

ITEM NO. 5g Supp.

DATE OF
MEETING September 11, 2012

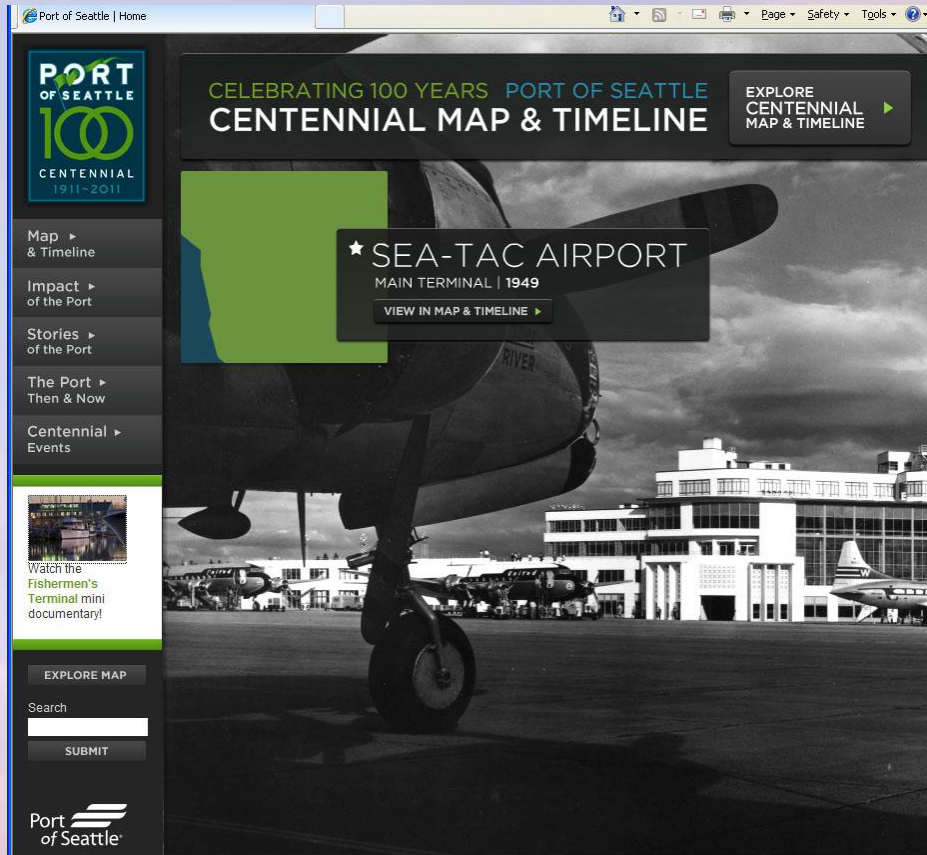
Port of Seattle Graphic Design

IDIQ Contract Request



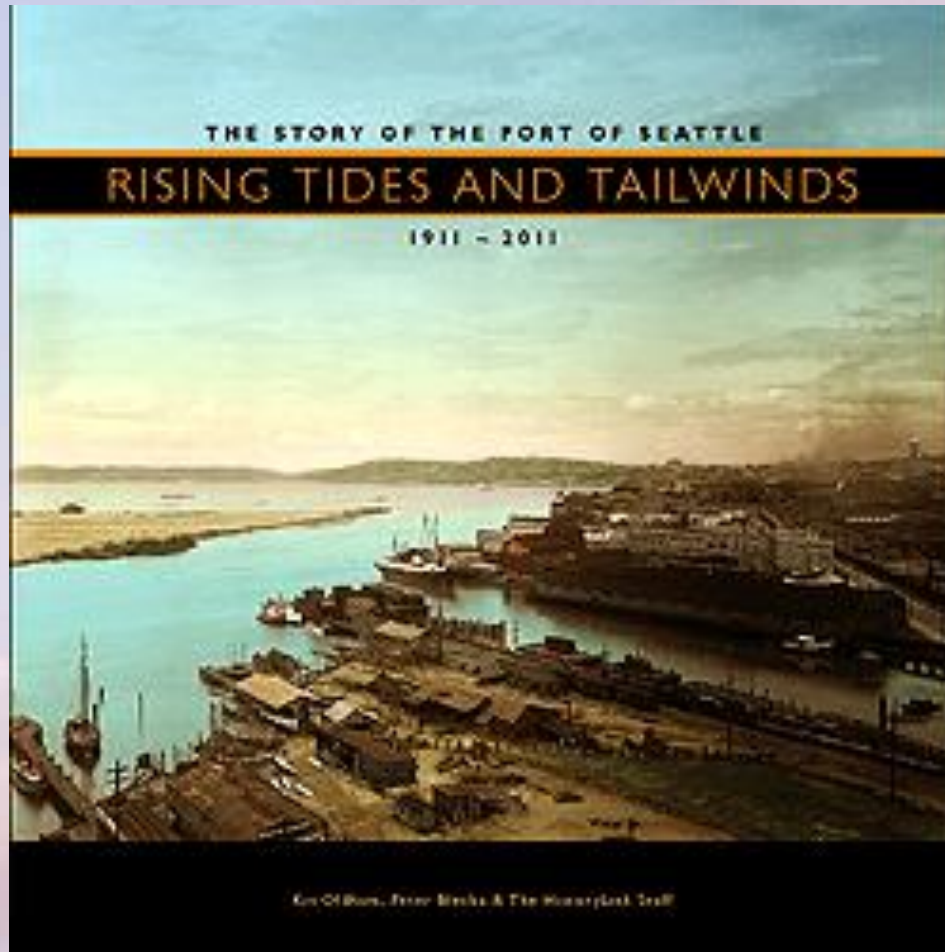
Branding and Graphic Design support business objectives for:

- Advertising, Marketing Communications
- Community Outreach
- Public Information & Education
- Facilities & Events Promotion
- Employee Communications



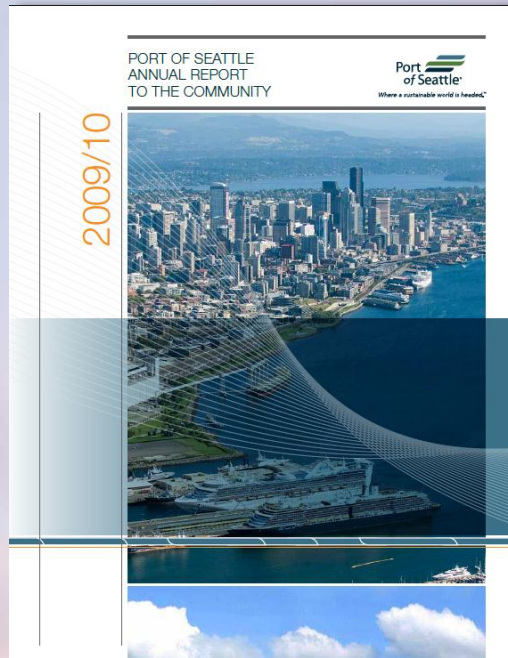
**American Association of
Port Authorities
Communications
Excellence Award**

**Association for Women
In Communications
Clarion Award**

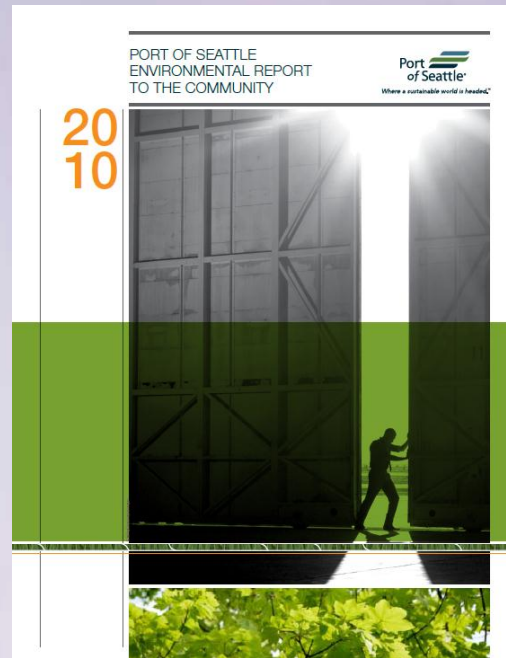


AAPA Award of Merit

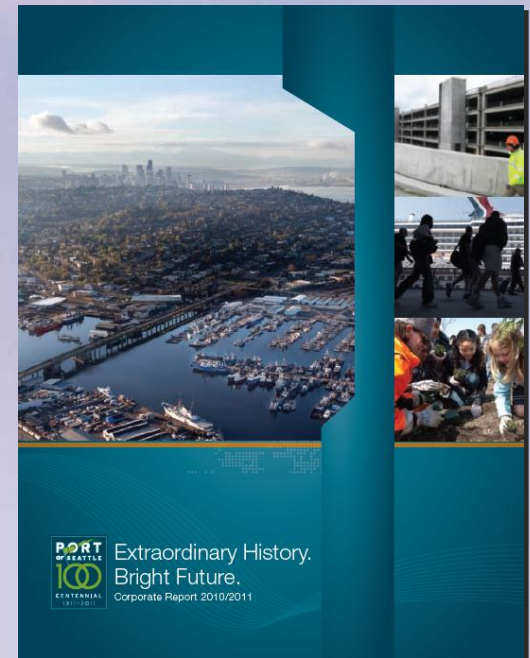
**National Association of
Government
Communicators
2nd Place, Hardcover
books**



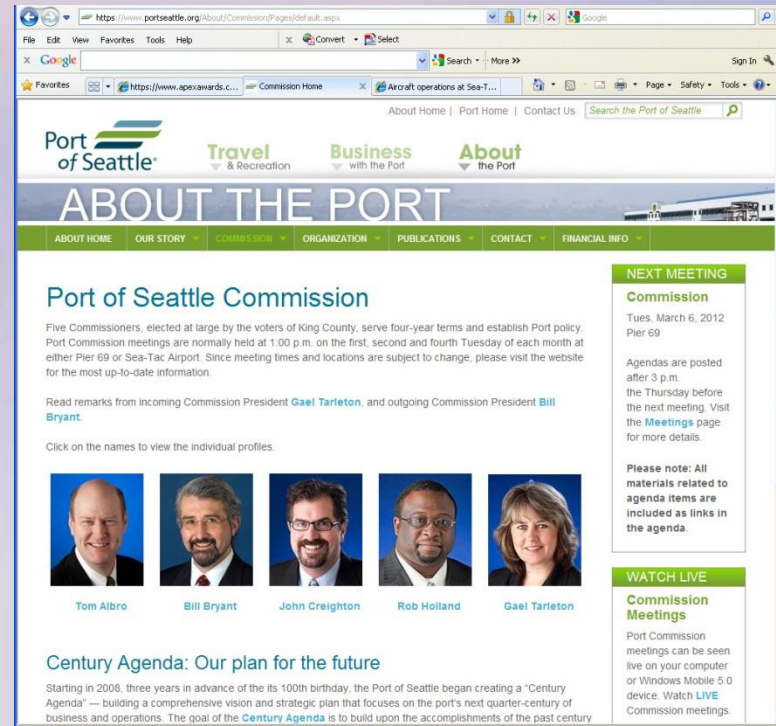
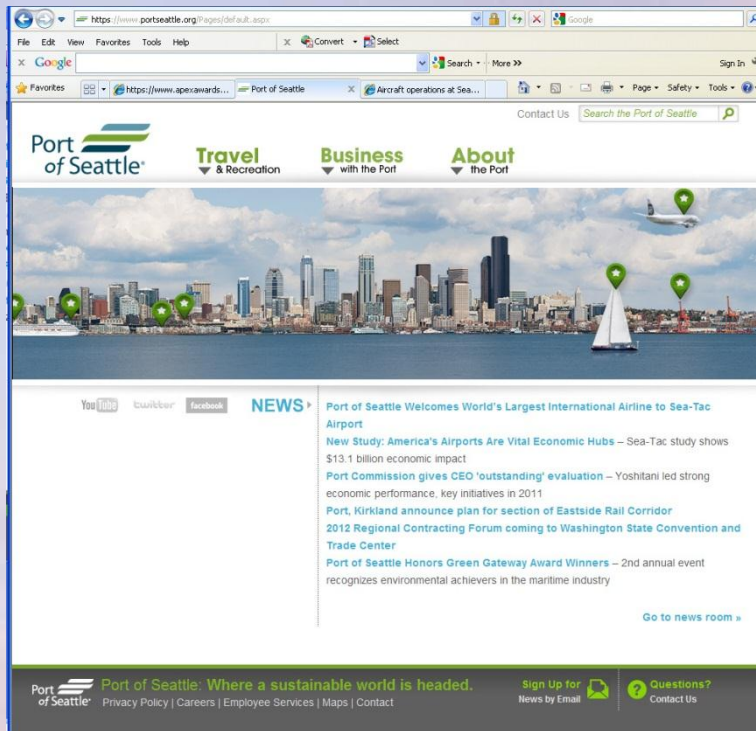
**AAPA Award of
Excellence Annual
Report to the
Community**



**AAPA Award of Merit -
Environmental Annual
Report**



**National Association of
Government
Communicators Award
of Excellence**



**APEX 2012 Communications Award of Excellence:
Most Improved Website**



Port of Seattle | Century Agenda

Strategic Planning for a Sustainable Future

For more than 100 years, the Port of Seattle has generated jobs and growth for King County. How do we ensure our port remains an economic engine for the next generation?

The elected Port of Seattle Commission, with help from a wide cross section of community and industry representatives, drafted a set of strategic goals for the next 25 years. The commissioners are seeking your reaction to the port's plans for the growth and change needed to keep the Pacific Northwest a sustainable, thriving gateway for trade, travel and industry.



Moving the Goods that People Need

How cargo moves from Port of Seattle terminals to markets everywhere

Seattle's economy is built on international trade. In 2011, over two million TEU (20-foot equivalent units) moved through Seattle's harbor, carrying Washington products to global markets and bringing overseas goods to destinations around the United States. Containers of goods mean jobs – 33,000 jobs in King County directly depend on the cargo we move – and they mean revenue to the region. Each year, the seaport generates over \$450 million in state and local tax revenues.

As a community, how can we protect the investment we've made in building our seaport and generating good jobs while also welcoming professional basketball and hockey back home? Can we build an arena and make sure that basketballs and hockey pucks make their way from port to locker room? Yes – by protecting the very industries that built our region.

The Pacific Northwest gateway is different than some. Most of the cargo that comes through our harbors is headed to stores and tables in the U.S. Midwest. Over 70 percent of the containers that we handle will go by rail to Chicago and other cities across America. If shippers can't get their goods through our port quickly, they can easily send that cargo to ports in British Columbia or California – or through the Panama Canal once it's widened in 2014.

And it isn't just imports that need port terminals. Farmers and manufacturers throughout Washington use Port of Seattle facilities to send their goods to customers everywhere.

That's why congestion in and around port facilities matters. With cargo, it's move it or lose it, when the cargo goes, so do the family-wage jobs that have been the backbone of King County's economy for over 100 years.

The port's Century Agenda is a plan to generate 100,000 new jobs in King County and Washington state by 2037. But we can't create all of those jobs if we can't increase cargo volumes, and we can't increase cargo volumes if we can't use our facilities when we need to.

When container numbers increase, terminals need to operate night and weekend gates to keep up with demand. Port of Seattle terminals have operated these gates in recent years when cargo surges, and plan to do it more as the port's seaport cargo business grows. That's why industrial zoning is good for a community. It keeps these traffic-generating operations contained in areas where it won't conflict as much with other things. Operating at night and on weekends also alleviates congestion on major freeways by sending trucks on the road when most people aren't.

- Logos
- Brochures
- Fact Sheets
- Websites
- Reports
- Posters
- Invitations
- Animations
- Videos
- Banners
- Displays
- Advertisements
- Conference Materials
- Graphs & Charts
- Presentations
- Interactive Maps