

CITY OF RENTON FOR IMMEDIATE RELEASE

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City of Renton Contacts

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Renton Community Marketing Campaign looks to hire consultant

Campaign looks to build on past success in promoting Renton as an ideal destination for business, tourism and recreation.

RENTON, WA – The City of Renton, on behalf of their Renton Community Marketing Campaign (“RCMC”) partners, is seeking a professional consultant to help develop a refreshed strategy to market the city.

“We’ve had a very successful marketing plan that has established a strong identity for Renton,” said Cliff Long, the city’s Economic Development Director. “It now time to move into the next phase in promoting our community. Our new partner will build on our successes and continue to promote Renton as an outstanding place to work, live, learn, shop, visit and play.”

The goal of the new plan and strategy is to promote the Renton community as a destination for tourism, recreation, residential amenities, business opportunity and investment using the latest technologies. The plan will build on the current plan and investments but will also be tasked with re-imagining the messaging and tactics.

Interested parties should submit a proposal package as outlined in the Request for Proposals (RFP) which can be found at rentonwa.gov/rcmc. Deadline for RFP submittals is 4 p.m. PDT on Monday, February 24, 2020.

The Renton Community Marketing Campaign was established in 1997 and its members includes the City of Renton, Greater Renton Chamber of Commerce, Renton Technical College, UW Medicine | Valley Medical Center and Renton School District.

About the City of Renton

The City of Renton, Washington, with a population of 104,700 (2019), is located on the southeast shore of Lake Washington, just south of Seattle. Renton’s strong economic base, diverse marketplace and favorable business climate have attracted the attention of nationally recognized companies that are providing employees and their families an outstanding quality of life. Renton is the home of Boeing, PACCAR, IKEA, the Seattle Seahawks, and the eternal resting place of Jimi Hendrix. More information can be found on our [website](#), [news releases](#), or [Facebook](#), [Twitter](#), and [Nextdoor](#) pages.

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