



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
March 13, 2023 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the January 9, 2023 meeting minutes
4. Introduction of new commissioner: Bruce Suffern
5. Public Comment
6. Branding Campaign Proposals
7. Economic Indicators Report
8. New Business
9. Adjournment



VILLAGE OF BARTLETT
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1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of January 9th, 2023 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:02 PM

2. ROLL CALL

PRESENT: Commissioners Erickson, Gudenkauf, Hughes, Lewensky, Kubaszko, Perri, Smodilla

ABSENT: Commissioner Gorski

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki, Management Analyst Joey Dienberg

3. APPROVAL OF NOVEMBER 14, 2022 MEETING MINUTES

Commissioner Smodilla moved to approve the November 14, 2022 meeting minutes, seconded by Commissioner Hughes.

ROLL CALL VOTE

AYES: Commissioners Erickson, Gudenkauf Hughes, Lewensky, Kubaszko, Perri, Smodilla

NAY: None

ABSENT: Commissioner Gorski

4. PUBLIC COMMENT

NONE

5. TAYLOR STREET PIZZA BEDA APPLICATION

Mr. Fradin stated that Taylor Street Pizza of Bartlett is located at 843 S. IL Route 59 in the Brewster Creek shopping center located at the northeast corner of Route 59 and Stearns Road.

The business, itself, has been located in the center for twenty-seven years. Prior to that, it was another pizzeria for seven years. The owner and applicant Shaun Kanchwala has owned it for the past seven years.

Mr. Kanchwala's BEDA application is for installation of a new exterior LED sign to improve visibility of his business and compete with national pizza brands.



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This application is the first from a business located in this shopping center.

The rendering from Bartlett-based Mark Your Space is attached as well as an estimate totaling \$6,345.21, which could potentially change as the project is completed. Because permit fees are not considered BEDA-eligible, the sign cost for this project is \$6,170.21. The petitioner and his contractor are working closely with PDS staff to ensure this sign meets applicable Code requirements.

Mr. Fradin added that staff is recommending a maximum fifty percent grant in the amount of \$3,085.10 due to the small nature of this project as well as it being the first applicant from a tenant of the Brewster Creek shopping center. We want to continue encouraging sales-tax producing businesses to upgrade their exteriors, including signage, and are pleased to work with this long-term tenant.

Mr. Fradin asked the commissioners if they had any questions.

Commissioner Perri asked the petitioner to clarify the differences in signs.

Mr. Kanchwala stated that their current sign is a channel-letter sign, and the new sign is about 10% larger. It is within the required size, but we went smaller to blend well with the signs within the center already. He stated that this sign will also upgrade to LED, and will be much brighter than the old one.

Commissioner Smodilla stated that it is important for business to do a refresh to stay relevant and current, especially in the older shopping centers. Is Taylor Street a franchise? Is this sign congruent with other locations and are there any trademark issues with the logo?

Mr. Kanchwala stated that it used to be a franchise, but they are on their own now. I own another one in Carpentersville, and we are doing really well here in Bartlett, but all of the locations are independently owned. This is the original logo they sent us in 2015, there would be no trademark issues, and we use this current logo now.

Commissioner Hughes asked staff to clarify the 50% vs the amount.

Mr. Skrycki stated that the commission has an estimate before them, and it could fluctuate \$100 or so, and staff anticipates the 50%, based on the final price, so the adjustments will be made. We will try and make that clearer so that there isn't confusion on further grants.

Commissioner Smodilla added that it is important when setting a precedent. I think it's important that we set an amount, and that it is "not to exceed" a dollar amount. It's important that we are conscious of the taxpayer, and not set a precedent.



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Mr. Skrycki stated that any changes in the amount would be noted when it goes to the village board for approval.

Commissioner Erickson took issue with the “not to exceed” language being added. Because unfortunately given the supply chain, prices could change by the time it is installed. I think that is on staff to work with the petitioner, not on us as a commission to predict the supply chain. These supply chain changes are real, and they could escalate quickly in the next few months.

Commissioner Smodilla agreed, and stated that these requests should come closer to installation. What’s the threshold for a price change? \$100, \$1,000? I am grateful that you are using a local Bartlett business for the sign, and his prices are fair but I still have to stick to the issue of precedent, without setting a policy.

Mr. Kanchwala stated that he had a quote, but was given a \$400 discount as an absolute “best price”, but there could be changes before installation, and has no opposition to a cap.

Commissioner Gudenkauf asked if it really matters if there is a change in price? If that’s what the sign costs, then we will give him 50% regardless.

Commissioner Lewensky agreed.

Commissioner Smodilla stated that it is about precedent.

Commissioner Hughes stated that is why she brought it up. It is about setting a standard and following that standard.

Commissioner Erickson stated that is on village staff, we have paid staff for a reason. If he drags his feet and its on his own becoming that this project goes up, then that’s when staff needs to look at it. We have always done 50% of signs, as long as the dimensions fit within the code, that’s where I sit.

Commissioner Smodilla stated that when you are coming to the commission with any improvements that fit within the BEDA program, it needs to be at a stage where they are really close. Tekkie’s, for example, applied about a year ago, is their grant still open?

Mr. Fradin stated that it is no longer open, and they never moved forward with their sign.

Commissioner Smodilla stated that there is no indication that they need to reapply, if they come to us and say our sign now costs more, are we prepared to extend additional funds to that project.



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Mr. Fradin stated in that example we would bring it back before the commission.

Mr. Skrycki agreed with the commissioners that we do need consistency. However, if a sign comes back a few hundred more, and its in the budget and code, staff does have the latitude to bring that to the village board, who does have the ultimate authority on the expenditure.

Commissioner Smodilla stated if that is a policy, then it is one that she is not aware of.

Mr. Skrycki stated that staff will clear that up.

Commissioner Perri asked if staff has a company that they use that could get a quote to see if the petitioner's quote is representative of the cost.

Mr. Fradin stated that the village uses the same company as the petitioner's quote, and this is in line with other sign grants the village has received. He added that this will be a good, well made sign. It's not going to be the cheapest, but the investment may get more years out of the sign.

Commissioner Gudenkauf moved to recommend a BEDA grant reimbursement of fifty percent of the sign, which amounts to \$3,085.10 to Taylor Street Pizza, Seconded by Commissioner Perri.

AYES:Commissioners Erickson, Gudenkauf Hughes, Lewensky, Kubaszko, Perri, Smodilla

NAY: None

ABSENT: Commissioner Gorski

MOTION CARRIES

Mr. Kanchwala thanked the commission, and stated that he wanted to wait until after the vote to state that amongst all of the villages that he works with, Bartlett is the best. Not every town is committed to private business, and working with owners. Our entire shopping center is full. You guys are the best.

6. COCOA CRAWL RECAP

Mr. Dienberg stated that on Saturday, 12/10, from 11 a.m. to 4 p.m. the village in partnership with the chamber and library district hosted the second annual Cocoa Crawl. The village saw 34 businesses participate, with over 400 tickets sold for the event, and staff views the event as a success.

As a part of the follow up process for the event, village and chamber staffs reached out to both businesses and participants for their feedback on the event. Most businesses



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indicated having 50-120 people visit their business throughout the day, with others indicated even more, up to 400 total people. Every business stated that the crawl brought in people who had never been to their business before, and over 60% indicated that “crawlers” made purchases while visiting.

Participants indicated an overall rating of 4.9 stars out of 5 on the passport/mug pick-up process to start the event. Ages of participants ranged from 22-74 with the average age being 47. Most crawlers tended to be Bartlett residents, but 12.5% indicated that they came from out of town. 33% also stated that they brought their children with to the event. When asked about making purchases, over 75% made a purchase while participating. 10% spent over \$100, 16% spent \$51-\$100, and 28% spent \$21-\$50.

Overall, both residents and businesses expressed satisfaction with the event, and staff is looking forward to growing the event in future years, bringing more foot traffic to local businesses.

Commissioner Gudenkauf stated that people were in such a frenzy to sign up so they could secure their spot. The library couldn't have been a smoother process for pickup and it worked out really well.

Commissioner Smodilla stated that doubling last years participants speaks to how well it was received. I am really impressed with the metrics that you shared with us, and hope that these are shared with the entire business community.

Mr. Dienberg stated that the data will also be used next year when encouraging businesses to sign up.

Commissioners commented on the weather cooperating for the event.

Mr. Skrycki stated that one business commented on the holiday lights not being on, so staff called in public works to fix that.

Commissioner Kubaszko stated that he saw a lot of foot traffic.

Commissioner Erickson stated that there were a lot of people downtown, and people were committed to completing their passport. We should also add a component where people can vote for their favorite cocoa.

Mr. Dienberg stated that the GIS staff could easily put that voting online and link it to the passport.

Commissioner Smodilla asked about any other feedback from these surveys.



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Mr. Dienberg stated that the only constructive criticism received was the lighting comment Mr. Skrycki made. Most comments were participants being grateful for the event.

Commissioner Smodilla asked about what kind of advertising was done.

Mr. Dienberg stated that there was some marketing on social media and the website, and staff also emailed a flyer to businesses that they could put out in their businesses to advertise that they were participating.

Mr. Fradin added that Mr. Skrycki starred in a video promoting different holiday events.

Mr. Dienberg added that in terms of voting, that the village will be hosting a "Best Burger in Bartlett" competition in the month of February. During the month there will be a link available that people can cast their vote.

Commissioner Erickson asked how businesses can sign up.

Mr. Dienberg stated that there is a link that was emailed and posted to Facebook.

Mr. Skrycki added that when we see a business that should sign up that isn't, we give them a call.

7. NEW BUSINESS

Mr. Fradin shared updates on new businesses; including Atlas Chicken, The Boss's Signature, Le P'tit, the new Hyundai and Genesis dealership, Carbon Express, and 180 Red Fit.

Commissioner Gudenkauf asked if there were any updates on pursuing a grocery store.

Mr. Fradin stated that staff is using every economic development tool in their toolbox to achieve that goal.

Mr. Skrycki added an update on MORE Brewing, and stated that there is a lot of activity going on and they are humming along. Right now, they anticipate opening in March, but it could be April or May. They will definitely be open this spring.

There being no further business to discuss, Commissioner Smodilla moved to adjourn the meeting. Seconded by Commissioner Gudenkauf



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ROLL CALL VOTE TO ADJOURN

ROLL CALL VOTE

AYES: Commissioners Erickson, Gudenkauf Hughes, Lewensky, Kubaszko, Perri,
Smodilla
NAY: None
ABSENT: Commissioner Gorski

The meeting was adjourned at 7:49 p.m.

Joseph Dienberg
Management Analyst

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: March 7, 2023
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator
RE: Branding Campaign Submittals

One element of the village's strategic plan is to develop a community branding plan:

Short-Term Complex - 1 to 3 Years

5. Continue the business development strategy focused on attracting and incentivizing an additional grocery store to town.
6. Continue the business recruitment strategy to attract developers to invest in the downtown area and provide options for businesses to locate to Bartlett.
7. Continue to act on strategies for developing Railroad Avenue vacancies.
8. Develop a community branding plan.
9. Work to improve retail business profile in the village.
10. Revisit, refine and execute the village's overall economic development incentives.
11. Develop strategy to connect east and west sides of Bartlett.
12. Improve village bike and pedestrian pathways and routes.
13. Determine the need for a TIF district in a portion of the downtown and along Lake Street.

The EDC previously discussed pursuing a plan to rebrand the village in 2021. As staff researched various consultants, we determined that the budget should include a line item to support a branding campaign and that a Request for Qualifications/Proposals should be utilized.

Following review by the EDC and the Village Board, an RFQ/RFP for the Brand & Identity Development Project for the Village of Bartlett was issued late last year.

We received a total of seven proposals. A selection committee met to review the proposals, and the next step is the EDC's review of those we deemed the top three. Brief summaries of the three are as follows, in alphabetical order.

a5

a5 has extensive municipal branding experience, having spearheaded efforts for numerous communities in the area including Hanover Park, Oak Park, Woodstock, Freeport, Mundelein and Barrington. They are based out of Chicago headquartered in the Loop on La Salle Street.

a5's submittal is comprehensive and includes all phases from kick-off meetings to campaign development to social media enhancements, video, and ongoing marketing.

The highlights of their response show how a5 would lay the foundation for a multi-year Village marketing campaign with limited, planned content updates

throughout the next several years to promote Bartlett as a regional shopping, dining, and recreational destination in the northwest suburbs and increase regional awareness of Bartlett businesses and restaurants, with a focus on broadening its reach beyond Bartlett residents.

a5's submittal is comprehensive and complete. The breakdown of the costs are as follows:

Outreach and engagement/Campaign Plan	\$6,000 to \$7,000
Campaign concept development	\$15,000 to \$18,000
Videos	\$15,000 to \$20,000
Photography	\$5,000 to \$7,000 (photographer fees, a5 art direction)
Marketing tools	\$10,000 to \$12,000
Social Media/Digital Media Asset Creation	\$5,000 to \$6,000
Account management	\$9,000 to \$10,000
Total, Not to Exceed	\$65,000 to \$80,000

Chandler Thinks

Franklin, TN – based Chandler Thinks has worked on 46 place branding projects and over 80 communities since 2010.

Their proposal is attached, and here is the short version of why Chandler Thinks is a viable candidate:

1. Their entire team are municipal and community branding experts and understand how to navigate very public projects such as this one. They have done projects such as ours many times before.
2. Their proven research-based process has been recognized for excellence in its ability to effectively engage community leaders and residents in the process.
3. Their work is developed from a highly objective point of view, based on what they learn from insights gleaned from community and business leaders, and visitors.

They assert no preconceived opinions or biases that a local area firm may have (although stating that they are very familiar with that challenges of being a part of a busy larger metro area, having worked with several suburb communities including the Village of Northfield).

4. They have broken our proposed approach and related costs into two sections; one for the branding and the other for the implementation.

Northfield being the only Illinois municipality listed as a reference, the other 45 listed span cities throughout the country from California to Maryland and even Kenai Peninsula in Alaska.

Chandler Thinks has detailed its process for this branding campaign, summarized as including site visits, a community perception study which could be expedited or integrated with the recently-completed village survey, stakeholder interviews and focus groups, a digital audit, and ultimately carrying out a comprehensive branding strategy.

Their proposed project fees include travel costs and are as follows:

The project price for the DESIGN & BRANDING portion of the project is \$65,210.

The costs breakouts for the phased work are as follows:

Phase I > Explore (research) \$ 21,900

Phase II > Evaluate (strategy) \$ 12,235

Phase III > Express (creative) \$ 23,430

Phase IV > Engage (plan) \$ 7,645

Travel costs have been included in the above prices.

Trip #1 occurs with Phase I and includes three people for two nights.

Trip #2 occurs with Phase II and includes two people for one night.

Trip #3 occurs with Phase IV and includes one person for one night.

Should additional creative work be requested such as additional logo concepts or other, a rate of

\$135/hour will be applied. This requires client approval of an estimate prior to any work initiating.

I. FEE PROPOSAL - BRANDING

Chandlerthinks.com

II. FEE PROPOSAL - IMPLEMENTATION

The project price for the IMPLEMENTATION portion of the project is a range between \$77,000 - \$105,000.

Due to the variances in detail related to photo and video shoots, it is very likely this number can be tightened (and reduced) once there are further discussions and decisions.). For this reason, they recommend creating separate contracts for the branding process and the implementation.

The costs breakouts for the phased work are as follows:

- Video production: \$30,000 - \$35,000
- This includes concept development, script writing, 1 on location shoot with travel days, talent recording and editing.
- Photography production (we've estimated two scenarios): \$35,000-\$55,000
- This includes scouting, travel, unlimited usage of photos
- 4 seasonal shoots (2 travel days 3 shoot days for each shoot) - \$55,000
- OR 2 seasonal shoots - \$35,000
- Asset development (images into the campaign messaging for digital advertising and social graphics): \$12,000 - \$15,000

McD

Downstate Illinois-based McDaniels Marketing has spearheaded many branding initiatives throughout the Midwest including twenty in Illinois. Some of those include for McHenry County, Galena, and Elgin.

McDaniels has a dedicated team of professionals and also provided its plan to achieve the village's branding goals and objectives in great detail.

They provided an aggressive timeline at the lowest cost of the three and their proposal includes the following:

DESIGN AND DEVELOP

- Create a brand logo/package that reflects the updated brand and can be used across platforms, from print to digital, social and merchandising (optional sizes and orientations that can transition from a billboard to Facebook profile pic).
- Create a style guide that clearly outlines how to use the brand (fonts, colors, etc.) and logo usage to ensure consistency across all areas of utilization.
- Develop a one-of-a-kind suite of creative for initial marketing launch of brand.
- Develop designs for how the brand can be utilized in:
 - Advertising (print and digital)
 - Media Placement
 - Public Relations
 - Events
 - Email
 - Social Media
 - Websites
 - Wayfinding Signage Concepts (banners and flags)
 - Event Branding
 - Vehicles and Buildings
 - Village of Bartlett Swag

- Pullup Banner
- Design brand identity templates for letterhead, business cards, event branding, tradeshow booth, web/social integration, promotional items, signage and other deliverables as outlined in the deliverable section in the RFP.

BRAND ACTIVATION

- Assistance with a brand activation campaign is available upon request.

PROJECT TIMELINE

- Consultation and research phase (1 to 2 months)
- Design and brand development (1 month)
- Focus group testing (2 weeks)
- Refinements (2 weeks)
- Select brand logo, tagline, and elements for final approval (2 weeks)
- Develop final brand package (1 month)
- Steering committee approval (1 week)
- Launch and plan for additional tactics

RESEARCH AND DEFINE

- Research destination/area and target markets.
- Leisure Travel, Business Travel, Locals, Potential New Residents and Investors.
- Develop brand promise and positioning statements.
- Develop a tagline that aligns with brand promise.
- Define the direction for brand logo.

McD's proposal is as follows:

PHASE I - Planning and Research: \$4,500

(30 hours @ \$150/hour)

- | | |
|------------------------|-----------------|
| • Preliminary Research | • SWOT Analysis |
| • Interviews | • Logo Testing |
| • Consultation | |

PHASE II - Brand Development: \$15,500

- Brand Promise and Positioning Statement Development: \$1,500
- Logo Development (minimum of 3 concepts): \$7,500
- Tagline / Motto Development (minimum of 3 concepts): \$2,500
- Brand Identity Standards Manual (including digital and print advertising templates): \$4,000

GRAND TOTAL PHASE I & II: \$20,000

Media costs are not included and will be planned separately.

The above pricing is effective for 90 days after the date of proposal submission.

DELIVERABLES, FEES & PROPOSED AGREEMENT:

(including meetings, travel and all deliverables)

40 BRAND + IDENTITY DEVELOPMENT

Video Development (suggested): \$16,500 - \$20,000 (\$125/hour)

Series of (3) videos of (1) minutes in length (including concept, scripts, video shooting, editing, and motion graphics):

- Video budget included (1) round of changes / edits to final videos.
- Travel expenses are additional - to be quoted after video is established.

Check out our video portfolio on our YouTube account: @McDanielsMarketing

6-Month Digital Marketing Campaign (suggested): \$18,500 (\$125/hour)

Planning, creative, and management: \$9,500

- Google Display, Facebook, and Instagram
- Suggested Pay Per Click (PPC) budget: (\$1,500/month for 6-months) \$9,000

Photography and Content Development (\$125/hour OR \$1,000/day)

ACTION REQUESTED:

We are seeking input from the EDC and, ultimately, a recommendation to the Village Board as to which branding agency the village should engage with.

If you would like more time to review the submittals or want one or more agencies to present their proposal, we will continue this item for further review.

**a5 Branding
& Digital**

Village of Bartlett: Qualifications & Proposal for the Brand & Identity Development Project

January 18, 2023

Tony Fradin, CEcD
Economic Development Coordinator
Village of Bartlett
228 S. Main St.
Bartlett, IL 60103

January 18, 2023

Dear Tony,

Bartlett is blossoming.

The Village of 40,000 people features an expanding historic downtown that features several new restaurants, a micro brewery and a reimaged Bartlett Plaza, now known as the Streets of Bartlett. In addition, according to the RFP, Banbury Fair is converting its barn into a new eatery.

In addition to its reputation as a safe community with a terrific school system, Bartlett boasts a strong business community with two business parks.

Village leadership wants to brand and market Bartlett as a “regional dining and business destination”. We would develop a dynamic and engaging multi-year campaign that accomplishes these goals:

- Drive business attraction and retention
- Energize and inform current residents
- Position the Village as a desirable place for relocation
- Enhance the Village’s image as a customer service-focused community.

In addition, we would promote such events as the Fourth of July, Oktoberfest and Merry & Bright. This campaign would serve as the foundation for marketing the Village for the next five or so years.

At a5 Branding & Digital, we are expert at developing branded campaigns that create a clear, concise, consistent and compelling story that differentiates Bartlett from other communities. We also offer significant experience creating new events and working with teams to upgrade existing events. (In Niles, for example, we invited WGN’s Dean Richards to be the Fourth of July parade grand marshal, resulting in excitement and substantial publicity.)

a5 also has experience working with Bartlett via the launch of Access O’Hare West.

Thank you for the opportunity to submit this proposal to you and the Village of Bartlett. We hope to have the opportunity to work with you to develop and implement a campaign that helps Bartlett continue to blossom.

Sincerely,



John Harris
jharris@a5inc.com
708.227.5313

*P.S. A new a5 Branding & Digital web site will be launched second quarter of 2023.
www.a5inc.com*

a5 is a branding and digital agency that tells client stories in a clear, concise, consistent and compelling manner – to get results.

We begin by listening. Asking questions. Understanding your market and the competitive landscape. By offering recommendations and solutions. And telling your story – powerfully.

We work by a simple philosophy: to deliver great work that gets you where you want to go.

Founded in 2001 by John Harris, Fletcher Martin and Clarice Harris, the firm specializes in telling client stories in a clear, concise, consistent and compelling manner through exceptional content – to generate results.

Chicago-based a5 has proven expertise in working with public and private sector clients, especially in the areas of community branding, destination marketing and sustainability. Our work is global yet intensely local.

We have clients from Florida to Oregon, yet our focus is on Chicago, the Chicagoland region and Illinois. Our clients range from Landmarks Illinois and Illinois Park and Recreation Association to the communities of Crystal Lake, Oak Park and Olympia Fields to the neighborhoods of Rogers Park, Howard Street and Austin.

At a5 Branding & Digital, we specialize in telling your story and connecting with your key audiences.

Why a5?

- We are a brand and digital consultancy that helps you tell your story in a clear, concise, consistent and compelling way.
- a5 builds and deploys strong brands for communities. We help you find your voice and create a destination brand that differentiates Bartlett from other area communities. Whether for economic development, community building or tourism, a5 excels at generating excitement, positive energy and sustained interest and results.
- We are placemakers. We work with you to determine what's best—both people and place—about Bartlett, then capture and tell those stories. In Bartlett, the foundation is strong: terrific schools, a strong business community and highly rated public safety. By creating a compelling campaign, we would tell that story, layering on top stories about your downtown, the special events and more. We capture energy, enthusiasm and momentum, and do it in a way that is memorable and motivates people inside and outside Bartlett.
- At a5, we deliver results. We measure all that we can, whether that is increased web traffic, enhanced social media engagement, sales tax receipts increases and/or attendance at events
- We bring enthusiasm, energy and a collaborative, results-driven approach to all we do. We establish clear processes, tell great stories and we're fun to work with.
- We are strategic as well as highly creative. At a5, we work to set you apart by creating a visual and verbal architecture that helps affect perceptions of your intended audiences. And we always aim to generate results.
- We are team players and are focused on helping our clients grow. We can work on a program or project basis and adjust our work style to match yours.
- We create schedules and stick to them. If a schedule needs to be adjusted, we discuss it with you at the earliest possible opportunity.

a5 Services

Branding

Market Research

Brand and Marketing Strategy

Positioning

Tagline Creation

Naming (Company & Product)

Marketing Plans

Product Launches

Content Development/Copywriting

Photography/Illustration Sourcing

Photography/Illustration Art Direction

PR

Events & Experiences

Trade Show Experiences

Marketing Communications Consulting

Outsourced Communications Management

Brand Identity Creation

Logos/Graphic Identities
Identity Applications

Advertising

Creative
Print
Broadcast
Radio
OOH Highway Billboards
Public Transit Billboards
Media Planning
Media Buys

Print/Other Support Materials

Brochures
Direct Mail
Catalogs
Magazines
Newsletters
Signage and Banner Systems

Digital

Web Design

Bespoke Web Development
User Experience
Content Development/Copywriting
Content Management Training
Intranets/Extranets

Video

Preproduction
Scripting/Writing
Casting
Location Scout Management
Storyboarding
Art Direction
Interviews
Production/Shooting
Editing/Post-production
Motion Graphics
Original Music Composition

Digital Advertising

Geofencing/Geotargeted
Display Ads
Sponsored Content
Remarketing

SEM/Google Ads

SEO

PPC

Content Marketing

Email Campaigns

Social Media Campaigns

Facebook/Instagram
Snapchat
TikTok
LinkedIn
YouTube

Audio Streaming/Podcasts/OTT

Affiliate/Influencer Marketing

Augmented Reality/Virtual Reality

a5 Client Experience

Economic Development

Lake County Partners
Rogers Park Business Alliance
Oak Park Economic Development Corp.
South Elgin Economic Development
Village of Algonquin, Illinois
Village of Nilés, Illinois

Communities & Business Districts

Fifth Avenue South (Naples, Florida)
Magnificent Mile Association
City of Toledo, Ohio
City of Flint, Michigan
City of Watervliet, Michigan
City of New Buffalo, Michigan
City of Charlevoix, Michigan
Downtown Cuyahoga Falls, Ohio
Downtown Oak Park
Pleasant District of Oak Park
Howard Street, Chicago
Village of New Lenox, Illinois
Village of Hanover Park, Illinois
Village of Nilés, Illinois
Village of Barrington, Illinois
Village of Gurnee, Illinois
Village of Algonquin, Illinois
Village of Olympia Fields, Illinois
Village of Hampshire, Illinois
Village of Northbrook, Illinois
Village of Maywood, Illinois
Village of Oak Park, Illinois
Village of Richton Park, Illinois
Village of Mundelein, Illinois
Village of La Grange, Illinois
Village of Grayslake, Illinois
City of Crystal Lake, Illinois
City of Crest Hill, Illinois
City of Elgin, Illinois
City of Freeport, Illinois
City of Woodstock, Illinois

Park Districts

Chicago Park District
Lake Bluff Park District
Northbrook Park District
Illinois Park & Recreation Association

Arts & Cultural Organizations

Krasl Art Center
Field Museum
Garfield Park Conservatory Alliance
Chicago Children's Museum
Wonder Works Children's Museum
Betty Brinn Children's Museum
Bradbury Carnegie Museum
Great Explorations Children's Museum
Milwaukee Public Museum
Chicago Architecture Foundation

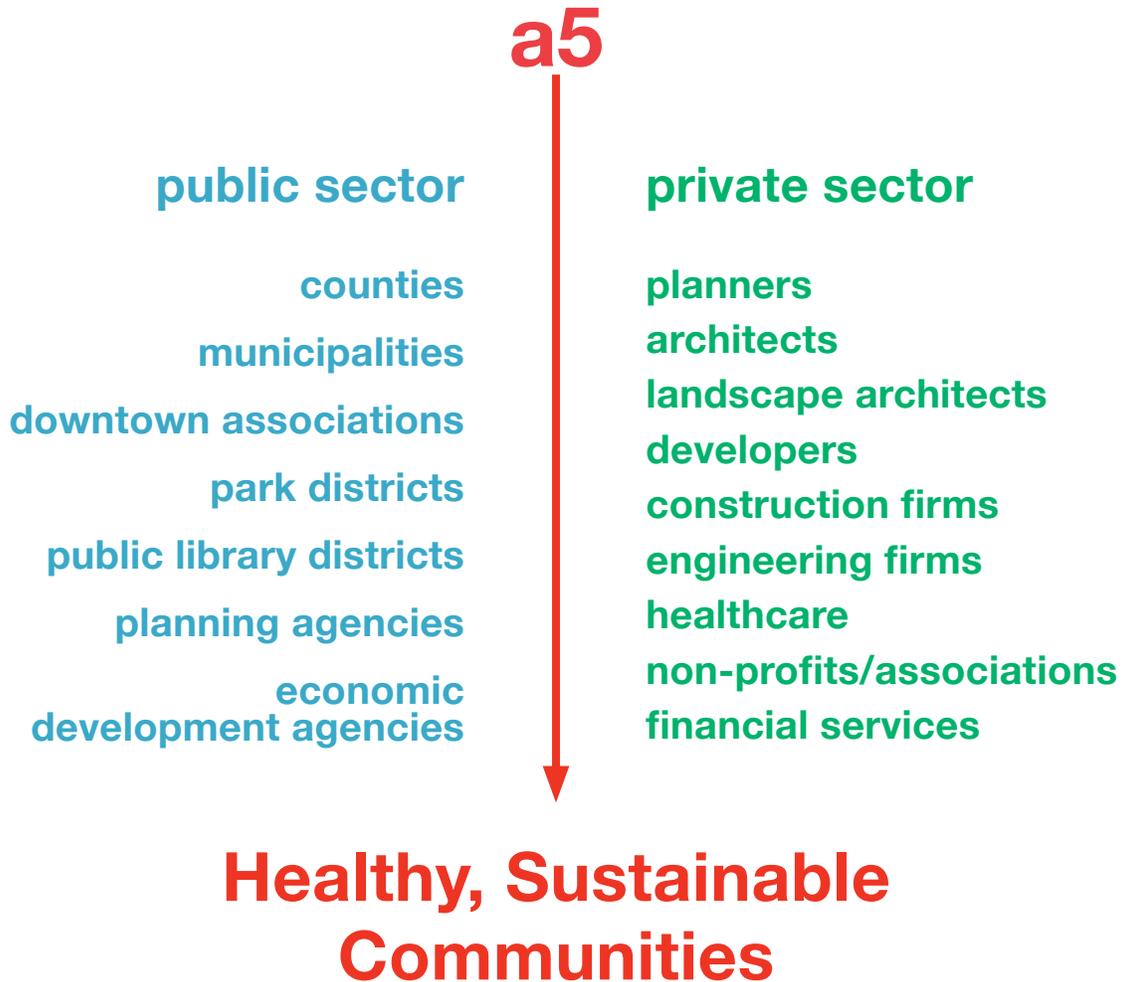
Planning, Architecture, Landscape Architecture

American Society of Landscape Architects
Illinois and Michigan chapters
Mariani Landscape
NatureWorks Landscapes
Christy Webber Landscapes
Foster Dale Architects
Tom Bassett-Dilley Architects
Nevin Hedlund Architects
AIA Chicago
Congress for the New Urbanism
Environmental Law & Policy Center

Non-profits

The Faraday Institution (UK)
Michigan League of Conservation Voters
Seven Generations Ahead
World Wildlife Fund
CNT (Center for Neighborhood Technology)
Dystonia Medical Research Foundation
Rolfe Pancreatic Cancer Foundation
Holocaust Memorial Foundation of Illinois
Unity Temple Restoration Foundation
Chicago Community Trust
MacArthur Foundation
Wege Foundation
Community Foundation Oak Park-River Forest
Triton College Foundation
UI Labs
Oak Park Homelessness Coalition

a5 works with public and private sector clients to help build healthy, sustainable communities.



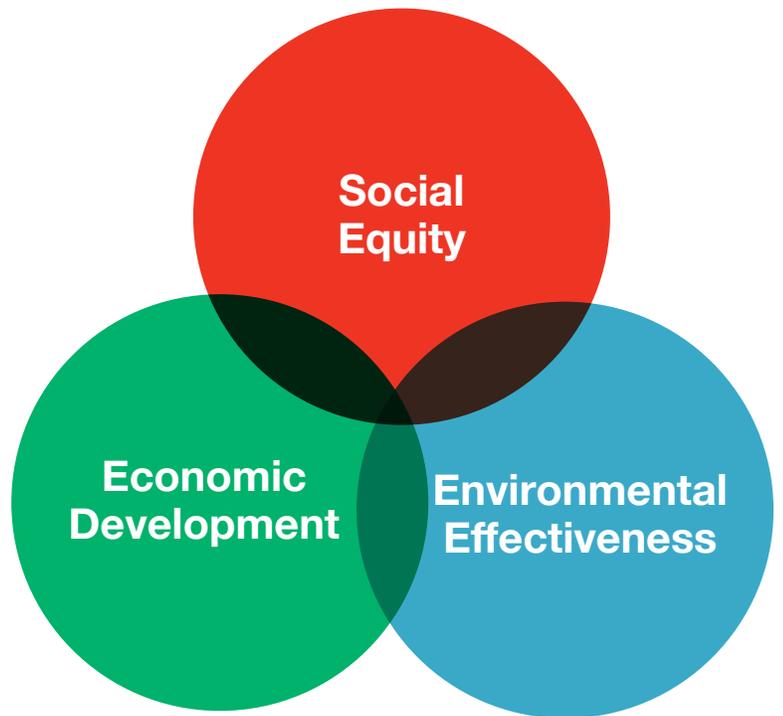
Commitment to Diversity, Equity and Inclusion

Mission-driven, a5 helps create healthy, sustainable communities. From economic development to environmental effectiveness to social equity, a5 is driven to provide educational and entrepreneurial opportunities for communities that traditionally have been underserved.

We are members in the [Diversity in Design Collaborative \(DID\)](#), a group formed by Herman Miller to promote diversity in design.

We are also intentionally working to diversify our a5 team as we hire and promote.

We also work with minority and women-owned creative partners, including photographers, and actively seek new relationships.



a5 Team

Our team structure is designed to bring creativity along with efficiency and consistency to client programs. The members remain part of the client team for the duration of the program.

If chosen to proceed, a5 would organize a team consisting of John Harris (Principal), Anita Pacheco (Account Coordinator), Fletcher Martin (Creative Director), AJ Benson (Senior Designer) and Sara Stead (Graphic Designer).

John Harris and Anita Pacheco will lead the project.

a5 responds to client requests within 24 hours, often sooner. We would provide cell phone numbers so you're able to reach key contacts.



John Harris
Principal: Strategy/Content



Fletcher Martin
Creative Director



Clarice Harris
Business Manager



Juliane Allen
Account Coordinator &
Digital Media Specialist



Anita Pacheco
Account Coordinator



AJ Benson
Senior Designer



Sara Stead
Graphic Designer



Andrea Ramirez
Administrative Manager/
Account Coordinator

a5 Team

John Harris – Principal

John helps clients tell stories in a clear, consistent and compelling manner to generate results from branding, marketing and communication programs. With the team at a5, Harris has helped drive investment in communities that has had significant impact on community building, economic development and tourism.

A former journalist for Forbes, Harris wrote the first national story on Starbucks, predicting that it would change our culture and society. He also wrote for the Milwaukee Journal and served as editor of Rockford Magazine before joining The Marmon Group, Inc. (then a \$6 billion organization owned by the Pritzker family) as director of communications in 1991. There, he consulted with Marmon's 100-plus companies on marketing communications and public relations issues in a wide variety of industries including financing, consumer and industrial products.

Before co-founding a5 in 2001, John served as a strategic communications consultant for VSA Partners, advising such clients as Steelcase, Landscape Forms and US West on brand development and brand management.

In his role as principal of a5, Harris has developed expertise in working with communities, sustainability, park and recreation agencies, sports, healthcare, education, non-profits, consumer products and financial services, among others. He has a passion for creating healthy, sustainable communities, and developed GreenTown: The Future of Community, a one-day experience dedicated to bringing the public sector together with the private sector to create sustainable communities, with non-profit Seven Generations Ahead.

Client experience includes working with such communities as Charlevoix (Michigan), Cuyahoga Falls (Ohio), Naples (Florida), South Bend (Indiana) and Freeport, Niles, Northbrook, Oak Park (Illinois).

A graduate of Carroll University in Waukesha, Wisconsin, John has taught at Roosevelt University and Carroll University.

Harris serves on the boards of Garfield Park Conservatory Alliance, Takeout 25 Oak Park, Friends of Richton Park, Lauren's Hope and Triton College Foundation.

Experience Highlights:

**Milwaukee Journal
Forbes
The Marmon Group
Steelcase
Campbell Soup Company
Interface
Ameritrade
NYSE Euronext
Field Museum
Chicago Park District
Chicago Children's Museum
Chicago Transit Authority
City of Charlevoix, MI
Village of New Lenox, IL
City of Freeport, IL
Village of Richton Park, IL
City of Woodstock, IL
Village of Hanover Park, IL
Illinois Department of
Human Services**

a5 Team

Fletcher Martin – Creative Director

Fletcher is a founding principal and creative director at a5. He is responsible for the design development and creative direction of a5 projects, including branding and identity, signage, interactive design, naming and more.

Prior to forming a5, he spent five years at VSA Partners in Chicago as a design director working with such clients as Steelcase, Harley-Davidson and H₂O+. At a5, his client experience includes World Wildlife Fund, Newcity Magazine, City of Freeport, Magnificent Mile Association, Chicago Park District, Chicago Children’s Museum, Field Museum, The Museum of Contemporary Art San Diego, Chicago Architecture Foundation, Congress for the New Urbanism, Chicago Transit Authority, NYSE Euronext, Klein & Hoffman and Hull.

From 2009 to 2014, he served as an executive board member (Treasurer) of the Chicago chapter of the AIGA – the professional organization for design – and is a member of SEG, the Society for Experiential Graphic Design, which works to expand design excellence in the built environment. He has also volunteered as creative director for two creative rallies for EPIC, a non-profit that pairs volunteer writers and designers with worthy causes and organizations. The EPIC projects Fletcher led include the rebranding of Illinois Humanities and messaging/collateral for Literacy Chicago. He is a member of the Arts Club of Chicago.

Fletcher’s work has been recognized by the Art Directors Club, AR100, British Art Direction & Design, Communication Arts, HOW Magazine and Type Directors Club, among others.

Fletcher graduated from Texas Christian University with a BFA in graphic design.

Anita Pacheco – Account Coordinator

Having amassed over 20 years leading branding and business-building efforts on the client-side, Anita is known for her strong work ethic, no-nonsense workstyle, openness and deeply collaborative approach.

Anita headed up marketing and communications through various staff-level, management, and director roles serving non-profits, local municipalities, and associations; including 15 years having progressively bolstered two highly respected Illinois park districts. As a non-profit and public-service advocate and trailblazer she’s developed a special sense of how to articulate strategic integrated marketing success.

Anita is a graduate of Bradley University where she earned a Bachelor of Arts with an emphasis in advertising and public relations. She also holds a Masters in Integrated Marketing Communications (IMC) from The University of Colorado at Boulder.

Anita is a proud first-generation American of Mexican descent, a first-generation college graduate, and was born and raised in Chicago Heights, Illinois.

Experience Highlights:

Harley-Davidson
NYSE Euronext
Steelcase
Field Museum
World Wildlife Fund
AIA Chicago
Museum of Contemporary Art
San Diego
Chicago Park District
Chicago Children’s Museum
Chicago Transit Authority
City of Charlevoix, MI
Village of New Lenox, IL
City of Freeport, IL
Village of Richton Park, IL
City of Woodstock, IL
Village of Hanover Park, IL
Downtown Oak Park
Illinois Department of
Human Services

Experience Highlights:

Illinois Parks & Recreation
Association
Fox Valley Special
Recreation Association
Coalition to End
Homelessness Coalition
in Evanston
Bloomington Park District
Arlington Heights Park
District

a5 Team

Andrew Benson – Senior Designer

Andrew (AJ) is a graphic designer at a5, with background in branding, illustration and wayfinding.

AJ joined a5 from Fishawhack Health, where he worked for Minneapolis-based agencies StoneArch and Studio MPLS. Clients included Panda Express, Abbott Medical and 3M. At a5, AJ has worked on Winnetka-Northfield Public Library District, Village of Mundelein and Village of Northbrook.

He is a graduate of the University of Wisconsin-Stout with a BA in Graphic Design & Interactive Media.

Experience Highlights:

**Panda Express
Abbott Medical
3M
Winnetka-Northfield
Public Library District
Village of Northbrook
Illinois Department of
Human Services
Village of Mundelein**

Sara Stead – Graphic Designer

Sara is a graphic designer who works on branding, print and digital communications projects at a5. Her clients include Lake County Partners, Illinois chapter of American Society of Landscape Architects, Fox Valley Special Recreation Association and Illinois Department of Health Services.

Sara received a BFA with an emphasis in Visual Communication from Columbia College in Chicago.

Experience Highlights:

**Lake County Partners
ASLA Illinois
Howard Street Chicago
Village of Mundelein
Village of Niles
Fox Valley Special Recreation
Association
Illinois Department of
Human Services**

References

Kevin Considine

President & CEO
Lake County Partners
847.597.1226
kconsidine@lakecountypartners.com

Katie Schneider

Community Engagement Coordinator
Village of Niles
847.588.8005
kds@vnils.com

Sandi Price

Executive Director
Rogers Park Business Alliance
(Howard Street, Jarvis Square)
773.508.5885
sprice@rpba.org

Lindsey Dorfman

Library Director
Glenview Public Library
847-729-7500 x2110
ldorfman@glenviewpl.org

Process

The a5 process is immersive and collaborative. We get to know Bartlett in a meaningful way, listening to people, patronizing businesses, attending events. In building your brand campaign, you will find us to be strong partners and collaborators. At a5, one of our most important values is that of client advocate. We will work hard and with enthusiasm with and for you.

Outreach and Engagement/Familiarization

To capture the Bartlett story, we need to get to know Bartlett and its people. We propose to conduct outreach and engagement to learn what makes Bartlett different and special.

- Meet with Village staff
- Meet with Bartlett Economic Development Commission
- Conduct one-on-one conversations with elected officials (and/or meeting at Village Board session)
- Conduct small group meetings with the business community (up to two focus groups with up to ten people per meeting)
- Review existing plans, programs and marketing and communication efforts
- Review marketing and communication efforts of nearby communities
- Deploy an email survey to connect with residents and area businesses to understand what the community thinks makes Bartlett different

From this process, we will analyze the results and develop a campaign plan that provides recommendations on how to roll out the campaign and sustain it in the first year and beyond. This includes:

- Goals
- Audiences
- Key messages
- Tactical recommendations
- Timeline
- Media budget recommendations
- Metrics

For tactical recommendations, we would build into the plan numerous items, including social media, web site, email, PR, events and more. For PR, we will develop and execute an approach to connect with influencers and bloggers as well as traditional media.

Campaign Concept Development

Once we conduct the outreach and engagement, we would develop and present three campaign concepts (or more) that meld visuals—a logo, logotype, etc.—with themes and words that capture and convey the energy of Bartlett.

Upon acceptance of a campaign direction, a5 would work with the Village of Bartlett to develop the deliverables necessary to launch the campaign.

All artwork will be the property of the Village of Bartlett.

Process

Campaign Account Management

With the outreach conducted and the campaign selected, a5 will work with the Village's designated representative (s) to shepherd the work.

Working from the launch plan, we would hold monthly meetings to ensure progress and advance the campaign. (These meetings would likely be a combination on in-person and Zoom.) a5 would work with the Village and related parties, including media representatives, the photographer, etc.

Photography

a5 proposes to conduct one day of photography with the Village of Bartlett. We work with a stable of photographers and would present portfolios for your review and select the photographer that best fits the campaign direction.

The photography day typically consists of photographing five to six individuals during the day. We work with you to identify the individuals and handle the scheduling, then art direct the photo shoot, working with the selected photographer.

Video

a5 proposes to shoot one day of video, which will provide footage for up to four brief videos of approximately one minute in length. The daylong shoot would include interviews (about three) and b roll of Bartlett in action.

The video approach could take the form of one overview video that tells the Bartlett story for residents, community building, economic development and visitor attraction and videos that tell specific stories, i.e. for industrial attraction/retention, retail attraction/retention and visitor attraction.

Social Media

While the Village will continue to manage social media platforms, a5 would advise the Village on ways to increase followers and boost engagement and positive comments. (We have done effectively for multiple communities, including Oak Park, Mundelein and Woodstock.)

a5 would also leverage the campaign through dedicated social media posts and ads on such platforms as Facebook, Instagram, TikTok and LinkedIn.

The number of posts and ads will be mutually agreed upon.

Marketing Tools

a5 will develop branded marketing tools that reflect and amplify the campaign for use in economic development, visitor attraction and community building. Marketing tactics include:

- Email template
- Rollup banners and table throw (for trade show and community events)
- Rack card
- Poster

We typically present one to two concepts per item, and once a direction is chosen each element is finalized.

Preliminary Project Plan

	Week #															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Project Authorized / Kickoff Meeting																
Engagement/Discovery																
Campaign Development																
Photography/Video																
Social Media/Digital Media Assets																
Marketing Tools																

Proposal

According to the RFP, primary objectives of the campaign are:

- Lay the foundation for a multi-year Village marketing campaign with limited, planned content updates throughout the next several years. The Village is allocating funds from its marketing and advertising budget to refresh the campaign in each of the next several fiscal years.
- Promote Bartlett as a regional shopping, dining, and recreational destination in the northwest suburbs.
- Increase regional awareness of Bartlett businesses and restaurants, with a focus on broadening its reach beyond Bartlett residents.
- Enhance the Village’s social media presence and increase overall social media engagement (the Village’s primary social media platform is Facebook) including on social media platforms including Instagram and Tik Tok.
- Produce branded advertising content that the Village can reuse beyond the scope of the campaign to continue to promote the Village. Consider incorporating local influencers and bloggers to further promote the village’s brand.
- Design updated marketing tools to be utilized at trade shows and local business events.
- Promote Bartlett to prospective developers and businesses including those seeking additional locations.

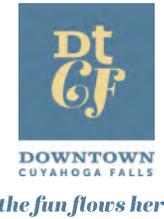
The scope includes:

- Develop campaign concepts in collaboration with the Village (three logo concepts and three campaign slogan/theme concepts).
- Produce multiple videos with a maximum of one minute in length promoting tourism to the Village & Bartlett businesses in general, which can be reused and “remixed” by the Village staff as needed for future social media or web-based content.
- Produce digital artwork, including social media images for posts and stories as determined by the selected firm. The village shall retain ownership of the artwork.
- Produce digital media marketing campaign, coordinate social media-driven campaign with cross-promotion via Facebook, LinkedIn, Twitter, and Instagram.
- Utilize Search Engine Optimization (SEO) methods to make it easier to target specific audiences and generate more business leads.
- Evaluate and recommend additional social media networks for use during the campaign, if required.

Outreach and engagement/Campaign Plan	\$6,000 to \$7,000
Campaign concept development	\$15,000 to \$18,000
Videos	\$15,000 to \$20,000
Photography	\$5,000 to \$7,000 (photographer fees, a5 art direction)
Marketing tools	\$10,000 to \$12,000
Social Media/Digital Media Asset Creation	\$5,000 to \$6,000
Account management	\$9,000 to \$10,000
<hr/>	
Total, Not to Exceed	\$65,000 to \$80,000

a5 uses a blended rate of \$150 for all staff members.

Third party costs for printing, social media advertising/boosts, advertising/media purchasing are additional and are not part of a5 fees. This could range widely depending on the Village’s budget. (We have also developed co-op advertising plans that enables individuals and businesses to engage in the campaign.)



Real WOODSTOCK

BEST TOURISM MARKETING CAMPAIGN

BEST VISITORS PUBLICATION



ILLINOIS GOVERNOR'S
Conference
on Travel
& Tourism

ILLINOIS GOVERNOR'S
Conference
on Travel
& Tourism | 2018
BEST TOURISM MARKETING CAMPAIGN
BUDGET B

ILLINOIS GOVERNOR'S
Conference
on Travel
& Tourism | 2018
BEST VISITORS PUBLICATION
BUDGET B

Real Woodstock

Located 47 miles northwest of Chicago, Woodstock is a charming, historic community with a real town square, an historic Opera House and plenty of shopping, nightlife and culture.

a5 was hired by a newly formed public/private group called Promote Woodstock to develop a tourism promotion campaign.

We conducted in-person and phone interviews, small group meetings and topic-oriented meetings with hundreds of members of the community. In addition, we organized an advisory council, which met twice annually, and coordinated connections with the business, education, arts and culture, tourism and government segments of Woodstock.

The campaign we developed, “Real Woodstock”, crafts a story around authentic experiences and has increased tourism, aiding economic development and building a stronger sense of pride and community.

The brand launched in 2016 in Woodstock and across the Midwest. It includes a web site, email, social media, video, radio and online advertising, posters, billboards and much more.

In addition to promoting all that Woodstock had to offer, a5 developed several cultural products, including:

- * Laughstock, a comedy festival that sold out the Woodstock Opera House.
- * Rockstock, an outdoor concert series on the historic Woodstock Square.
- * Concerts at the Woodstock Opera House and other venues featuring Grammy winning songwriter Jimmy Webb and actor/singer Jeff Daniels, among others.

In 2017, a5 and Real Woodstock won Best Branding Initiative from the Illinois Governor’s Conference on Travel and Tourism.

In 2018, a5 and Real Woodstock won awards for “Best Tourism Marketing Campaign” and “Best Visitors Publication” from the Illinois Governor’s Conference on Tourism.

The following year, Real Woodstock became an initiative of the Woodstock Area Chamber of Commerce. a5 continued to work on the Real Woodstock campaign through 2020.

“We connected with a5 at the very early stages of a public-private partnership to develop Woodstock’s brand. Our group brought a belief in our potential and a desire for action to the table; a5 met us where we were and quickly added dozens of ideas to the mix.

a5 made a concerted effort to understand Woodstock, and assembled a campaign we were proud to kick off and their expertise and counsel really helped put Woodstock on the map!”

**Maureen Larson
City Council, City of Woodstock**

Real Woodstock Results

Key performance indicators included:

- * Facebook followers increased from zero to 13,393
- * Instagram followers 1,600
- * Unique web visitors (annual) ~ 30k
- * Web subscribers 10k / average open rate 20%
- * Laughstock Comedy Festival tickets sold out

Marketing initiative exposure:

- * Woodfield Mall: 11 million impressions in four weeks in February 2020
- * Chicago Wolves: 165,6500+ fans over 17 games, 892k impressions + 70k emails sent twice
- * JCDecaux bus shelter ads in Chicago Loop: 600k impressions for four weeks
- * Metra car card and posters: 2.3 million impressions in four weeks

Promote Woodstock tracked its 2017 marketing campaign effectiveness through the following measurements:

- * Social Media Growth: Real Woodstock page “Likes” grew from 3,757 to 7,526, a 100 percent increase. A strong effort was made to target Real Woodstock Facebook ads to specific areas in Illinois and grow our audience within McHenry County and around the Chicagoland area. For example, while Real Woodstock Metra ads were running on train lines during the summer, Facebook ads were targeted to train commuters living along the train lines where ads were running. While 75 percent of followers come from McHenry County, 15 percent of the page likes are from Chicago and 10 percent from other areas around the Midwest.

- * Website Traffic Growth: In 2017, an average of 1,600 people visited the Real Woodstock website per month, a 25 percent increase from 2016. In subsequent years, web visitors increased to 2,500 per month.

- * Events: With a goal of moving Woodstock to achieve “Ravinia West” status, Real Woodstock assisted marketing existing events and created new events to draw people to Woodstock. Long-running Woodstock events such as Lighting of the Square, Woodstock Groundhog Days, and Midwest Mozart Festival all had its largest attendance numbers ever. Multiple agritourism businesses reported having their busiest seasons in years. The Jeff Daniels concert, which was booked and promoted by Real Woodstock, sold out the Woodstock Opera House. Because of the success of this show, Real Woodstock continued to book more shows at the Woodstock Opera House and other venues.

- * Sales Tax Revenue: Since Real Woodstock was created in 2015, sales tax revenue has increased by 13.3 percent.

- * City Population and Property EAV: For the second consecutive year, population grew in Woodstock while the overall population declined in Illinois. In 2017, Woodstock saw a three percent increase. The equally assessed values for property in Woodstock increased by nearly four percent.

“They’re creative, reactive and inventive. They’re a great partner who has good insight into nonprofits and municipal or government entities. We’ve experienced the same service that earned them their great track record. They’re a tremendous resource, and I can’t say enough positive things about them.

Their project management was exceptional. They were good at keeping deadlines, communicating, and being responsive to us when we needed them.

We came in without any real background, but a5 picked everything up, did the work, and guided us along the way with options and ideas. a5 will work with both inexperienced and experienced clients, no matter what stage they’re at.”

**Mike Turner
Mayor, City of Woodstock**

Capitol Steps
August 17-18, 2018
Featuring Emo Phillips, WGN's Patti Vasquez & Ana Beltrafi
Woodstock's Best Show
Laughstock.com

LAUGHSTOCK COMEDY FESTIVAL
August 17-18, 2018
Featuring Emo Phillips, WGN's Patti Vasquez & Ana Beltrafi
Woodstock's Best Show
Laughstock.com

WOODSTOCK FOLK WEEKEND
July 13-15, 2018
RealWoodstock.com

Real WOODSTOCK
Real fun. Real festivals. Real easy to get to.
Take the Metra UP-NW to Woodstock, Illinois. RealWoodstock.com #RealWoodstock

Logos for sponsors: Capital One, American Express, Woodstock Area Chamber of Commerce, Woodstock Area Chamber of Commerce, Woodstock Area Chamber of Commerce, Woodstock Area Chamber of Commerce.



REAL FOOD. REAL MUSIC. REAL SHOPPING. REAL FUN.
Real WOODSTOCK
47 MILES FROM CHICAGO • METRA UP-NW • REALWOODSTOCK.COM



RESTROOMS

Bath & Body Works

EAT. ENERGIIZE.

fresh

Real WOODSTOCK



**REAL FOOD. REAL FRESH.
REAL EASY TO GET TO.**

TAKE THE
METRA
UP-NW

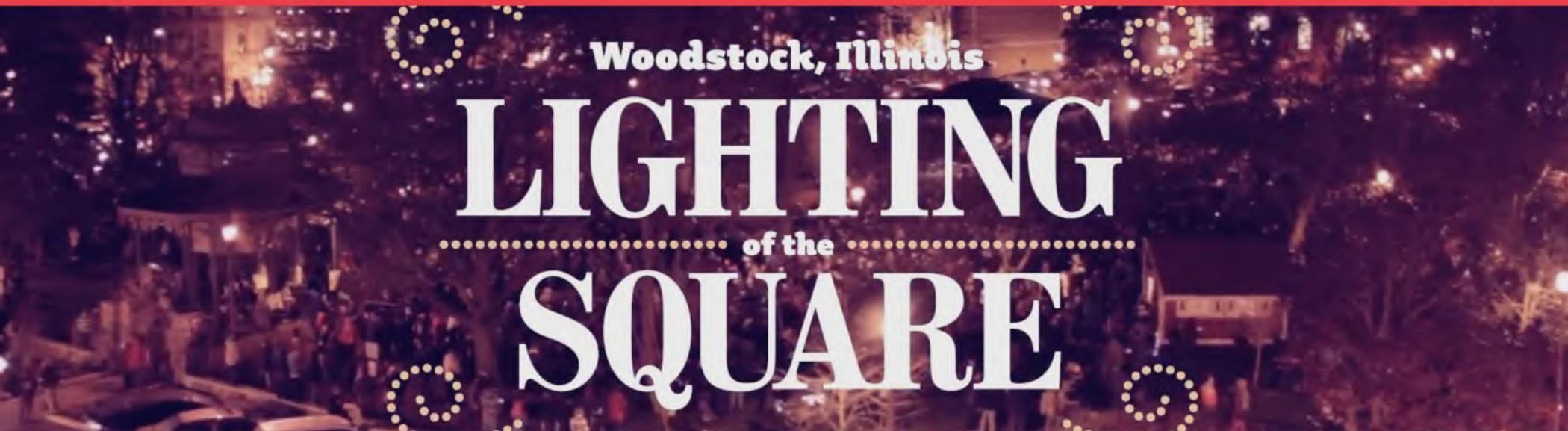
Woodstock, Illinois

RealWoodstock.com



#RealWoodstock

Clear Channel



Woodstock, Illinois

LIGHTING

of the

SQUARE

47 miles from Chicago, Woodstock is on the edge of the Chicago metropolitan area. We're close to the city with a small town, rural personality all our own.



Rich with Victorian architecture, a town square that seems frozen in time, and a world-renowned Opera House, Woodstock also has an independent streak brimming with creativity and entrepreneurship. Artists and locally-owned businesses are embraced. Our school system is a leader in dual language education. And music, whether rock, folk, jazz, country or classical, fills the air indoors and out most every night.





Real WOODSTOCK



Named one of the
**MOST BEAUTIFUL,
CHARMING SMALL
TOWNS IN ILLINOIS**
by onlyinyourstate.com

PHOTO: KEN FARVER

Woodstock, Illinois

**REAL CHARM. REAL OPPORTUNITY.
REAL EASY TO GET TO.**

47 miles from Chicago, Woodstock is close to the city with a small town, rural personality all our own. Rich with Victorian architecture, a town square that seems frozen in time, and a world-renowned Opera House, Woodstock also has a progressive streak brimming with creativity. Our school system is a leader in dual language education. Artists and locally-owned businesses are embraced. And music, whether rock, folk, jazz, country or classical, fills the air indoors and out most every night.

**Plan a visit. Grow a business. Put down roots.
Make a life here in Real Woodstock.**

W DISCOVER MORE AT
RealWoodstock.com

f LIKE US ON FACEBOOK
fb.me/realwoodstock

t FOLLOW US ON TWITTER
@realwoodstockil



**Summer Events
45-second video**

<https://www.youtube.com/watch?v=AMqdEwwIPts>



**Real charm.
Real fun.
Real easy to get to.**

47 miles from Chicago, Woodstock is on the edge of the Chicago metropolitan area. We're close to the city with a small town, rural personality all our own.

Rich with Victorian architecture, a town square that seems frozen in time, and a world-renowned Opera House, Woodstock also has an independent streak brimming with creativity and entrepreneurship. Artists and locally-owned businesses are embraced. Our school system is a leader in dual language education. And music, whether rock, folk, jazz, country or classical, fills the air indoors and out most every night.

While you're here, grab a bite to eat on the historic Woodstock Square, see a film at the Woodstock Theatre, or spend the day at one of our berry farms or apple orchards. We are home to one of the top farmer's markets in the country, world-class chocolatiers, and many award-winning bars & restaurants. Named a Preserve America Community by the White House, Woodstock is a community unlike any other.

**Plan a visit. Grow a business. Put down roots.
Make a life here in Woodstock.**

FOR MORE INFORMATION, VISIT
REALWOODSTOCK.COM | WOODSTOCKIL.GOV

2016 WOODSTOCK EVENTS

SPRING

Fair Diddley
MAY 15, WOODSTOCK SQUARE

Memorial Day Ceremony and Parade
MAY 30, WOODSTOCK SQUARE

SUMMER

Berry Picking
STARTING MID-JUNE 'TIL FROST
GRACE FARM STUDIOS, MCCANN BERRY FARM,
HEIDERS BERRY FARM

132nd Season of Concerts in the Park
WEDNESDAYS, BEGINNING JUNE 8-AUGUST

2nd Fridays on the Square
JUNE-SEPTEMBER

Trick Day
JULY 2, WOODSTOCK SQUARE

4th of July Fireworks
JULY 4, EMRICSON PARK

Summer in the Park
JULY 13-17, EMRICSON PARK

Gavers Barn Dance
JULY 16, EMRICSON PARK

31st Annual Woodstock Folk Festival
JULY 17, WOODSTOCK SQUARE

McHenry County Fair
AUGUST 3-7, MCHENRY COUNTY FAIRGROUNDS

Midwest Mozart Festival
AUGUST 7 & 14, WOODSTOCK OPERA HOUSE

Woodstock Jazz Festival
MID-AUGUST, WOODSTOCK SQUARE
& STAGE LEFT CAFÉ

Woodstock on the Square Benefit Car Show
AUGUST 29, WOODSTOCK SQUARE

FALL

Harvest Fest
SEPTEMBER 18, WOODSTOCK SQUARE

Woodstock International Film Festival
LATE SEPTEMBER, WOODSTOCK THEATRE - CLASSIC CINEMAS

Woodstock Ale Fest
OCTOBER 1, DOWNTOWN WOODSTOCK

WINTER

Lighting of the Square
NOVEMBER 25, WOODSTOCK SQUARE

Christmas Parade and Cookies with Santa
NOVEMBER 27, WOODSTOCK SQUARE

Ladies Night Out
DECEMBER 1, WOODSTOCK SQUARE

Groundhog Days
LATE JANUARY THROUGH FEBRUARY 2ND,
WOODSTOCK

YEAR 'ROUND

Woodstock Farmer's Market
MAY-OCTOBER, TUESDAYS & SATURDAYS,
WOODSTOCK SQUARE, NOVEMBER-APRIL,
SATURDAYS, MCHENRY COUNTY FAIRGROUNDS

Jazz on the Square Jam Sessions
1ST AND 3RD FRIDAYS, STAGE LEFT CAFÉ

Woodstock Opera House Performances

Off Square Music
OPEN MIC NIGHTS AND PERFORMANCES AT STAGE
LEFT CAFÉ AND UNITY SPIRITUAL CENTER

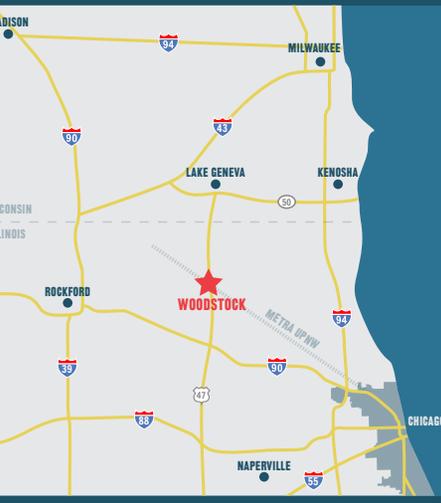
EVENTS MAY CHANGE THROUGHOUT THE YEAR.
CALL (815) 338-4301 OR VISIT WOODSTOCKIL.GOV
FOR MORE INFORMATION.

Designated a
PRESERVE AMERICA COMMUNITY
by the Preserve America Federal Initiative

Chosen as one of the
DOZEN DISTINCTIVE DESTINATIONS 2007
by the National Trust for Historic Preservation

Home to one of the
TOP 20 FARMER'S MARKETS IN AMERICA
American Farmland Trust

Named one of the
TOP 10 MOST EXCITING CITIES IN ILLINOIS
by Movoto



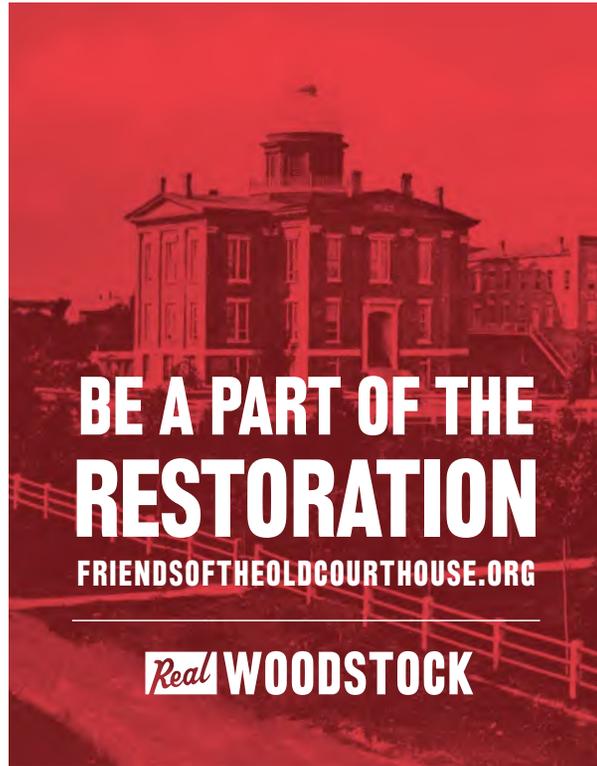
Woodstock is located on IL-47, 12 miles north of I-90, and is easily accessible by car or bus from Chicago, Rockford, and Lake Geneva, WI. Metra provides daily commuter rail service from Woodstock to and from downtown Chicago on the UPNW line.

Real WOODSTOCK VISITORS' GUIDE





Real WOODSTOCK



Real
WOODSTOCK
WWW.REALWOODSTOCK.COM

REAL CHARMING. REAL INDEPENDENT. REAL FUN.
Real WOODSTOCK
RealWoodstock.com    #RealWoodstock

Real
WOODSTOCK
RealWoodstock.com    #RealWoodstock



STREET BANNERS & SIGNAGE

Real WOODSTOCK



WELCOME HOME

**Real Charming.
Real Hospitality.
Real Woodstock.**

It's easy to fall in love with Woodstock. From abundant shopping and dining at independently owned businesses on the charming Woodstock Square to the enchantment of the Cherry Tree Inn, the friendly, welcoming vibe will make you

want to return—and think about moving here. Whether you are looking for excellent education, a creative community filled with arts and culture or your next home, Woodstock has it all. Welcome home.

realwoodstock.com/livehere



WELCOME HOME

In Real Woodstock, it's easy to connect with community and experience the outdoors.

This summer, create wonderful family memories picking berries.

Heider's Berry Farm is open for strawberry picking and, starting early July, for raspberry picking. McCann Berry Farm opens for blueberry picking Friday, July 17.

Make a day of it and enjoy the shops and restaurants on and off the charming and historic Woodstock Square. You can also bike the rolling hills. Walk the beautiful neighborhoods. Hike through nature preserves.

realwoodstock.com/livehere

REAL OUTDOORS. REAL ADVENTURE. Real WOODSTOCK

Real WOODSTOCK



WELCOME HOME

**Real Community.
Real Commitment to Every Child.
Real Woodstock.**

In Woodstock, Illinois, we are committed to the success of every child. From kindergarten on, our dual language program enables all children to learn English and Spanish, connecting cultures and fostering unity in our community.

"Because the kids have grown up in this program, they don't see themselves as different from one another. It's beyond tolerance, it's the norm for these kids. It opens them up to being open to other cultures in the future."

Liz Instefjord, Second Grade, Westwood Elementary

realwoodstock.com/livehere



RESIDENT ATTRACTION CAMPAIGN / OUTDOOR

Real WOODSTOCK



RESIDENT ATTRACTION CAMPAIGN / BUS SHELTERS



LIZ INSTEFJORD
MAESTRA DE SEGUNDO GRADO
PRIMARIA DE WESTWOOD

BIENVENIDO
A CASA

**Sentido Real de Comunidad.
Compromiso Real con la Educación.
Woodstock Real.**

Woodstock está comprometido con el éxito de cada niño. Nuestro programa de lenguaje dual permite que todos los niños aprendan inglés y español, conectando culturas para fomentar la unidad en nuestra comunidad.

Real
WOODSTOCK
realwoodstock.com/livehere



Real WOODSTOCK

CHARMING AND HISTORIC

A GREAT PLACE TO LIVE

EXCELLENT SCHOOLS

RealWoodstock.com

Allstate arena

CHICAGO WOLVES

CHICAGO WOLVES

CHICAGO WOLVES

Real WOODSTOCK **Real WOODSTOCK** **Real WOODSTOCK** **Real WOODSTOCK** **Real WOODSTOCK**

CHICAGO WOLVES

Jewel Osco

ALPHEA & JOHN DUTY

Allstate

LOYOLA MEDICINE

URO

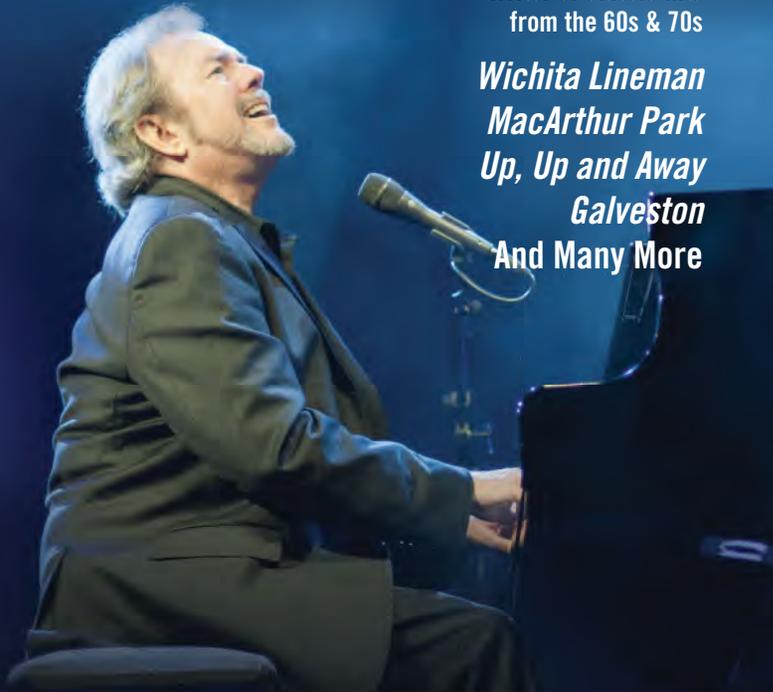
Coors

FOUR-TIME GRAMMY AWARD WINNER JIMMY WEBB

SATURDAY, APRIL 27 AT 8PM / WOODSTOCK OPERA HOUSE

Writer of Classic Hits
from the 60s & 70s

Wichita Lineman
MacArthur Park
Up, Up and Away
Galveston
And Many More



Four-time Grammy award winner Jimmy Webb will tell tales and sing songs from his storied songbook. Jimmy's songs have been a part of the American Soundtrack and helped define the music of the 60s and 70s. Jimmy has worked with an impressive cast of artists including Frank Sinatra, Art Garfunkel, 5th Dimension and Glen Campbell. Experience Jimmy's music like never before! **Tickets \$46.**

PRESENTED BY



Learn More at RealWoodstock.com
Tickets at WoodstockOperaHouse.com

EVENT PROMOTION

CONCERT EVENT SERIES

GINA CHAVEZ SUNDAY, FEBRUARY 10 AT 7PM

Multi-lingual Latin pop songstress Gina Chavez will perform songs from her new album. Austin's Musician of the Year in 2015 has been featured on NPR's Tiny Desk Concert. See her before she breaks out!
TICKETS: \$25 / \$20 FOR STUDENTS



GARNET ROGERS CRYS MATTHEWS SUNDAY, MARCH 24 AT 2PM

Canadian folk musician Garnet Rogers returns to Woodstock after selling out his show in 2018. A man with a powerful presence and voice to match, Rogers is a master storyteller.
Crys Matthews, an up-and-coming folk artist, is an energetic social justice force from Washington, D.C.
TICKETS: \$25



JIMMY WEBB SATURDAY, APRIL 27 AT 8PM

Four-time Grammy Award winner Jimmy Webb will tell tales and sing songs from his storied song book. From "Galveston" to "Wichita Lineman", "The Highwayman" to "Up, Up and Away" and "MacArthur Park", you will relive the 60's and 70's in this spirited show.
TICKETS: \$46



JEFF DANIELS AND THE BEN DANIELS BAND FRIDAY, OCTOBER 27, 8PM WOODSTOCK OPERA HOUSE



Emmy Award winner and accomplished musician Jeff Daniels takes the historic Woodstock Opera House stage for a night of music on Friday, October 27 at 8:00 PM. Described by *The New York Times* as "a transcendental picture of American wanderlust," Jeff and his son's band, the Ben Daniels Band, will perform an unforgettable evening of folk Americana music. For tickets and info, visit WoodstockOperaHouse.com.

Limited
number of
tickets
remaining!



PRESENTED BY



Real WOODSTOCK

RealWoodstock.com #RealWoodstock

Real Woodstock is an initiative of Promote Woodstock, a public-private partnership dedicated to growing tourism, increasing economic development opportunities, and creating a stronger sense of community in Woodstock, IL. Real Woodstock is supported by:

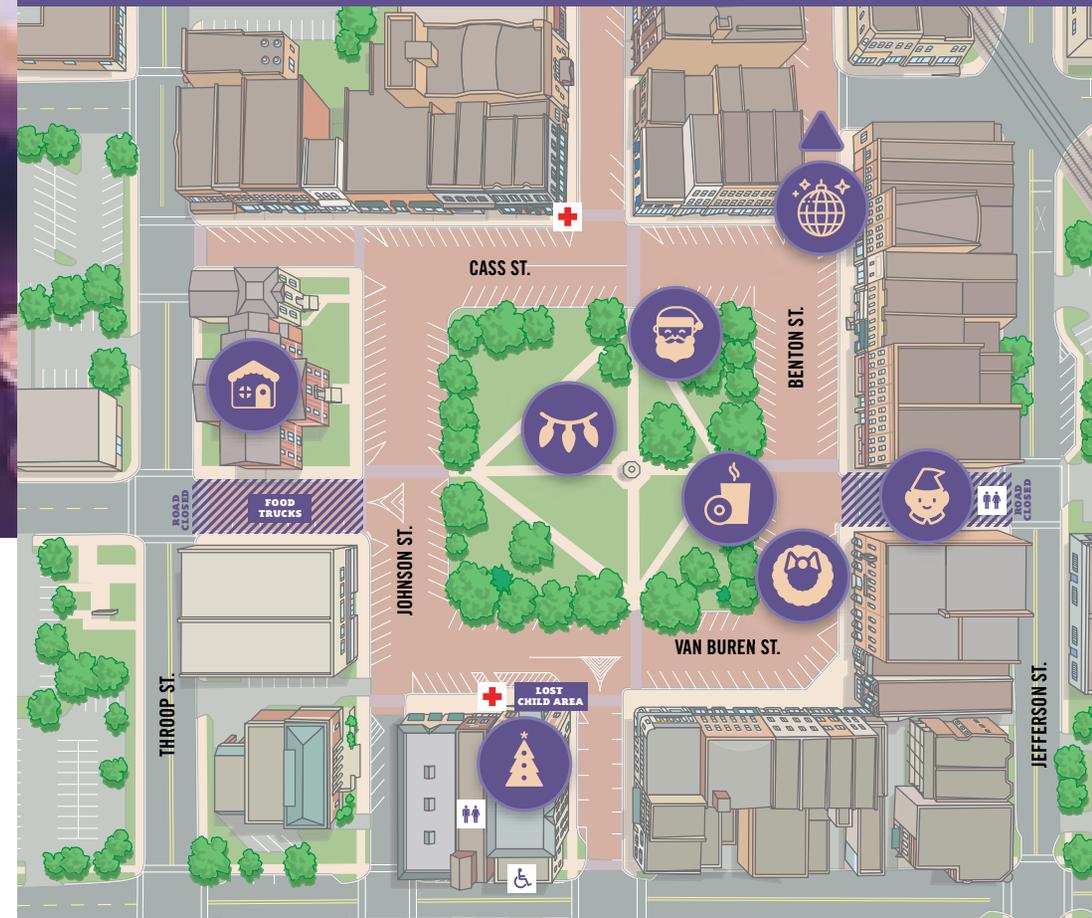
- AURORA UNIVERSITY
- CENTEXRA HEALTHSYSTEM
- CLASSIC CINEMA WOODSTOCK THEATRE
- D. C. COBB'S
- MERRYMAN EXCAVATION
- NEP'S RED HILL Tavern
- VISIT MCHEERY COUNTY
- WOODSTOCK CHAMBER OF COMMERCE
- CITY OF WOODSTOCK

Woodstock, Illinois
LIGHTING
of the
SQUARE
FRIDAY, NOVEMBER 29
FROM 5-9PM
Real WOODSTOCK

A magical night of giving, celebration and tradition.

Woodstock, Illinois
LIGHTING
of the
SQUARE

5-9pm:
Food & Activities
7pm: **The Lighting of the Square Ceremony**



Lighting of the Square
30-second video

<https://www.youtube.com/watch?v=HfnFJhlyHak>

- 
DANCE PARTY
MOOSE LODGE
406 CLAY ST.
Dancing begins at 8pm – Soul Tango performs
- 
SANTA'S HUT
Visit Santa after the Lighting Ceremony
- 
GINGERBREAD HOUSE WALK
101 N JOHNSON ST.
Festive gingerbread houses – vote for your favorite
- 
LIGHTING OF THE SQUARE
Lighting Ceremony followed by music from the Jinglebell Jamboree Band
- 
DONUTS AND HOT CHOCOLATE
SPRING HOUSE
Warm up with free hot chocolate and donuts at the Spring House
- 
ELF ESCAPE
E JACKSON ST.
Heated tent with charitable organizations and children's activities – public restrooms adjacent
- 
WREATH & TREE SALES
Pick your perfect Christmas tree and wreath from First United Methodist Church
- 
CHRISTMAS TREE WALK
121 W VAN BUREN ST.
Decorated Christmas trees from over 30 local organizations



LAUGHSTOCK

STAND-UP COMEDY WORKSHOP
WITH PATTI VASQUEZ & CARL WOLFSON



LAUGHSTOCK COMEDY FESTIVAL

SATURDAY, AUGUST 17 / WOODSTOCK, IL
FOUR COMICS, ONLY \$25!



LAUGHSTOCK COMEDY FESTIVAL

AUGUST 17 & 18 / WOODSTOCK, IL



FEATURING:
EMO PHILIPS



MICHAEL PALASCAK



PATTI VASQUEZ



ANA BELAVAL



CARL WOLFSON

ALSO FEATURING:
THE LINCOLN LODGE
CLEVELAND ANDERSON
LUCAS O'NEIL

The inaugural Laughstock Comedy Festival takes place on the historic Woodstock Square on August 17 & 18, 2018! Laughstock features national touring comedians as well as local talent from the Chicagoland area. Stand-up Comedy, Open Mics and other events will be offered through the weekend. Stay tuned for more!

TICKETS AND MORE AT
LAUGHSTOCKFESTIVAL.COM



WOODSTOCK, ILLINOIS GROUNDHOG DAYS



Groundhog Days
30-second video

<https://www.youtube.com/watch?v=eFML59nsCIQ>



Named one of the
**MOST BEAUTIFUL,
CHARMING SMALL
TOWNS IN ILLINOIS**
by onlyinyourstate.com

REAL CHARMING. REAL INDEPENDENT. REAL FUN. *Real* **WOODSTOCK**

Welcome to Woodstock, Illinois. Rich with arts and culture, a picturesque town square and a world-renowned Opera House, Woodstock also has an independent streak brimming with creativity and entrepreneurship. Artists and locally-owned businesses are embraced. Our school system is a leader in dual language education. And music, whether rock, folk, jazz, country or classical, fills the air indoors and out most every night.

Plan a visit. Grow a business. Put down roots.
Make a life here in Real Woodstock.



LIKE US ON FACEBOOK
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FOLLOW US ON INSTAGRAM
[@realwoodstockil](https://www.instagram.com/realwoodstockil)

DISCOVER MORE AT
RealWoodstock.com

Real WOODSTOCK

REAL CHARMING.
REAL INDEPENDENT.
REAL FUN.



Named one of the
**MOST BEAUTIFUL,
CHARMING SMALL
TOWNS IN ILLINOIS**
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Welcome to Woodstock, Illinois. Rich with arts and culture, a picturesque town square and a world-renowned Opera House, Woodstock also has an independent streak brimming with creativity and entrepreneurship. Artists and locally-owned businesses are embraced. Our school system is a leader in dual language education. And music, whether rock, folk, jazz, country or classical, fills the air indoors and out most every night.

**Plan a visit. Grow a business. Put down roots.
Make a life here in Real Woodstock.**



LIKE US ON FACEBOOK
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FOLLOW US ON INSTAGRAM
@realwoodstockil

DISCOVER MORE AT
RealWoodstock.com

Real Woodstock
February 2 · 🌐

Woodstock Willie has made his prognostication: It looks like we're in for six more weeks of winter! Willie saw his shadow and returned to his den for the remainder of winter.

Stick around the charming Woodstock Square for a full day of Groundhog Days activities! #RealTradition #RealCharm #RealFun

For all Woodstock Groundhog Day events, visit www.realwoodstock.com/groundhog-days/

REALWOODSTOCK.COM
Real Woodstock
Woodstock's favorite weekend. Groundhog Days, is the culmination of...

17,227 People Reached 1,717 Engagements [Boost Post](#)

👍❤️👏 274 16 Comments 115 Shares

Like Comment Share

Performance for Your Post

17,227 People Reached

888 Reactions, Comments & Shares

545 Like	226 On Post	319 On Shares
49 Love	24 On Post	25 On Shares
27 Haha	14 On Post	13 On Shares
5 Wow	5 On Post	0 On Shares
25 Sad	9 On Post	16 On Shares
2 Angry	0 On Post	2 On Shares
116 Comments	18 On Post	98 On Shares
119 Shares	115 On Post	4 On Shares

829 Post Clicks

0 Photo Views	259 Link Clicks	570 Other Clicks
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NEGATIVE FEEDBACK

4 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Real Woodstock
Published by Taylee Pardi [?] · February 2 · 🌐

If you're watching the Super Bowl tonight, watch for the Jeep commercial! It's a doozy!

The commercial features Woodstock, Bill Murray, Stephen Tobolowsky and Brian Doyle-Murray as the cast relives yet another Groundhog Day!

Thank you to Jeep for choosing Woodstock to be a part of your commercial! ... [See More](#)

WWW.REALWOODSTOCK.COM
Jeep Groundhog Day Super Bowl Commercial [Learn More](#)

40,012 People Reached 3,486 Engagements [Boost Again](#)

Performance for Your Post

40,012 People Reached

11,525 3-Second Video Views

1,262 Reactions, Comments & Shares

690 Like	350 On Post	340 On Shares
201 Love	115 On Post	86 On Shares
131 Haha	53 On Post	78 On Shares
65 Comments	17 On Post	48 On Shares
176 Shares	168 On Post	8 On Shares

2,224 Post Clicks

291 Clicks to Play	4 Link Clicks	1,929 Other Clicks
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NEGATIVE FEEDBACK

34 Hide Post	9 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

— *Real* WOODSTOCK —
**HOLIDAYS
2019**



Ogilvie Live Event
Woodstock HS Madrigal Singers
2-minute video

<https://www.youtube.com/watch?v=HMUGZBPWWUI>



GINGERBREAD HOUSE WALK

**FRIDAY, NOVEMBER 29 - TUESDAY, DECEMBER 24
OLD MCHENRY COUNTY COURTHOUSE LOBBY**

The best gingerbread houses in McHenry County can be found at the Old McHenry County Courthouse starting the night of Lighting of the Square. The gingerbread houses will be on display during open hours at the Old Courthouse Art Center.

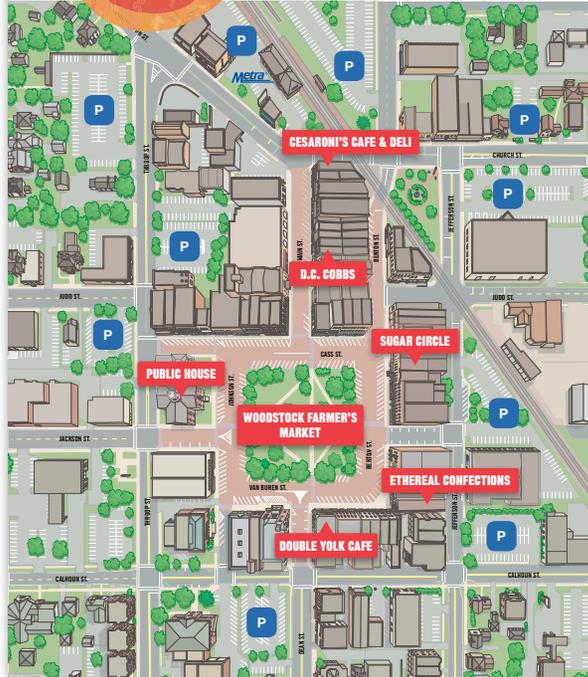
— *Real* WOODSTOCK —

HOLIDAYS 2019

**HARVEST
FEST**
WOODSTOCK, IL

**A Farm to Square,
Roots Music Experience
September 13 & 14**

Local Restaurants Featuring Food
And Produce from Local Farms



SEPT 13-14

**HARVEST
FEST**
WOODSTOCK, IL



September 13-14
**On the
Woodstock
Square**

**A Farm to
Square, Roots
Music Experience**

ALL NEW IN OUR 24TH YEAR

Celebrate the Harvest Season on the Historic Woodstock Square. Restaurants and Bars Will Feature Food and Drink Pairings from Local Farmers. Shop for Locally-Made Crafts. Experience Americana Music Indoors and Out. It's a Farm to Square, Roots Music Experience.

*Suggested \$10 Donation to Benefit
Off Square Music for Music on the Square*

Friday, September 13

Local Farmer Food and Drink Pairings

LIVE MUSIC

EVENING AT STAGE LEFT CAFE
Devil in the Woodpile at 7:30pm

Saturday, September 14

The State's Finest Farmer's Market • Local Farmer Food and Drink Pairings • Crafts and Cooking Demonstrations • Author Readings • Blacksmith Demonstration • Tractors

LIVE MUSIC

AFTERNOON ON THE SQUARE
Miles Over Mountains at 1:30pm
Laura Cortese and the Dance Cards at 3pm
The Hen House Prowlers at 4:30pm

EVENING AT THE OPERA HOUSE

John McEuen (from the Nitty Gritty Dirt Band) at 8pm



Learn More at
RealWoodstock.com

Rock
Stock



**Rock
Stock**

ENJOY A FREE ROCK
CONCERT LIVE ON THE
WOODSTOCK SQUARE

JUNE 8, JULY 6 & AUGUST 10, 2019
WOODSTOCK, IL

**FREE
CONCERT**

Rock
Stock

JUNE 8
THE GOOROOS
GATES OPEN AT 6PM
CONCERT STARTS AT 7PM

JULY 6
SUBURBAN COWBOYS
GATES OPEN AT 6PM
CONCERT STARTS AT 7PM

AUGUST 10
MARRAKESH EXPRESS
OPENING ACT | WHO'S WHO
GATES OPEN AT 5PM
CONCERT STARTS AT 6PM

ENJOY AN EVENING OF LIVE MUSIC
OUTDOORS ON THE WOODSTOCK SQUARE

LEARN MORE ABOUT ROCKSTOCK AT WOODSTOCKILCHAMBER.COM

LEARN MORE ABOUT ALL THAT IS HAPPENING IN WOODSTOCK AT REALWOODSTOCK.COM

A PRODUCTION OF

WOODSTOCK
CHAMBER
OF COMMERCE & INDUSTRY

Real
WOODSTOCK



ALL IN FREEPORT

**BEST
BRANDING
INITIATIVE**

**BEST
WEBSITE**



ILLINOIS GOVERNOR'S
Conference
on Travel
& Tourism



All In Freeport

Freeport, Illinois is a city of 25,000 people between Rockford and Galena, Illinois. Historically, Freeport boasted a strong manufacturing base, with such major employers as Honeywell, Kelly-Springfield and toy makers, among others.

Yet most of the manufacturing jobs left long ago, and since then Freeport residents have struggled to view their city in a positive way.

a5 began working with Freeport visionaries who saw the potential for their community. We helped organize a coalition of public and private entities dubbed Collaborate Freeport and together raised \$250,000 pledged over three years to create a campaign with goals of economic development, stronger and a more positive community and increased tourism.

a5 led public outreach events, getting input from more than 2,500 people, developed the creative platform for the campaign and held “values workshops” to help residents focus on key characteristics that Freeport could leverage.

This resulted in the development of a brand essence and brand campaign that had to succeed on two levels:

- * **Freeport All In** fostered a sense of pride in the community.
- * **All In Freeport** generated exposure and interest outside the community by shining light on the positive assets of Freeport to drive tourism and economic development.

The campaign launched in late 2016. In 2017, a5 continued to lead the campaign, which included advertising at the Belvidere tollway oasis, a billboard campaign, social media, digital advertising and email efforts.

During the engagement process and campaign development, it became clear that for a city of 25,000 people that leadership was splintered and there were too many organizations (and too many boards of directors) to effectively communicate a vision and create change. Working as a strategic consultant, a5 helped Freeport collapse four organizations (economic development partnership, chamber of commerce, CVB and the downtown association) into one organization. We helped them learn from other communities, which gave them a model, and named and branded the organization Greater Freeport Partnership.

In 2018, a5 and “All In Freeport” won awards for “Best Branding Initiative” and “Best Website” from the Illinois Governor’s Conference on Travel and Tourism.

Key performance indicators included:

- * Engaging the community. More than 2,500 people participated in surveys, events and experiences, including a free ice cream social at Union Dairy. That event alone attracted 600 people.
- * Community satisfaction survey, which gauged perceptions and charted progress year-over-year.
- * Collapsing four organizations into one entity with one vision, one voice, one budget and one board: Greater Freeport Partnership.

“We brought a5 in before the initiative was even fully funded. They conducted outreach as well as meeting with all of the major public organizations to get them on board. The steering committee was large and included a diverse slice of Freeport leaders and citizens, and a5 was able to manage the personalities gracefully.

It was amazing to see how a5 brought Freeport together and reminded us of all of our assets, provided us with a positive story and created a kick-ass, unique campaign to show the rest of the world. We are more cohesive as a city now, hopeful and excited about new opportunities downtown and around the city. a5 was tireless and unflappable in their advocacy for Freeport, even as some citizens critiqued the city as doomed.”

**- Amy Dreibelbis Fairweather,
Project Initiator/Freeport Citizen**

FREEPORT
ALL
IN.

Internal:
**Community Building &
Economic Development**

ALL
IN
FREEPORT

External:
Tourism/Visitors



a5 Branding & Digital

**ALL
IN
FREEPORT**



LITTLE CUBS FIELD / WRIGLEY FIELD REPLICA

TIMELESS FUN.
ALL IN
FREEPORT

CRAFT BEER AND WINE
CLASSIC EVENTS

ALL IN
FREEPORT
freeport-all-in.com

GREATER OUTDOORS
TIMELESS FUN

KAYAK AT KRAPE PARK
CLASSIC EVENTS

WATER SPORTS
ALL IN
FREEPORT

ALL IN
FREEPORT
freeport-all-in.com

TIMELESS FUN

CLASSIC EVENTS

CRUISE BOAT
ALL IN
FREEPORT

YOUR DE FREEPORT

ART IN THE TOWN
ALL IN
FREEPORT

PRETIL CITY BREAKFAST

SUNNY ISLAND RV
SALES & SERVICE
ROCKAWAY
www.sunnyislandrv.com

Looking for the
perfect RV

TO WESTBOUND TOLLWAY

TO SUNNY ISLAND RV

EXPRESS

VISITORS INFORMATION

CAUTION
CRACK
WET FLOOR
PISO MOJADO





**GREATER
OUTDOORS.**
**ALL
IN
FREEPORT**

**CRAFT BEER
AND WINE**
&
**CLASSIC
EVENTS**

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AND WINE**
&
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OUTDOORS**
**TIMELESS
FUN**



**TIMELESS
FUN.**
**ALL
IN
FREEPORT**



**TIMELESS
FUN.**
**ALL
IN
FREEPORT**

**CRUISE
NIGHT**
**TOUR DE
FREEPORT**

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FREEPORT**
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**ART IN
THE PARK**
**PRETZEL CITY
BREWFEST**

The All-New
2018 HONDA GOLD WING™



HONDA

FREEPORT HONDA
3086 ROUTE 26 N. 815-235-7549

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75651



Greater Outdoors

ALL IN FREEPORT

Little Cubs Field:
Wrigley Field Replica

Exit US-20 to Freeport

75652



SPEED LIMIT
65

IN FREEPORT WE VALUE:

**HARD WORK AND AN
ENTREPRENEURIAL SPIRIT**

GIVING BACK

**THE OUTDOOR
EXPERIENCE**

FREEPORT

**ALWAYS
LEARNING**

**ART,
DESIGN,
CULTURE**

**ALL
IN.**

**DIVERSITY
IN ALL FORMS**

A COLLABORATE FREEPORT PROJECT **FREEPORT-ALL-IN.COM**



IT'S ALL IN FREEPORT

Classic Film Series: The Class of '67 - Hollywood Changes

OCTOBER 25, 2017 | 1:00 PM | 115 S. CHICAGO
AVENUE, FREEPORT, IL

Freeport Community Foundation Fall Grant and Donor Reception

OCTOBER 26, 2017 | 6:30 PM | 1200 W. GALENA
AVENUE, FREEPORT, IL

Chili Friday Cook-Off

OCTOBER 27, 2017 | 12:00 PM | ILLINOIS

Freeport Halloween Parade

OCTOBER 27, 2017 | 9:00 PM | ILLINOIS

4th Annual RHPS Shadowcast

OCTOBER 27, 2017 | 9:00 PM | 228 W. CLARK
STREET, ILLINOIS

[MORE! SEE THE FULL CALENDAR](#)

**ALL
IN
FREEPORT**

Things To Do Stories Events News Community Freeport All In

Get the Newsletter



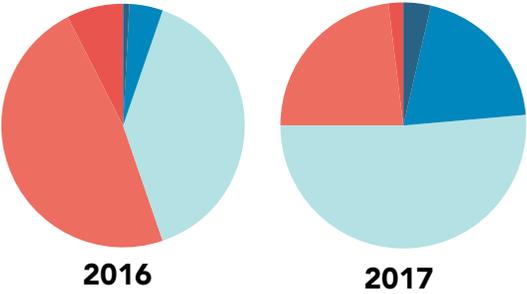
THINGS TO DO

Let us take you on a journey. Uncover our impressive history, tour a brewery or winery or explore our trails and parks. In Freeport, there is always fun for the whole family. We're happy you're here and hope you'll stay a while.



All In Freeport / Survey Results

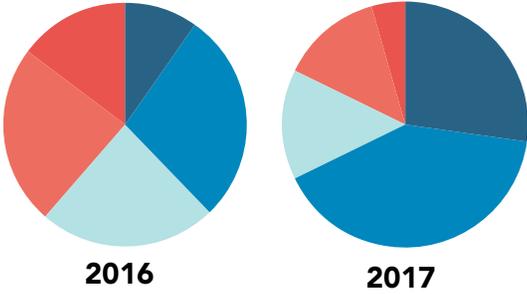
How would you rate the overall attitude of most Freeporters about the future of Freeport?



Positive responses **increased** from **45%** in 2016 to **75%** in 2017



How hopeful do you feel about the future of Freeport?



Moderately hopeful/very hopeful responses **increased** from **38%** in 2016 to **68%** in 2017



Problem Gambling Awareness Campaign/ Illinois Department of Human Services

In August 2021, Glenview Public Library hired a5 Branding & Digital to develop a new brand.

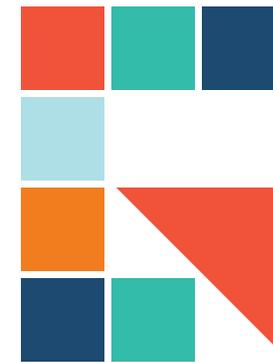
Glenview Public Library's aim was for the rebrand to increase its visibility and strengthen the perception of the Library as a dynamic, community-focused and inspirational place.

a5 worked with the Executive Director and three communications staff. We executed an engagement process that included 10 interviews, five focus groups (two of which were at Glenbrook South High School with students) and in-person intercepts at three local businesses.

We synthesized our findings and developed a brand platform, which set the foundation for a friendly, inclusive and inspiring brand. From there, we presented six graphic identity concepts and applications for each, which included a newsletter cover and tote bag to help visualize the graphic identity in real life.

The chosen identity – which was approved unanimously by the board – references a pathway of intellectual pursuit pointing forward and ending in an active arrow. The wide array of resources Glenview Public Library offers to the community is represented by the colorful pieces forming a unique and recognizable G.

Glenview Public Library initiated a second contract with a5 to launch and implement the brand. In the second phase, a5 developed two sub-brands, a newsletter redesign, brand training for staff, a launch plan which included ads in the Village and Chamber newsletters, social media graphics, a library card, print materials, building signage and overall support and consultation.



Glenview Public Library



You Have Your Library Card. Now What?

Whether at the Library in downtown Glenview or in the community or through our online resources, we invite everyone to engage in a vibrant exchange of ideas.

Virtual Reality? We've Got It.

The Library of Things brings items – well beyond books – to your fingertips. From inflatable backyard movie screens to tablets, pinball, sets to Mario Kart, knitting looms to shud readers, borrow items for entertainment, hobbies and projects.



Local History? We've Got It.

The Genealogy and Local History Room provides the Glenview community with an in-depth look into our past – including family history archives. Expert staff offer historical knowledge and resources.



3D Printing? We've Got It.

The Innovation Center stocks 3D printers and all sorts of designs (maker-in-art, engineering, and science – in an open-minded and risk-tolerant maker space).



Glenview Public Library offers something for everyone.

FOR INFANTS/TODDLERS

- Outstanding children's collection
- In-person and virtual storytimes
- Reading programs
- Preschool kits

FOR KIDS

- Arts and crafts
- Chess, escape rooms, and other activities
- Reading practice with library dogs
- Volunteer opportunities
- STEAM kits
- Homework help
- Concerts and performances

FOR TEENS

- Group study rooms
- Service hour credits opportunities
- ACT or SAT practice tests
- Innovation Center for Learning design software and more
- Daily interactive online tutoring
- College prep

FOR ADULTS

- Career counseling and job
- English literacy classes
- Computer/tech classes
- Access to databases and Learning Management

FOR PARENTS/FAMILY

- Parenting book collection
- Preschool for
- Museum adventures
- Family travel night or other family programs
- Home learning resources

FOR ENTREPRENEUR

- Free onsite history
- Small business resources
- Financial planning
- Online investment
- Access to Morning Street Journal, etc.

FOR SENIORS

- Homebound
- Memory Lists
- Health and

Glenview Public Library is free!

How to Reserve Books Online



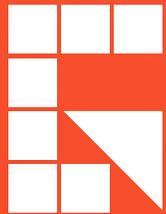
Spark Your Curiosity at Glenview Public Library

DISCOVER

- Innovation Center
- Genealogy
- Library of Things
- Used Book Store
- Storylines
- Games
- 3D Printing
- Laser Cutting
- Vinyl Collection
- Movies
- Classes
- Community Events
- +much more!



glenviewpl.org



Glenview
Public
Library

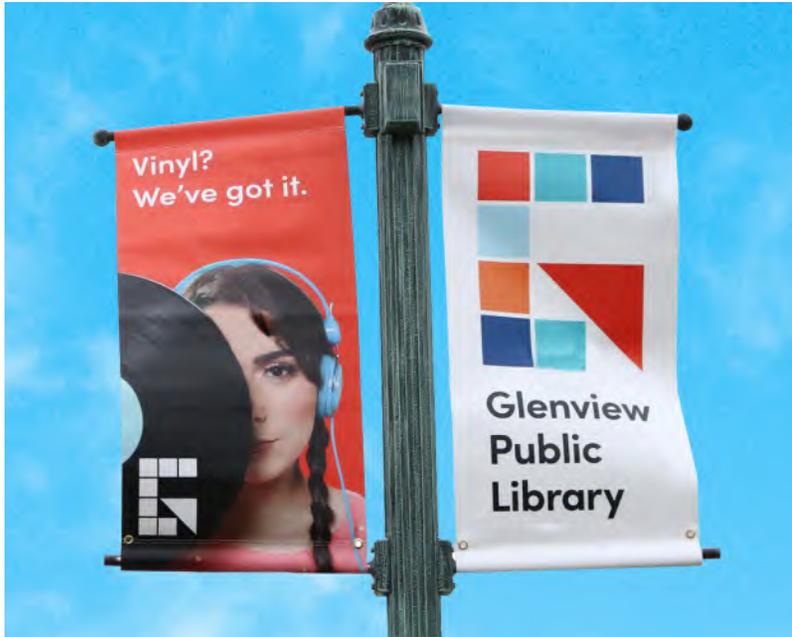
The library that's more than books.

Innovation Center
Genealogy
Library of Things
Kids' Corner
Teen Center

Used Book Store
Live Music
Poetry Readings
Digital Archive
+much more!

glenviewpl.org





EXTERIOR & INTERIOR BRANDING

THE Spark



Glenview Public Library



**Get Ready
for Summer
@ GPL!**

See Pages 4-5

2022
SUMMER

SPARK YOUR CURIOSITY • IDEAS AND EVENTS THAT ENGAGE, EDUCATE, AND INSPIRE



NEWSLETTER



Glenview Public Library
July 1, 2022

Share with us your favorite book from 2022. We are compiling a community list of recommendations for every genre. Click the button below to contribute!



16

6 Comments

Like

Comment

Share



Glenview Public Library
July 1, 2022

The Innovation Center has re-opened! Teen robotics workshops will be held from March 12 to March 30 every Saturday from 11am-12pm. Sign up today at glenviewpl.org/workshops

**Make.
Invent.
Play!**

Sign Up!



16

6 Comments

Like

Comment

Share

01 Brand

Glenview Public Library enriches, educates, and inspires everyone in the community by connecting people to a world of information and ideas.

Glenview Public Library | Brand Guidelines



Spark Your Curiosity



Brand Key Messages

- At Glenview Public Library, we connect people to the power of ideas and inspiration.
- Whether in our flagship downtown building, with community partners, or online through our digital resources, we engage, educate, and inspire.
- Glenview Public Library offers something for everyone - from toddler yoga storytime to SAT practice tests, 3D printing to streaming music, and family genealogy research to concerts in the park.
- Discover more than books, engage with an active community of perpetual learners, and experience something new.
- We welcome all. Glenview Public Library promotes a culture of inclusion, kindness, and respect – and equitable access to resources.
- We know Glenview cares about sustainability, and using the Library is one way to lessen impact on the planet. It is about more than reusing books; Borrowing from the Library decreases carbon emissions from producing and shipping new products. At Glenview Public Library, we provide the community with shared resources beyond books, from knife sharpeners to ring lights to stud finders and more.

Glenview Public Library | Brand Guidelines

9

**Made for You,
Mundelein**



**Hecho Para Ti,
Mundelein**



SUPPORT LOCAL CAMPAIGN IDENTITY



LET'S SUPPORT LOCAL

**Made for You,
Mundelein**



LET'S SUPPORT LOCAL

**Made for You,
Mundelein**



SOCIAL MEDIA WITH a5-DIRECTED PHOTOGRAPHY

**Made for You,
Mundelein**



[MEET THE MAKERS](#)

[BUSINESS PROMOTIONS](#)

[DIRECTORY](#)



Now is the time to support local.

Mundelein is an Original Maker's Place.

Whether we are working with metals or food, clothing or beverages, Mundelein business leaders and residents take pride in creativity, innovation and quality. We make things for you. Tailored products. Personalized service. Customized experiences.

So when we talk about supporting local, we really mean that everything we do, and all you do, supports your neighbor, your friend and your community. It



Debbie's Floral Shoppe

Made in Mundelein.
Made for You.
Let's Support Local.

Made for You,
Mundelein



madeinmundelein.com



Maya's Restaurant

004024

2020 CLEAR © ANPI



Made for You,
Mundelein

HANDMADE
FOR THE
HOLIDAYS

Shop Local. Shop Mundelein.



Hecho Para Ti,
Mundelein

HECHO A MANO
PARA LOS DÍAS
FERIADOS

Compra Local. Compra Mundelein.



Village of Mundelein

Published by John Harris · December 28, 2022 at 7:00 PM ·

Made for You, Mundelein "Let's Support Local" celebrates and supports entrepreneurs who call Mundelein home.

Support local in the New Year, including the reinvigorated [Gale Street Inn](#), which features a fresh-from-scratch menu including old favorites (barbecue ribs, prime rib) and contemporary specialties such as pan-seared branzino with roasted brussel sprouts and the orecchiette pasta with sausage. At Gale Street Inn, experience the feel of downtown dining on the shores of ... [See more](#)



Made for You, Mundelein

Original & Inspired. Love Local.

6,136
People reached

675
Engagements

↑ +1.5x higher
Distribution score

Boost post

91

12 comments 13 shares

Like

Comment

Share



Comment as Village of Mundelein



Brian O'Connor

We love this place! The food is absolutely amazing and the service is impeccable! We bring all of our friends who have never been there before so they can experience the food also. Everyone single one of them now calls it their favorite restaurant! You... [See more](#)

Like Reply Hide 2w

2

↳ 4 Replies



Village of Mundelein

Published by John Harris · December 19, 2022 at 9:00 AM ·

Omar Kardoush bought Jim's Liquors, a Mundelein institution, about ten years ago. "I still get called 'Jim' a lot," he says with a laugh. Today, he also owns [Oak Trail Taphouse](#), one door over from the liquor store, to showcase his love of craft beer, small batch whiskey and modern Mediterranean food.

Cousin-in-law Carl Backe, who serves as general manager, says Oak Trail Taphouse attracts a wide range of customers, from families looking for a comfortable spot (and a great sm... [See more](#)



Made for You, Mundelein

Love Local. Explore Local.

25,858
People reached

3,844
Engagements

↑ +6.5x higher
Distribution score

Boost post

357

41 comments 73 shares

Like

Comment

Share



Comment as Village of Mundelein



Janine Walsh

lol 😂 I was thinking the same thing!

Like Reply Hide 4w

1



Katie Boyd

The food is far and above the best and most consistent in mundelein. The cocktails are craft quality that you don't often find in the suburbs and worth every single penny. They really knocked it out of the park with this place.

Like Reply Hide 4w

8



Clearly

CRYSTAL LAKE

A photograph of three people in a brewery. On the left, a man in a black polo shirt holds a glass of beer. In the center, a man in a grey polo shirt and a baseball cap sits with a beer. On the right, a woman in a black tank top stands next to a large metal brewing tank. The background shows various pieces of brewing equipment.

**The Clear Leader
is Crystal Lake.**



CRYSTAL LAKE

A photograph of a man in a black t-shirt and sunglasses holding a white surfboard. The surfboard has the word "LIQUID" written on it. He is standing in front of a two-story wooden building with a balcony, likely a beachside establishment.

**The Clear Leader
is Crystal Lake.**



CRYSTAL LAKE

A photograph of a smiling man with a shaved head wearing a green t-shirt and suspenders. He is in a kitchen or bar setting with other people blurred in the background.

**DUKE'S ALEHOUSE
AND KITCHEN**
An eco-conscious gastropub



CRYSTAL LAKE

**SMALL
BUSINESS
SATURDAY**



CRYSTAL LAKE



CRYSTAL LAKE IS THE CLEAR LEADER FOR BUSINESS SUCCESS.



In Crystal Lake, Businesses Open and Thrive.

Find out why Crystal Lake is the clear leader for business opportunity in McHenry County.

Contact Heather Maieritsch
Economic Development Manager/
Community Development
City of Crystal Lake
815-356-3737



CRYSTAL LAKE
ClearlyCrystalLake.com



Assistance For
Businesses

Why Crystal Lake?

Find
Properties

Hear from business owners what makes Crystal Lake a clear leader.

Business owners know the Crystal Lake mix feels right. A charming downtown. Access to major retailers. Two train stations. Top-rated schools. The great outdoors. Abundant restaurants and retailers. It is all designed to create an outstanding quality of



Clearly
CRYSTAL LAKE

The Clear Leader is Crystal Lake.

Explore Our Video Library.

See why Crystal Lake is the clear leader for entrepreneurship, growth and opportunity.



Restaurants & Retail in Crystal Lake



Industry & Housing in Crystal Lake



Arts & Entertainment in Crystal Lake



Restaurants in Crystal Lake



More videos at
<https://www.clearlycrystallake.com/video-library>



RESIDENT ATTRACTION CAMPAIGN



Love Niles

You Belong Here.
Niles Makes It Possible

LoveNiles.com



**“In Niles,
neighbors
love their
community.”**

ANNA HARRIS,
OWNER OF UNITED HAIRLINES

LoveNiles.com



Niles



Niles has first-rate schools where every kid has the opportunity to succeed.

DALAL HASSANE, STUDENT
AT MAINE EAST HIGH SCHOOL

LoveNiles.com



Niles has first-rate schools where every kid has the opportunity to succeed.

GEMINI MIDDLE SCHOOL'S
ROBOTICS TEAM

LoveNiles.com



BUS SHELTER ADS



STICKERS

An education system that cares about every child. Neighbors that love their community. Businesses that deliver every day. A Design District focused on home improvement. A government that cares about all its residents.
And one leaning tower.

**Made Possible
By Niles.**



NEW WELCOME PACKET



You Belong Here. Niles Makes it Possible.

Neighbors who love their community. First-rate schools where every kid has the opportunity to succeed. Businesses that deliver. A design district focused on home improvement. A government that cares about all its residents. And that one leaning tower— now on the National Register of Historic Places.

As heard on [101.9-FM Eric in the Morning!](#)





**Businesses
That Deliver.**



**Homes
That Fit Your
Budget.**



**Government
That Cares.**



**Education
As Unique As
Every Child.**



Village of Niles - Municipality
Published by John Harris [7] · May 19 ·

Niles Makes It Possible to Get a Great Start in Life.
Dalal Hassane is proud to call Niles home. Daughter of Iraqi and Syrian immigrants and born and raised in Niles, Dalal finds many opportunities at Maine East High School to explore her passions. In Niles, where schools are first rate, every kid has the opportunity to succeed.

Learn more here:.... See More



Village of Niles - Municipality
Published by John Harris [7] · June 9 ·

Anna Harris has lived in Niles all her life. Owner of United Hair Lines, INC and mother of two, Anna raves:
"Niles has such a strong sense of community. The schools are fantastic. The Park District is great. There is so much for kids to do that doesn't require planned activities. My kids can have the childhood I had – and they do! They have the same elementary school teachers I had. It is community for life."

<https://www.loveniles.com/>
#NilesMakesItPossible #LoveNiles



Village of Niles - Municipality
Published by Niles Comengage [7] · July 20 ·

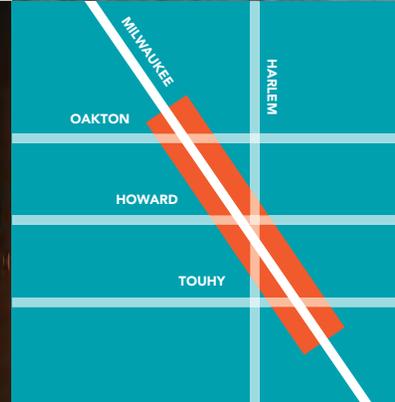
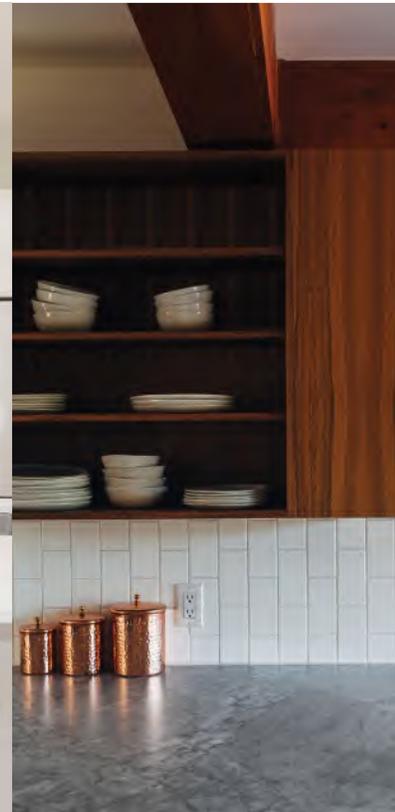
Turn your radios on Niles! And don't change it at the commercials!
#NilesMakesItPossible
WSHE 100.3 FM and The MIX, WTMX-FM are giving Niles love all day, every day this week! Listen to SHE 100.3 and The Mix 101.9 to hear all the reasons to #LoveNiles
Niles Park District... See More





Niles Design District

BUSINESS DISTRICT BRANDING



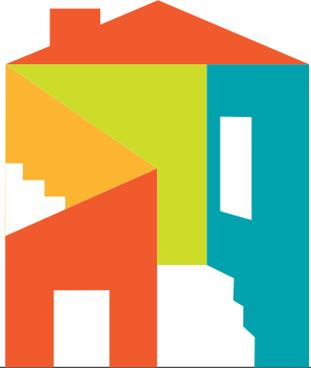
CHARTER BUSINESSES

- ADVANTAGE KITCHEN & BATH GALLERY
- BETTER KITCHENS
- GLOBAL GRANITE & MARBLE
- HOME COMFORT
- KITCHEN & BATH MART
- LA PELUSA HOME IMPROVEMENT

New Bath. New Kitchen. New Design District in Niles.

Looking to renovate a bathroom or expand with a new addition? The new Niles Design District offers everything in one place to simplify home improvement—and make it enjoyable! Whether you are a homeowner, a designer, a contractor or builder, visit the Niles Design District on Milwaukee Avenue. It's your road to a better home. nilesdesigndistrict.com





**Niles
Design
District**



**Niles
Design
District**



**Niles
Design
District**



**Niles
Design
District**



a5 Branding & Digital

a5inc.com

A PLACE MARKETING COMPANY



CHANDLERTHINKS

PROPOSAL FOR

Village of Bartlett, IL

PROPOSAL
BRAND AND IDENTITY DEVELOPMENT PROJECT

provided January 13, 2023

Chandlerthinks, LLC

106 Mission Court, Suite 102A | Franklin, TN 37067

Federal tax ID #: 81-1141897

Steve Chandler, Owner | 615.498.8313 | steve@chandlerthinks.com

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January 13, 2023

Village of Bartlett
228 5. Main Street
Bartlett, IL 60103

RE: Brand & Identity Development Project

Thank you for the opportunity to provide a proposal for the Village of Bartlett. What follows outlines the team and the process we would follow to assess and develop the optimal direction for Bartlett towards the efforts of attracting businesses, residents and visitors.

Municipal and community branding is substantially different than the branding of traditional products and services. For this reason, it requires the experience and expertise of specialists. Developing effective communications that speaks to residents, visitors, local businesses and prospective businesses is, in fact, all we do. Chandlerthinks has worked on 46 place branding projects and over 80 communities since 2010.

Our proposal follows, but here is the short version of why Chandlerthinks is the great choice:

1. Our entire team are municipal and community branding experts and understand how to navigate very public projects such as this one. We've done this many times before.
2. Our proven research-based process has been recognized for excellence in its ability to effectively engage community leaders and residents in the process.
3. Our work is developed from a highly objective point of view, based on what we learn from insights gleaned from your community and business leaders, and visitors. In other words, we have no preconceived opinions or biases that a local area firm may have (although we are very familiar with that challenges of being a part of a busy larger metro area, having worked with several suburb communities including the Village of Northfield).
4. We have broken our proposed approach and related costs into two sections; one for the branding and the other for the implementation.

Any questions related to this proposal should be addressed to me, personally. My contact information is shown below.



Steve Chandler, Owner/Brand Strategist
steve@chandlerthinks.com
615-498-8313

EXPERIENCE & PORTFOLIO OF WORK



CHANDLERTHINKS

A PLACE MARKETING COMPANY

FIRM OVERVIEW AND EXPERIENCE

Founded in 2010 and located in historic Franklin, TN; Chandlerthinks LLC is a place marketing firm that provides marketing-based solutions for municipalities, communities and destinations seeking to create a strong identity and purposeful direction. We combine experience from traditional branding and advertising agencies, community branding firms and digital marketing agencies. We have an extended team of highly experienced professionals that specialize in research, strategic brand positioning, place marketing, creative development and direction, design, media strategy and digital marketing. **Our team members have been a part of more than 250 place marketing projects in their careers.**

Our clients are mostly municipalities, economic development agencies, and tourism marketing organizations. We are very familiar with the political nuances and process necessary to move work successfully forward. We know the appropriate parties that should be included when work needs to be reviewed, as well as when to make presentations to the larger group.

Chandlerthinks continually strives to stay on top of industry trends, and we are actively involved in the following trade organizations and associations.



For more on Chandlerthinks, please check us out at www.chandlerthinks.com, Google Chandlerthinks, or follow us on Facebook (facebook.com/chandlerthinks).

PLACE MARKETING IS WHAT WE DO - OUR SERVICES

Chandlerthinks provides a number of marketing services designed to help destinations learn what makes them appealing and unique and how to promote themselves in order to grow their local economy. Most projects are related to research, planning and communications development.

Place Branding

Our primary focus is leading and managing the process of place branding for cities, communities and tourism destinations. This involves tactical research, development of a brand strategy, creation of a brand identity, and a recommended branding plan. Collectively, our team has assisted more than 200 communities with the process of developing a competitive identity for the purpose of building tourism, economic development and community momentum.

Community Campaign Development

Chandlerthinks is more than a destination consulting firm; we develop exceptional brand creative and marketing campaigns, as well. If you need the services of an advertising agency without necessarily wanting an ongoing ad agency relationship, we're a great option. We're former ad agency brats and award-winning creatives who love to produce great creative work that drives results.

Tourism Strategic Planning

We have developed tourism strategic plans for different destinations in Georgia, Tennessee, North Carolina, Maryland, and Missouri. Sometimes a change in tourism direction is needed but should be grounded in a research-based approach and solution that can manage and satisfy expectations of boards and political influences.

Festival & Event Economic Impact Studies

We help Festival & Event organizers determine the economic impact (direct spending) an event has on the local community. This helps event organizers communicate and promote the value of the event back to local officials and other key stakeholders. It also helps in the recruitment of event sponsors the following year.

Resident and Visitor Research

Chandlerthinks is a half brand development and half research company. We can develop Visitors Profiles Studies, Visitors Conversion Studies, Citizen Satisfaction Studies and other relevant research that goes into the decision making of effective planning.



BACKGROUND AND EXPERIENCE

Chandlerthinks started in 2010. In the twelve years we've been in business, it's given us the opportunity to work with a lot of communities across the country - over 80 different places in 26 states. Below are the many communities for which Chandlerthinks has provided place marketing services. **We have worked on 46 community branding projects in the past 8 years.** Communities in **Gold** were place branding projects.

Alamance County, NC	Gadsden, AL	Monroe County, TN
Allegany County, MD	Gahanna, OH	Morrow, GA
Apex, NC	Galveston Island, TX	Natchez, MS
Ascension Parish, LA	Glasgow, KY	Northfield, IL
Bargersville, IN	Hartselle, AL	Owensboro, KY
Bowling Green, KY	Henderson, KY	Perry, GA
Carlsbad, CA	Horsham, PA	Polk County, TN
Cabarrus County, NC	Hutchinson, MN	Robertson County, TN
Cedarburg, WI	Independence, MO	Rowan County, NC
Clifton, TN	Irvine, CA	Saint Charles, MO
Columbia, TN	Jefferson, WI	Seguin, TX
Columbus, GA	Katy, TX	Shenandoah County, VA
Corpus Christi, TX	Kenai Peninsula, AK	Spartanburg, SC
Currituck Outer Banks, NC	La Fourche Parish, LA	Spring Hill, TN
Dahlonega, GA	Lake City, SC	St. Mary's Parish, LA
Danville, KY	Livingston Parish, LA	Stewart County, TN
Decatur, GA	London, KY	Stillwater, OK
Douglasville, GA	Longmont, CO	Sugar Land, TX
Elk River, MN	Macon, GA	Sumner County, TN
Ennis, TX	Maple Valley, WA	Suwanee, GA
Fayette County, TN	Marshall County, KY	The Kentucky Wildlands
Fayetteville, TN	Marshall County, AL	Unicoi County, TN
Finger Lakes, NY	Maryville, MO	Union County, OH
Franklin, TN	Middleborough, MA	Vicksburg, MS
Fremont, NE	Meigs County, TN	West Fargo, ND



CASE STUDY

Municipal Brand Development

Project Contact:

City of Apex

Apex, North Carolina

Stacie Galloway, Communications Manager

Stacie.Galloway@apexnc.org; (919) 249-1135

Scope: City branding discovery and development

Date of project: May 2019 - November 2019.



The Peak of Good Living

Normally, a City branding project involves developing a new tagline. But in this case, we knew this was one line worth keeping. So, we kept it. Because it works. Besides, change for the sake of change is never a good idea. Though, even a line that's been around awhile can get a new life. And that's just what happened. The Peak of Good Living sums up the community's energy, enthusiasm and expectations about its high quality of life.

Challenge

Apex was in danger of becoming another suburb swallowed up by sprawling growth development – nice, but lacking a strong identity.

Key Insight

Downtown Apex's Salem Street captured the heart and spirit of the community and brought residents together. Community growth will undoubtedly continue, but the city leaders must be relentless in preserving their historic core and high standard of living.

Research Highlight

What continuously rose to the top in the research was the fact that residents were proud of their downtown.

81% chose Salem St/Downtown as its most notable asset.

CASE STUDY

Apex, North Carolina — Brand Expressions

Brand direction for advertising, signage, pole banners, business cards, and merchandise.



CASE STUDY

Municipal Brand Development



Project Contact

City of Ennis

115 West Brown Street

Ennis, TX 75119

Scope of project: City branding discovery and development

Date of project: July 2017 - February 2018

Ashley Colunga, Marketing and Communications

Director; acolunga@ennistx.gov; 972.878.4748

The Bluebonnet Spirit of Texas

It's true. You can find bluebonnets throughout our great state. But in Ennis, bluebonnets are more than visual beauty. They give us a certain spirit that's a part of our everyday life.

Challenge

How do you reinvent your town and preserve what is precious at the same time? After a tragic tornado devastated much of their downtown, city leaders set out to cast a new vision and rebuild. A challenge to identify the city's brand personality and voice was needed to infuse into everything moving forward.

Key Insights

Ennis is well known for being spotlighted annually during the month of April when hundreds of miles of beautiful Texas bluebonnets are in full bloom. Ennis decided to tell its story of hospitality and family through its equity in the Texas bluebonnets.

Research highlight

Association with the Texas Bluebonnet was the #1 associations for the City.

35% said Ennis was most known for its Texas bluebonnets.

CASE STUDY

Ennis, Texas— Brand Expressions

Brand direction for advertising, signage, pole banners, business cards, and social media apps.

Bluebonnet spirit means...
COMMUNITY

Eum aut es dolore, cusa simagni moluptuuntis culenime effectu rio nesed es aut volore east. Seniae surttissi natur repe consecusa praes explis ess veliquis incli iur rem expelecab quo bearm quiesimus ilibusam, odi nestia aut que labo. Loop erspid molore senimpore lanis aliaest et quae volup tabist, tem incto blaliqua volore expelique re et poruptatquid modit posrem expelecab.

ENNIS
TEXAS
The bluebonnet spirit of Texas

VISITENNIS.ORG • (888) 366-4748

Bluebonnet spirit means...
FAMILY

As the "Official Texas Bluebonnet City" we have a certain spirit that's part of our everyday lives. It's all about friendliness, honesty, caring for those closest to you. This spirit begins in our families. But in Ennis, family extends to friends and neighbors. To everyone we sit with at Friday Night Football and then at Sunday night supper. It doesn't matter whether you're a native, a new resident or visitor, we bring the spirit of family to everyone. It's one reason why families from all over Texas—and the world—come to make their bluebonnet memories here.

ENNIS
TEXAS
The bluebonnet spirit of Texas

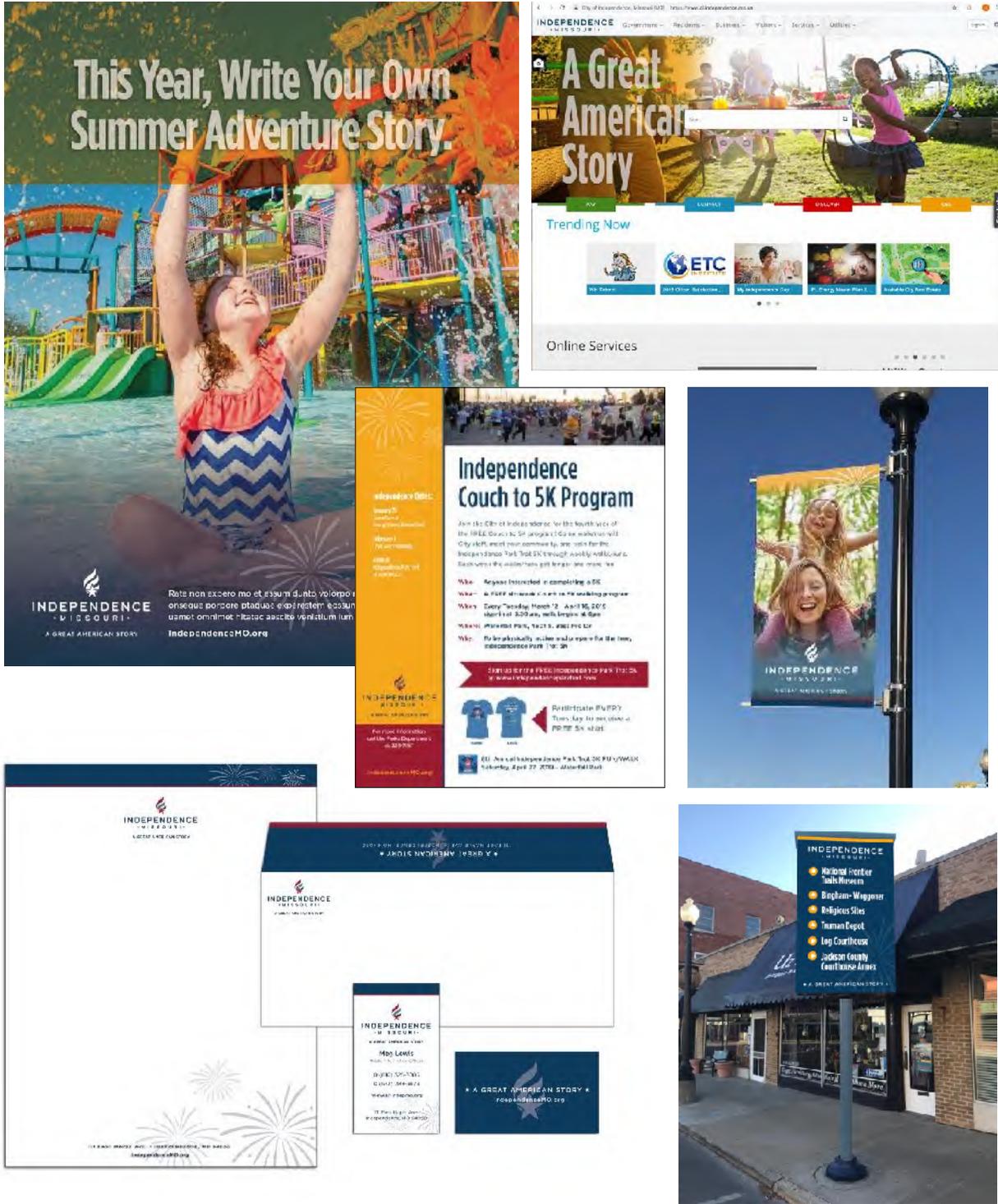
VISITENNIS.ORG • (888) 366-4748



EXAMPLES OF COMPLETED WORK

Independence, Missouri — Brand Expressions

Brand direction for advertising, signage, pole banners, business cards, flyer template and web skin.



LOGO EXAMPLES

Brand Logo Examples



REFERENCES



CHANDLERTHINKS

A PLACE MARKETING COMPANY

REFERENCES

Project Contact

City of Ennis
115 West Brown Street
Ennis, TX 75119

Scope of project: City branding discovery and development

Date of project: July 2017 - February 2018

Ashley Colunga, Marketing and Communications Director; acolunga@ennistx.gov;
972.878.4748

Project Contact

City of Independence
111 E. Maple Ave
Independence, MO 64050

Scope of project: City branding discovery and development

Date of project: October 2016 - July 2017

Meg Lewis, Public Information Officer; mlewis@indepmo.org; 573-289-3673

Project Contact

Village of Northfield
361 Happ Road
Northfield IL 60093

Scope of project: Village branding discovery and development

Date of project: 2014

(847) 784-3550

Steven V. Gutierrez; Director of Community Development OR
Village Manager, Stacy Sigman

Project Contact

City of Columbia
700 North Garden Street,
Columbia, TN 38401

Scope of project: Destination branding discovery and development

Date of project: September 2016 - February 2017

Kellye Murphy, Tourism & Marketing Director; kmurphy@columbiatn.com; 931-560-1575

Project Contact

City of Cedarburg
W63 N645 Washington Ave.
Cedarburg, WI 53012

Scope of project: City branding discovery and development

Date of project: November 2018 - June 2019

Jack Arnett, City Counsel; dist2cm@ci.cedarburg.wi.us 414-737-4124



PROJECT TEAM



CHANDLERTHINKS

A PLACE MARKETING COMPANY

TEAM QUALIFICATIONS

Every person on your Chandlerthinks team has extensive experience in working with places, destinations and branding municipalities. If additional help is needed for extended creative services, such as video production or photography, we work with professionals who also are experienced in place marketing. Place marketing is our passion as a company, and our team delivers it well.



Steve Chandler, Owner/Brand Strategist
steve@chandlerthinks.com
615-498-8313

Steve Chandler - Owner/Brand Strategist, TMP

Steve is a recognized speaker and a leading practitioner on the topic of place branding. Steve started Chandlerthinks in 2010 to provide consulting for communities seeking to make their brand, marketing and communications stronger. Since then Steve has spoken on the topic of place marketing and place branding all over the country including at the Georgia Municipal League of Cities, the Kentucky Travel Industry Association, South Carolina Governor's Conference on Tourism, Mississippi Governor's Conference on Tourism and the annual Marketing College for the Southeast Tourism Society (for the past 7 years).

Steve has personally worked on over 125 community and destination branding projects. His experience in similar projects gives him the nuanced knowledge, skills and diplomacy needed to guide, work with and lead local stakeholders. He directs the brand strategy development, as well as brand creative direction. Some of his more recent project work can be seen in what is taking shape in communities such as: Salisbury-Rowan County, North Carolina; Jefferson, Wisconsin; Macon, Georgia; Douglasville, Georgia; Cedarburg, Wisconsin; Village of Northfield, Illinois; Columbus, Georgia and many more.

Education

*Western Kentucky University, Bachelor of Science in Advertising/Minor in Marketing
Certified Tourism Marketing Professional (TMP) by the Southeast Tourism Society*

TEAM QUALIFICATIONS



Greg Fuson - Director of Research & Community Engagement, TMP, FEP

Greg has been helping clients understand their markets through the thorough use of research for more than 25 years. He has developed extensive skills in survey design and management for both quantitative and qualitative areas of research. Greg will oversee any research conducted on this project, including survey design, group questionnaires and analysis. He has been part of the Chandlerthinks team from its inception.

Greg has managed studies for a number of national-branded clients, including a stint as the director of research for the Country Music Association. But his passion is in marketing research for destinations and places, and he has worked with more than 125 communities around the country. Some of his clients within this industry include: Pigeon Forge Department of Tourism; Tennessee Department of Tourist Development; Franklin- Williamson County Convention and Visitors Bureau; Cedarburg, Wisconsin; Jefferson, Wisconsin; Stillwater, Oklahoma; Macon, Georgia; Village of Northfield, Illinois; Saint Charles, Missouri; Bowling Green, Kentucky; Columbus, Georgia; Danville, Kentucky; and Kentucky Lake, Kentucky.

Education

*Belmont University, Bachelor of Science in Business Administration/Marketing
Certified Tourism Marketing Professional (TMP) by the Southeast Tourism Society
Certified Festival & Event Professional (FEP) by the Southeast Tourism Society*



TEAM QUALIFICATIONS

Being small has its advantages. Flexibility, being a big one. We really like the ability to choose the right person for a particular project versus assigning the job to the person you happen to have on staff. This approach to producing and managing marketing services has led to what we call CT Placemakers, a chosen team of professionals deemed best in their class (by us, industry peers and experts).



Kevin Hinson - Creative Director

Kevin has built a strong reputation for creating highly successful place brands, including those for Gulf Shores and Orange Beach Tourism and the Beaches of South Walton, which he helped rebrand and elevate into the highly desirable 30A vacation destination that it is today. Kevin's branding work for places and destinations ranges from downtowns, trails, heritage areas and byways to cities, counties, regions and states, such as Mississippi. He served as Creative Director at The Bohan agency on one of the largest tourist destinations in the US: Pigeon Forge, TN. And, he also served as Executive Creative Director at much recognized NorthStar Destination Strategies where he led or oversaw 100+ place branding projects. He has also created award-winning campaigns for prestigious national brands, including Jack Daniel's, Bridgestone Golf and the Greenbrier resort.

Today Kevin is co-founder of Brainspur, a Chandlerthinks exclusive partner for strategic creative work related to place branding, where he has developed brands and identities for Independence, MO; Cedarburg, WI; Morrow, GA; Douglasville, GA; Cumberland, MD, The Kentucky Wildlands, Maple Valley, WA and many more.

Kevin has worked on Illinois municipal branding projects in Oak Park and Lake Shore, and the Illinois Municipal League.

CT Placemaker since 2016

Education

Middle Tennessee State University, BFA Graphic Design

TEAM QUALIFICATIONS



Cindy Sargent - Creative Director

Nashville was not nearly as connected to Music City before Cindy headed and developed the branding, strategic positioning and marketing campaign for Nashville Music City, including a destination partner training program that altogether helped propel Nashville into a top tier tourism destination. As a brand strategist and creative director she also helped create multi-platform tourism campaigns for Alabama Tourism, the state of Tennessee, and most recently Gulf Shores & Orange Beach Tourism. Since 2016, she has created strategic brands and positioning for places, such as Cumberland, MD; Independence, MO; Cedarburg, WI; Morrow, GA; The Kentucky Wildlands, Marshall County, AL, Fayetteville, TN and more in partnership with Chandlerthinks. Her broad experience in working with municipalities and destinations includes both economic development and tourism initiatives.

Cindy has inspired national clients, such as HGTV, SONY Music, Dean Foods and Gaylord Hotels and many others over the years to take the kind of creative risks that builds awareness, wins awards and most importantly, drives big results. Before starting strategic creative firm, Brainspur, Cindy served as Vice-President/Creative Director at Lewis Communications.

Cindy would be the lead Creative Director for Bartlett and she's from Champaign. She also spent some time working with Loyola University Medical Center who had a facility in Bartlett and marketed in the Bartlett community. She even found a local doctor who was Polish to help with translation of radio spots.

CT Placemaker since 2016

Education

DePauw University, Bachelor of Science in Art/Communications

Syracuse University, Advertising & Design



TEAM QUALIFICATIONS



Susan Ewing - Place Branding Manager

Every team has that one person that oversees the timing and attention to details for the entire project. This is Susan. She's strategic and organized. Exactly what's needed for a consulting project with deliverables and timelines that need to be met. With more than twenty years of demonstrated success in planning and implementing sound, strong and effective marketing solutions for clients, she is now leveraging her expertise to help Chandlerthinks place branding projects.

Combining relevant classic branding experience and efficiency in project management is Susan's passion. Throughout her career, she has demonstrated a strong work ethic, flexibility, and extraordinary attention to detail.

Susan is a classic brand builder out of Memphis, working at some of the regions top advertising agencies. She applies big idea thinking to on-the-floor implementation. She keeps the team focused on results.

Susan will serve as the point person on this project and work alongside Steve and Greg.

Susan has worked on the following place branding projects: Hutchinson, MN; Fayetteville, TN; Lake Guntersville, AL; Apex, NC; Shenandoah County, VA; Union County, OH; Livingston Parish, LA.

CT Placemaker since 2018

Education

The University of Memphis, Bachelor of Business Administration; MBA, Marketing

PROCESS FOR DESIGN & BRANDING



CHANDLERTHINKS

A PLACE MARKETING COMPANY

PROPOSED SCOPE SUMMARY

Our branding process submitted in this proposal received the Power of Research Award by the Southeast Travel and Tourism Research Association (SETTRA) for two years in a row (2017 & 2018). A distinction of excellence in using research towards destination marketing.

Project Statement

We have a branding process called **Brand Navigator**. It was created to help small to mid-sized communities and municipalities navigate through the delicate process of exploring, discovering and promoting their strongest brand position. The Brand Explorer was developed from an extensive track record of working with numerous communities – all with the common desire of creating a destination of distinction. The Brand Explorer program is designed to not just identify your strongest brand attribute(s) and unique brand position, **but to also show you how to create traction within the community to make the brand work harder and smarter for you.**

All of this results in a brand direction for not only how your marketing and positioning looks, but a voice you can use to measure key local decisions. Our Brand Navigator Action Plan gives you the navigational tools you need to deliver your story not only through your own marketing efforts, but also to engage others in doing so within their own operations.

CHANDLER THINKS BRANDING PROCESS



PHASE 1 - EXPLORE

Community engagement and research is a building block from which brand truths emerge – the foundation for building a competitive identity.

PHASE 2 - EVALUATE

What does all the research say and how does it reveal your sense of place? This phase is crucial as we begin to build the architecture for your brand platform and identity moving forward.



PHASE 3 - EXPRESS

This is all about crafting and telling your story. Here, the brand unfolds as it's expressed in a narrative that can be told, shared and embraced by the whole community.

PHASE 4 - ENGAGE

This phase covers how to integrate the elements of your new destination brand into the fabric of the community so that it creates traction and can be conveyed by everyone at all the various customer touch points.



PHASE I. EXPLORE - LEARNING YOUR STORY



Getting started on the project.

We'll put you to work a little and ask that you provide us with some basic background information, such as: history, community events, attractions, selling points for the area, organizational structures and of course, your recent marketing messages. But we make it easy. A 45-minute phone call with your project point person will begin the project work.

Community Perceptions — What does your own community say about Bartlett?

> First impression Tour - Site Visit

First impressions play a large role in the identity of a town. This is the time for you to show off your community and make a first impression on a one-day tour of Bartlett. Why not? It is exactly how new residents, businesses and visitors first encounter your community. We will have you give our team the tour that gives us a snapshot of your cultural, tourism, and economic development assets.

> Community Perception Study

This is a quantitative online survey for the community to have a role in this process. The survey consists of approximately 20 questions each aimed at uncovering a perspective on how the community sees itself. Our goal is to complete a minimum of 300 surveys. We make it available by working with the community partners (Chamber, City, downtown groups, local media) and posting the survey link on their websites or through member emails. We can also distribute the survey through Facebook and NextDoor. Our goal is to engage and listen to the community.

> Specifically, the survey measures:

- Recommendation of Bartlett as a place to live, do business and visit
- Adjectives that best describe Bartlett
- Greatest assets of Bartlett
- Rankings and ratings of how well Bartlett delivers on quality of life
- Opinions on the current town's reputation

PHASE I. EXPLORE - LEARNING YOUR STORY



Stakeholder Interviews and Focus Groups

These are meetings with your main stakeholders. This allows the project to have input from virtually any influential leader whose buy-in and endorsement will be important for moving your branding initiatives forward.

We will conduct a minimum of 15, but up to 30 interviews that should include:

- Town Administrator
- Town Council members
- Bartlett business leaders
- Bartlett Economic Development leadership
- Bartlett Tourism leadership
- A realtor (for family recruitment)
- A heritage organization
- Department heads
- And others that matter

Focus groups will engage input from a broader collection of stakeholders. We suggest four groups consisting of 8-12 people. Possible groups to assemble could include: 1) brand steering members or the immediate champions of this project; 2) cultural-hospitality leaders; 3) business and economic development leaders; and 4) healthcare and education leaders.

Here, we will learn perspectives on the following:

- Bartlett's greatest weaknesses/strengths
- Typical Bartlett customer groups and why they do business in the area
- Bartlett's most well-known and strongest assets
- Bartlett's history and its vision for the future
- Bartlett's attributes and personality traits
- Bartlett's issues to recruiting talent and families to your community

PHASE I. EXPLORE - LEARNING YOUR STORY

Branding Bartlett Facebook Group

Managed by Chandlerthinks, we set up a controlled Facebook group for the ongoing community dialogue and input gathering during this project.

An Outside Perspective of Bartlett - Attitude Awareness and Perception Study

This is a quantitative research method. But it is targeted to hear the truth about who you are from “your neighboring communities.” We use this research to hear the opinions on what outsiders are saying about Bartlett. We will target a completed answer quantity that gains a 95% confidence level +/- 5.7% margin of error. Specifically, the survey measures:

- Overall top-of-mind perceptions of Bartlett
- Visitation frequency and interests
- Rating of assets in Bartlett
- Rating of distinguishable characteristics
- Reputation of Bartlett to outsiders

Community Marketing - Digital Audit - Identity Assessment

There’s already a story being told about Bartlett. We will review it. People are already talking about Bartlett. Do you know what they are saying? We look at:

1. **Community promoters.** How does what you say, post and show tell others who you are and what they can expect? We evaluate websites and social media; content; colors; photos; content; graphics; and more.
2. **Community participation.** Does the community (residents and local businesses) promote itself? Do visitors? This is evaluated by watching the place name on social media through search and hashtags. What are people often saying? What images do they share? How does this compare with other communities?
3. **Reviews.** What are people saying about your community in the areas of cultural attractions and dining. Are there things to do? Does it make a memorable impression (good or bad)? What assets stand out? We mostly look at reviews and ratings from Google and TripAdvisor.
4. **Search.** What do people find when they search your community name? What websites grab their attention? What do search images say about who you are? How does your community and its assets search results compare versus other communities? Are people looking for you? And if so, what do they find?
5. **Competitor Marketing.** How are competitors marketing themselves? How does it affect Bartlett?

PHASE II. EVALUATE - DEVELOPING A BRAND STRATEGY

By this point, we've done our homework and reviewed an extensive amount of research on Bartlett. Much of it will have come from inside the community, with some having come from the outsiders' perspectives. Now, we discern what it all means. Our process does not focus on only one research question or answer, but at the common themes that have arisen from it all. We will more than likely have found that your community is a culmination of many things. However, some common truths and insights will help reveal your strongest attribute and most distinct brand position.

The strategic direction in Phase II helps create the unique brand story and identity that will soon follow.

Branding Profile Wheel

Your branding profile wheel is an exercise we use to reveal how all of your community's assets work together to make Bartlett a great unique community. It also shows how everything connects to a common branding "core identity." The more everyone works together, the stronger community brand you will have. This can also reveal where further work and development need emphasis. We will fill in the wheel with real experiences in your community. It includes your architecture > your name; marketing; community personality; notable businesses, education systems, partnerships, attraction themes, historical story, downtown energy, art culture, and the strength of your public and private leadership.

*As you can see, it all matters.
This exercise will reveal exactly
what members of the community
should be involved in the
branding process ahead.*



PHASE II. EVALUATE - DEVELOPING A BRAND STRATEGY

Brand Sensory Assessment

One of our philosophies is that COMMUNITIES deliver memorable experiences more through the SENSES than a logo. If we want to create a strong sense of place, we need to learn to engage the senses. All great places do this. The senses that are most engaging in Bartlett will tell us where we deliver a memorable experience. People will brag about what and where they eat, what they see (think selfies), things they do, and the sounds or words they hear. Those are where the lasting take-aways occur.



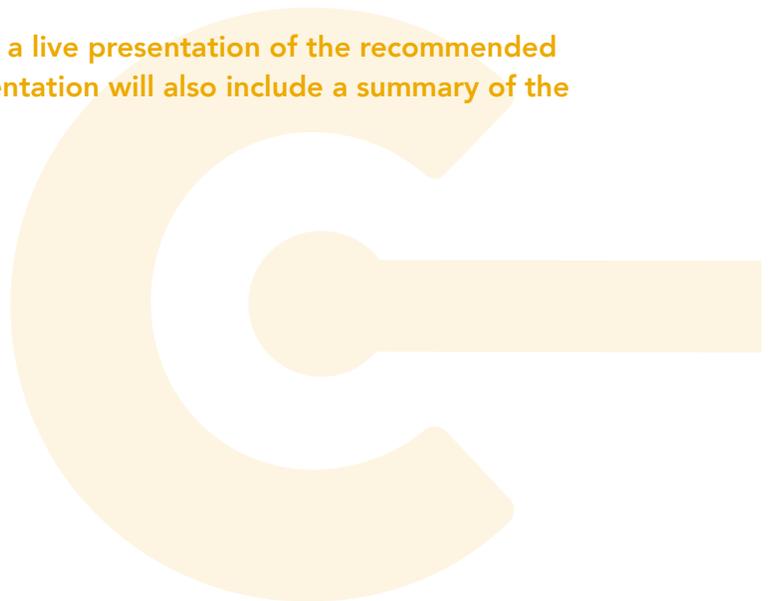
Brand Truths

These are the 3-4 (sometimes 5) undeniable things learned from all of the research that must be considered when developing a brand direction for Bartlett. They speak truths and cannot be ignored. It's a simple step for making sense out of all we have learned.

Brand Pillars & Strategy Development

Every community has three to four brand pillars that capture the fundamental identity of their special "place." We will identify these pillars that will help make Bartlett compelling and distinct in its branding and marketing efforts going forward. These pillars provide the foundational platform upon which all branding efforts – logos, taglines, messaging, advertising, events – and any future branding initiatives are built upon.

At the conclusion of Phase II there will be a live presentation of the recommended branding direction for Bartlett. This presentation will also include a summary of the research findings from Phase I.



PHASE III. EXPRESS - BRINGING THE BRAND TO LIFE

The deliverables that will help you tell the Bartlett brand story are:

Brand Story

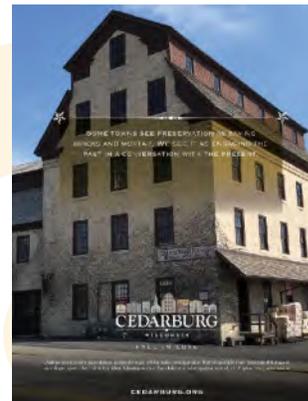
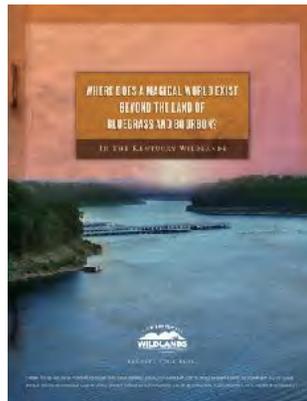
The first step in the brand creative process is developing your story - the story that only Bartlett can tell. This will take the form of a written narrative that leverages your brand strategy and expresses what makes your community unique, special and appealing. It will give meaning, credence and importance to what sets Bartlett apart. And It will set the tone and stage for how to talk about your city in language that will draw people in, engage them and want to get to know you more.

Tagline

A tagline, or positioning line, is created to be a compelling lead-in to your much bigger story. It's meant to sum up a single thought in a few words that capture your strongest brand attribute. It should leave people intrigued enough to want to know more. Great taglines can become memorable mantras that brands continue to build upon and merchandise for years. We will develop several potential lines, but will force you to pick just one. That's the hard part.

Creative Brand Theme (campaign idea)

Once the story is identified, we show how to apply messaging into areas of your community such as an ad for economic development or tourism or simply, lifestyle. It may be a marketing program aimed at building downtown shopping or wayfinding that introduces your community. We will give you at least three conceptual ideas for a campaign that builds off of the brand story created for Bartlett.



Brand expression application

Once the brand story is developed and approved, we show you how to apply the story to various marketing platforms.

We will include mock up graphic design direction for proposal templates, brochure cover/ inside, letterhead, business cards, digital presentations, local signage, way finding, digital ad campaign and fun merchandise.

PHASE III. EXPRESS - BRINGING THE BRAND TO LIFE

Logo Development

Logo development and design are somewhat subjective processes. Creating a new logo for a municipality, then getting it approved can be a highly sensitive matter and process fraught with challenges, personal opinions and political nuances. And this is where experience can make all the difference.

We have been through this process many times before and can help create a strong visual identity for your city that reflects your brand strategy. We can create an image that communicates your story without saying a word. More importantly, we can help you navigate through the process of acquiring buy-in and winning over public opinion.

We begin by developing logo concepts that we present for review and input on strategy, direction and tone. You will see several ideas all reflecting the brand direction agreed upon from Phase II. Once a particular logo concept is chosen, we will tighten it up and finish it out in detail and with color. We will also show how it can be applied to different departments and existing infrastructure.



Rough Concept



Refinement in B/W



Final Logo



Logo Extensions

PHASE III. EXPRESS - BRINGING THE BRAND TO LIFE

Brand and Graphic Guidelines

This style guide will be the one-stop book on the Bartlett community brand. It will strongly state the brand strategy, the personality it is intended to create, and the brand story. It will then outline the important dos and don'ts of fonts, colors and logo applications. Permissible uses of logo and variations, size, spacing, color and typography; and examples of incorrect usage. The style guide will be bound and provided in PDF format. A draft will be provided before final assembly. The final guide will be provided to you in PDF and Word format. This will also include the overall color palette and type face for the branding direction. A few pages of our ENNIS Brand Guide (Style Guide) can be seen below.



PHASE IV. ENGAGE - DIRECTION FOR IMPLEMENTING YOUR BRANDING EFFORTS

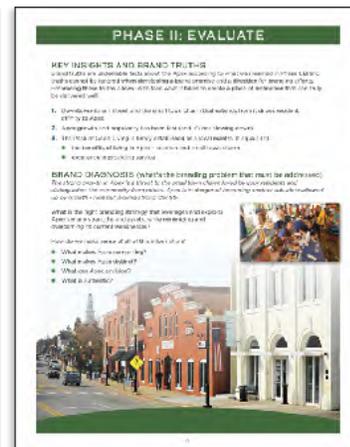
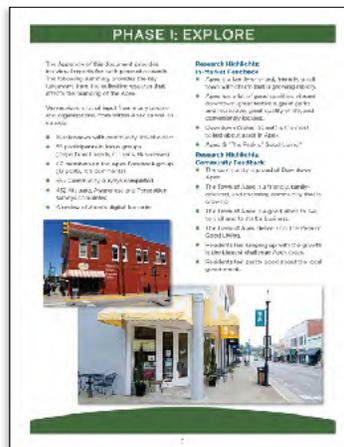
The best creative concepts do nothing if there's not a plan to get them off the ground. This is a two part plan for implementation and community engagement. This plan also includes setting up evaluation and benchmarks for measuring success in the future.

We develop your plan so it teaches you and others how to leverage the branding direction that has been developed. Of course it is set by the BRAND STRATEGY established in PHASE II. This phase is more no-nonsense direction on how to get things off the ground. This is a real plan that provides prioritized strategic recommendations on where you need to begin in order to implement the identified brand platform.

This plan will address:

- Priorities, timelines and accountability for measuring the progress of the branding process.
- Recommendations for creating traction with the new branding direction including: suggested paid and earned media, retail programs, public relations, economic development actions, tourism promotion ideas, educational involvement, signs recommendations and tactics for creating some quick “wins” that help build community and target market support.
- We place emphasis in outlining the benchmarks from this project’s research that should continue to be used in measurements, as well as establishing new measures never before used.

At the conclusion of Phase IV will be the delivery of a bound master summary of the entire branding process from this project. This will include one printed bound copies and one electronic copy of the final report.



OUTLINE OF BRANDING PROJECT DELIVERABLES



Phase I. Explore (RESEARCH): Summary of Deliverables

- One-on-One stakeholder interviews
- Stakeholder and Community focus groups
- Community Self Perception study
- Attitude, Awareness and Perception study (from people outside of Bartlett)
- Community Marketing and Digital Audit
- Delivery of a bound master research report with an executive summary of all findings
- A brand steering committee/City research presentation



Phase II. Evaluate (STRATEGY): Summary of Deliverables

- Construction of the Bartlett Place Profile Wheel and City Brand Pillars
- Bartlett Experience Sensory Assessment
- Place Identity Truths
- Strategy for building a community with a competitive identity
- Presentation of recommended branding direction for Bartlett.



Phase III. Express (CREATIVE): Summary of Deliverables

- Craft the Bartlett Destination Story
- Creative "adcepts" and a central idea to drive creative messaging for the community
- Application of the creative direction towards other marketing messages and media
- Tagline development
- Logo development, guidelines and standards
- Electronic files of all creative work mentioned above



Phase IV. ENGAGE (ACTION PLAN): Summary of Deliverables

- A printed and bound Bartlett Branding Action Plan
- Recommended priorities, responsibilities and expected budget ranges needed to move ahead.
- Electronic files of all research, reports and final action plan
- Presentation of recommended branding plan and entire body of project work

PROCESS FOR CAMPAIGN DEVELOPMENT



CHANDLERTHINKS

A PLACE MARKETING COMPANY

CAMPAIGN DEVELOPMENT

The branding process was about stakeholder and community buy-in for developing insights. It also created "the big idea" for Bartlett branding. Now, it's time to make it happen. Produce assets so we can start storytelling.

Asset Development

The RFQ/RFP requested we be prepared to create a photo library as well as video production. We can do that! At this point the direction has yet to be established, but we've done this type of work before. We may suggest 2-4 photo shoots depending on the need for seasonality. But not everything needs to wait on seasons, many shots can be done indoors and do not require seasons reference. We'll be ready to get the campaign going.

- Video production
- Photography production
- Asset development (images into the campaign messaging for digital advertising and social graphics)

Examples of related work:

https://youtu.be/x6kRJCc_dwE



https://youtu.be/wOUynNB_bFg



<https://youtu.be/gRXUU7qLpk8>

PROPOSAL BUDGET



CHANDLERTHINKS

A PLACE MARKETING COMPANY

I. FEE PROPOSAL - BRANDING

I. The project price for the DESIGN & BRANDING portion of the project is **\$65,210**.

The costs breakouts for the phased work are as follows:

Phase I > Explore (research) \$ 21,900

Phase II > Evaluate (strategy) \$ 12,235

Phase III > Express (creative) \$ 23,430

Phase IV > Engage (plan) \$ 7,645

Travel costs have been included in the above prices.

Trip #1 occurs with Phase I and includes three people for two nights.

Trip #2 occurs with Phase II and includes two people for one night.

Trip #3 occurs with Phase IV and includes one person for one night.

Should additional creative work be requested such as additional logo concepts or other, a rate of \$135/hour will be applied. This requires client approval of an estimate prior to any work initiating.



II. FEE PROPOSAL - IMPLEMENTATION

II. The project price for the IMPLEMENTATION portion of the project is a range between **\$77,000 - \$105,000**.

Due to the variances in detail related to photo and video shoots, it is very likely this number can be tightened (and reduced) once there are further discussions and decisions. For example, we recently did a brand video shoot where initially it was esteemed to hire talent; however, once we developed a script the direction went to use local talent recruited by the local Chamber (at no costs). For this reason we recommend creating separate contracts for the branding process and the implementation.

The costs breakouts for the phased work are as follows:

- Video production: \$30,000 - \$35,000
 - This includes concept development, script writing, 1 on location shoot with travel days, talent recording and editing.
- Photography production (we've estimated two scenarios): \$35,000-\$55,000
 - This includes scouting, travel, unlimited usage of photos
 - **4 seasonal shoots (2 travel days 3 shoot days for each shoot) - \$55,000**
 - **OR 2 seasonal shoots - \$35,000**
- Asset development (images into the campaign messaging for digital advertising and social graphics): \$12,000 - \$15,000

TIMELINE



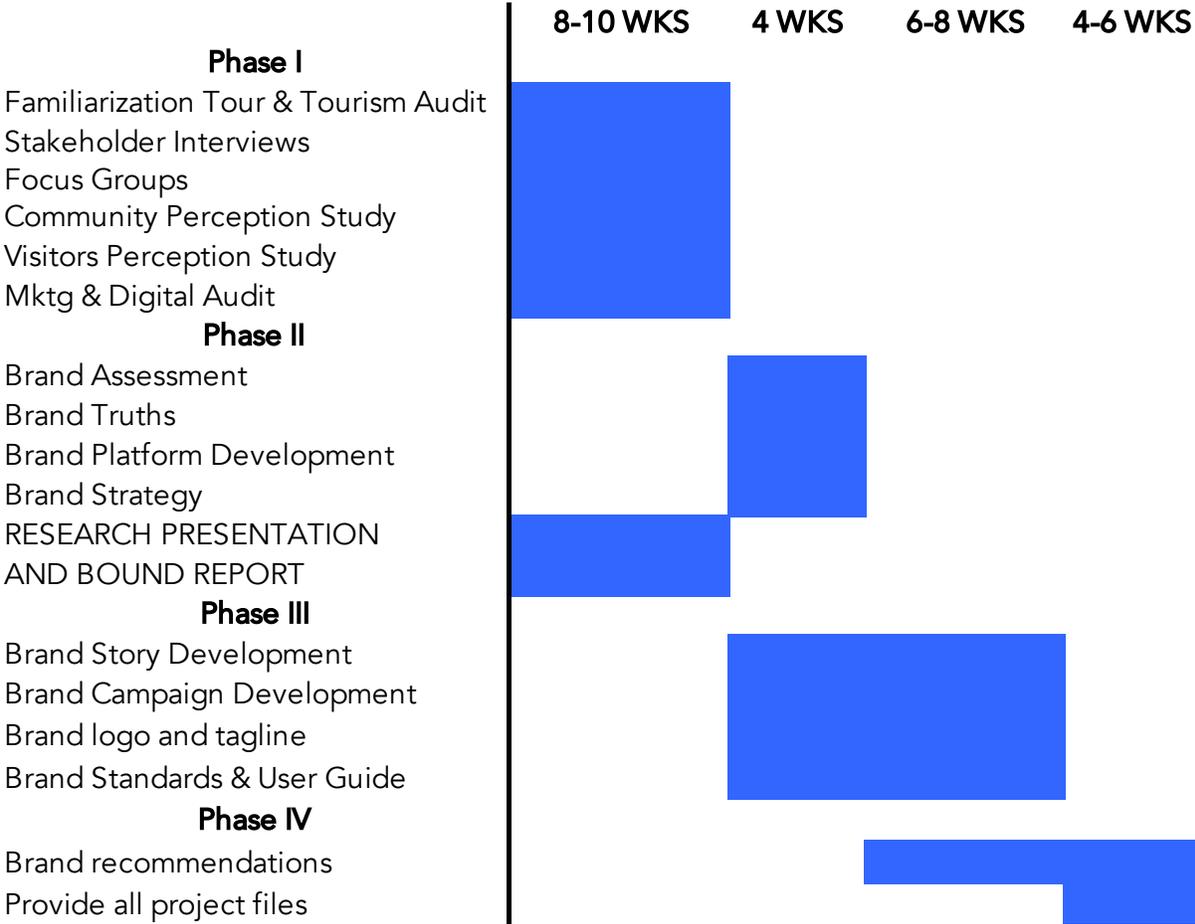
CHANDLER THINKS

A PLACE MARKETING COMPANY

BRANDING PROCESS TIMELINE

Project Timing Statement

A typical community branding project takes anywhere between 5 and 6 months. We plan these projects accordingly and manage the process to stay on task. We use a project management system to maintain agreed deadlines and keep our eyes on what’s ahead.



IMPLEMENTATION PROCESS TIMELINE

Project Timing Statement

Much like the pricing of photography and video work, the details of local discussions and participation (talent, seasons, etc.) will dictate when things can take place. We confidently know we can have the campaign into the marketplace within two months of finishing the branding direction.



BRAND + IDENTITY DEVELOPMENT PROPOSAL

McD

REMARKABLY UNCOMMON.

Marketing Communications
Specialists Since 1966.

JANUARY 11, 2023

BE A TRAILBLAZER

ALL IN STEPHENSON COUNTY

trailblazer: *noun*

1. someone who takes the time to adventure, make memories that are only their own, and finds ingenuity in each experience
2. someone who finds all there is to offer in Stephenson County.

What unique sites are waiting to be discovered? Forge your own path to places off the normal monotony of the highway routine — explore and marvel at the beauty and opportunity of Freeport and Stephenson County.



UNCOVER THE Possibilities

Experience the stunning outdoor spaces for biking, hiking, and fishing at Nichols Park and Lake Jacksonville. Rediscover the history of our area at the Jacksonville Area Museum or at the remarkably preserved homes like the Governor Duncan Mansion and Underground Railroad sites. Shop and dine your way through the exclusive boutiques and restaurants that line our gorgeous, historic square. No matter what your idea of a good time is, creating your own experiences comes as easily as discovering a bit of the past.



• VISIT JACKSONVILLEIL.ORG •



JANUARY 11, 2023

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OUR CAPABILITIES

*Since the very start of our agency, we have always believed in one thing. **Listen to the customer.***

And when it comes to tourism marketing, there are many diverse types of customers. However, they all crave one thing... to be inspired. That is exactly what we achieve for our clients. Brands and communications strategies that inspire and motivate people to engage with a city, a region, a state.

Our innovative team will deliver dramatic results for The Village of Bartlett by...

- **Developing a brand** that truly represents everything that Bartlett embodies. A brand that captures the essence, the inner fabric of the destination. A brand that citizens and leaders can be proud to wear everywhere they go.
- **Introducing your new brand** with a bang!
- **Telling your brand story** through captivating words, pictures and video — online and offline.
- **Integrating the new brand** into the existing website framework and writing new website content that invites interaction.
- **Planning and executing** an effective digital marketing plan blended with the right mix of print and other media. This includes the latest retargeting techniques along with permission-based email marketing, video pre-roll advertising, hyper-targeted digital, social media advertising and much more.
- **Gaining more earned media coverage** through clever and aggressive PR techniques that communicate the unique lure of the area to the press and travel writers/bloggers.
- **Supporting your strategy** with outstanding fulfillment materials such as experience guides, restaurant/pub tour guides, special event eblasts, etc.
- **Engage the visitor** by developing motivating, fun videos and social media content.
- **Hitting KPIs** through efficient measurement tools and reports that are easy to understand.



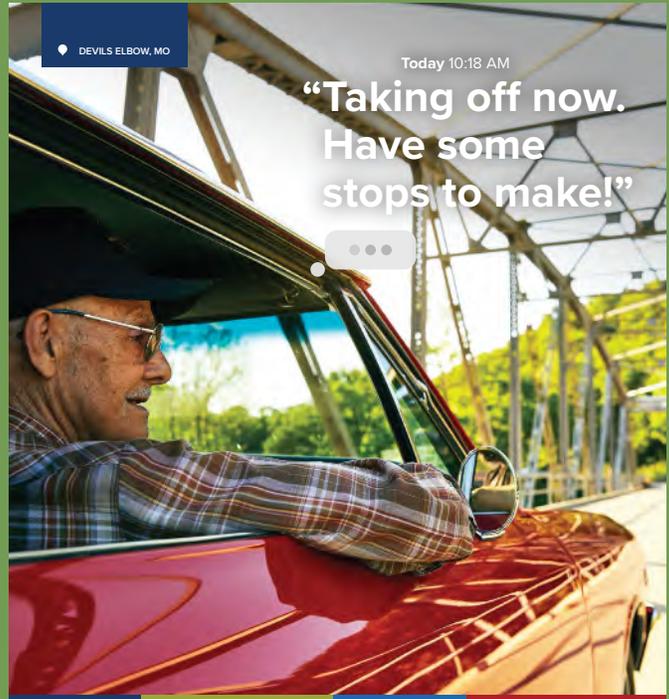
HISTORY IN COLOR

Route History Museum & Souvenir Shop

Stacy Grundy, Gina Lathan, and Kenneth Lockhart opened Route History Museum & Souvenir Shop in Springfield, Illinois to honor black historical figures and their contributions. They strive to "help share the complete story" of Springfield's history—the untold tales of how Route 66 blends seamlessly with the city's African American influence. Springfield—a place of historical triumph, setback, turbulence, and peace—centralizes the power of state legislation under the dome-like structure of the Capitol Building. Of the many prominent people that have guided our nation into a more inclusive society, there's a congregation of unknown faces throughout history that used their blood, sweat, and tears to create a better future. Route 66 held an even more dominating role with its many designated "safe zones" (as published in the notorious Green Book) for black Americans traveling across the country. Route History aims to shed light on that history, while honoring the power of the mother road.



Stacy GRUNDY
 ROUTE HISTORY MUSEUM & SOUVENIR SHOP CO-OWNER
 737 E COOK ST, SPRINGFIELD, IL Est. 2019



DEVILS ELBOW, MO

Today 10:18 AM

“Taking off now. Have some stops to make!”

CLEAR YOUR SCHEDULE. GET TO PULASKI COUNTY, MO!

Ready for a road trip of breathtaking twists and turns that will take you back in time? Take your pick of drives down Route 66, through historic Fort Leonard Wood, and along the Frisco Railroad line. Then, fill up at unique (and oh so tasty) diners before heading off to uncover even more rare finds at countless antique shops. So, book your stay and get ready to play on a road that you'll always remember. Plan your trip, complete with downloadable turn-by-turn directions, at pulsaskicountyusa.com.

Pulaski county USA
 MISSOURI
 VisitMo.com

What's GOIN' ON?
 Real Culture. Real Fun. Real WOODSTOCK

Here's the scoop:

1. **Open Public Tables**
2. **Headed Home Here**
3. **Monday Day Parking**

City Council on the Green

Woodstock

NATURALLY IL

MCH

MCHENRY COUNTY

WONDERFUL PLACES · WIDE-OPEN SPACES

PREVIOUSLY VISIT MCHENRY COUNTY

• 2022 INSIDER GUIDE •

DISCOVER PEORIA
 CENTRAL ILLINOIS 1880

MY Peoria STORY.

ALEXANDER MARTIN / ARTEMISIA VAN HO
 MOVED FROM HURRICANE BEACH, WV TO PEORIA, IL

THE CARNEGIE MUSEUM

Telling The Fairfield Story

Some things have been about your hometown since before it was founded. Others have been around since the first settlers. Some have been around since the first settlers. Some have been around since the first settlers. Some have been around since the first settlers.

Questions about the history of the people of Fairfield are answered here.

THE TOWN OF FAIRFIELD, ILL.

CONSULTING & STRATEGY



The foundation of a successful organization is a well-prepared plan.

Established in 1966, McDaniels Marketing is one of the most experienced marketing communications firms in the Midwest. We specialize in assisting cities, counties, CVBs, lodging properties and other organizations by providing personalized marketing, consulting and planning services that identify opportunities for success.

By utilizing our consultation and planning services, you are gaining a confidant, an advisor and a partner. We are by your side through thick and thin — a valuable ally you can rely on for both big and little challenges, as well as day-to-day advice.

Our total focus is improving the attractiveness of your destination from the ground up. We utilize extensive research to pinpoint the key differentiating factors that need emphasized to enhance your image. Then we develop a strategic branding and marketing plan that addresses communication to all target groups.

Based on your plan, we will execute a highly motivating brand and captivating campaigns that set your destination apart from the competition and enhance the Village of Bartlett's perceived value to its citizens.

BRANDING, THE ESSENCE



Consider your current brand...

IS IT UNIQUE?

DOES IT REPRESENT A POSITIVE EXPERIENCE?

DO YOU DELIVER ON ITS PROMISE?

IS IT CONSISTENT?

DOES IT ALIGN TO KEY DESTINATION DRIVERS?

POSITIVE BRAND IMPRESSIONS MAKE YOUR DESTINATION MORE DESIRABLE.

Every business or organization has its own challenges to overcome. What are people currently saying about your brand? Is there a high level of awareness about what you are marketing? Your brand is not what you say and think about your destination, your brand is what visitors say and think. It is the feeling they get when they first drive into Bartlett. It is the uncontained excitement they bask in when enjoying one of your top attractions. It is the perceived value they have in what your destination offers. And it is what they are telling their families, friends and neighbors after they get back home.

YOUR BRAND DEFINES "THE PULL" OF YOUR DESTINATION.

Many destinations can boast beautiful landscapes, great food and comfortable accommodations. However, to develop an effective brand, you must define what makes your destination unique. Sure, you have scenic views, but what are visitors doing while they look at them? Walking or biking one of your beautiful trails? Checking out your history museum? It is those things that make your destination unique. And it is those things that help us define your brand.

EFFECTIVE BRANDING IS ALL-INCLUSIVE.

For your brand to live up to visitors' expectations, it must be evident in all that you offer. If you are actively and effectively managing your brand — living and breathing it in all your decisions — then the positive reputation you build will give legs to your destination and it can become the hot spot you want it to be.



Downtown
BARTLETT
Welcomes You

MARKET RESEARCH

How information is gathered — and how to capitalize on important findings.

You only get one shot at getting it right. So, when it comes to developing a new brand and communications strategy for your village, research is the key that unlocks the door of uncertainty. Our research team will uncover current perceptions as well as aspirational ideals that define what your brand could represent in the future. We will also identify opportunities/challenges/potential pitfalls and collect data about your target audiences to help you make better decisions and set up plans of action — because knowledge is power and gaining it lowers the risk involved in your decision making.

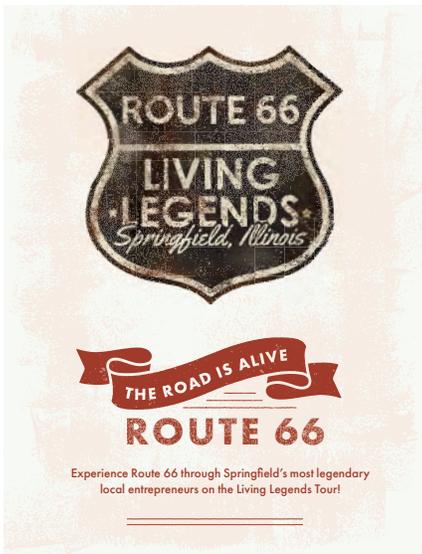
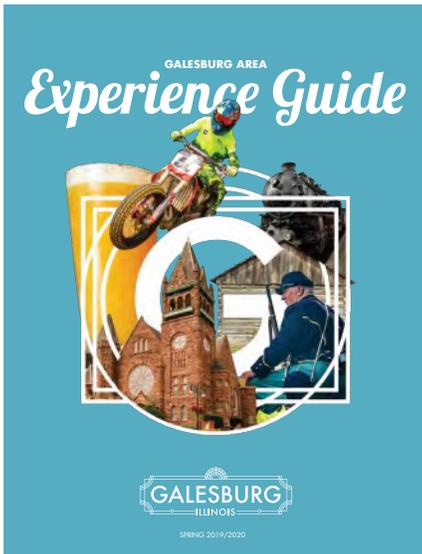
Our data collection methods include:

- Surveys (social media, direct mail, telephone, email)
- Focus Groups; Community Input Sessions
- Personal Interviews
- Secondary Research Analysis

From these methods, our research department can produce the information you need:

- Market Position Studies
- Visitor Intercept Studies
- Consumer Attitude Studies
- Competitive Environment Analysis
- Brand Preference Studies
- Market Potential Studies





CREATIVE EXECUTION

Our Approach

Our full-service creative team loves creating work that is remarkably uncommon. Innovative approaches attract visitors, businesses and residents to your area. That's why our creative department is staffed with talented, skillful artists, videographers and copywriters who focus on creating clear, concise marketing materials and campaigns that are strategic, memorable and superbly executed.

Advertising:

Print, Out of Home, Direct Mail,
Radio, Television, Digital, Social

Audio/Visual:

In-House Video and Location/Studio Professional
Photography

Collateral:

Visitor Guides, Brochures,
Manuals, Annual Reports and Folders

Branding:

From Brand Development and
Taglines to Brand Identity Style Guides

Exhibits & Promotional Tools:

Displays, Premiums, Banners, Posters and Signage

Newsletters & E-newsletters:

Publications for Internal and External Audiences

MEDIA PLACEMENT

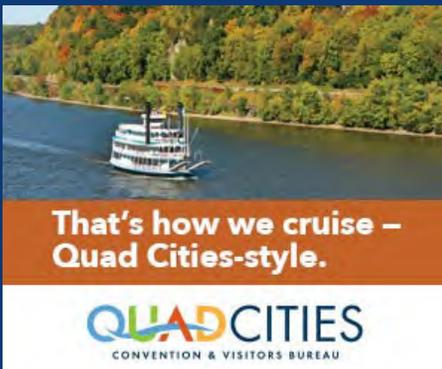
The right mix of Digital and Traditional Media makes sense.

How we reach people is — and forever will be — changing. Just as newspaper segued into radio and TV, traditional methods of media placement are being blended with today's online marketing tools (Pay-Per-Click, Tik-Tok videos, etc.). And while this may seem like the cutting-edge, "I'm-in-tune-with-the-GenZ" strategy, research indicates traditional media still holds an important place in the role of building your brand — even with younger audiences.

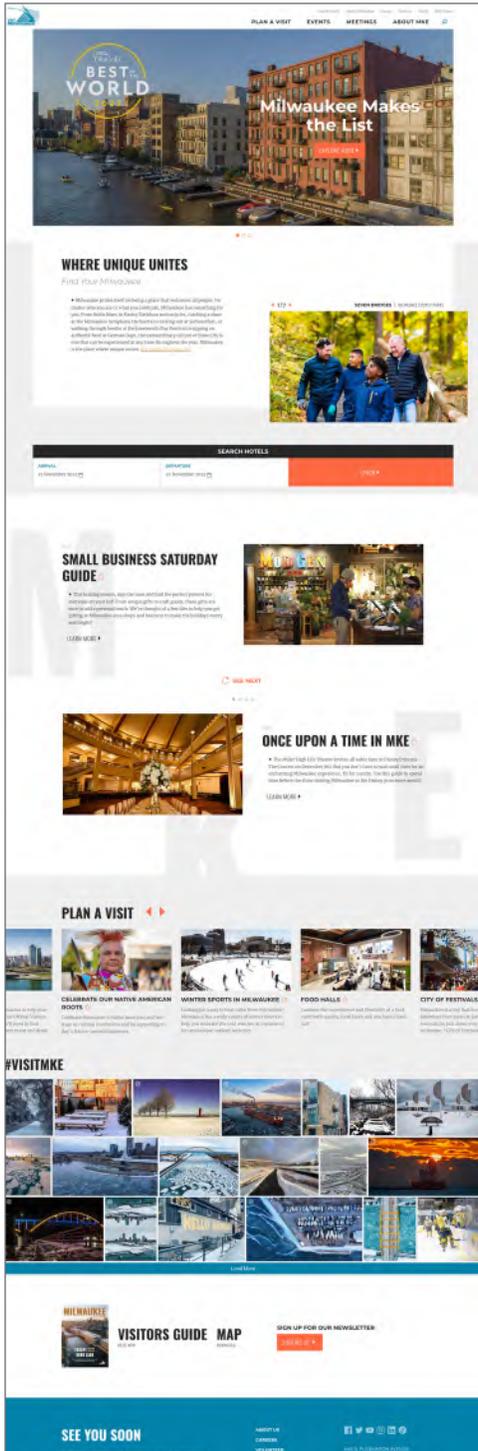
Build your brand, then engage people to do more.

McDaniels Marketing helps you find the right blend of traditional and online media placement. We have an experienced media buying department that uses strategic targeting techniques, vast amounts of research and negotiating tactics to gain more impressions, and thus more impact for your investment. And we have established partnerships with leading tourism digital partners such as Sojern, Simplifi, Adara and many more.

- PRINT
- RADIO
- TELEVISION
- OUTDOOR
- TRANSIT
- NATIVE DIGITAL
- PROGRAMMATIC
- DIRECT MAIL



WEBSITE INTEGRATION



Market destination drivers with responsive websites.

Anyone can use a drag-and-drop page builder app. You don't have to sacrifice form for function. Don't you deserve to have something truly amazing?

When McD Digital crafts a new website, we start by asking the questions:

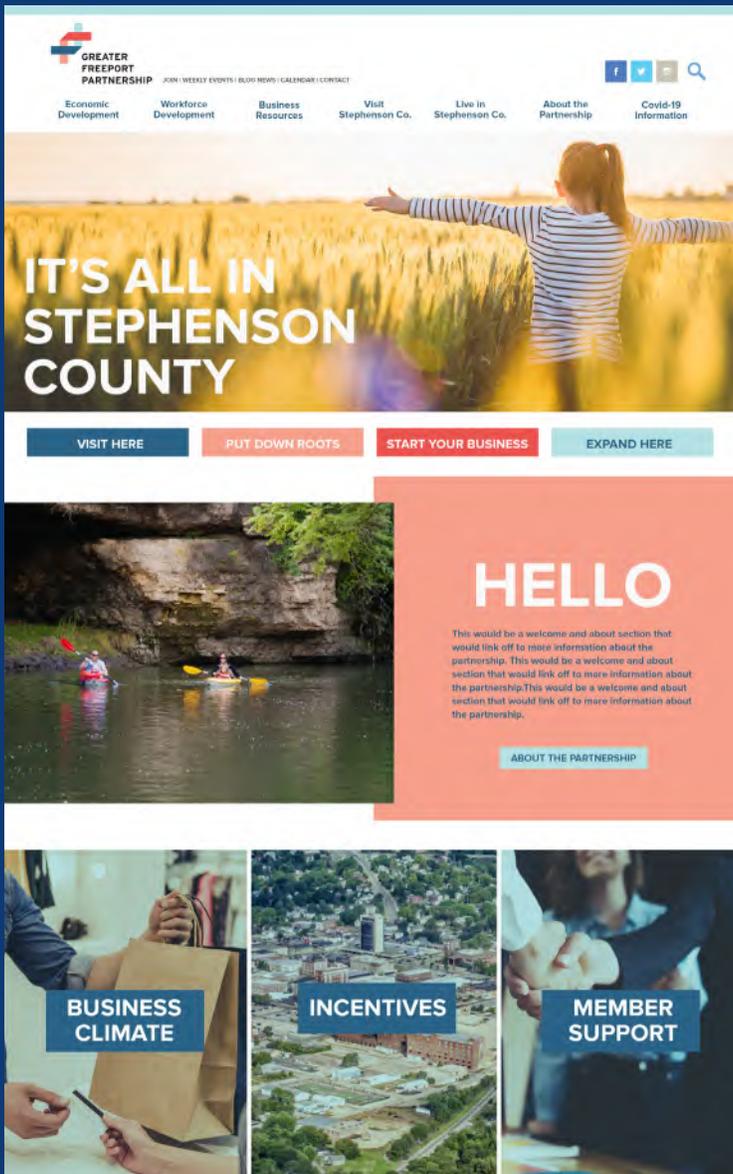
- What do you want your website to accomplish?
- How will it play a role in your overall business functions?
- What style, tone and mood do you want to convey?
- Most importantly, how will your website connect with various target audiences?

Our award-winning team will bring your site to life with a custom, mobile-first design using WordPress, Webflow, or our proprietary McD CMS. From color choices to content layout, every element will be strategically crafted and purposefully placed to create a user experience that invites interaction on any device. And yes, we write content. In fact, we have a proven team of writers who know how to tell your story!

DIGITAL SERVICES

Turn site visitors into real visitors.

McDaniels Digital can help drive visitors to your website and destination with a mixture of search engine optimization (SEO), PPC and social media efforts. We'll keep your destination on top of relevant searches with proven SEO techniques. We'll craft keyword-rich landing pages that make your PPC ads work even better. We'll drive customers to book their vacation and pack their bags by igniting them to do something on every page of your website and in every online marketing effort. We'll even help you engage past and potential visitors with creative social media contests, YouTube video campaigns and more. So, give them a reason to visit (and come back) with an online marketing strategy that delivers results.



WEBSITE
DEVELOPMENT

SEARCH ENGINE
OPTIMIZATION

PPC ADVERTISING

SOCIAL MEDIA
MARKETING

ONLINE REPUTATION
MANAGEMENT

ANIMATION

ONLINE RESEARCH

E-NEWSLETTERS

E-BLASTS

YOUTUBE VIDEOS

KIOSKS



PUBLIC RELATIONS

Enhance the opinions and beliefs of external and internal audiences

Positive perceptions can — and must — be carefully crafted. Strategic public relations efforts are an important part of this process.

Press Releases, Articles, Press Coverage

Our PR writers have the savvy for knowing what kind of story is unique enough for print and visual enough for television. And we know when to simply publish a story online and when to pitch it to land a much larger piece of the pie.

Special Events

We can turn any event into a gala extravaganza and reduce the hassle and hard work for you at the same time! We will help you reach your goals by increasing attendance and making sure your guests leave with a positive impression firmly planted in their minds.

Custom Newsletter Publishing

We offer turnkey publishing for both internal and external newsletters. We research and write articles, design layouts, take photographs and coordinate printing and mailing.



Visit Michigan City LaPorte

McDanielsMarketing
 Subscribe 10

23 views

EXPERIENCE

ILLINOIS



IOWA



INDIANA



MICHIGAN



MISSOURI



WISCONSIN



CLIENT TESTIMONIAL



I was very impressed with the approach McDaniels Marketing took to developing the Naturally McHenry County brand. The McDaniels Team worked with us every step of the way, from developing brand promises and taglines to finalizing the look and feel of the Insider Guide, assuring the direction they took our new identity aligned with the principles and values of the county. I'm so proud of our new look and grateful for all the work McDaniels Marketing provided along the way!

**- Jaki Berggren,
Naturally McHenry County
President & CEO**

CASE STUDIES

SOUTH HAVEN, MI

South Haven Goes “Alive Anytime”

With its amazing sunsets and beautiful beaches, South Haven, Michigan is a thriving vacation destination that many flock to over the summer months. However, 85% of its income was coming from their 10-week, warm weather period. South Haven CVB challenged McDaniels to help them boost off-season, off-beach interest through a targeted CVB-driven event series that would focus on things to do beyond the beach and establish South Haven as a place visitors want to frequent all year long.

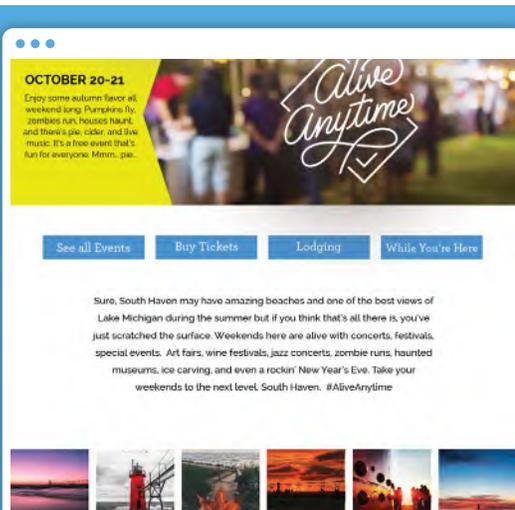
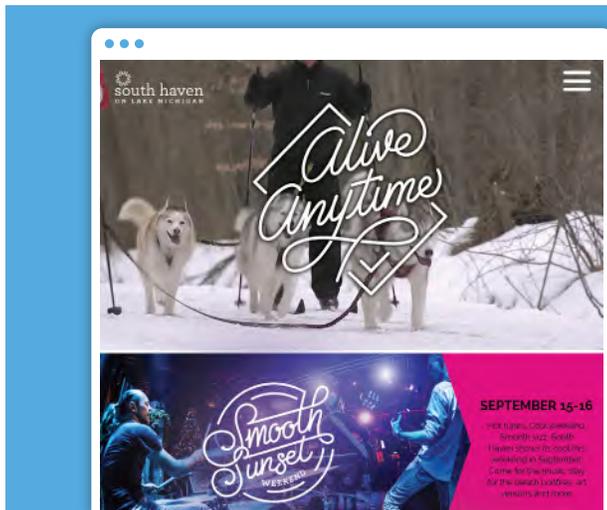
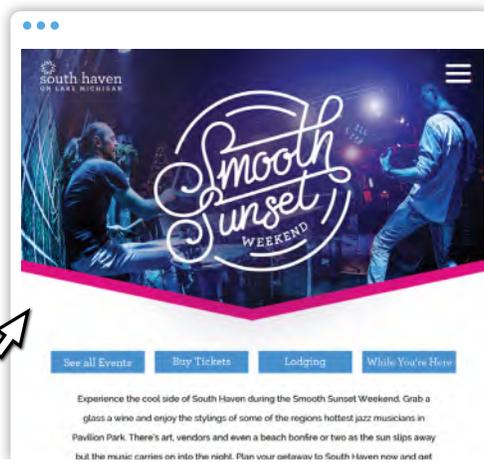
The first step McDaniels took to meet this challenge was to wrap up – in a single phrase – that South Haven is “beyond the beach”. The phrase, “Alive Anytime,” took shape and became a sub-brand for their off-season event series. The current South Haven logo was maintained and the Alive Anytime brand is used in conjunction with the South Haven brand. This phrase also helped us establish the voice for our marketing materials, as we measured each piece by asking ourselves how well it said “South Haven is Alive Anytime,” making sure each piece established movement and action through words, images and design.

Once we established the brand and voice, McDaniels took to rolling out the South Haven Alive Anytime brand. We helped develop event names and created a custom logo for each event that featured an original, hand-drawn font as well as artistic elements that represent key highlights of the event. The first three events to launch were “Smooth Sunset,” “Haven Harvest” and “Women’s Only Weekend.”

We also developed a custom Alive Anytime website that promotes the entire event series (and can be expanded for future events). This website not only helped establish the South Haven Alive Anytime brand, it also provided potential visitors with more information about each event and how they can purchase ticketed-only portions of the event. The website directed back to the main South Haven brand for booking information. Additionally, we created eye-catching postcards and posters for each event that started a word-of-mouth buzz with guests who were already in South Haven for the summer, encouraging them to take one (or all three). These postcards and posters were on display at lodging, retail and dining properties throughout town and helped persuade their core visitor base to come back for more fun in the “alive anytime season.”

Since launching in June 2017, Alive Anytime events have been well received and postcards are flying out of their holders. Local businesses and community members are buying into the South Haven Alive Anytime brand by sharing event promos with their own social media followers, helping spread the word organically to create a vacation destination that is popular all year long.





NATURALLY MCHENRY COUNTY, IL

NEW BRAND IDENTITY



MCHENRY COUNTY GOES NATURAL

With gorgeous, natural vistas with miles of rivers, streams and trails, plus innumerable opportunities for shopping, dining and live entertainment, McHenry County, IL, is the quintessential Northern Illinois experience. From remarkable communities that blend seamlessly to breathtaking, wide-open spaces for outdoor recreation, McHenry County is positioned as a natural destination not just to visit, but to live and work with easy access to major metropolitan areas like Chicago, Rockford and Milwaukee.

THE CHALLENGE

The leadership of Visit McHenry County felt its brand did not accurately reflect the positive changes throughout the county in recent years. Seeking a new brand that would position McHenry County as a natural destination for people looking for laid-back living, Visit McHenry County approached McDaniels Marketing to complete a rebrand that would align the Tourism organization, the county government and the McHenry County Economic Development Corp. to better promote the county as a top choice to visit, live and work.

THE SOLUTION

McDaniels Marketing worked closely with Visit McHenry County, the county government and the MCEDC to develop a strong, unified brand to encourage visitors, businesses and potential residents to choose McHenry County. A months-long research process — including an in-person tour of the entire county — identified strengths and weaknesses in the Visit McHenry County brand, providing the McDaniels Team with a clear understanding of what attributes should be highlighted.

The new brand name is Naturally McHenry County. The brand logo representing the brand promise was inspired by the numerous traits that define McHenry County — from font choices reflecting vintage labels and hand-crafted goods — to design reflecting the county's natural beauty, strong agricultural roots, and easygoing way of life. The tagline of "Wonderful Places — Wide Open Spaces" conveys McHenry County's diverse mix of cities, towns and villages nestled amongst rivers, lakes and conservation areas.

McDaniels Marketing crafted three distinct brand statements to describe what McHenry County can promise to residents, visitors and business investors. New residents will find a diverse, energetic and interconnected community that blends seamlessly to provide



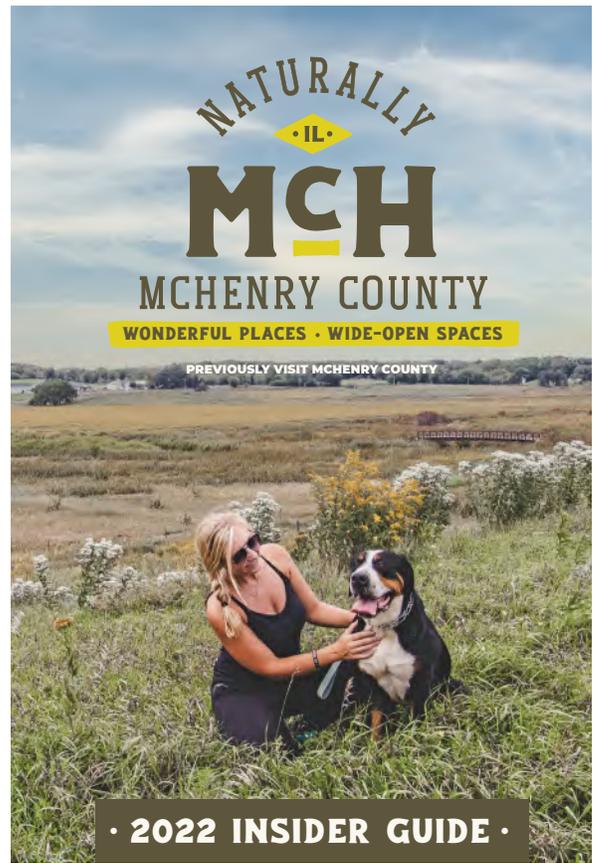
opportunity and engagement for all ages. Tourists will discover a breath of fresh air from the hustle and bustle of life, from year-round agritourism attractions to a full calendar of events and festivals, and plenty of opportunities for indoor and outdoor fun. Employers will discover an educated and professional workforce, not to mention quick access to both O'Hare and Rockford airports. With plenty of corporate parks and industrial space waiting to be developed and historic storefronts ready for their next thriving businesses, there's no better place for people to bring their dreams to life than McHenry County.

Finally, McDaniels Marketing worked in conjunction with Naturally McHenry County to write and design a brand-new Insider Guide, drawing inspiration from previous issues to create a smaller, bolder edition that incorporated more narrative-based writing from McDaniels' in-house copywriting team as well as local influencers — or insiders — resulting in a fresh, new perspective to match the county's fresh look.

Take a look at naturallymchenrycounty.com!

MCHENRY Co.

ECONOMIC DEVELOPMENT CORPORATION ILLINOIS



GALESBURG, IL CVB

The Story: The city of Galesburg, Illinois offers a unique slice of Americana.

Deeply rooted in railroad history, Galesburg is a sampling of all of the best qualities of our great nation in one place — located in the midst of a great agricultural plain. It's an ideal stop for people of all ages looking for a unique, affordable getaway. The community's greatest strength is its unexpected diversity of offerings. More than just a day trip, Galesburg offers engaging experiences for all members of the family.



The Challenge: To rebrand Galesburg as a destination alive with activity for leisure and small meetings markets.

A place removed from the hustle and bustle of city demands without losing any of those must-have modern amenities, Galesburg presents itself as a notable retreat for anyone interested in “go-at-your-own-pace” attractions. With that in mind, the job of McD became to remind people of this hidden treasure located so close to home! We needed to reignite the fire of possibilities for travelers seeking a healthy balance of entertainment, relaxation and adventure. To accomplish this, the Galesburg CVB and McD team worked to create and deploy freshly branded content that motivates, inspires and educates visitors to plan their next girl's getaway, family weekend trip, or “let's find something new” overnight trip to Galesburg, Illinois.

The Solution: To highlight Galesburg's core strengths through modernized branding, market research to establish brand guidelines, hands-on immersion visits to personally experience tourism strengths and a revised front-facing plan to encourage travel to Galesburg.

Using different mediums, the Galesburg CVB and McD team created a lively, bold and modern brand refresh depicted in the Galesburg Experience Guide, website redesign and any potential digital ad components to promote events in and around Knox County. We even extended brand continuity to park and recreation areas, golf courses and other entities.



Visitors Guide:

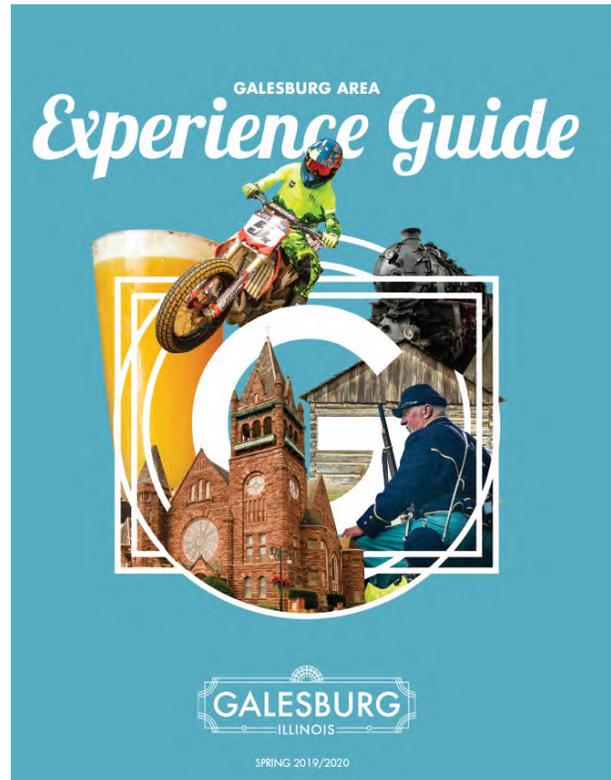
McD conducted multiple immersion visits to various businesses and event venues to learn firsthand the incredible opportunities located in the Galesburg area and to gather the information necessary to curate a brand promise and brand voice to better highlight the appeal of Galesburg, IL. This brand refresh inspired the designs for the visitor's guide.

Following a magazine-styled approach, the McD Creative Team started from scratch in reshooting images and interviewing local business owners for fresh content. The team also chose to eliminate ads from the guide altogether to make it flow with more authenticity.

Using a playful, colorful aesthetic to set Galesburg apart from the competition, the McD team looked outside the box of a typical visitor's guide in terms of style and content. Straying far from convention, the Galesburg "Experience Guide" utilized candid photography, interactive segments to engage the reader, local recipes and storybook-styled writing to pull together the essence of Galesburg into one, cohesive piece.

In the first week, the CVB had given out 75% of the guides to local businesses and the response was overwhelmingly positive. The second edition is currently in the works.

Take a look at experiencegalesburg.com!



CITY OF HAVANA, IL

The Challenge: To rebrand the historic city of Havana and communicate its unique charm and desirable attributes to aid in the attraction of new residents, businesses and leisure travelers.



- Led online interviews and multiple in-person focus group sessions with local stakeholders including city and county leadership, business owners, area historians, life-long residents and school district officials.
- Conducted focus group testing of multiple brand concepts derived from interview and session input.
- Developed the final Brand Promise, logo and slogan.

“Blocks and simplified scroll” represent class and simplicity along with the brick roads and downtown architecture.

“1853”– identifies historic significance.

“Bridge Rocker” represents bridging Havana into the future as well as the actual bridges found in Havana.

“Havana Font” shows strength – strength in community – strength in leadership.

“Illinois” – shows the regional value.

“Duck and waves” represent natural resources.



THE BRAND PROMISE

New Residents/Business Owners:

When you cruise past the boulevards of Havana, Illinois, and soak in the majestic, natural beauty, you'll know this isn't just a stopping point in your life — this is home. Our picturesque small town is a place to put down roots. In Havana, you'll feel safe raising your children in a close-knit community that educates and cares for it's own. As you dig into the local restaurants and peruse our independent, locally owned shops, you'll uncover a wealth of history and tradition that remains untapped and ready to burst forth with pride. When you relocate or start a new business in Havana, you'll find an abundance of spaces and places in a historic downtown setting — as well as a thriving business community that prioritizes cooperation over competition. Welcome to Havana, Illinois.

Tourism/Leisure:

When you bask in the natural beauty of Havana, Illinois, you'll immediately feel the stress of everyday life melt away. In Havana, you'll find that life moves at a much different pace, so take your time as you discover what our city and surrounding area has to offer. Hide away in the unspoiled splendor of Chautauqua National Wildlife Preserve and Emiquon National Wildlife Preserve. Cast a line, set up a blind, or simply spend a day paddling or floating down the Illinois River. Explore our local shops for your latest treasure. Grab a bite or raise a glass at our independently owned restaurants and taverns or stop in and enjoy the live entertainment as music fills the summer night air. Trace the footsteps of the more colorful historical figures who once made Havana a Midwest gambling hub. We're sure once you tap into Havana, you too will be overflowing with pride for this humble river community. Welcome to Havana, Illinois.



REAL WOODSTOCK, IL A REAL INTEGRATED APPROACH



Instantly recognizable by its picturesque square lined with charming, independently-owned shops and landmarks reminiscent of the Victorian era, the Northern Illinois city of Woodstock has forged a remarkable identity for itself set apart from its neighbors — of course, it certainly helped that the city achieved international fame as Bill Murray spent 1993 waking up there over and over and over and over...

THE CHALLENGE

While Groundhog Day certainly draws its fair share of visitors from all over the world to see Woodstock as Phil Connors did, the city has much more to offer than a prognosticating marmot — for visitors, potential new residents and prospective businesses alike. Real Woodstock contacted McDaniels Marketing to develop a multi-faceted marketing plan to effectively communicate these qualities for all three audiences while maintaining brand consistency across all three verticals.

THE SOLUTION

Defining the Real Woodstock Story

The lynchpin of marketing Woodstock was defining the qualities that appeal to visitors, residents and businesses. This meant months of data collection through personal interviews. The invaluable information gathered from our marketing consultants and creative team allowed us to highlight aspects that matter most to residents and businesses such as quality of life, easy access to major metropolitan markets and the city's enthusiasm to embrace those who think outside the box.



REAL TACTICS THAT WORKED

Storefront Displays

The McD team began by showcasing the various storefronts available on the historic Woodstock Square. Gorgeous, Victorian-era shops were outfitted with window displays specially designed to entice passers-by and promote that given storefront as a canvas for their business vision. The McD creative team also worked with Woodstock stakeholders to design pop-up signage to promote the city’s amenities at shows and conferences.

Table Tents

The creative team wrote and designed tabletop tent cards to be placed at restaurants and pubs around the city. Promoting entertainment opportunities along with quality-of-life highlights, these cards advertised the one-of-a-kind amenities that could only be found in Woodstock, ranging from outdoor entertainment to dining and drinks.

Visitors Guide

All these highlights came together to form the Real Woodstock Visitors Guide — Your Guide to What’s Real. Outlining the city’s remarkable history, wide-open outdoor spaces and its award-winning Farmers Market — one of the best in the state, as a matter of fact — the Real Woodstock Visitors Guide provides an in-depth look at the remarkable opportunities for tourism, living and working in Woodstock.

Exterior Signage & New Map

The brand attributes were also incorporated into some colorful, informative signs placed around the square and the local theatre windows. In addition, a new downtown map was illustrated to help visitors navigate and find the products, services and dining experiences they most desire.

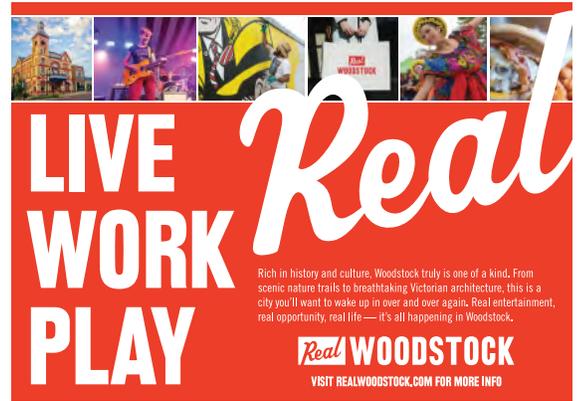
Response to these materials is being driven to the Real Woodstock website through QR codes.

Medium	Users	New Users	Bounce Rate	Pages/Sessions
Table Tent	55	54	62.96%	2.07
Display	30	30	96.67%	1.03
Drop-In Card	23	18	44.83%	3.14
Kiosk Poster	23	20	51.43%	2.51
Kiosk Map	22	20	42.86%	2.43
QR	22	19	89.29%	1.14
Visitors Guide	8	5	41.67%	2.50
Overall	183	166	66.21%	2.05

Storefront Display



Display Tent Design



Shopping Bag Drop-In Card



POSSIBILITIES UNCOVERED IN JACKSONVILLE, IL

McDaniels Marketing imagines a whole-new identity for Jacksonville, IL.

Jacksonville, IL, is a city full of stories waiting to be told. Located mere minutes from Abraham Lincoln’s hometown of Springfield, the historic charm and legendary stories of this small, Midwestern city stand watch over its expansive town square, a symbol of both the stories that shaped this community and those still being written today. As locally owned boutiques and eateries make their home in Jacksonville, the city is positioned as having both a monumental past and an up-and-coming future.

THE CHALLENGE

In 2021, the Jacksonville Area CVB felt its brand was in need of modernization, having grown stale and lacking any sense of unification with other municipal entities, including the city government, Jacksonville Main Street and the Jacksonville Regional Economic Development Corporation. The Jacksonville Area CVB approached McDaniels Marketing to complete a rebrand to unify all five entities and promote the city as a destination to visit, live and work.

THE SOLUTION

Uncover the Possibilities

Working closely with the Jacksonville Area CVB and other local stakeholders, McDaniels Marketing created a strong, unified brand to honor the city’s past, embrace its future and promote the city as a destination for both tourism and life. The McD Team embarked on a months-long research process that included focus group tests and in-person visits to identify the strengths and weaknesses in the city’s branding, as well as opportunities that had not yet been realized.

The new brand family revolves around a central logo incorporating numerous visual elements representing various traits that define the city, from font choices reminiscent of a storied history and strong, blue-collar roots to a half-star icon representing the city’s iconic Big Eli Wheel as well as a sunrise shining a light on the opportunities that lie ahead.

The logo also calls out the “IL” in “Jacksonville,” setting it apart from other Jacksonvilles around the country. The tagline, “Uncover the Possibilities,” refers to the stories and adventures just waiting to be discovered by those visiting or making the city their new home. Which brings us to the brand statements — the McD Team crafted four distinct brand promise statements describing what Jacksonville promises to new residents, visitors, businesses and even athletic groups.



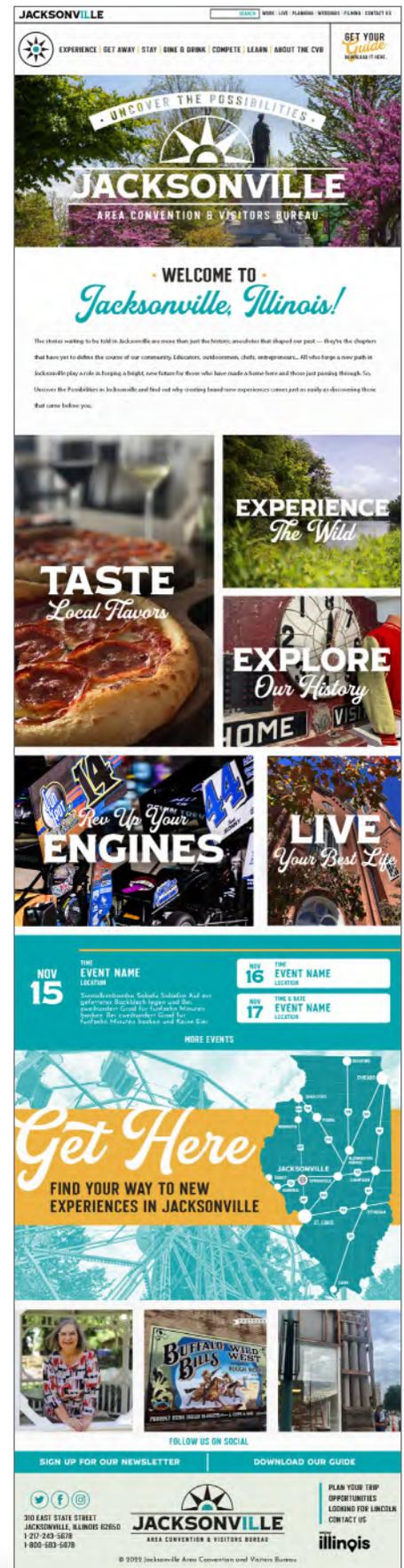
Here is a combined summary of those four statements:

New residents will find a resilient, authentic community instilling qualities like conviction, community and pride, encouraging them to forge a new legacy. Visitors and tourists will discover legendary stories they may not yet have heard along with new attractions shaping a bright tomorrow. Businesses will find a community that rallies around its local entrepreneurs, one teeming with activity and potential with a variety of workspaces and development projects perfectly suited to bring economic visions to life. Finally, coaches and teams will find a community that embraces the competitive spirit within us all, featuring state-of-the-art facilities and comfortable lodging — plus plenty to see and do that will keep families around beyond extra innings.

“From what once looked to be a daunting task, McDaniels Marketing was able to guide us through every step of the way to create a brand that really felt like it represented all of us in some way. Now, the familiarity of the brand and logos is really starting to settle in — I see our icon and it feels like home.”

—Brittany Henry, Jacksonville Area CVB Executive Director

“McDaniels Marketing guided us through not only the design of the logos, but through every process: initial inspiration, narrowing down the choices, the fine tuning and more!” said Brittany Henry, Executive Director of Jacksonville Area CVB. “When they asked our thoughts on Jacksonville, I was worried we gave them TOO much. How could they take all this information and ideas from our community and make it useful? Thankfully, they were able to take these ideas and create a brand that somehow utilized all that feedback but was simple in its execution. After the brand launch, I have heard all positive feedback from the community and from leaders as well!





BRANDING PROPOSAL

PROJECT GOAL & OBJECTIVE

The Village of Bartlett is seeking the development of an updated branding campaign to drive business attraction and retention, energize and inform current residents, and position the Village as a desirable place for relocation and generally enhance the image of the Village as a customer service focused community.

Important brand development requirements as outlined in the RFP:

- The Village wants a campaign that has viability over multiple years and can be evaluated and adapted as needed.
- Producing the branding campaign core creative materials (video, digital, display and social media assets), so it is ready to launch on various social media platforms.
- The proposed campaign must align with the Village's existing brand standards, which can be provided upon request, including primary and secondary logos and brand uses, brand colors and typefaces, and templates for print collateral.
- Produce videos focused on Bartlett as a regional dining and business destination and promotion of local events including the Fourth of July, Octoberfest, and Merry & Bright, and execute social media campaigns to accompany their launches alongside existing communications that will be managed by village staff.
- Produce a library of photographic and digital assets that align visually with the overall campaign with ownership of the library to be turned over to the Village to be used in current and future marketing endeavors.

The McDaniels Marketing team will leverage decades of tourism knowledge gathered from working with other destinations — along with the valuable experience it has gained through its work for Chicago Southland, Real Woodstock, and McHenry County, IL and many others — to properly research, develop, test, launch, build and promote the updated Bartlett brand as well as provide vision for the future of the destination.

TARGET AUDIENCES

- Leisure Travel (Families, Millennials, Active Retirees, etc.)
- Business Travel (Meeting Planners)
- Locals
- Potential new business investors
- Media (Travel Writers, National Media, Local Press)

ACHIEVING YOUR GOALS

New Perception

The brand will elevate and enhance the positive image of the organization and the Village as a whole. The brand messaging will market Bartlett locally and statewide as the premier destination for leisure travelers, new residents and business investors. The McD Marketing team will help the Village define the current perception as well as what the Village could evolve into. That is the definition of a desired brand position. The top brands are aspirational brands. And that's exactly what we can create... together.

Uniformity & Flexibility

The brand will convey a common message and representation to audiences both within and outside the Greater Chicago area. The McD Marketing team will work together with all Village assets/venues and service brands to achieve cohesive branding. As well, our team will ensure the brand is built to withstand future trends and changes in the market. We will deliver an updated brand that is flexible enough to be utilized across a variety of executions and be adaptable enough to grow and evolve through time.

Research

Our research team will uncover current perceptions as well as aspirational ideals that define what your brand could represent in the future. We will also identify opportunities/challenges/potential pitfalls and collect data about your target audiences to help you make better decisions and set up plans of action — because knowledge is power and gaining it lowers the risk involved in your decision making.

Diversity & Community Pride

After thorough research, the McD Marketing team will identify and promote the attributes that make the Village of Bartlett distinct and appealing in a regionally and nationally competitive environment to attract a diverse and inclusive blend of businesses, retailers, visitors and residents. Our approach will honor the community, be authentic to the Village and resonate with citizens, businesses, employees and community groups at large.



OUR PLAN & METHODOLOGY

It's our job to build off the authentic attributes and research to land on a cohesive brand that attracts investment. This is your home. Let's build a bigger house that welcomes growth and opportunity.

A brand built by McDaniels Marketing is a brand built on facts, creativity and a keen understanding of urban lifestyles, tourism and economic development. This project is our sweet spot, and we are ready to dig in.

Our innovative team will deliver dramatic results in the rebranding of the Village of Bartlett by...

Reviewing the existing brand standards + attributes. We will also leverage our 20 years of municipality branding experience to properly brand and market the Village's advantages in a way that delivers results that are appreciated by all stakeholders. Our team knows the area well, but we are eager to learn more from this project.

Developing a SWOT analysis that defines the characteristics of your city that resonate with all external and internal target audiences.

Representing your brand essence with a brand logo and platform that showcases the Village's authentic and true character.

Studying other successful tourism brands to develop a way to align the branding to reduce brand dissonance and confusion for key target audiences while still maintaining the essence of the Village's brand.

RESEARCH PLAN:

QUALITATIVE RESEARCH

A comprehensive research plan will be implemented from start to finish to include qualitative research to fully understand and identify key stakeholders. This process will also define characteristics of Bartlett's image, competitor marketing and/or branding strategies, measures to determine if the branding effort is successful and of high importance, gain buy-in and engaging participation from the community. Endorsement comes from giving people a voice in the process! With the McDaniels Marketing team on your side, this is a part of the process you can be confident in.

Qualitative Research will include:

- Current brand audit
- Establish brand steering committee (ultimate decision makers)
- Define brand vision and direction
- Conducting competitive brand research
- Stakeholder interviews
- Brand concept testing

CREATIVE PROCESS & BRAND DEVELOPMENT:

Develop a brand that reflects what the Village of Bartlett is to visitors, residents, leaders and investors by identifying its unique voice and spirit!

WE WILL...

RESEARCH AND DEFINE

- Research destination/ area and target markets.
- Leisure Travel, Business Travel, Locals, Potential New Residents and Investors.
- Develop brand promise and positioning statements.
- Develop a tagline that aligns with brand promise.
- Define the direction for brand logo.

DESIGN AND DEVELOP

- Create a brand logo/package that reflects the updated brand and can be used across platforms, from print to digital, social and merchandising (optional sizes and orientations that can transition from a billboard to Facebook profile pic).
- Create a style guide that clearly outlines how to use the brand (fonts, colors, etc.) and logo usage to ensure consistency across all areas of utilization.
- Develop a one-of-a-kind suite of creative for initial marketing launch of brand.
- Develop designs for how the brand can be utilized in:
 - Advertising (print and digital)
 - Media Placement
 - Public Relations
 - Events
 - Email
 - Social Media
 - Websites
 - Wayfinding Signage Concepts (banners and flags)
 - Event Branding
 - Vehicles and Buildings
 - Village of Bartlett Swag
 - Pullup Banner
- Design brand identity templates for letterhead, business cards, event branding, tradeshow booth, web/ social integration, promotional items, signage and other deliverables as outlined in the deliverable section in the RFP.

BRAND ACTIVATION

- Assistance with a brand activation campaign is available upon request. The current budget does not afford at the present time.

PROJECT TIMELINE

- Consultation and research phase (1 to 2 months)
- Design and brand development (1 month)
- Focus group testing (2 weeks)
- Refinements (2 weeks)
- Select brand logo, tagline, and elements for final approval (2 weeks)
- Develop final brand package (1 month)
- Steering committee approval (1 week)
- Launch and plan for additional tactics

PROJECT MANAGEMENT & WORKING RELATIONSHIPS

- Our agency president, Randy McDaniels, will personally advise and lead the development and execution process, as well as have a heavy hand in managing the research process. Randy has decades of experience in community brand development and has served as lead consultant for numerous tourism/economic development clients in a five-state region, including Lake of the Ozarks, Galena, Chicago Southland CVB, Peoria, IL, Pulaski County, MO, Visit Springfield, IL, and many more destinations. The experience and industry insight he will bring to this campaign is invaluable.
- In addition, Randy and key account manager Molly Krohe will guide the research and input discussions that will be necessary to gather existing attributes, perceptions, opportunities and challenges to enhance the Village's image.
- McDaniels Marketing is a member of Destinations International and supports the tourism associations for Illinois, Iowa, Indiana, Wisconsin, Missouri and Michigan.
- McDaniels Marketing and McD Digital are headquartered in Pekin, IL (Peoria MSA), with offices in Milwaukee, WI, Rockford, Springfield, Quad Cities, IL and South Haven, MI. Most of the Village of Bartlett account team will work within our corporate office.
- An integral part of building and implementing a successful re-branding is building working relationships with all those involved. McD prides itself on being able to connect with all demographics while keeping a positive rapport throughout the entirety of the project. We will be present and active for all necessary meetings, calls, progress updates, and everything in-between. The Village of Bartlett team can trust that we will stay on track and keep all key stakeholders involved and informed from start to finish.



DELIVERABLES, FEES & PROPOSED AGREEMENT:

(including meetings, travel and all deliverables)

PHASE I - Planning and Research: \$4,500 *(30 hours @ \$150/hour)*

- Preliminary Research
- Interviews
- Consultation
- SWOT Analysis
- Logo Testing

PHASE II - Brand Development: \$15,500

- Brand Promise and Positioning Statement Development: \$1,500
- Logo Development (minimum of 3 concepts): \$7,500
- Tagline / Motto Development (minimum of 3 concepts): \$2,500
- Brand Identity Standards Manual (including digital and print advertising templates): \$4,000

GRAND TOTAL PHASE I & II:.....\$20,000

Media costs are not included and will be planned separately.

The above pricing is effective for 90 days after the date of proposal submission.

ADDITIONAL MARKETING SERVICES & RATES:

(rates and fees are subject to change)

Video Development (suggested): \$16,500 - \$20,000 **(\$125/hour)**

Series of (3) videos of (1) minutes in length (including concept, scripts, video shooting, editing, and motion graphics):

- Video budget included (1) round of changes / edits to final videos.
- Travel expenses are additional - to be quoted after video is established.

Check out our video portfolio on our YouTube account: @McDanielsMarketing

6-Month Digital Marketing Campaign (suggested): \$18,500 **(\$125/hour)**

Planning, creative, and management: \$9,500

- Google Display, Facebook, and Instagram
 - Suggested Pay Per Click (PPC) budget: (\$1,500/month for 6-months) \$9,000

Photography and Content Development **(\$125/hour OR \$1,000/day)**

Marketing Display Exhibits **(price varies)**

We are an official Orbus dealer and offer their full line of display components. Learn more about their offerings at orbus.com:

Current Client References

Beth Wiles, CDME
Executive Director
Pulaski County, MO Tourism Bureau
P: (573) 336-6355
E: bethw@pulaskicountyusa.com

Jaki Berggren
President & CEO
Naturally McHenry County
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E: jaki@naturallymchenrycounty.com

Kim Kislowski
Vice President of Marketing
Chicago Southland, IL CVB
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E: kim@visitchicagosouthland.com

Brittany Henry
Executive Director
Jacksonville Area Convention & Visitors Bureau
P: (217) 243-5678
E: visitors@jacksonvilleil.org

Past Client References

Brenda Davenport-Fornoff
Economic Development Coordinator
City of Havana, IL
P: (309) 453-4537
E: b.davenport-fornoff@havanail.gov

Randy Newcomb
Executive Director
Galesburg, IL CVB
P: (309) 343-2485
E: director@experiencegalesburg.com

YOUR CORE MCD TEAM

Our team is ready to be on your team to achieve greatness!

RANDALL



MCDANIELS

President/Lead Consultant

Randy has been immersed in all things marketing his entire life... his dad built this agency from the ground up. But taking over the family business didn't come easy. Randy worked his way through the agency wearing the hat of copywriter, producer, media buyer and account executive before becoming President. His keen sense of industry trends helps him orchestrate his team in creating innovative, well-crafted messages that get results. But the end product isn't the only thing that's important to him. Don't be surprised if he calls you for lunch or simply checks to see how things are going (and if you caught last night's game), because at the end of the day... it's relationships that count.

BETH



GEIER

Vice President

Armed with decades of marketing planning, media buying, script writing, blogging, event coordination and more, Beth is the right person to jump in anywhere our clients need, whether they're a global manufacturer or the cutest little river town you ever did see! Of course, she'll always make time to chase down a desert sunset, meticulously planning the best spots and times to watch the sun fade beneath the sands of the American Southwest. That just shows off her ability to create a plan and execute it — plus a healthy mix of tenacity. She's got her thumb on what is trending and works in the current market and will go out of her way to deliver the goods for our clients — even if it means painstakingly scoping out the desert horizon.

KATE



MCDANIELS BAUMANN

Marketing Consultant/Copywriter

Say what you will about her obsessive love of horses and need for Italian sandals... Kate is a true marketing genius. From her early designer days at McDaniels to a 30+-year run of leading marketing efforts for multi-million-dollar companies, Kate has come a long way from reading to a group of mesmerized chickens at her grandma's house. Over the years her audience may have changed, but her ability to enthrall the masses hasn't. Kate thrives on innovation, knows how to strategically attack projects and gain results, and loves helping B2B and B2C businesses exceed their goals. So bring us your marketing challenge and let Kate start working her marketing magic.

MORGAN



MCDANIELS

Art Director

Maybe she was born with it, or maybe she's simply developed some mad design skills from years of hanging around the agency (and/or her degree from ISU). Whatever the reason, there's one thing we know for certain. Morgan kicks out some seriously awesome designs for our clients. She's not just in it to make things look pretty, either (although we know she means business when she shows up in her black, pointed-toe Boot Heels). Every design choice she makes – even down to a simple line – helps grab attention and connect with your target market. And if her inspiration boards on Pinterest and Instagram say anything about what is to come... well, let's just say you should be excited she's on our team.

LAUREN



SCHMITT

Graphic Designer

How does Lauren approach a design project? The same way she approaches a fountain, or the Gulf of Mexico, or honestly any body of water — jumping right in without any hesitation! Beginning by making associations with any given topic — words, memories, feelings, whatever — Lauren can create a graphic concept that begins descriptively before visualizing it. You'd swear Lauren could read minds. Pushing the limits of her creativity — she's been known to crochet plastic bags into reusable containers — Lauren's ability to concept, write copy and program websites makes her a truly versatile addition to our team!

KIM



WEAVER

Senior Copywriter

Known for spinning a tale or two for the merriment of others, Kim brings her refreshing writing style, easy smile and magnetic personality to every account she works on at McDaniels. In fact, one of her main goals when taking on a new project is to tell your story — in as few words as possible — so she can draw readers in without overwhelming them. From out-there creative to professional reports, this 18-year veteran writes as if she's talking to your customers, rather than at them. She's also one of our experts on SEO writing, matching her right-brained creativity with the left-brained science of getting more results.

MOLLY



KROHE

Account Manager

Like an industrial designer meticulously analyzes every detail to ensure just the right balance of form and function, Molly carefully examines every facet of your marketing strategy, creating a plan that will turn prospects into raving fans. Armed with a creative and supportive attitude — plus an appreciation for the great outdoors that extends to her vast collection of plants — Molly relishes the opportunity to positively impact communities and our clients. What we call marketing, she calls a brand-new adventure, a chance to set forth and discover all-new opportunities for your organization.

BRIDGET



NORMAN

Media & PR Director

A strong background in public relations, psychology, and ballet helps Bridget navigate even the toughest challenges with grace. Yes, her plié is perfect, but what really stands out is Bridget's ability to not only identify what your target market is thinking, but also how to relay the stories you want them to hear. Throw in her love for spontaneity, TikTok, and visiting new places, and it's not too hard to figure out how Bridget keeps up with the trends. So, give us the deets on your next big scoop and let Bridget help you lay out the best plan for success. (Disclaimer: Kardashian memes may be included free of charge.)



Brenna Koonce
Account Manager



Lisa Marovec
Marketing Consultant



Jeff Wagenaar
Art Director



Jenna Ferrell
Digital Marketing Consultant



Dylan Polk
Creative Copywriter



Blake Byers
Photographer/Videographer



Avery Rainwater
Graphic Designer



Dave Schuette
Website/Digital Media Developer



James Hover
Website Development Director



Courtney Sharpe
Digital Marketing Specialist



Shelby Fahnders
SEO/Website Support Specialist



Hilary Frank
Marketing Specialist



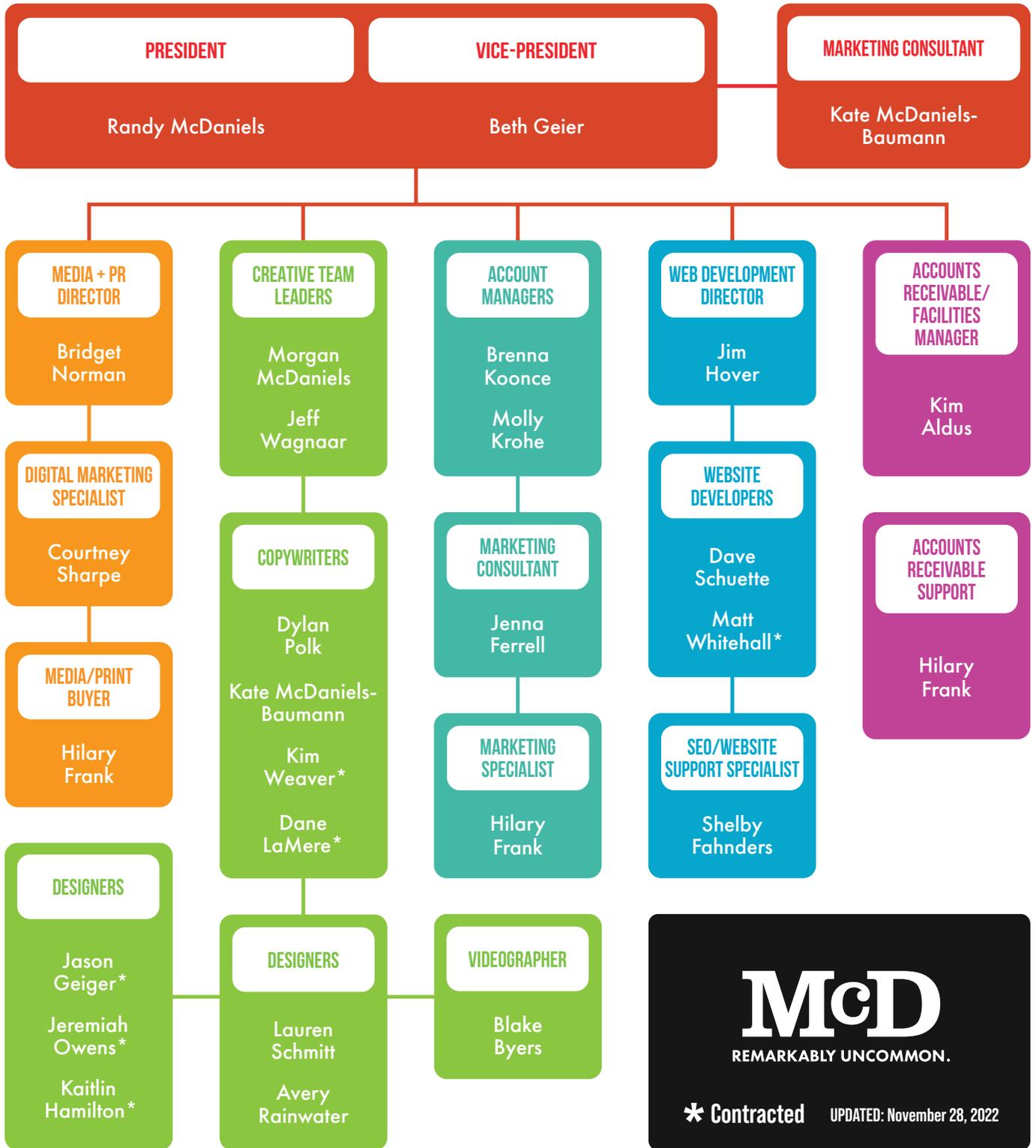
Kim Aldus
Accounts Receivable
& Facilities Manager



Kimba McDaniels

MEET OUR TEAM!

A REMARKABLY UNCOMMON ORG CHART



MCD

REMARKABLY UNCOMMON.

* Contracted

UPDATED: November 28, 2022



**LET'S GET
STARTED!**

McD

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Pekin, Illinois 61554

www.mcdanielsmarketing.com

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Wisconsin: Milwaukee

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: February 7, 2023
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator
RE: Economic Indicators Annual Review

BACKGROUND:

About eight years ago, the village's economy was struggling somewhat with an overall commercial vacancy rate around twenty percent and the downtown area near thirty. Over half of Bartlett Plaza (now Streets of Bartlett) was vacant, as were multiple buildings that remain and many others that have since been filled or demolished.



Dominick's Finer Foods was vacant at the time, contributing to the high rate throughout town.

At that time, the Economic Development Commission discussed marketing and incentive strategies based on the various areas of town in an effort to encourage development of vacant land as well as filling key vacancies throughout the community.

Since that time, the overall economy has continued expanding and the village, in particular, has implemented multiple business-friendly programs including the creation of the BEDA program, sales tax rebates, Class 6b and 7c incentives, and aggressively working to attract development to village-owned sites including a second grocery store, a microbrewery, an automobile dealership, and a proposed apartment building.

CURRENT INDICATORS:

Despite the many challenges associated with the overall economy including inflation, supply chain issues, and looming possibility of a recession, the village's economy has continued expanding over the past several years.

Industrial

On the industrial side, the trend towards rapid distribution of goods and "last-mile" facilities have definitely contributed to the growth.

Also, as inner-ring industrial areas continue to age, some businesses that want to continue to grow view our area as providing an opportunity for them to access a premier workforce or bring their current employees with them while developing build-to-suit projects to meet their specific needs.

The ongoing strength in the industrial market is one of the reasons why large institutional investors like Ridge Development, Logistics Property Company, Conor Globe Commercial and, in 2022, Midwest Industrial Funds have been willing to invest \$30 to \$40 million or more on speculative projects with a high level of confidence that they will be able to lease these buildings.



When the industrial rate rose to around ten percent in late 2020, that was due to a 436,000 SF speculative project coming online, which has since been leased to Colony Display Company.

The long-awaited redevelopment of the former Main Steel Building at 802 E. Devon Avenue was also completed last year and recently welcomed Closets by Design, who I had been working on bringing to that building for around a year.



The current industrial vacancy rate dropped even further from last year's historic low of only 3.5% to just under one percent.

Commercial

Like industrial, the retail/commercial sector remains strong with a vacancy rate of 6%, up one percent since last year.

The two most glaring downtown vacancies last year were the former Bartlett Tap, which has been renovated into an insurance office, and the former garage behind JC's Mexican restaurant, which has recently been demolished.



Bartlett Town Center also continues with a higher vacancy rate than in recent years, with the closing of Trackside Diner, insurance office and the corner space that is yet to be occupied.

We reported working with multiple prospects and anticipating a higher occupancy rate by the close of last year. The top prospect came to fruition; the relocation and expansion of Rebecca's Cakes by Design. We are working towards filling another vacant space in 2023.

Throughout the rest of the town, small spaces have largely been filled with small mom-and-pop businesses in a variety of industries. Most of the shopping centers along Route 59 have remained near full capacity, with some lingering vacancies in Stearns Crossing shopping center.

A vacancy rate under ten percent is generally considered strong in the retail sector.

Office

Bartlett remains a community without large office tenants, which is a mixed blessing.

Although there are no major employers with hundreds or thousands of office workers, the village has also not suffered the loss or decline of such a business.

Although office uses are allowed throughout all commercial zoning areas and most shopping centers have multiple office tenants, there has only been 249,000 SF in 28 properties designated as offices throughout the village.

The vacancy rate has improved of late after hovering in the 6% to 7% for the past several years to 4.1%. Additionally, the average lease rate has risen to nearly \$26 PSF.

Jobs

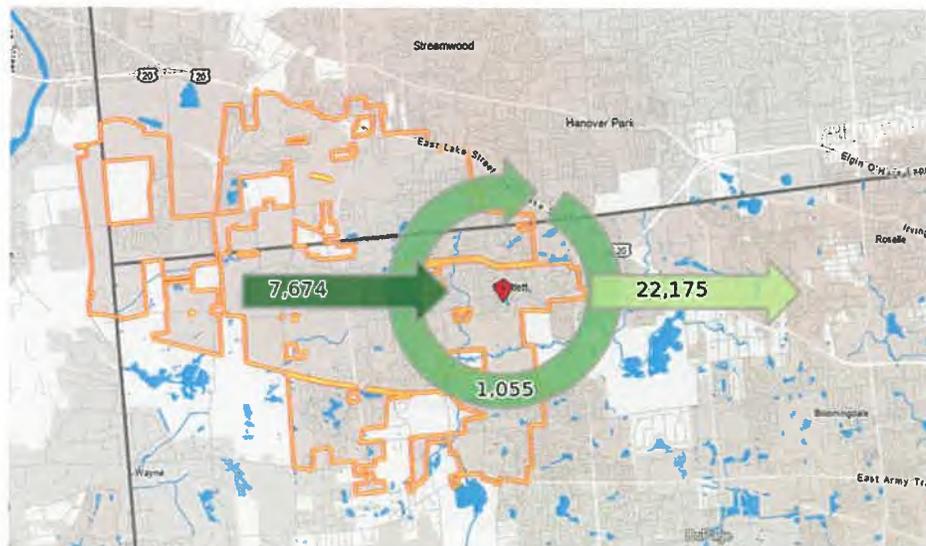
One of the top economic indicators, both the jobs within the village's borders and the jobs held by village residents has improved over the past year.

Long known as a bedroom community, the village has worked for decades now to build up the daytime population in order to support and attract new business to serve our residents.

Per Jobs EQ, total employment in the village was 9,881 in Q2 of 2021, with employment having increased by 7.2% throughout the region. This year, Jobs EQ estimates employment in the village to be just over 10,000.

Also note that wage trends have continued to rise, up 6% to nearly \$75,000, which has helped raise the overall sales within the village.

Lagging by a few years, the Census OnTheMap website has not yet updated last year's information, showing a slight increase from 2018 to 2019 in terms of inflow and outflow of jobs within Bartlett with 7,674 people residing outside the village and working in town, 1,055 people who both work and live in town, and over 22,000 residents who leave the village to work elsewhere.



Depending on the precision of the statistics in years to come, this indicator has changed significantly due to many village residents being employed as professionals who have worked completely or partially from home over the past three years. There have also been hundreds of new jobs added in the business parks over the past several years.

Last year, the unemployment rate of village residents dramatically improved over the previous year, dropping by over fifty percent from December of 2020 (6.9%) to December of 2021 (3.1%). The latest data from the Illinois Department of Employment Security shows the village's unemployment rate to be holding steady at 3.2%.

Sales

Overall taxable sales in the village rose dramatically from \$260M from July 2020-June 2021 to \$350M from July 2021-June 2022.

This is due to a shift on how collection of the online use tax has been modified, which benefits communities like ours with more online shoppers than brick-and-mortar retail.

In many cases, the retailer with Illinois physical presence ended up collecting more in sales taxes on a transaction than a retailer with no presence in Illinois. This act claims to level the playing field by requiring both in-state and remote retailers to collect Illinois Retailers Occupation Tax based on the sales tax rate at the buyer's destination.

Per the IL Department of Revenue, the SIC codes that comprise the highest sales in the DuPage County portion of the village are, from highest to lower, automotive and filling stations, drugs and miscellaneous retail, lumber, building, and hardware (Home Depot), food (Jewel), and drinking and eating places.

Less retail sales are made in the Cook County portion of the village, led by drugs and miscellaneous retail, drinking and eating places, and agriculture and all others.

The overall 2022 sales figures have not yet been released; however, the quarterly reports consistently reflect comparable figures.

Population

The village's population has remained at 41,000 for the past twelve years.

With several residential projects on the horizon, including the recently-completed Eastfield Subdivision, the Residences at Bartlett Station building at TOD Site E, and [the Grasslands subdivision](#) at the Crown site at the northwest corner of Route 59 and West Bartlett Road, we anticipate an increase the number of residents in the coming years.



Safety

Bartlett has long been known to be a safe community with a low crime rate and a highly professional police department.

In the recent resident survey, respondents highly rated the village's enforcement of traffic laws, police safety education programs, efforts to prevent crime, and visibility of police in neighborhoods and commercial areas.

NeighborhoodScout similarly rated the village's crime rate as one of the lower rates in America among communities of all sizes, lower than 83% of them. The chance of becoming a victim of a violent crime is 1 in 4,505, far lower than the statewide rate of 1 in 253.

A safe community is important for economic development as it can attract investment, businesses, and skilled workers. A safe environment fosters consumer and business confidence, allowing for the growth of local economies.

Crime and social unrest can deter investment and harm local businesses, leading to a decline in economic activity. A safe community also provides a stable platform for the development of infrastructure and social services, which can further support economic growth. Additionally, a safe community can improve quality of life and increase the attraction of a region for workers, tourists, and residents, contributing to a strong and sustainable local economy.

2023

Mayor Wallace, the Village Board, staff, commissioners, and entrepreneurial residents will continue implementing our marketing strategies including broker blasts, a return to trade shows, calling upon interested parties, and our growing network of developers and business owners in an effort to fill these challenging spaces that remain and working towards assisting them in bringing their projects forward.

Bartlett's Economic Development team will continue actively seeking to diversify the village's economy by pursuing technology, entrepreneurial, retail, entertainment, logistics, food, and foreign direct opportunities as they arise locally, regionally, and on a statewide basis.

Aldi's new prototype 19,432 SF store in the Streets of Bartlett in an out lot is also in the works. Mayor Wallace and the Village Board approved an incentive package to attract this much-needed second grocery store to downtown Bartlett. Aldi hopes to break ground this summer and be open late this year or early next year.



With multiple automobile dealerships, a microbrewery with a rooftop beer garden, a new subdivision, apartments, retail projects, and ongoing industrial growth, our plan is to continue on this positive track throughout the year and report similar growth in 2024.