



101 PREFONTAINE PLS
SEATTLE, WA 98104
4CULTURE.ORG

REQUEST FOR PROPOSALS

Doors Open Strategic Communications Consultant

Budget: \$100,000-\$125,000.00 (does not include media buy)
Eligibility: Consulting firms, groups, or individuals
Email proposals: christina.depaolo@4culture.org
Due Date: Friday, August 1, 2025, at 5:00 pm PDT

4Culture invites interested and qualified Communications Strategists; branding consulting firms, groups, and individuals to submit a proposal for consulting services to amplify our organization's visibility, outreach, and brand recognition.

Following the approval of King County's Doors Open Program, 4Culture is creating and implementing several transformational funding programs for the cultural sector. In this moment, it is critical that our constituents and stakeholders understand the role 4Culture plays in supporting the work of over 700+ cultural and science organizations, as well as thousands of artists and cultural workers throughout King County. Equally important, 4Culture must ensure our constituents and stakeholders understand the beneficial impacts this new funding is having to improve the quantity, quality, and accessibility of cultural programming for King County residents and visitors.

The ideal candidate will have the following qualifications: an existing practice of leading with racial equity; experience with King County's ecosystem of cultural and science organizations and government agencies; the ability to manage a complex project with many external stakeholders in partnership with a team of senior leaders, program managers and communications staff; and a track record of creating and implementing strategic and captivating visibility campaigns.

Organizational Overview

4Culture, the Cultural Development Authority of King County, is a public development agency chartered under Washington State and King County law. With a focus on racial equity, we fund, support, and advocate for culture to enhance the quality of life in King County. We envision a vibrant county where culture is essential and accessible to all. Through our five program areas of arts, heritage, historic preservation, public art, and science, we put public resources to use all over King County.

4Culture's programs are funded by Lodging Tax, 1% for Art, and now Doors Open. In December 2023, King County enacted the Doors Open legislation to increase funding to King County arts, heritage, historic preservation, and science nonprofit organizations through a 0.1

percent sales tax. Doors Open is the result of a decades long legislative effort to increase funding in Washington State and King County for the cultural sector. During the course of 2025, six funding programs authorized by the Doors Open legislation will be developed and implemented. Additional information regarding these programs can be found at 4culture.org/doors-open.

Proposal Overview

4Culture seeks communications strategists: branding consulting firms, groups, or individuals to work in partnership with staff to plan and execute a robust visibility campaign including development of campaign strategy, content development, media outreach, and managing a media buy across various platforms.

The chosen consultant(s) will work closely with an internal project team composed of the Executive Director and senior staff to craft campaign strategy, tactics, and evaluation measures. Consultation with 4Culture's staff, Board, and selected stakeholders will be essential to solicit input and feedback as the project progresses.

Project Deliverables and Timeline

- 2 [50min] contracting, planning and technical assistance meetings with the 4Culture Executive Director.
- Regular meetings with the Project Team facilitated by the consultant(s).
- Submission of a Visibility Campaign Project Plan document including campaign strategy, project timeline, content development methodology, media outreach, media buys, PR efforts, community outreach, and evaluation tactics. This should include a short PowerPoint deck for use by 4Culture staff.
- 1 [30min] presentation of Visibility Campaign Project Plan to 4Culture Board and staff at an agreed-upon monthly Board meeting.
- Within the context of 4Culture's brand and using established templates, develop print and online resources.
- Execute the Visibility Campaign Plan.
- Submission of a final Evaluation Report providing assessment of success against agreed upon project goals.
- 1 [30min] presentation of Evaluation Report to 4Culture Board and staff at an agreed-upon monthly Board meeting.

Preliminary Schedule

Early Sept 2025	Consultant hired + contract signed
September-October 2025	Planning meeting(s) with Project Team
Early Nov 2025	Campaign Project Plan completed
November 2025-May 2026	Visibility Campaign executed
July 2026	Evaluation Report completed

Application Materials and Due Date

The proposal should include the following and be no longer than five (5) pages:

- Brief letter of interest
- Work plan describing methodology, approaches, and roles and responsibilities for how the work will be accomplished
- Description of deliverables with timeline
- Budget
- Resume or bios of project team members
- A list of 3 comparable past clients or projects
- Contact information for 3 relevant references

Proposals must be received by email no later than Friday, August 1 at 5:00 pm PDT. Proposals must be submitted electronically as an email attachment. Please include "Visibility Campaign RFP" in the subject line of your email. Email attachments should be in Microsoft Word format or PDF. Proposals may not be accepted as hard copies or by fax.

Selection Criteria and Schedule

Materials will be reviewed by an internal committee. Submitted proposals will be evaluated on a set list of criteria that include but are not limited to the following:

- Alignment of the proposal with the stated goals and desired outcomes for the visibility campaign
- Breadth and depth of knowledge and experience with King County's cultural sector and government agencies.
- Client references
- Overall project management skills and expertise
- Budget and cost-effectiveness
- Timeliness and completeness of the proposal submission

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Interviews: August 18-22, 2025

Selection: By Sept 2, 2025

Questions

For questions about the opportunity and to submit a proposal, please contact Christina DePaolo, Communications Director at Christina.Depaolo@4culture.org.