feedback sessions
- Conduct online sessions with live polling
- Prepare summary of findings for City leadership



Lessons from successful efforts

**THIS IS THE
TIME.
THIS IS THE
PLACE.**

**Vote on 2 essential funding measures
for Fife Schools – February 13, 2018**



**THIS IS THE
TIME.
THIS IS THE
PLACE.**

**Vote on 2 essential funding measures
for Fife Schools – February 13, 2018**



**Proposition 1:
Levies are for Learning.**

Renewal Educational Programs and Operations Levy to pay for essential student programs and opportunities not fully funded by the state.

ABOUT THE LEVY

The current levy ends in 2018. The February, 2018 levy simply replaces it, and will cover 2019 through 2022. In Fife schools, levy dollars pay for:

- Special education not fully covered by the state
- Transportation not fully covered by the state
- Additional certified and classified staff needed to serve Fife students
- Athletics, drama, music and more
- Textbooks and other instructional materials
- Ongoing facilities maintenance and repairs

**Proposition 2:
Bonds are for Building.**

Capital Construction Bond to pay for new construction and building improvements to address enrollment growth, aging schools, and 21st century learning needs.

ABOUT THE BOND

During the past eight months, a team of community members, business leaders and staff (called the Capital Facilities Advisory Committee, or CFAC) examined facility conditions, enrollment trends, costs, and community survey responses. Their goal – to recommend a plan that addresses significant growth and aging school buildings.

And they did it! In November 2017, the board approved the committee's recommendation for a Capital Facilities Bond.



- Simple clear messages and design
- Consistent across materials



Lessons from successful efforts

The screenshot shows the Fife Public Schools website. The header includes the school logo, "FIFE PUBLIC SCHOOLS", and a navigation menu with links for Home, News, District, Community, Families, Staff, Students, and Jobs. Below the menu, a section for the "2018 EDUCATIONAL PROGRAMS & OPERATIONS LEVY" is displayed, featuring a link to the "2018 Educational Programs & Operations Levy" page. The page content discusses voter approval for a renewal of the four-year levy. A sidebar on the right also mentions the 2018 Educational Programs & Operations Levy.

What is a levy and how is this different from a bond?

"Levies are for learning, Bonds are for Building".

Bonds are used for new school construction, renovation of buildings, and land purchases. They're also used for major repairs and improvements such as new roofs, heating and cooling systems, and safety improvements to our schools.

Levies are used to help pay for the day to day operations of our schools. Levies pay for programs and services that are either not funded, or fully funded by our state. This includes:

- Special education, remediation, and English as a Second Language programs
- Additional certificated and classified personnel
- Professional development for teachers and instructional assistants
- Programs to challenge students such as gifted and advanced placement
- Textbooks and other instructional materials

- Easy to find information
- Simple clear messages
- Organized by questions residents ask

<https://www.fifeschools.com/cms/One.aspx?portalId=201164&pageId=1300868>



Activities: Education phase



MATERIALS

- Create fact sheet, FAQ, display boards, social content
- Work with staff to update websites
- Develop social media calendar; staff to post



MARKET BOOTH & PRESENTATIONS

- Staff booth with the City on 3 Sundays
- Coordinate materials in the booth; City to provide booth
- Meet biweekly by phone to coordinate City presenting to community groups



POSTCARD MAILING

- Produce educational oversized postcard
- Send to all households in City

SCOPE & BUDGET



Detailed budget: Outreach

	TIME	EXPENSE
Discovery & planning <ul style="list-style-type: none">• Review the PROST Plan survey results, public involvement summary; define "normal practices" related to communication• Meet to explore the specific terms of the levy lid lift, financial impact on residents, specifically how the money will be used and anticipated council action putting it on the ballot, plan and timing• Develop a plain language 250-word narrative summary of the proposal• Gather or produce photos, illustrations and diagrams that allow residents to understand and visualize what the levy lift would make possible (includes \$1,000 allowance for photography)• Coordinate with City on bi-weekly calls	<i>subtotal</i>	\$6,200 \$1,000
Focus group <ul style="list-style-type: none">• Develop a presentation slide deck explaining the proposal and a focus group guide• Test the presentation for clarity in an informal focus group• Revise the presentation as appropriate and develop a guide for an interactive online feedback session using Menti or a similar live polling tool to explore the level of support	<i>subtotal</i>	\$4,400 \$0
Survey & feedback sessions <ul style="list-style-type: none">• Prepare public invitation to participate in the survey - City News, social media content, LFP Times, etc.• Conduct 2 feedback sessions (weekday evening, Saturday afternoon?)• Summarize findings for staff and council• Prepare summary of findings for the public - City News, social media content, LFP Times, etc.• Prepare presentation summarizing outreach and feedback for City leadership	<i>subtotal</i>	\$4,800 \$0



Detailed budget: Education

	TIME	EXPENSE
Educational materials & consultation		
• Create informational materials as appropriate - illustrated fact sheet, FAQ handout, display boards, social graphics, web content (including \$1,000 allowance for printing)		
• Work with City staff to update Your LFP and link to main City website		
• Develop social media calendar and write; City staff to post; assist City staff in monitoring and planning response as needed		
• Update FAQ handout as needed	<i>subtotal</i>	\$9,200
		\$1,000
Market booth & presentations		
• Schedule and staff booth at the farmers market (3 Sundays, does not include booth or furnishings)		
• Coordinate with City on bi-weekly calls	<i>subtotal</i>	\$6,600
		\$0
Postcard mailing & enews		
• Produce postcard informational mailer to be sent to all households (including \$3,000 allowance for postage and printing)		
• Write enews item	<i>subtotal</i>	\$3,600
		\$3,000



Budget summary & approval

	JAYRAY SERVICES	EXPENSES
Outreach Phase	\$15,400	\$1,000
Education Phase	<u>\$19,400</u>	<u>\$4,000</u>
subtotal	\$35,800	\$5,000
PROJECT TOTAL		<u>\$39,800</u>

APPROVAL

I give my approval for JayRay to proceed based on the scope and budget presented here, subject to JayRay's Terms and Conditions.

For Lake Forest Park:

Signed

Date



Terms and conditions

CONFIDENTIALITY

The agency will keep confidential information that has not been made public and is designated as confidential by the client.

PROJECT BUDGETS

The client and agency will agree on a budget for each project. Budgets will be based on a defined level of effort and expense. Acceptance of the budget by the client confirms that JayRay has been contracted by the client for the project as described.

PROJECT CHANGES

Changes in project requirements, specifications or schedule may require a change in budget. JayRay will provide to the client a budget that reflects the changed level of effort and expense.

PROJECT APPROVALS

JayRay will provide the client with proofs to assure accuracy of materials created on its behalf. JayRay will exercise reasonable care to avoid errors. The client retains final responsibility for the decision to print, produce or disseminate materials.

POSTPONEMENT OR CANCELLATION

If the project is cancelled or postponed prior to completion, the client agrees to pay JayRay for the full project budget, including commissions or markup.

OWNERSHIP

The client owns all original artwork created by JayRay on its behalf, upon payment in full of the project invoice. JayRay's subcontractors, vendors and suppliers (such as photographers, stock photo houses and font libraries) retain ownership and possession of all original work they have created unless otherwise negotiated. Materials owned by the client and archived by JayRay may be destroyed after three years. JayRay retains the right to use work created for the client for its own self-promotion purposes. JayRay retains ownership of all concepts not selected for production by the client.

MARKUPS AND COMMISSIONS

The agency will add a 20 percent markup to all out-of-pocket costs such as printing, photography, web hosting, web plug-ins, broadcast production and research, incurred on behalf of the client. The agency will retain all commissions granted to recognized agencies and will mark up non-commissionable media billed through the agency equivalent to the standard 15 percent agency commission.

MISCELLANEOUS CHARGES

Expenses such as photocopying, facsimile, postage, delivery, telephone and travel will not be marked up. They will be billed as estimated or billed at cost.



Terms and conditions (continued)

TERMS

JayRay will invoice the client monthly electronically via email for work done in the previous calendar month, unless other arrangements are mutually agreed upon. The client agrees to pay agency invoices within 30 days of receipt unless otherwise agreed. A service charge of 1-1/2 percent per month will be added to all past due invoices. All work will be discontinued and media schedules cancelled when payment is 45 days in arrears.

JURISDICTION

This agreement is governed by the laws of the State of Washington, and the client consents to the jurisdiction of the courts of Pierce County for any legal action related to this agreement. The client also agrees to pay all reasonable collection expenses, attorney fees, and court costs arising out of such disputes, whether or not a lawsuit is filed or served.

CLIENT/AGENCY AGREEMENT

Effective _____, JayRay Ads & PR, Inc., is authorized by **City of Lake Forest Park** to act as an advertising/public relations agent on our behalf. This agreement authorizes JayRay Ads & PR to develop and purchase printed materials, photography, media advertising, and other goods and services as necessary to carry out authorized and approved advertising/public relations programs on our behalf.

When making approved purchases on our behalf, JayRay is acting only as our agent, and liability for payment for these goods and/or services remains ours. The agency will pay all vendors and media within 14 days of receipt of payment from the client.

For City of Lake Forest Park:

Signed

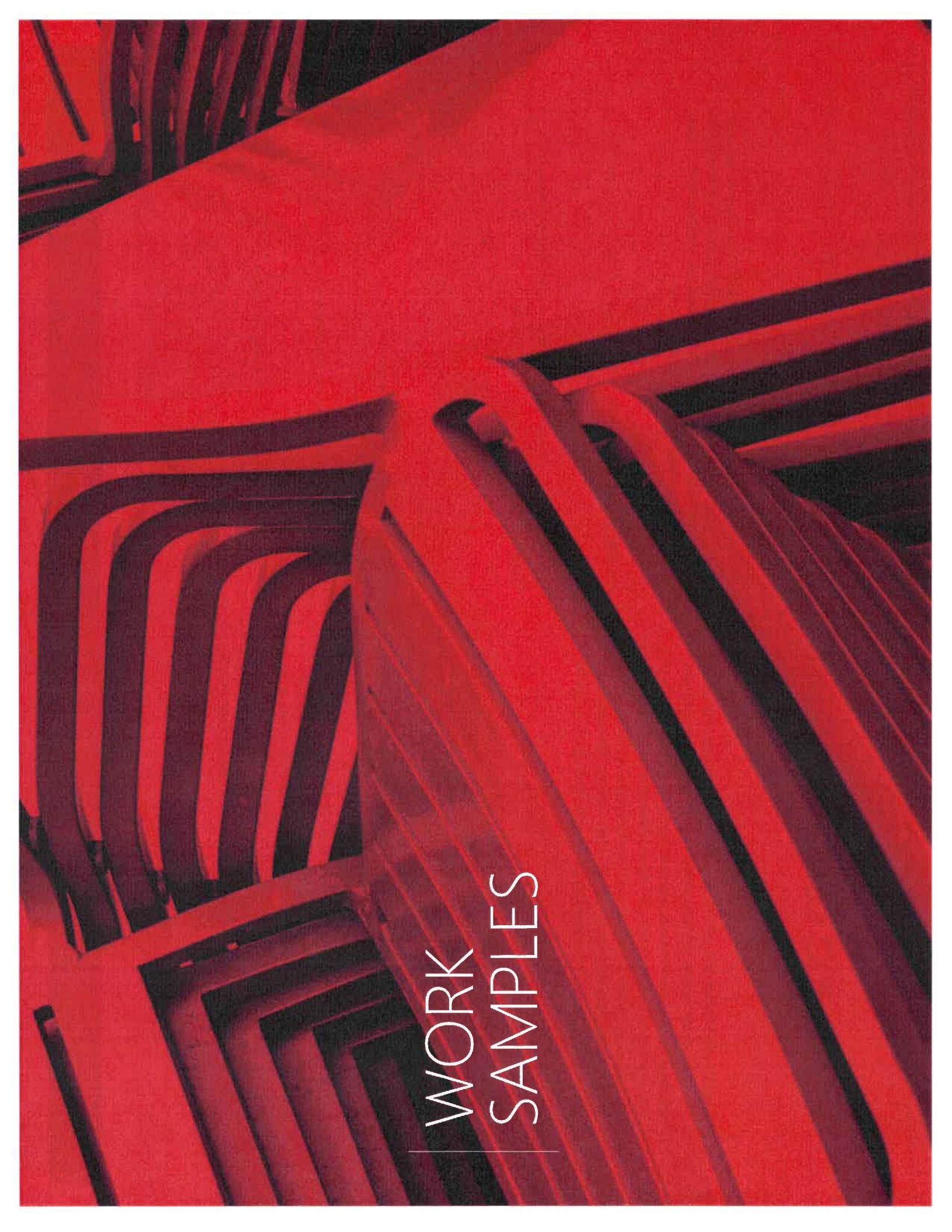
Date

Send invoices to

Name: _____

Email address: _____

Phone number: _____



WORK
SAMPLES





CITY OF FIFE

Brand definition

Logo and graphic design system

Brand guide

Marketing plan

Promotional materials design

Web, social templates design

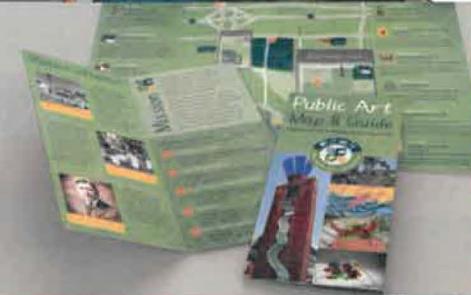
Brand ambassador training



ORIGINAL LOGO



NEW LOGO





CHOOSE PUYALLUP

CHOOSE PUYALLUP **Shop local**

CHOOSE PUYALLUP **Take out or dine in**

CHOOSE PUYALLUP **Join us safely**

CHOOSE PUYALLUP **Recognize the good**

CHOOSE PUYALLUP

support Local #MaskUp
Keep Us Open

CITY OF PUYALLUP
#CHOOSEPUYALLUP
Keep it local

PICK UP YOUR ORDER HERE

4 WAYS TO SUPPORT PUYALLUP BUSINESSES

- 1** **Shop local**
- 2** **Take out or dine in**
- 3** **Join us safely**
- 4** **Recognize the good**

CHOOSE PUYALLUP



JAYRAY A PLACE TO THINK

CITY OF LAKE FOREST PARK 24

Advertising
Branding
Communication & Strategy
Digital & Social Media
Graphic Design
Internal Communications
Issue Management
Public & Media Relations
Promotions & Events
Research & Planning

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Branding | Advertising | Strategic Communications