

The Alaska-Washington Economic Impact Report

REQUEST FOR
PROPOSALS

Alaska-Puget Sound Economic Report

REPORT DESIGN, PRODUCTION & COMMUNICATIONS ASSETS



Issued jointly by

Alaska Chamber | Seattle Metro Chamber | Tacoma-Pierce County Chamber

Proposal due date

September 18, 2026, by 5:00 p.m. Pacific Time

Questions due

September 16, 2026, by 5:00 p.m. Pacific Time

Anticipated contract period

September 24, 2026, through final publication and launch

Submission contact

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A shared regional story of commerce, connection, and economic opportunity between Alaska and the Puget Sound.

1. Project Background

The Alaska Chamber, Seattle Metro Chamber, and Tacoma-Pierce County Chamber are jointly redeveloping the report historically known as Ties That Bind. The publication will highlight economic, transportation, maritime, tourism, workforce, trade, and other connections between Washington and Alaska. It is intended to serve as a useful and accessible resource for business leaders, policymakers, industry partners, media, and community stakeholders.

For purposes of this RFP, the Alaska Chamber, Seattle Metro Chamber, and Tacoma-Pierce County Chamber are collectively referred to as the project partners.

The Alaska Chamber is anticipated to serve as fiscal agent and contracting entity on behalf of the project partners. The project is jointly sponsored and guided by all three organizations. Final administrative roles will be reflected in the executed agreement.

The project partners are seeking a qualified consultant or firm to transform final research and draft content into a polished report and coordinated communications assets. The selected contractor should combine strong editorial judgment, publication design, data visualization, and practical communications expertise.

2. Project Objectives

- Produce a professional, visually compelling report that makes complex economic information easy to understand.
- Create a consistent visual system for the report and promotional materials.
- Translate data and findings into clear graphics, maps, charts, tables, and callouts.
- Develop reusable assets for digital distribution, presentations, media outreach, and partner promotion.
- Create a project-specific identity that recognizes all project partners equitably without adopting the primary brand of any one organization.

3. Scope of Work

Task 1. Report Design and Production

The project partners expect to provide draft narrative, data tables, supporting research, available photographs or source material, existing organizational brand guidance, available partner logos, and required partner and sponsor acknowledgments. The selected contractor will be responsible for:

- Developing a project-specific visual identity, including typography, color palette, logo use and placement, and partner and sponsor acknowledgment standards.
- Producing a concise project brand guide and style guide that documents approved colors, typography, logo usage, visual treatments, editorial conventions, tone, naming, capitalization, and application guidance for partner use.
- Creating a project logo package with multiple approved logo variations, including full-color, black-and-white, reversed/knockout, horizontal or stacked versions as appropriate, and common digital and print file formats.
- Developing the overall visual concept, report template, and publication style system.
- Designing the cover and interior pages.
- Formatting narrative, charts, maps, tables, infographics, quotations, and callout boxes.
- Providing editorial review for consistency, readability, and presentation while preserving approved content.
- Preparing a digitally accessible PDF and a print-ready version.
- Providing final native and packaged design files.

Task 2. Data Visualization

Create clear, accurate, and publication-ready visualizations based on data supplied or approved by the project partners. Illustrative topics may include:

- Economic impact and business connections
- Trade, freight, and supply chain flows
- Maritime and transportation linkages
- Tourism and travel activity
- Workforce and population trends
- Future regional opportunities

Task 3. Fact Sheet and Standalone Graphics

- One visually engaging, one-page fact sheet highlighting key findings.
- Approximately 5 to 10 standalone graphics for presentations, newsletters, websites, social media, and partner outreach.
- Web, social, and presentation-ready formats, plus editable source files.

Task 4. Communications Toolkit

- Draft press release and media fact sheet
- Key messages and brief talking points
- Website and newsletter copy
- Partner email announcement template
- Suggested social media copy and coordinated social graphics
- Optional innovative digital concepts, such as a standalone microsite, interactive landing page, or expanded digital storytelling approach, if recommended by the respondent and clearly identified as optional and separately priced.
- Brand and style guidance for partner implementation, including approved logo files, usage standards, message style, editorial conventions, and visual application notes.
- Partner promotion guidance, including approved language and usage notes

Task 5. Presentation Materials and Graphic Asset Integration

The selected contractor will support presentation and milestone needs after contract kickoff, with the understanding that the contractor will not be responsible for early presentation development for the October 15 Alaska Business Summit. The project partners anticipate that some charts, graphics, or visual materials prepared by the research firm may be available for contractor use and adaptation.

- **October 15 Alaska Business Summit presentation:** The contractor is not expected to develop the early summit presentation or provide full presentation support for this event. To the extent feasible after kickoff, the contractor may review, adapt, or incorporate available graphics inherited from the research firm into the broader project visual system.
- **Ongoing presentation materials:** Develop reusable PowerPoint master slides, presentation-ready graphics, brief speaker notes or talking points, and PowerPoint and PDF versions of approved final materials for use after the early summit milestone.

Task 6. Project Governance, Management, and Review

The selected contractor will work with a designated project team representing all three partner chambers. The project partners will identify one primary point of contact to consolidate feedback and communicate approvals. Major creative, messaging, and publication decisions will follow the agreed-upon project governance process.

- Participate in a project kickoff and agreed-upon review meetings.
- Provide a detailed workplan organized around the October 2 preliminary findings presentation, October 15 Alaska Business Summit presentation, November 7 draft report, and a proposed final-publication date.
- Identify content handoffs, review periods, approval points, dependencies, and required turnaround times.
- Manage version control and incorporate feedback formally consolidated by the designated project contact on behalf of the project partners.
- Complete final quality control across all deliverables.

4. Required Deliverables

Deliverable	Required format	Included in fee
Designed full report	Accessible PDF, print PDF, native files	Yes
One-page fact sheet	PDF and native files	Yes
Standalone graphics	PNG/JPG, presentation-ready, native files	Yes
Brand guide and style guide	Editable PDF and native/design files	Yes
Project logo package	Full-color, black-and-white, reversed/knockout, and approved alternate versions in digital, print, and native formats	Yes
Communications toolkit	Editable Word files and digital assets	Yes
Presentation materials	PowerPoint and PDF	Yes
Optional services	As proposed	Price separately

5. Desired Qualifications

Required

- Demonstrated experience designing research, economic development, business, or public policy publications.
- Strong portfolio of data visualization and information design.
- Experience producing accessible digital documents.
- Demonstrated ability to manage a multi-deliverable project with multiple reviewers.
- Capacity to mobilize immediately and provide editable native files for all final products.

Preferred

- Experience with chambers of commerce, economic development organizations, or public-private partnerships.
- Experience in maritime, trade, transportation, logistics, tourism, or related sectors.
- Experience translating technical research for business, policy, and public audiences.

6. Proposal Requirements

1. Firm overview, location, and primary contact information.
2. Relevant experience, including two to four comparable projects and portfolio samples.
3. Relevant brand, identity, style guide, logo system, or campaign asset development experience, including samples if available.
4. Proposed approach, review process, and project governance assumptions.
5. Project team, roles, and availability from contract kickoff through November 30, 2026.
6. A workplan showing how the applicant will support the November 7 draft report and final-publication milestones, including assumptions about content availability, inherited research-firm graphics, staffing, partner review periods, dependencies, and any recommended scope adjustments.
7. Detailed fixed-fee budget by task, hourly rates, assumptions, and separately priced optional services.
8. Two to three client references.
9. Completed Partner Chamber Relationships disclosure in Section 7.
10. Disclosure of current paid work for a project partner or anticipated sponsor, proposed subcontractors, and any actual or potential conflicts of interest.

7. Partner Chamber Relationships

Please indicate whether the applicant is currently or was formerly a member of any project partner chamber. Membership is not required and will not be scored. This information is requested only to help project partners understand existing organizational relationships.

Organization	Current member	Former member	Not a member	Details
Alaska Chamber	☐	☐	☐	_____
Seattle Metro Chamber	☐	☐	☐	_____
Tacoma-Pierce County Chamber	☐	☐	☐	_____

Briefly describe any other formal relationship with one or more project partners, if applicable:

Note: This disclosure is informational and is not an evaluation criterion.

8. Budget Structure

Respondents may propose a single recommended scope and fee. To support comparison and potential scaling, the project partners also welcome pricing organized as follows:

Essential Package: Full report design and production, one-page fact sheet, and core brand and style guidance needed to support publication consistency. Executive summary content will be developed and provided by the research firm and is not a contractor deliverable under this RFP.

Enhanced Package: Essential Package plus standalone graphics, communications toolkit, presentation materials, expanded logo package, and partner-ready brand implementation assets.

Full Launch Package: Enhanced Package plus additional launch support, expanded social media assets, and media support.

Respondents are encouraged to identify optional innovative approaches that could extend the reach or usefulness of the final product, such as a standalone microsite, interactive landing page, or other digital storytelling element. These ideas are not required and should be presented as optional add-ons with separate pricing, assumptions, and maintenance considerations.

If proposing package options, clearly identify assumptions, exclusions, and the incremental cost of each option.

10. Anticipated Procurement Schedule

Procurement milestone	Date
RFP issued	September 11, 2026
Questions due	September 16, 2026
Responses to questions issued	September 17, 2026

Procurement milestone	Date
Proposals due	September 18, 2026
Partner review of proposals	September 21-22, 2026
Interviews, if needed	September 22, 2026, if needed
Selection and notice of intent	September 23, 2026
Contract execution and kickoff	September 24, 2026

11. Project Delivery Milestones

The selected contractor must propose a workplan supporting the following fixed project milestones. Applicants should identify assumptions, dependencies, required turnaround times, and any scope adjustments needed to meet the schedule.

Milestone	Target date	Expected contractor support
Preliminary Findings Presentation	October 2, 2026	No contractor support expected; material will be managed by the project partners and/or research firm.
Alaska Business Summit Presentation	October 15, 2026	No full contractor presentation support is expected. Contractor may inherit and later adapt selected graphics from the research firm as part of the broader report and asset system.
Draft Report	November 7, 2026	Fully designed, review-ready draft report using content available and approved at that stage.
Consolidated Partner Review	November 9-13, 2026	Receive and incorporate one consolidated set of partner comments.
Revised Report	November 20, 2026	Revised report and associated communications assets.
Final Approval	November 23-24, 2026	Final corrections and production authorization.
Final Publication Package	November 30, 2026	Accessible report, print-ready files, fact sheet, deck, toolkit, brand guide, style guide, logo package, digital assets, and native files.

Schedule note: The October 2 and October 15 milestones occur shortly after the anticipated contractor kickoff. The selected contractor is not expected to develop early presentation materials for the October 15 Alaska Business Summit. The project partners anticipate that some graphics or visual materials developed by the research firm may be provided to the contractor for adaptation into the final report, presentation materials, and

communications assets.

12. Submission Instructions

- Submit proposals electronically in PDF format to lynnetteb@seattlechamber.com
- Use the subject line: Alaska-Puget Sound Economic Report Production RFP - [Firm Name].
- Submit questions in writing to Lynnette Buffington, lynnetteb@seattlechamber.com by the deadline listed above.
- The project partners may share responses to substantive questions with all known prospective applicants.

13. Work Product and Usage Rights

All final project files and approved work products will be provided to the contracting entity for use by the project partners. This includes final report files, communications assets, brand and style guide materials, approved project logo variations, and native/source files. The final agreement will define ownership, licensing, attribution, reuse, and access to native files.

14. General Terms

- The project partners reserve the right to modify or cancel this RFP, reject any or all proposals, and negotiate scope and price with one or more respondents.
- All costs associated with preparing a proposal are the responsibility of the respondent.
- The selected contractor may be required to enter into a written agreement addressing scope, schedule, payment, work-product rights, confidentiality, accessibility, and other applicable terms.
- Final selection is contingent on successful contract negotiation.
- Applicants should identify any actual or potential conflicts of interest.

ALASKA + PUGET SOUND

Regional commerce | Shared connection | Economic opportunity

15. Reference Material

The prior Ties That Bind report is available as background reference material at the following link:

<https://wordpressstorageaccount.blob.core.windows.net/wp-media/wp-content/uploads/sites/1007/2019/05/ties-that-bind-report-feb-2015.pdf>. Respondents should use this background material to understand the historical report format, subject matter, sponsor recognition, and communication approach previously used for the Alaska-Puget Sound economic relationship.

This reference material is provided for context only. The selected contractor will not be expected to replicate the prior design, but should review it to understand the legacy project, the type of findings previously highlighted, and the audience-facing role of the final publication and companion materials.