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COMMISSION

AGENDA MEMORANDUM Item No. 8e

ACTION ITEM Date of Meeting June 13, 2023

DATE: May 26, 2023

TO: Stephen P. Metruck, Executive Director

FROM: Kathy Roeder, Director of Communications, External Relations

SUBJECT: Competition Waiver for Rising Tides and Tailwinds Airport 75th Anniversary Edition

Amount of this request: \$136,000.00

Total estimated project cost: \$136,000.00

ACTION REQUESTED

Request Commission authorization under Revised Code of Washington 53.19 for competition waiver authorizing the Port to specify local non-profit HistoryLink as the writer, designer, and publisher of an SEA Airport 75th Anniversary edition of "Rising Tides and Tailwinds."

EXECUTIVE SUMMARY

HistoryLink wrote and published the original "Rising Tides and Tailwinds" book for the Port's 100th anniversary in 2011. The book comes with an understandable focus on the maritime side of our work, especially given that for the first 40 years of the Port's history there was no airport.

This anniversary edition will update the cover with an airport focus, include an anniversary edition foreword, and include additional chapters on the opening of the International Arrivals Facility, the formation of the Northwest Seaport Alliance, the coming suite of improvements under Upgrade SEA, new sustainability initiatives, the creation of the Office of Equity, Diversity, and Inclusion, and response to the pandemic.

The Port will use the anniversary edition during a series of celebration events marking the airport's 75th Anniversary. We will continue to use the book for the next several years. The estimated 2,000 item print run will offer extensive opportunities to use the book at domestic and international customer events, in employee engagement, and in community relations. The Port made its first run of "Rising Tides and Tailwinds" last for nearly a decade.

The total cost of the project is estimated to be \$136,000, including writing, design, project management, printing, and delivery.

The project will be funded primarily out of External Relations promotional budget.

Template revised January 10, 2019.

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JUSTIFICATION

The purpose of this waiver request is to use HistoryLink's proprietary design and knowledgeable writing staff to efficiently update the book for an anniversary edition. We request a competition waiver because it is not cost effective or reasonable to compete this work.

- Not cost effective. Working directly with local nonprofit HistoryLink allows us to pick up the book exactly where we left off. HistoryLink already has all of the research notes, design layout, the font type, the photography and all of the graphic treatments. It is a significant cost saving to the Port to work with the existing product rather than having a new designer layout the book and the new anniversary edition sections. That process would essentially double the cost of the work. While the Port of Seattle published the book and owns the copyright to it, the final product was published in partnership with History Link. They consider layout and design files to be proprietary items.
- Not reasonable. In the initial development of "Rising Tides and Tailwinds" HistoryLink was found to be an exceptional, local resource for documentary writing and publishing. HistoryLink efficiently combines design, research, and writing under one umbrella. HistoryLink is a 501(c)(3) not-for-profit corporation established in 1997 to pioneer innovative approaches to historical research, education, and publishing. Its primary public service activity is production of HistoryLink.org, the free online encyclopedia of Washington state history and the nation's first original encyclopedia of community history created expressly for the Internet. HistoryLink offers historical research and publishing services for organizations with upcoming anniversaries. The services provided by HistoryLink include counseling organizations on historical research strategies, conducting historical background and photo research for an organization's own use, research, design, and publish historical books, and design historical displays for

anniversary events. HistoryLink has published at least a dozen other similar anniversary style books, making the organization uniquely qualified to expertly update Rising Tides and Tailwinds for the Airport.

Diversity in Contracting

There are no aspirational goals for this competition waiver.

DETAILS

The Port will use the anniversary edition during a series of celebration events marking the airport's 75th Anniversary. We will continue to use the book for the next several years. The estimated 2,000 item print run will offer extensive opportunities to use the book at domestic and international customer events, in employee engagement, and in community relations. The Port made its first print run of 2,000 copies of "Rising Tides and Tailwinds" last for nearly a decade.

Template revised June 27, 2019 (Diversity in Contracting).

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Scope of Work

The project entails researching and writing a new chapter to account for major milestones of the last decade, updating the cover and adding more airport photography, adding a special anniversary edition foreword, updating existing copy and photo captions as necessary throughout to adjust for changing circumstances or the opportunity to improve context.

Estimated not to exceed costs for the project and a 2,000-copy print run include:

- Research and Writing: \$25,000
- Editing: \$14,000
- Design: \$14,000
- Management: \$23,000
- Printing: \$60,000

Schedule

All research, writing, editing, and design should be completed before January 31, 2024. The book will need to go for printing to be ready for celebration events to begin July 2025.

Cost Breakdown This Request Total Project

Research, writing, editing \$39,000 \$39,000

Design and management \$37,000 \$37,000

Printing \$60,000 \$60,000

ALTERNATIVES AND IMPLICATIONS CONSIDERED

Alternatives to an anniversary edition include producing a video documentary or a shorter printed piece. In fact, we plan to produce a few video documentaries anyway to recognize the 75th anniversary.

Video is fleeting, however, and books have lasting power.

The Communications team strongly prefers having a substantive, physical item like a book for anniversary events in 2025 and to use it at customer appreciation and employee recognition events for the next several years.

The costs are higher than the initial research, writing, and editing and print run from 2011. In 2011 we spent \$49,000 to update the Port's history book. In 2023 we anticipate spending up to \$76,000. In 2011 we spent \$24,000 to print 4,000 copies. Costs for all aspects of printing for small-scale projects have skyrocketed in the last decade.

The 2024 publication will continue a 50-year Port tradition of providing history books on a budget by updating previously published material. The 2011 Rising Tides and Tailwinds book was based on a 1976 book published for the Port of Seattle and authored by Padriac Burke, "A History of the Port of Seattle."

Template revised June 27, 2019 (Diversity in Contracting).

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FINANCIAL IMPLICATIONS

Cost Estimate/Authorization Summary Capital Expense Total

COST ESTIMATE

Original estimate \$0 \$136,000 \$136,000

AUTHORIZATION

Previous authorizations 0 0 0

Current request for authorization 0 136,000 136,000

Total authorizations, including this request 0 136,000 136,000

Remaining amount to be authorized \$0 \$0 \$0

ATTACHMENTS TO THIS REQUEST

None

PREVIOUS COMMISSION ACTIONS OR BRIEFINGS

None

Template revised June 27, 2019 (Diversity in Contracting).