

VILLAGE OF BARTLETT

COMMITTEE AGENDA

JUNE 6, 2023

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE, CHAIRMAN GANDSEY

1. Community Branding RFP
2. BEDA Revisions

LICENSE AND ORDINANCE COMMITTEE, CHAIRMAN HOPKINS

3. Chicken and Beekeeping License Update



Agenda Item Executive Summary

Item Name Community Branding RFP

Committee
or Board Committee

BUDGET IMPACT

Amount: \$25,000 this fiscal year

Budgeted Yes

List what
fund Advertising

EXECUTIVE SUMMARY

The Village issued a RFP/RFQ for Community Branding late last year.

We received 7 submittals and determined the top three to bring before the EDC for their recommendation.

Following two meetings including presentations by the two finalists, the EDC recommended in favor of hiring a5Branding & Digital. Because the quote for the entire branding campaign is \$65,000 to \$80,000, staff proposes doing this campaign over several fiscal years, beginning with the initial two phases of outreach and engagement/campaign plan and campaign concept development with some photography at the cost of \$20,000 to \$25,000.

Staff will budget accordingly next fiscal year and beyond to continue the branding campaign if the Village Board finds a5's work satisfactory.

ATTACHMENTS (PLEASE LIST)

Staff Memo, a5 Project Authorization dated May 17, 2023, a5 Branding & Digital proposal dated January 18, 2023, minutes from April 10, 2023 EDC meeting

ACTION REQUESTED

- To forward the Project Authorization from a5 Branding & Digital to the next Village Board meeting for a final vote.

Staff: Tony Fradin, Economic Development
Coordinator

Date: May 23, 2023

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: May 26, 2023
TO: Paula Schumacher, Village Administrator
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Branding Campaign Consultant

BACKGROUND:

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.

With this in mind, staff began investigating other towns' rebranding efforts, finding that most of them engaged with a branding agency to guide them and work through the process. Staff budgeted for this and drafted a community branding RFQ/RFP which was issued late last year.

RFQ/RFP:

Staff worked in conjunction with Village Attorney Mraz and the Economic Development Commission to craft a RFQ/RFP for community branding, combining elements of other successful communities' documents.

It was originally issued on November 22nd with a due date of December 23rd, then was extended until January 13th to add a Question and Answer section and an Addendum to clarify some items.

A total of seven proposals were received from local and out-of-state branding and marketing firms.

Chairman Gandsey met with staff, at which time we reviewed all seven submittals and determined the three top proposals to bring to the EDC for its review.

March and April EDC Meetings:

At the EDC meeting on March 13th, the commission was presented with three branding proposals and eliminated one of them, leaving two finalists: a5 and McDaniels Marketing. Both were subsequently invited to present their proposals, strategy and capabilities at the EDC's April meeting.

Both agencies presented their proposals along with descriptions of their process and examples of previous municipal branding campaigns at the EDC meeting on April 10th. Following a review and discussion of the two proposals, the EDC unanimously recommended in favor of a5.

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

Please note that the above figures represent a multi-year community branding initiative.

To fit the project into the current fiscal year's budget, Tony and Scott met with a5 on multiple occasions to modify their quote to the attached contract which amounts to a maximum of \$25,000 this fiscal year.

a5 has accommodated the village by altering their fee schedule to fit within this fiscal year's budget.

The Year One Fee Summary proposed is as follows:

Outreach and engagement/Campaign Plan \$4,000 to \$6,000

Campaign concept development \$14,000 to \$17,000

Photography \$2,000 (photographer fees, a5 art direction)

Total, Year One \$20,000 to \$25,000

ACTION REQUESTED:

We request that the Community & Economic Development Committee forward this item to an upcoming Village Board meeting to authorize staff to enter into the attached agreement with a5 Group Inc. to commence the community branding initiative.

Project Authorization / Village of Bartlett

May 17, 2023

a5 would help Bartlett find its voice and create a destination brand that differentiates the village from other area communities. a5 would develop a dynamic and engaging multi-year campaign for the Village of Bartlett 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.

This campaign would serve as the foundation for marketing the Village for the next five or so years.

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 a digital media marketing campaign, coordinate a 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.

Project Authorization / Village of Bartlett

May 17, 2023

In the first budget year, a5 would conduct outreach and engagement, develop a campaign plan and craft concepts for the campaign. We also plan to begin capturing photography at summer/fall events in Bartlett. In doing this, we would be preparing to launch the campaign Spring of 2024.

The project authorization that follows provides the tactics a5 would conduct as part of the first budget year.

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 beyond the first year. 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

Using what we learned in 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. a5 would make up to two rounds of refinement to one concept. Additional rounds may require additional budget. This scope of work concludes with the acceptance of the campaign concept.

Project Authorization / Village of Bartlett

May 17, 2023

When the campaign concept development is finalized, the campaign deliverables would be designed, produced and deployed. a5 and The Village of Bartlett would formalize the specific deliverables in a separate project authorization.

All final artwork from the accepted concept will be the property of the Village of Bartlett. a5 will maintain the right to show the work as part of the firm's portfolio.

Photography

For year one, a5 proposes to conduct one half-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 would capture people at Bartlett events.

Fee Summary / Year One

Outreach and engagement/Campaign Plan	\$4,000 to \$6,000
Campaign concept development	\$14,000 to \$17,000
Photography	\$2,000 (photographer fees, a5 art direction)
Total, Year One	\$20,000 to \$25,000

Terms

a5 would bill monthly for work hours accrued against fee amounts described above. Terms are net 15. Payment of fees and expenses is not contingent on client acceptance of recommendations.

Office expenses, if needed, such as FedEx, local couriers, etc. are additional. Invoices for outside vendors used for printing, photography, mailing, etc. may be billed directly to client to avoid agency markup. If billed to a5, a markup of 15% will be added. For web-related expenses (site hosting, social media ads/boosts, etc.) and other online expenses, a client credit card will be needed for direct billing by vendor.

Proofreading is the exclusive responsibility of the client; neither a5 Group Inc. nor their suppliers will accept responsibility for errors in copy.

If the contents of all pages of this contract meet with your approval, please countersign this form (below) and email to John Harris as authorization to proceed.

John Harris jharris@a5inc.com 312.877.5500 office / 708.227.5313 mobile

Submitted by



John Harris

Date

Principal, a5 Group Inc.

Accepted by

Authorized Signature

Date

**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 reimagined 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 Niles, 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 Niles, 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.



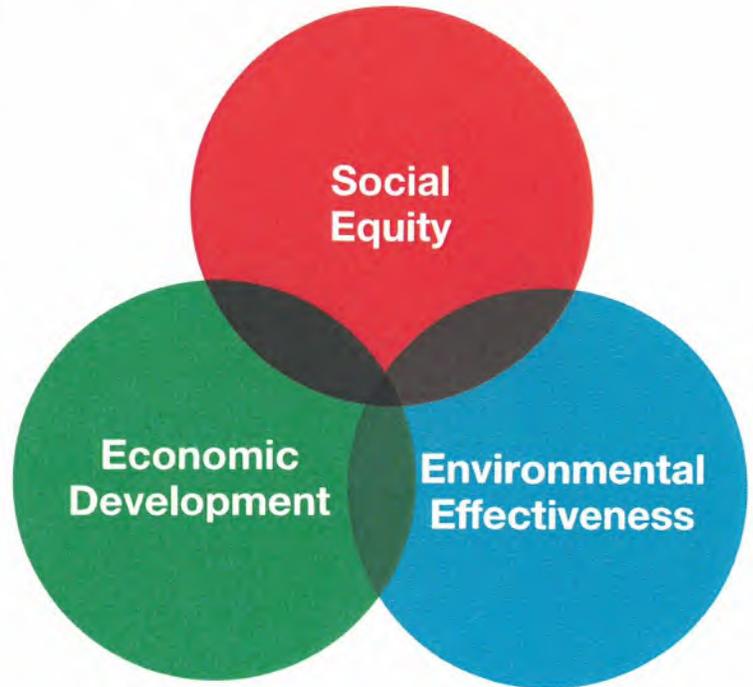
Commitment to Diversity, Equity and Inclusion

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@vniles.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.

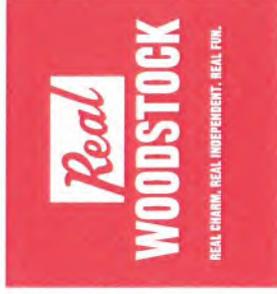
Outreach and engagement/Campaign Plan	\$6,000 to \$7,000
Campaign concept development	\$15,000 to \$18,000
Videos.	\$15,000 to \$20,000
Photography	\$5,000 to \$7,000 (photographer fees, a5 art direction)
Marketing tools	\$10,000 to \$12,000
Social Media/Digital Media Asset Creation	\$5,000 to \$6,000
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.)



oak park economic development corporation



Real WOODSTOCK

BEST TOURISM MARKETING CAMPAIGN

BEST VISITORS PUBLICATION



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**

Real WOODSTOCK
The 4th Area 66-67 is Woodstock. Almost. RealWoodstock.com [F](#) [I](#) [#RealWoodstock](#)

Capitol Steps
August 17-18, 2018
Featuring: Enzo Phillips, Nicky Patti, Vincent & Ana Belen
RealWoodstock.com

LAUGHSTOCK COMEDY FESTIVAL
August 17-18, 2018
Featuring: Enzo Phillips, Nicky Patti, Vincent & Ana Belen
RealWoodstock.com

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



THE WOODSTOCK CENTER

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



200

UNIT
ONE JS
TWO T

RECYCLING CENTER
RECYCLING CENTER

RESTROOMS

a5 Branding
& Digital

Real WOODSTOCK

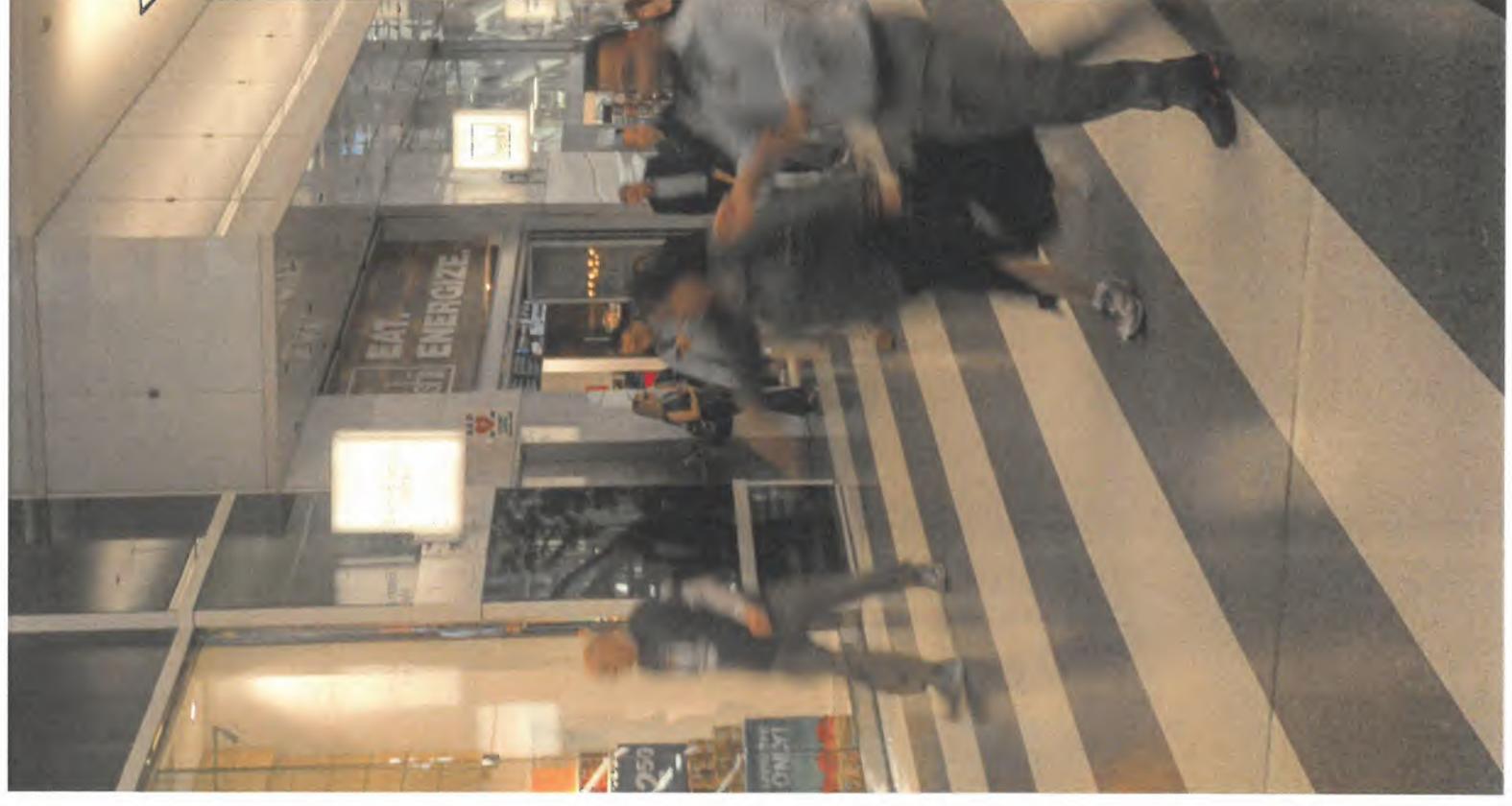
**REAL FOOD. REAL FRESH.
REAL EASY TO GET TO.**

Woodstock, Illinois
RealWoodstock.com

SEE THE METRA
UP-NW

#RealWoodstock

Clear Channel

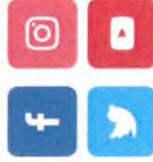


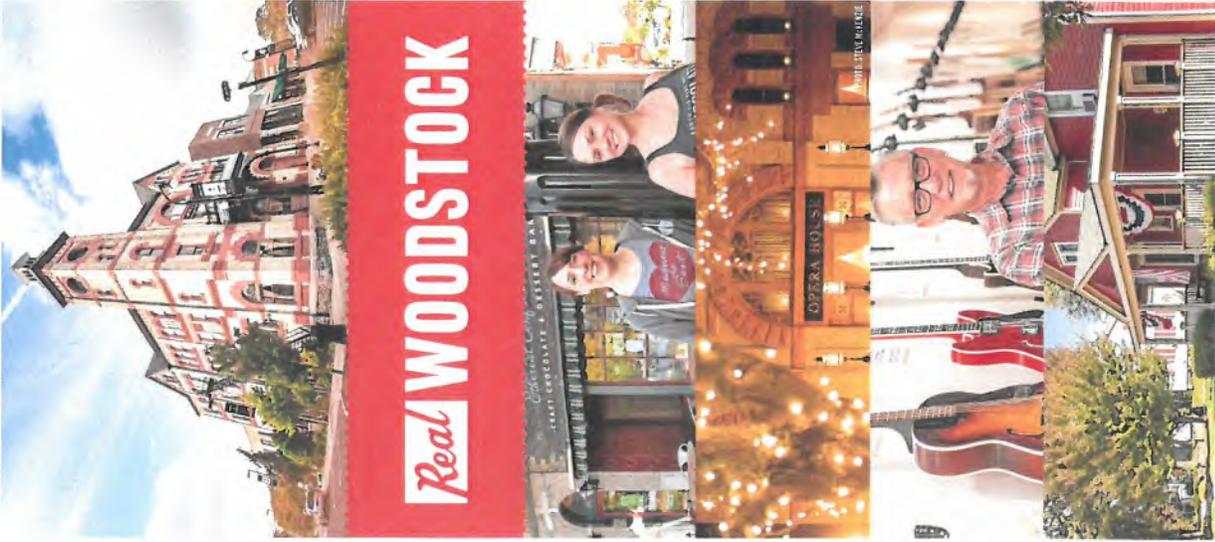
Woodstock, Illinois

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.





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.



Summer Events 45-second video

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



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



VISITORS' GUIDE

Designated a
PRESERVE AMERICA COMMUNITY
by the President America's Federal Reserve

Chosen as one of the
DOZEN DISTINCTIVE DESTINATIONS 2007
by the National Travel & Tourism Administration

WOODSTOCK, ILLINOIS

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 Traveler



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
RealWoodstock.com | WoodstockIL.gov

2016 WOODSTOCK EVENTS

- | | | |
|--|---|--|
| <p>SPRING</p> <p>Fair Riddley
MAY 15, WOODSTOCK SQUARE</p> <p>Memorial Day Ceremony and Parade
MAY 30, WOODSTOCK SQUARE</p> <p>Berry Picking
STAY THE NIGHT, PICK THE BEST! GRAFT FOR STUDIOS, WOODSTOCK BERRY FARM, HIGGS BERRY FARM</p> <p>132nd Season of Concerts in the Park
WEDNESDAYS, BEGINNING JUNE 8-AUGUST</p> <p>2nd Fridays on the Square
JUNE-SEPTEMBER</p> <p>Dick Tracy Day
JULY 7, WOODSTOCK SQUARE</p> <p>4th of July Fireworks
JULY 4, EMERSON PARK</p> <p>Summer in the Park
JULY 13-17, EMERSON PARK</p> <p>Gavers Barn Dance
JULY 18, EMERSON PARK</p> <p>31st Annual Woodstock Folk Festival
JULY 17, WOODSTOCK SQUARE</p> <p>McHenry County Fair
AUGUST 1-3, MCHENRY COUNTY FAIRGROUNDS</p> <p>Midwest Mozart Festival
AUGUST 1 & 14, WOODSTOCK OPERA HOUSE</p> <p>Woodstock Jazz Festival
MID-AUGUST, WOODSTOCK SQUARE & THEATRE</p> <p>Woodstock on the Square Benefit Car Show
AUGUST 28, WOODSTOCK SQUARE</p> | <p>FALL</p> <p>Harvest Fest
SEPTEMBER 14, WOODSTOCK SQUARE</p> <p>Woodstock International Film Festival
LATE SEPTEMBER, WOODSTOCK THEATRE - CLASSIC CINEMAS</p> <p>Woodstock Air Fest
OCTOBER 1, DOWNTOWN WOODSTOCK</p> <p>WINTER</p> <p>Lighting of the Square
NOVEMBER 25, WOODSTOCK SQUARE</p> <p>Christmas Parade and Cookies with Santa
NOVEMBER 27, WOODSTOCK SQUARE</p> <p>Ladies Night Out
DECEMBER 1, WOODSTOCK SQUARE</p> <p>Groundhog Days
LATE JANUARY THROUGH FEBRUARY 2ND, WOODSTOCK</p> | <p>YEAR ROUND</p> <p>Woodstock Farmer's Market
MAY-NOVEMBER, TUESDAYS & SATURDAYS, WOODSTOCK SQUARE, NOVEMBER-APRIL, SATURDAYS, MCHENRY COUNTY FAIRGROUNDS</p> <p>Jazz on the Square Jam Sessions
1ST AND 3RD FRIDAYS, STAGE LEFT CAFE</p> <p>Woodstock Opera House Performances</p> <p>Old Square Music
OPEN MIC NIGHTS AND PERFORMANCES AT STAGE LEFT CAFE AND JINNY'S SPIRITUAL CENTER</p> <p>EVENTS MAY CHANGE THROUGHOUT THE YEAR. CALL (315) 334-4301 OR VISIT WOODSTOCKIL.GOV FOR MORE INFORMATION.</p> |
|--|---|--|





Real WOODSTOCK

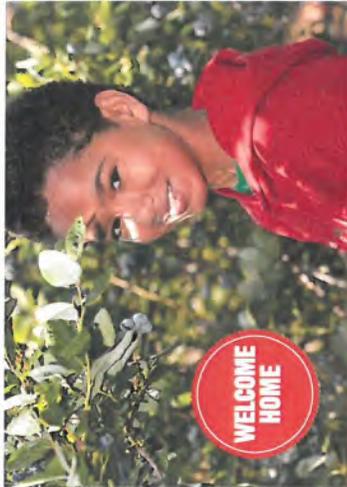
BE A PART OF THE RESTORATION
 FRIENDSOFTHEOLDCOURTHOUSE.ORG
Real WOODSTOCK

Real WOODSTOCK
 WWW.REALWOODSTOCK.COM

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

Real WOODSTOCK
 RealWoodstock.com #RealWoodstock





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. McCain berry farm opens for blueberry picking Friday, July 27. Make a day of it and enjoy the shops and restaurants on and around the farm. You can also bike the rolling hills. Walk the beautiful neighborhoods. Ride through nature preserves. realwoodstock.com/livehere

REAL OUTDOORS. REAL ADVENTURE. *Real* WOODSTOCK

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 Inesteford, Second Grade, Westwood Elementary

realwoodstock.com/livehere

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



RESIDENT ATTRACTION CAMPAIGN / OUTDOOR

Real WOODSTOCK



LIZ INSTEFFORD
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



RESIDENT ATTRACTION CAMPAIGN / BUS SHELTERS



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.

LEARN MORE AT RealWoodstock.com
TICKETS AT WoodstockOperaHouse.com

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: \$27 / \$20 FOR STUDENTS

**GARNET ROGERS
CRYS MATTHEWS**
SUNDAY, MARCH 24 AT 2PM

Shredfolk musician Garnet Rogers returns to Woodstock after sitting 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: \$35

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 "Salvation" 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

Limited
number of
tickets
remaining!

PRESENTED BY



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 transcendent 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.

Real WOODSTOCK

RealWoodstock.com | [Facebook](https://www.facebook.com/RealWoodstock) | [Instagram](https://www.instagram.com/RealWoodstock) | [YouTube](https://www.youtube.com/RealWoodstock)

Real Woodstock is an initiative of Prosperity Woodstock, a public-private partnership dedicated to economic development, job creation, and creating a stronger sense of community in Woodstock, IL. Real Woodstock is supported by:

- AURORA UNIVERSITY
WOODSTOCK CAMPUS
- WOODSTOCK CHAMBER MUSIC
- WOODSTOCK OPERA HOUSE
- WOODSTOCK COMMUNITY FOUNDATION

EVENT PROMOTION

Woodstock, Illinois

LIGHTING of the SQUARE

FRIDAY, NOVEMBER 29 FROM 5-9PM

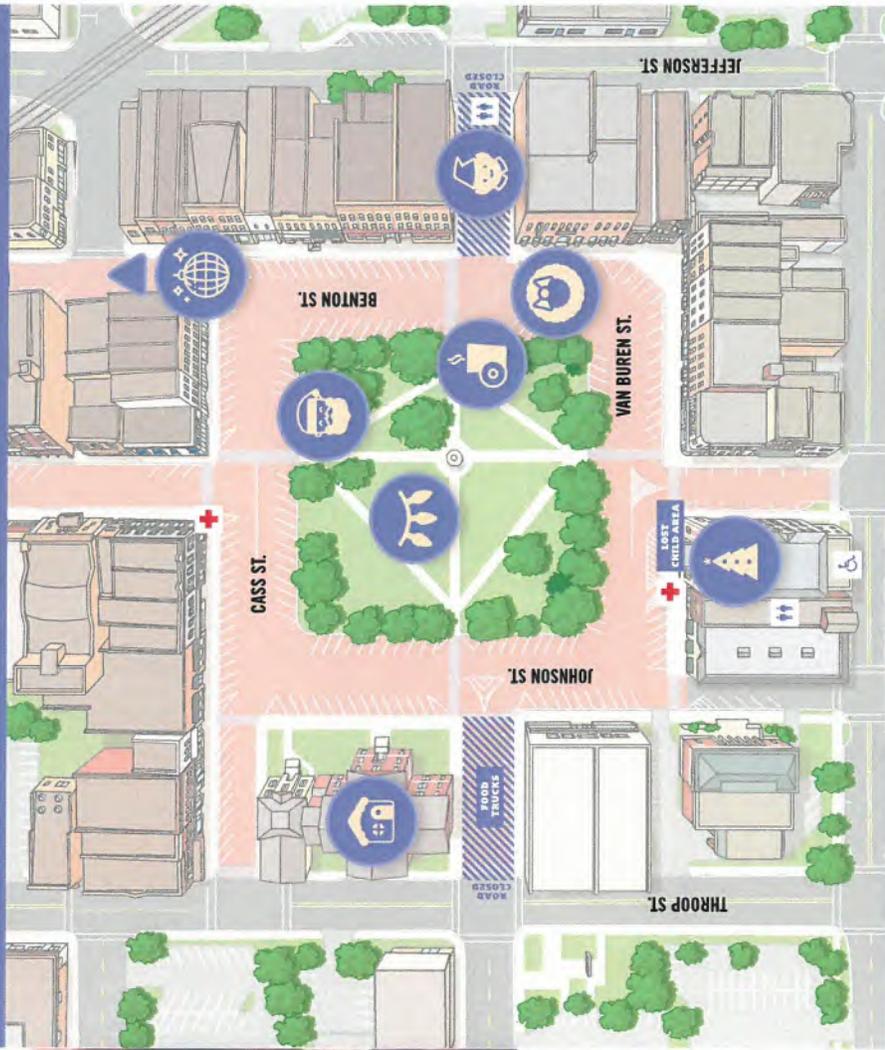
Real WOODSTOCK

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



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 for your favorite



LIGHTING OF THE SQUARE
Lighting Ceremony followed by music from the Jingleball Jamboone Band



DONUTS AND HOT CHOCOLATE
Warm up with free hot chocolate at the Spring House



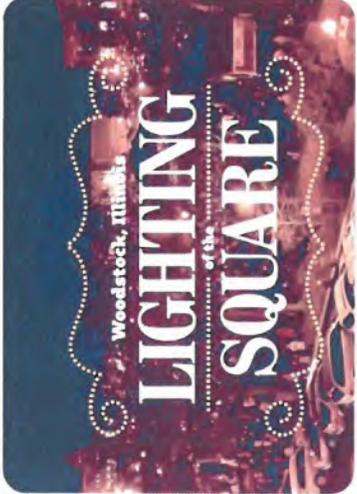
ELF ESCAPE 2 JACKSON ST.
Meet & greet with the elfs, organizations and children's activities - public restrooms adjacent



WREATH & TREE SALES
Pick up a perfect Christmas wreath from First United Methodist Church



CHRISTMAS TREE WALK
121 W VAN BUREN ST.
Decorated Christmas trees from over 30 local organizations



Lighting of the Square 30-second video

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





LAUGHSTOCK

COMEDY
FESTIVAL

AUGUST 17 & 18 / WOODSTOCK, IL



FEATURING:
EMO PHILIPS

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

Real WOODSTOCK



LAUGHSTOCK

STAND-UP COMEDY WORKSHOP
WITH PATTI VASQUEZ & CARL WOLFSON



LAUGHSTOCK

COMEDY
FESTIVAL

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



PATTI VASQUEZ

CARL WOLFSON

TIM WALKOE

MATTY RYAN

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 WOODSTOCK

REAL CHARMING. REAL INDEPENDENT. REAL FUN.

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

fb.me/realwoodstock



FOLLOW US ON INSTAGRAM

[@realwoodstockil](https://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 by originaloverstate.com

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.

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LIKE US ON FACEBOOK [fb.me/realwoodstock](https://www.facebook.com/realwoodstock)
 FOLLOW US ON INSTAGRAM [@realwoodstockil](https://www.instagram.com/realwoodstockil)
 DISCOVER MORE AT [RealWoodstock.com](https://www.RealWoodstock.com)

Performance for Your Post
17,227 People Reached

888 Reactions, Comments & Shares /

545 Like On Post 319 On Shares

49 Love On Post 25 On Shares

27 Haha On Post 13 On Shares

5 Wow On Post 0 On Shares

25 Sad On Post 16 On Shares

2 Angry On Post 2 On Shares

116 Comments On Post 98 On Shares

119 Shares On Post 4 On Shares



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

17,227 People Reached

1,717 Engagements

16 Comments 115 Shares

274 Like Comment Share

Boost Post

Performance for Your Post
40,012 People Reached

11,525 3-Second Video Views

1,262 Reactions, Comments & Shares /

690 Like On Post 340 On Shares

201 Love On Post 86 On Shares

131 Haha On Post 78 On Shares

65 Comments On Post 48 On Shares

176 Shares On Post 8 On Shares

2,224 Post Clicks

291 Cards to Play / 4 Link Clicks 1,929 Other Clicks



Jeep Groundhog Day Super Bowl Commercial

WWW.REALWOODSTOCK.COM

Learn More

40,012 People Reached

3,486 Engagements

Boost Again

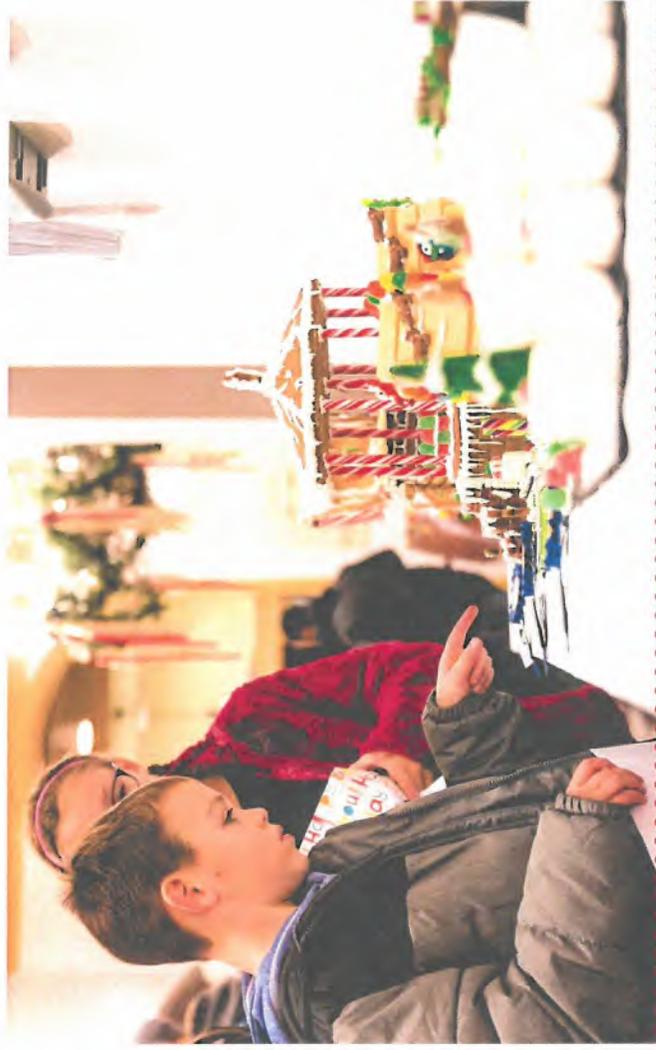
Insights actually is reported in the Basic Time zone (UTC) and is reported in the time zone of your ad account.

— **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.

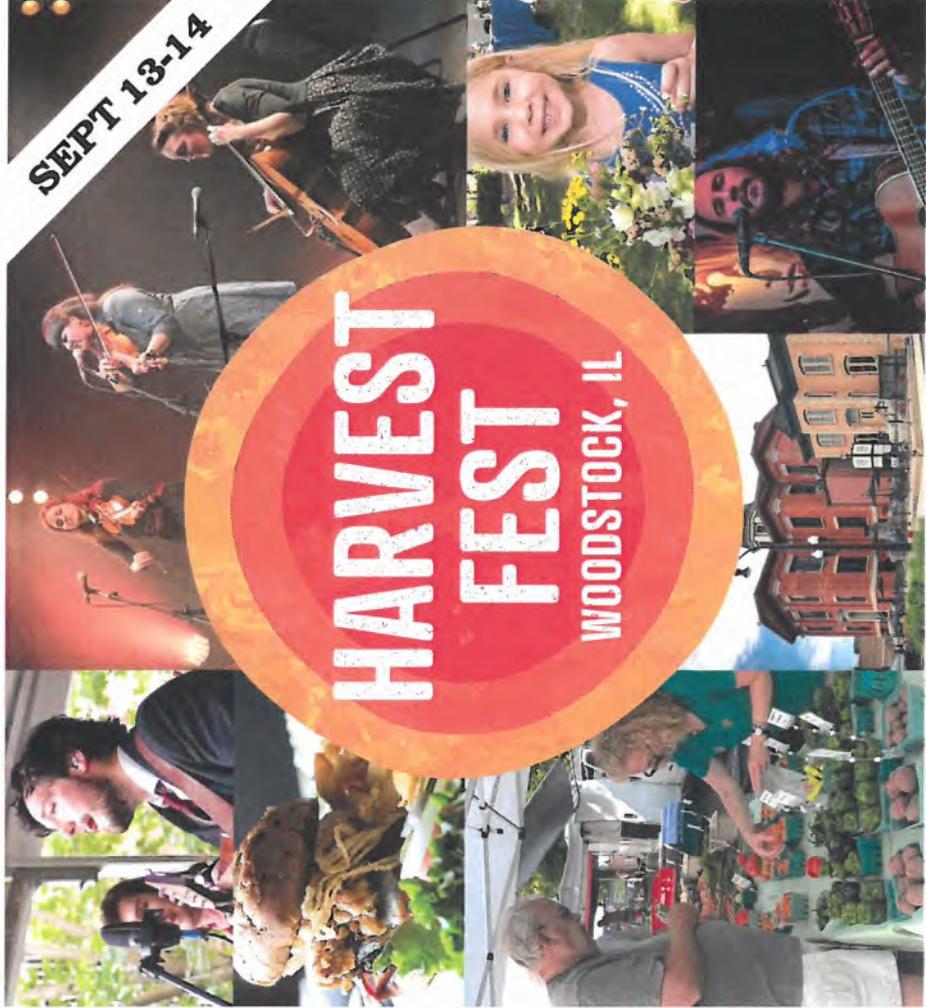
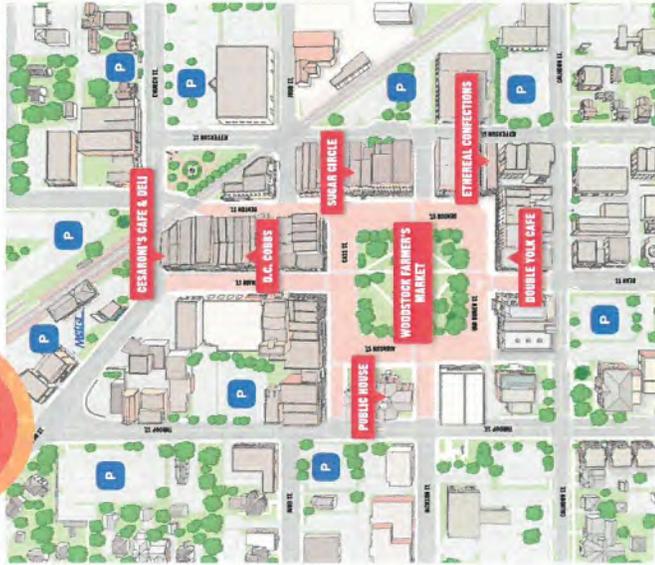
— **Real** WOODSTOCK —
HOLIDAYS 2019



WOODSTOCK
CHAMBER

WOODSTOCK

**A Farm to Square,
Roots Music Experience
September 13 & 14**
Local Restaurants Featuring Food
And Produce from Local Farms



**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 McCuen (from the Nitty Gritty Dirt Band) at 8pm



Learn More at
RealWoodstock.com

FREE
CONCERT

Rock

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

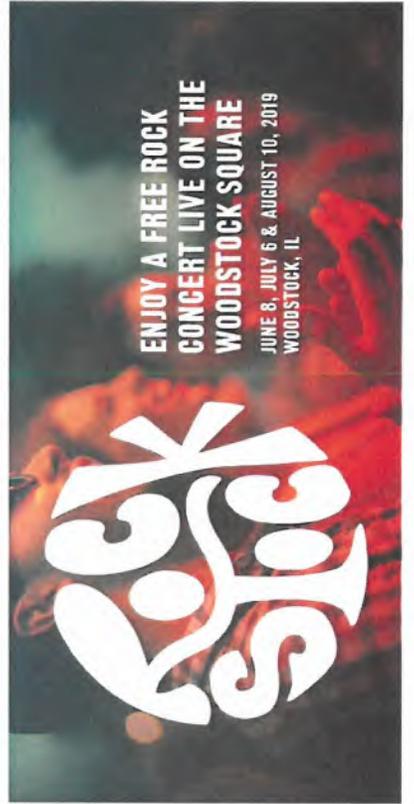
LEARN MORE ABOUT ALL THAT IS HAPPENING IN WOODSTOCK AT REALWOODSTOCK.COM

A PRODUCTION OF



**ENJOY A FREE ROCK
CONCERT LIVE ON THE
WOODSTOCK SQUARE**

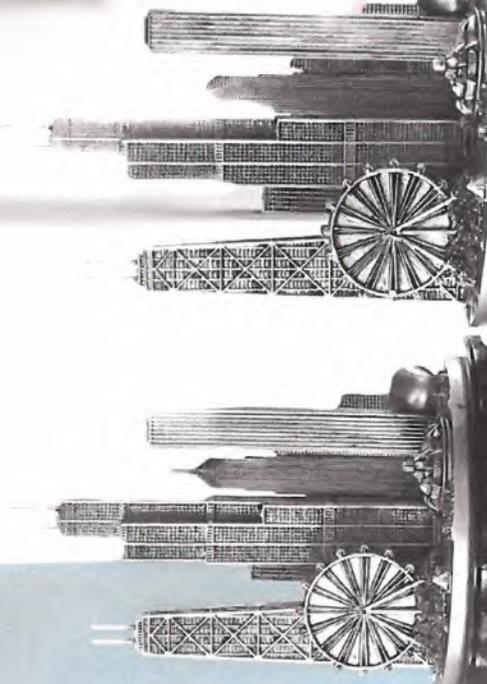
**JUNE 8, JULY 6 & AUGUST 10, 2019
WOODSTOCK, IL**



**ALL
IN
FREEPORT**

**BEST
BRANDING
INITIATIVE**

**BEST
WEBSITE**



2018
Illinois Gateway's
Conference on
Travel & Tourism
BEST WEBSITE
BUDGET B

2018
Illinois Gateway's
Conference on
Travel & Tourism
BEST BRANDING INITIATIVE
BUDGET B

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.

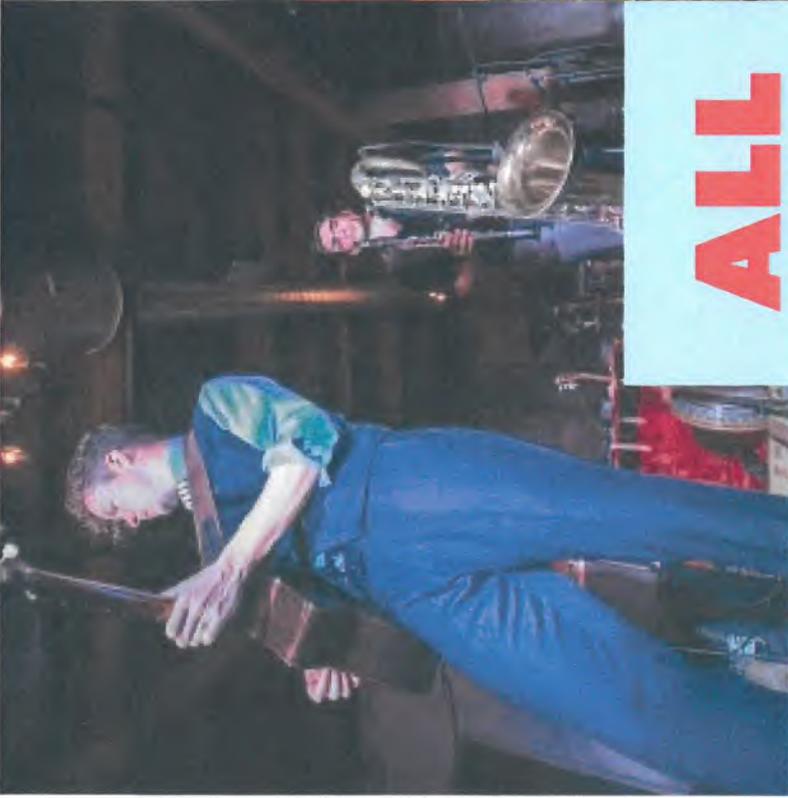
Internal:
**Community Building &
Economic Development**

ALL
IN
FREEPORT

External:
Tourism/Visitors



a5 Branding & Digital



**ALL
IN
FREEPORT**



TIMELESS FUN.
ALL IN
FREEPORT



GREATER OUTDOORS
TIMELESS FUN

ALL IN
FREEPORT
freeport.all.in.com

CRAFT BEER AND WINE
CLASSIC EVENTS

ALL IN FREEPORT
BY WINDSOR

TIMELESS FUN

ALL IN FREEPORT
FREEPORT ALL IN WINE

KAYAK AT RACE PARK
CLASSIC EVENTS

ALL IN FREEPORT
FREEPORT ALL IN WINE

SUNNY ISLAND OIL SALES & SERVICE
A SUNNY ISLAND COMPANY

VISITORS INFORMATION
EXPRESS
LCC

WINDSOR COUNTY

WINDSOR COUNTY

McDonald's

TO WESTBROOK TOWN

TO WESTBROOK TOWN

TO WESTBROOK TOWN





GREATER OUTDOORS.
ALL IN
FREEPORT

CRAFT BEER AND WINE
&
CLASSIC EVENTS

ALL IN
FREEPORT
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GREATER OUTDOORS

TIMELESS F'UN

CRAFT BEER AND WINE
&
CLASSIC EVENTS

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GREATER OUTDOORS

TIMELESS F'UN



TIMELESS F'UN.
ALL IN
FREEPORT



TIMELESS F'UN.
ALL IN
FREEPORT

CRUISE NIGHT
TOUR DE FREEPORT

ALL IN
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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756511

Greater Outdoors

ALL IN FREEPORT

Exit US-20 to Freeport



Little Cubs Field:
 Wrigley Field Replica

CLAYTON 750592

SPEED LIMIT 65



IN FREEPORT WE VALUE:

**HARD WORK AND AN
ENTREPRENEURIAL SPIRIT**

**THE OUTDOOR
EXPERIENCE**

**ART,
DESIGN,
CULTURE**

FREEPORT

**ALL
IN.**

GIVING BACK

**ALWAYS
LEARNING**

**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

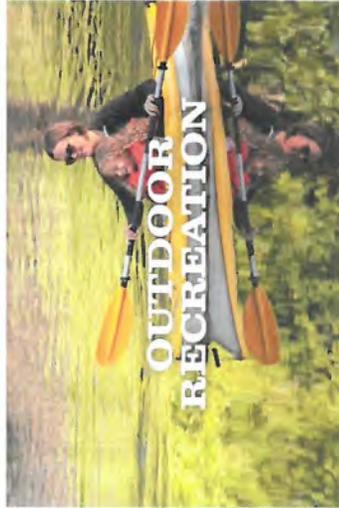
Things To Do · Stories · Events · News · Community · Freepport All In

Get the Newsletter



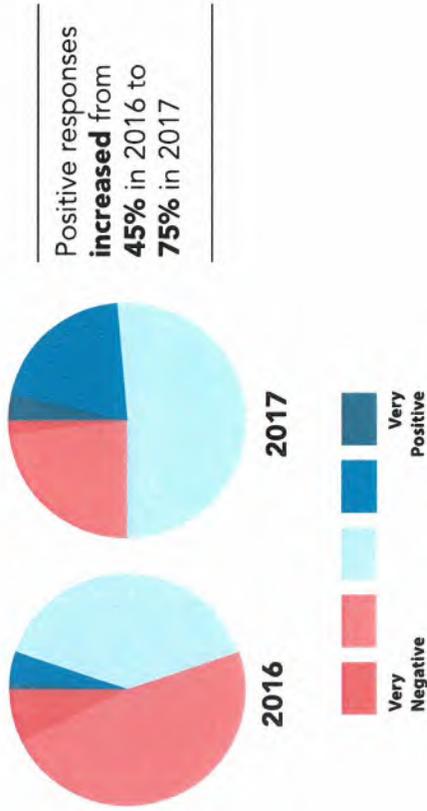
THINGS TO DO

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.

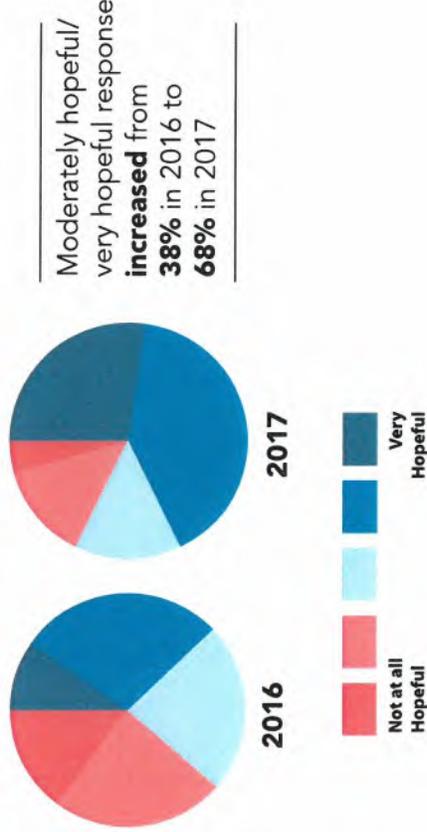


All In Freeport / Survey Results

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



How hopeful do you feel about the future of Freeport?



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**



Before a5

SMALL SPACE AD

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



2022
SUMMER

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



NEWSLETTER

Glenview Public Library
July 1, 2022

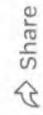
Share with us your favorite book from 2022. We are compiling a community list of recommendations for every genre. Click the button below to contribute!



16



Comment



6 Comments

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!**

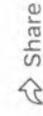
Sign Up!



16



Comment



6 Comments

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

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

Made for You,
Mundelein ☆

Hecho Para Ti,
Mundelein ☆

SUPPORT LOCAL CAMPAIGN IDENTITY



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



Made for You,
Mundelein ☆

HANDMADE
FOR THE
HOLIDAYS

Shop Local. Shop Mundelein.



Hecho Para Ti,
Mundelein ☆

HECHO A MANO
PARA LOS DIAS
FERIADOS

Compra Local. Compra Mundelein.

Village of Mundelein

Published by John Harris • December 28, 2022 at 9:00 AM

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 orrechiette pasta with sausage. At Gale Street Inn, experience the feel of downtown dining on the shores of ... [See more](#)



6,136 People reached

675 Engagements

+1.5x higher Distribution score

Boost post

12 comments 13 shares

Like

Comment

Share

Most relevant

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

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](#)



25,858 People reached

3,844 Engagements

+6.5x higher Distribution score

Boost post

41 comments 73 shares

Like

Comment

Share

All comments

Comment as Village of Mundelein

Janine Walsh

lol I was thinking the same thing!

Like Reply Hide

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

8



CRYSTAL LAKE



**The Clear Leader
is Crystal Lake.**

Clearly
CRYSTAL LAKE



**The Clear Leader
is Crystal Lake.**

Clearly
CRYSTAL LAKE

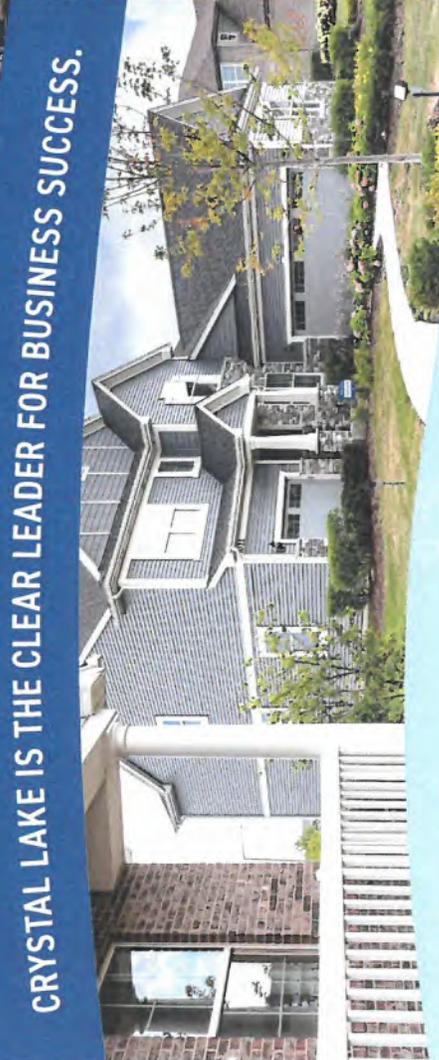


**DUKE'S ALEHOUSE
AND KITCHEN**
An eco-conscious gastropub

Clearly
CRYSTAL LAKE

**SMALL
BUSINESS
SATURDAY**

Clearly
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

The Clear Leader is Crystal Lake.

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



CRYSTAL LAKE

The Clear Leader is Crystal Lake.



Explore Our Video Library.

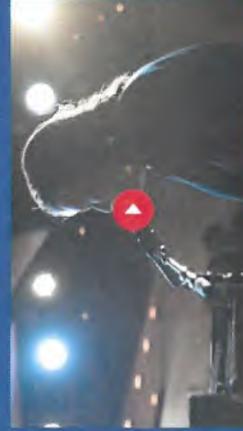
See why Crystal Lake is the clear leader for entrepreneurship, growth and opportunity.



Restaurant & Retail in Crystal Lake



Industry & Housing in Crystal Lake



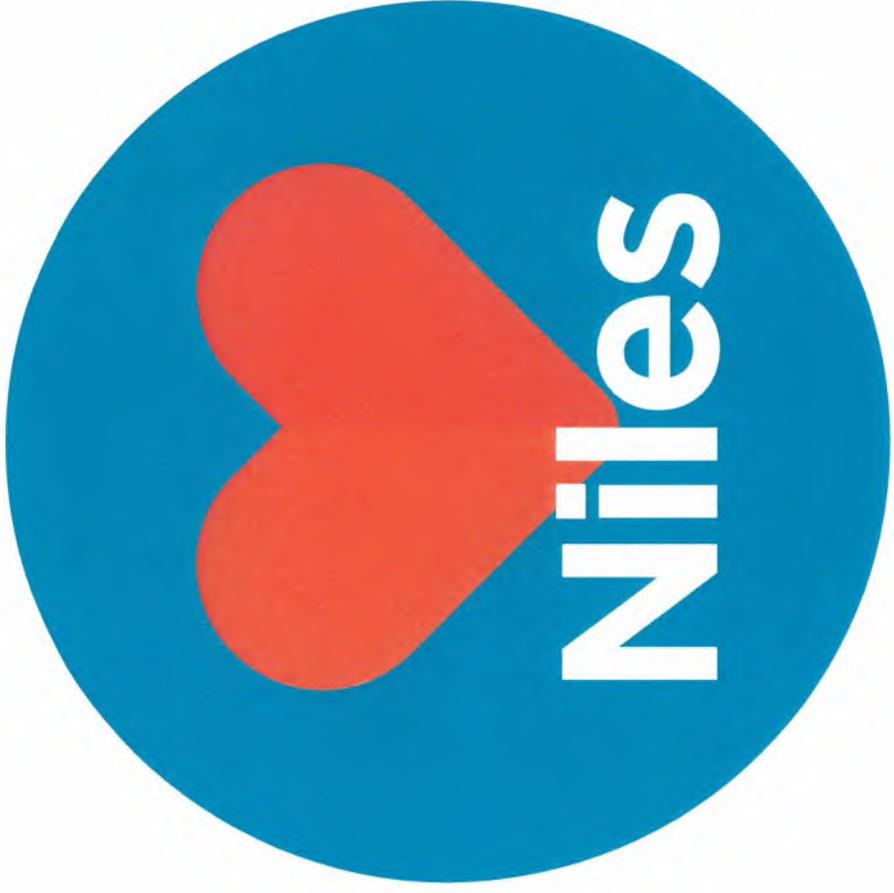
Arts & Entertainment in Crystal Lake



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

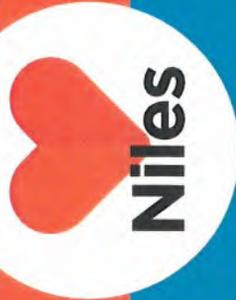


LoveNiles.com

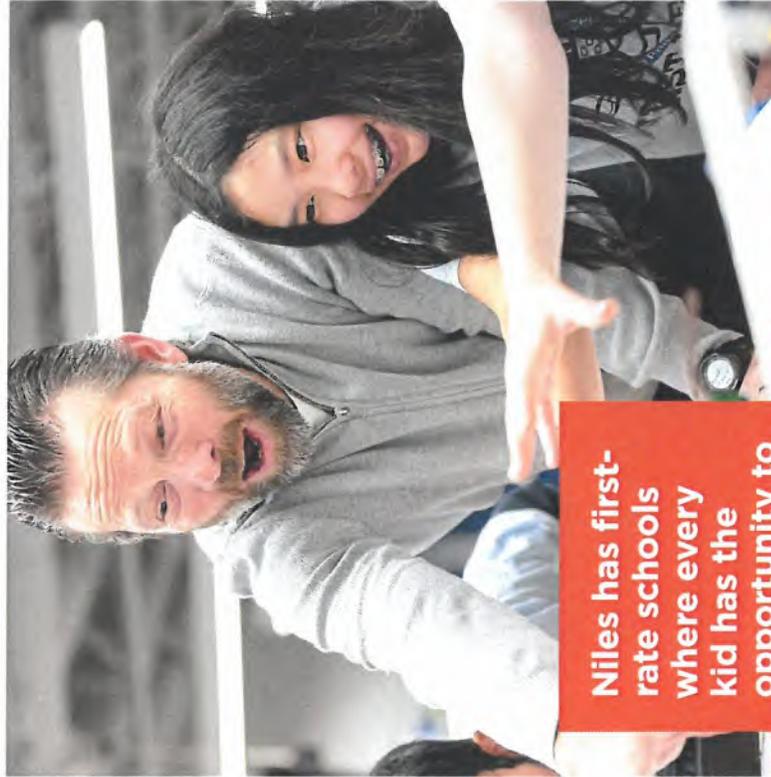


Niles has first-rate schools where every kid has the opportunity to succeed.

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



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.





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!](#)



Niles is Recognized as a
Chicago Parent "Top Town"





**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 May 19

Niles Makes It Possible to Get a Great Start in Life.

Dalaf Hassame is proud to call Niles home. Daughter of Iraqi and Syrian immigrants and born and raised in Niles, Dalaf 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 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 Comergage 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 FELUSA 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



THE VILLAGE OF
NILES



Niles
Design
District



THE VILLAGE OF
NILES



Niles
Design
District



THE VILLAGE OF
NILES



Niles
Design
District



THE VILLAGE OF
NILES

**a5 Branding
& Digital**

a5inc.com



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
April 10, 2023

7. BRANDING PRESENTATIONS

Mr. Fradin stated that the EDC narrowed it down to two agencies, and both have been invited to present and answer questions. Going alphabetically, the first presentation will be given by A5, while McDaniel's is waiting outside for theirs.

Mr. John Harris and Mr. Fletcher Martin from A5 presented their proposal (attached).

Commissioner Densford asked how they worked with the other agency in Real Woodstock.

Mr. Harris stated that they did not work directly with McDaniel's. We started and developed the campaign, and the then councilman Mike Turner, now Mayor, really created that idea and we started and worked with a small team there, and developed that campaign. We ran it for six years, and then staffing and people changed. McDaniel's picked it up at that point and did a nice job. They've got a good relationship in McHenry County as we do.

Commissioner Ohlson asked about the metrics that they use to determine the success of the campaigns.

Mr. Harris stated that not every community is as interested in metrics as we are. We use soft metrics (i.e. website traffic, social media growth and engagement, email opens, google ads, SEO rankings) to measure the digital side. Ultimately, with the length of our work in Woodstock, while the "Real Woodstock" did not alone increase EAV or sales tax revenues, it was helpful because we were helping them create a story around Woodstock for people to stay, invest and grow. We can work with you to develop the metrics that should be tracked over time. We always review them to see what's going well and what we need to look at. We are always making sure that we adjust, and we will come back to you and share that information, including delivering reports as requested.

Commissioner Erickson asked if those reports are included in the cost or if it is something additional.

Mr. Harris stated that they are aware that the village is a good steward of taxpayer dollars, and we could deliver a report, as we do for other agencies.

Commissioner Ohlson asked what would you say is the personality of Bartlett.

Mr. Harris stated it's alive. This is a community with momentum, in our proposal we said that its blossoming. You know the growth patterns and there has been two growth spurts in this community that were significant. It's really fascinating that the assets that you have here, and I am not sure enough residents know about those assets. They are your biggest and best storytellers and then the surrounding communities inviting them in as well. From



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
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an economic development standpoint, we're always looking at not so much how you can poach from other communities, but how those businesses in other communities can take advantage of the Bartlett audience. To make sure they open another "outpost" here, a 2nd restaurant, a 3rd location, or their 1st here in Bartlett. Then you don't have the leakage of money outside the community. There's a great community character here, you're ringed with the outdoors and the opportunity to take in nature, a strong core in the downtown that's transit oriented, and great opportunity on both sides of the tracks to continue to do that, and again a number of different assets. Let's not sleep on the "Streets of Bartlett", some people may say that's a strip mall, but you could eat at a different restaurant or cuisine every day of the week right there. What we would want to do is tell the story of the place and the people. People love to hear what makes Bartlett different and better. That's where we would work with you, to make sure we find that and then we are communicating that according to a plan, and making sure we measure those results.

Mr. Martin added that he drove through here a few times, and he tends to automatically look at things through the lens of having two little kids. Driving around I remember vividly thinking "did I make a mistake living in the city?". Turning into residential areas, the streets are wide, there were three kids, unattended. I can't do that in the city. I think that there is something very safe and real here. There's character, personality and real people here. That's a magnet. You can walk around and find lots to do, whether by yourself or with your kids. There's a lot here. There's a nice balance of people and place, and has a great feeling driving around.

Trustee Gandsey stated she loves hearing about telling stories, and that's what I try to do inviting people into town. What does your firm do for external placement or the PR to get these stories outside of the village?

Mr. Harris stated that they buy a lot of media, working with a fixed media budget, we work directly with the economic development team to figure out where do we have to be so that we are where everybody else is. On top of that, we want to know where we can blaze a trail where nobody else is, to be leaders and get ahead of the game. To do that we need to figure out who it is we want to attract and then we will come back with a media plan based on all of those factors. We never come with one plan, we always come with options to fit the budget. Crain's has been very successful for other clients, because its sponsored content, but it doesn't appear that way. People read it as Crain's editorial department saying good things about a community. We also do a lot of free media work as well with other clients. We always work within the budget parameters that we are given.

Mr. Martin added that a focus will be emphasizing what makes Bartlett unique, and finding the appropriate media so that information hits the right audience. We will do that research and it will help with the creative part.

Commissioner Suffern complimented the presentation and stated that he has been in business in Bartlett for 40 years and a lot of people don't really know where Bartlett is and



VILLAGE OF BARTLETT
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a lot of people who live in Bartlett don't know about some of the amenities we have. Your critique and analysis shows that we can do a better job with that.

Mr. Harris stated that his journalistic background helps him ask the right questions, and take that information to tell stories. That is an important part of what we do. We would listen to everybody and see what people want. The community survey on your website has already helped with that. In terms of signage, water towers and gateway signs are helpful as well, to let people know where they are. When you are marketing a place, you need to define that place.

The representatives for A5 stepped out.

Mr. Randy McDaniels along with Beth Geier from McDaniels Marketing presented their proposal (attached).

Commissioner Gorski asked if there is a not to exceed number in terms of the cost of the proposal relating to the other services listed.

Mr. McDaniels stated that there certainly could be, and we developed our proposal based on the numbers outlined in the RFP for this initial phase. Our brand guidelines are very thorough, and from there we would create a not to exceed number for the rollout thereafter. We work with not to exceed budgets all the time, working with many non-profits and cities, we deliver the deliverables at or under budget, and understand those constraints.

Commissioner Ohlson asked if they have a top 3 placements that other clients find highly effective?

Mr. McDaniels stated that with other clients, their core strategy is Google search display, Facebook/Instagram are core, everything else is built around that. If they can't do that well in conjunction with a really strong website, they aren't going to be successful. Those are the most efficient channels that we use, but on top of that there are other aspects that we can pull in. Print can be pulled in, but digital is the core. It's the most highly measurable. We have transparent processes, and we always are upfront with our reporting and the cost-per-click, and keeping that as low as possible.

Commissioner Erickson asked about reporting and how often we would receive it.

Mr. McDaniels stated that they do monthly reports, including trend reports. The cost of that reporting is built into a digital campaign budget, including our management time. There's always a live link to the data available as well as a monthly PDF report that's emailed.



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Commissioner Suffern asked if they had any initial assessments on Bartlett's strengths and weaknesses.

Mr. McDaniels stated that his impression isn't all that matters, but is still important. The nice thing about our perspective is that we are far enough away to feel that everything here is totally awesome because we are visitors, but we are close enough to service you well. My perception of Bartlett right now is really great living, well positioned with great access as one of the many communities here that have grown together, Metra rail service right here, great transportation and ability to grow. I'm not sure how landlocked you are, but sometimes you have to grow "up" when landlocked.

Mr. Fradin stated that there is still room to grow, one of our larger subdivisions is just getting started. I wouldn't use the term landlocked yet.

Mr. McDaniels continued stating that he can see this community starting to go up in the next 10-15 years. When you have Metra rail, that just changes everything. It's a beautiful community. There are still newcomers coming to Illinois because of Chicagoland, and if we are positive and tell the story, there is great value here if we show what you have to offer.

Commissioner Ohlson asked if they focus more on nature and attractions or more on the people and businesses. How would you balance that?

Mr. McDaniels referenced some handouts included in the proposal and stated that there is a balance that they try to strike. We thrive on building all of that, and that's where you have the most success.

Trustee Gandsey asked in regards to telling all of these stories, how do you work with outside placement.

Ms. Geier stated that there is a number of ways to go about that, but it really does come down to reaching out to resources outside the community. Obviously, advertising helps with that, but also public relations and a lot of that comes from a brand launch. You can reach out to local media as well as Newswire. We have had a lot of success with that. What's great about that is all of the back leaking, which helps drive back traffic to your sites and community.

Mr. McDaniels added that they have relationships with influencers as well, and we can ask them to come to town and be able to share that on their channels thereafter. Some of the biggest struggles in this industry is encouraging residents to be the towns own ambassadors and be able to talk positively about the community. He shared examples of other clients working with that.



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Mr. Skrycki stated that they would wait for the representatives for McDaniels to step out, and then discuss the proposals.

Commissioner Kubaszko asked the commissioners for their thoughts on the presentation.

Commissioner Ohlson stated that McDaniels examples really focused on the history of the areas, and I don't know if that is a benefit of bringing people to Bartlett. History is great and we shouldn't ignore it, but I would like to represent the more modern vibe of Bartlett.

Commissioner Lewensky added that they seemed more out of town using the phrase "Metra Rail", and could tell they didn't know the area as well as A5.

Commissioner Suffern agreed, and added that A5 did their homework. They seemed to know our community better.

Commissioner Erickson stated that she liked how A5 viewed Bartlett Hills as an Asset, and there's an opportunity there. We do have some unique elements to the village, and that uniqueness needs to be brought out. I think the reporting that they both offered was key as well. I liked how the A5 acknowledged how well our Facebook pages are already perceived.

Commissioner Kubaszko added that A5 seemed more locally oriented.

Commissioner Gorski agreed, and stated that McDaniels success seemed to come from small towns downstate. That's not exactly who we are in Bartlett, we're in the metro area, not exactly a small town.

Commissioner Kubaszko said that its kind of nebulous, and it depends on how wide of a net we are looking to cast and who to attract. It seems like there are multiple messages here. We are looking at current residents, and trying to draw people in.

Mr. Skrycki said it can be all of it to different people, some are looking at schools, open space, industrial, etc. I wouldn't say it is one net for one group of people, but it's a wide net for a variety of different people for different reasons. I would look at it as all encompassing. We are selling a way of life.

Mr. Fradin reiterated Mr. Skrycki's point.

Commissioner Gorski asked if we would ask the selected group to work on their price more?

Mr. Skrycki stated that in terms of the budget, there is a budgeted amount already, and staff would work with them on the rollout. The board will ultimately make those budget choices based on the experience staff has with them throughout the process.



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Commissioner Ohlson asked what staff's measurement of success looks like for this campaign.

Mr. Fradin stated that we will look at performance indicators that the proposals talked about in their reporting. Engagement, and increase in inquiries, attendance of events, etc.

Commissioner Suffern stated it seems like there is ample opportunity in the research phase to get our questions and concerns out there.

Commissioner Lewensky asked Trustee Gandsey her opinion on the presentations.

Trustee Gandsey stated that on paper she liked McDaniels, but A5's presentation was exactly how I would handle a branding campaign. To me its more than just a brand, it's how they are going to use the information, like placement to get the visual of Bartlett elsewhere. I though they had a more comprehensive approach in regards to the pricing. A5 really embodied what we are looking for in a branding campaign. I was really happy about how they talked about online campaigns. Even though we are getting lower vacancy rates, this will help when we do have turnover and openings to have a solid recognizable brand. They were looking at the village as a whole, and A5 really impressed. I thought you all asked great questions, and it was fun to be here tonight. McDaniels talked about online campaigns in their proposal, but A5 showed examples of actually doing them.

Commissioner Ohlson agreed, and liked the idea of the comedy shows and other events.

Commissioner Gorski moved to recommend to the village board to hire A5 as the village branding manager. Seconded by Commissioner Erickson

AYES: Commissioners Densford, Erickson, Gorski, Ohlson, Kubaszko, Lewensky, Suffern

NAYS: None

ABSENT: Commissioner Perri

Motion Carries

8. NEW BUSINESS

Mr. Fradin stated that there was a nice ribbon cutting for Atlas Chicken last week, they have been open for a little while in the Galleria. It's nice to see that south end of town to start seeing some development.

a5 Branding & Digital

We combine...

- People
- Place
- Product
- Promotion
- Partnership
- Performance

... to bring your community's personality to life.

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 South Florida Environmental & Social Forum by Merrim Hill to promote diversity & equity.

We are also intentionally working to diversify our 40 team as we hire and promote.

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



a5

public sector	private sector
courtlies	planners
municipalities	architects
downtown associations	landscape architects
park districts	developers
Rorary districts	construction firms
planning agencies	engineering firms
destination marketing orgs	non-profits/associations
economic development agencies	healthcare
	consumer/institutional products
	financial services

Healthy, Sustainable Communities

Team



John Harris
Private Strategy/Content

Priscilla Harris
Creative Director

Quinn Harris
Business Manager

Ashley Silver
Account Manager

Ashley Parkman
Account Coordinator

AJ Bennett
Graphic Designer

Alexa Hines
Digital Designer

Andrea Ramirez
Administrative Manager/Account Director



a5 Work





Woodstock Results

Key performance indicators to track

- 2023 Jan 8 - 2023 Feb 15

Marketing objectives to track

- 2023 Jan 8 - 2023 Feb 15

Primary Objectives to track by 2023

- 2023 Jan 8 - 2023 Feb 15

Secondary Objectives to track by 2023

- 2023 Jan 8 - 2023 Feb 15

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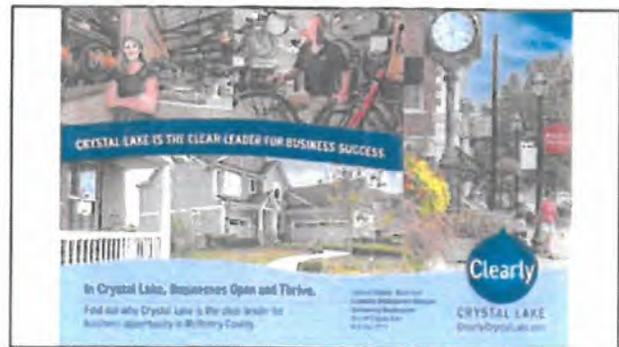
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Love Local. Eat Great.

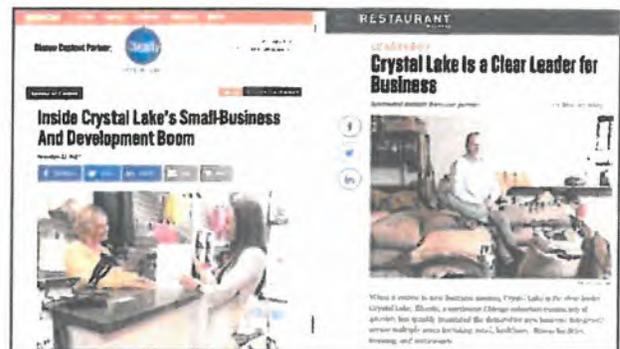
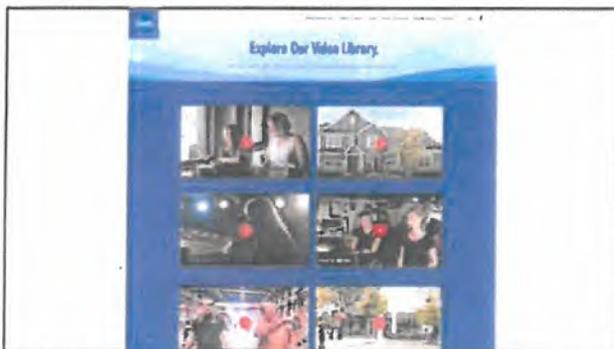
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HANDMADE FOR THE HOLIDAYS
Shop Local. Shop Mundelein.

Made for You, Mundelein
HECHO A MANO PARA LOS DIAS FERIADOS
Compra Local. Compra Mundelein.

Made for You, Mundelein
And the Winner is...
Creative & Inspired. Love Local.

Made for You, Mundelein
VOTE FOR YOUR FAVORITE MUNDELEIN BUSINESSES





Love Where You Live
Make Your New Home In Niles
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	Businesses That Deliver.		Homes That Fit Your Budget.
	Government That Cares.		
	Education As Unique As Every Child.		



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Made Possible By Niles.





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

- 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.

Proposal

Scope

- 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.

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.

Scope

- 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.

Process

The overall process is a collaborative effort between the Village and the Campaign. It involves several key steps:

- Discovery and Engagement/Relationships:** We begin by meeting with the Village to understand their needs and goals. We then conduct a discovery phase to identify key stakeholders and build relationships.
- Meet with Village Staff:** We meet with Village staff to discuss the campaign strategy and ensure alignment with the Village's goals.
- Develop Campaign Strategy:** We develop a comprehensive campaign strategy, including messaging, branding, and media plan.
- Implement Campaign:** We execute the campaign strategy, including advertising, public relations, and community events.
- Evaluate Campaign:** We monitor the campaign's progress and evaluate its impact on the Village's goals.

Fee Summary

Discovery and engagement/Campaign Plan	\$6,000 to \$7,000
Campaign concept development	\$10,000 to \$15,000
Visuals	\$15,000 to \$20,000
Production	\$3,000 to \$5,000 (photographer fees, as an add-on)
Marketing tools	\$10,000 to \$15,000
Social Media/Digital Media Asset Creation	\$5,000 to \$8,000
Account management	\$8,000 to \$10,000
Total, Not to Exceed	\$65,000 to \$80,000

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

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

Process

The process involves several key steps:

- Campaign Development:** We work with the Village to define the campaign's goals and objectives.
- Discovery and Engagement:** We identify key stakeholders and build relationships.
- Strategy Development:** We develop a comprehensive campaign strategy.
- Implementation:** We execute the campaign strategy.
- Evaluation:** We monitor the campaign's progress and evaluate its impact.

Preliminary Project Plan

Task	Start	End
Project Authorized / Kickoff Meeting	March	March
Engagement/Discovery	March	April
Campaign Development	April	June
Photography/Video	June	July
Social Media/Digital Media Assets	July	September
Marketing Tools	September	November

Process

The process involves several key steps:

- Discovery and Engagement:** We identify key stakeholders and build relationships.
- Strategy Development:** We develop a comprehensive campaign strategy.
- Implementation:** We execute the campaign strategy.
- Evaluation:** We monitor the campaign's progress and evaluate its impact.

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.

a5 Branding & Digital

- * We have deep experience and proven expertise in community branding, marketing and communications.
- * We work collaboratively with you to facilitate an effective, efficient process that results in a strong brand, differentiated creative and compelling storytelling.
- * A new Bartlett brand will generate pride and help you retain and attract residents, increase economic development and welcome more visitors.
- * As placemakers, we help create healthy, sustainable communities.



Thank You.

a5 Branding & Digital
a5inc.com



There are two kinds of brand campaigns.

Community Branding

Development of a new city or village logo and messaging.

EXAMPLES:

Community Marketing/ Brand Campaign

Development of a campaign to address an objective (i.e. economic development or tourism).

EXAMPLES:



EXPERIENCE

Logos for: PEORIA, HAVANA, VANDALIA, DeKalb County, WOODSTOCK, USOLA, FORGOTTOMIA, Greater Elgin, GREATER FREEPORT PARTNERSHIP, JACKSONVILLE, Galesburg, Springfield, MCH MCHENRY COUNTY, and others.

MCHENRY COUNTY, IL

MCHENRY County does History

The leadership of Vist MCHENRY County left 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 to rediscover living, Vist MCHENRY County approached McDaniel 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.

NATURALLY MCH MCHENRY COUNTY

The Solution

The new brand forms a Naturally MCHENRY County. The brand logo representing the brand promise was inspired by the numerous trails that define MCHENRY County — from forest choices reflecting the county's natural beauty, strong agricultural roots, and everything way of life. The tagline of "Rediscover Places — Write Open Spaces" conveys MCHENRY County's diverse mix of cities, towns and villages nestled amongst rivers, lakes and conservation areas.

Logos for: MCHENRY COUNTY, MCD, and others.

Logos for: Princeton, Muscatine, Fort Madison, Perry County, Madison, Duroi Covered, Lake of the Ozarks, South Haven, CHART, Sedalia, Pulaski County, Brookfield, Viroqua, Galena, THINK MCHENRY, LECLAIRE, Fairfield, QUAD CITIES, and others.

CLIENT TESTIMONIAL

NATURALLY MCH MCHENRY COUNTY

I was very impressed with the approach McDaniel Marketing took in developing the Naturally MCHENRY County brand. The McDaniel team worked with us every step of the way, from developing brand promises and taglines to selecting the look and feel of the brand. Guide, ensuring 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 McDaniel Marketing people did along the way!

*John Swagman
Naturally MCHENRY County
President (2022)*

CASE STUDIES

Logos for: MCHENRY COUNTY and MCD.

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.

The Solution:

- 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.

What we achieved: our rebrand is the driving force behind the city's economic revitalization.

What our clients say: "We are excited to see the city's new look and feel. It's a great reflection of the city's history and culture."

What our clients say: "We are excited to see the city's new look and feel. It's a great reflection of the city's history and culture."

Logos for: HAVANA, IL, MCHENRY COUNTY, and MCD.

JACKSONVILLE, IL



The Challenge:
Working closely with the Jacksonville Area CVB and other local stakeholders, McDaniel Marketing created a strong, unified brand to honor the city's past, embrace its future and promote the city as a destination for both tourists and life. The M&D team embarked on a multi-step research process that included focus group tests and surveys with identify the strengths and weaknesses in the city's branding, as well as opportunities that had not yet been realized.

The new brand strategy revolves around a central logo incorporating numerous visual elements representing various parts that define the city. Brand choices reminiscent of a storied history and strong, blue-color roots to a heritage icon representing the city's local Big Wheel as well as a subtle nodding a sign to the opportunities that lie ahead.

"From what once looked to be a daunting task, McDaniel Marketing was able to guide us through every step of the way to create a brand that truly felt like it represented all of us in some way. Now, the flexibility of the brand and logos is really starting to settle in - I love our logo and it feels like home."

- Brianny Harvey, Jacksonville Area CVB Executive Director



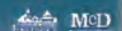
ACHIEVING YOUR GOALS

Uniformity & Flexibility

The brand will convey a common message and representation in audiences both within and outside the Greater Chicago area. The M&D Marketing team will work together with all Village events/venues and service brands to ensure cohesive branding.

Diversity & Community Pride

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



BRANDING PROPOSAL FOR THE VILLAGE OF BARTLETT




RESEARCH, CREATIVE PROCESS & BRAND DEVELOPMENT

We will:

- Research and Define - FIRST
- Design and Develop - SECOND



OUR COMMITMENT TO ACHIEVING YOUR GOALS

New Perception

The brand will elevate and enhance the positive image of the Village as a whole. The brand messaging will make Bartlett locally and statewide to focus on travelers, new residents and business investors.

The top brands are aspirational brands. And that's exactly what we can create... together.

Research

Our research team will provision current perceptions as well as aspirational ideas that define what you see and could represent in the future. We will also identify opportunities of challenges/opportunities and collect data about your target audience to help you make better decisions and give you plans of action - because knowledge is power and giving it lowers the risk involved in your decision making.




QUALITATIVE RESEARCH

Includes:

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



PROJECT DELIVERABLES

WE WILL...

- Develop brand promise and positioning statements to define the brand.
- Develop a tagline that aligns with brand promise
- Design brand logo including a complete logo package.
- Provide a brand style manual to include brand utilization guide
- Design brand identity templates for letterhead, business cards, event branding, trade show booth, web/social integration, promotional items, signage and other deliverables.
- Develop a creative suite for initial brand launch

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 focus group testing

PHASE II - Brand Development: \$15,500

Brand promise and positioning, logo development, tagline/mark, brand identity standards manual including digital & print advertising templates

Media costs are not included and will be planned separately. The above pricing is effective for 60 days after the date of proposal submission.

BRAND UTILIZATION DESIGNS

To include examples for:

- Advertising (print and digital)
- Media Placement
- Public Relations
- Events
- Email
- Social Media
- Websites
- Wayfinding Signage Concepts (banners and tags)
- Event Branding
- Vehicles and Buildings
- Village of Bartlett Signage
- Pull-up Banner

BRAND ACTIVATION

Aligns with a brand utilization strategy, a marketing team member. The activation should align the brand to other programs.

ADDITIONAL MARKETING SERVICES & RATES:

- Video Development (suggested): \$16,800 - \$20,000
- 6-Month Digital Marketing Campaign (suggested): \$18,500
- Photography and Content Development: \$325/hour OR \$1,000/Day
- Marketing Display Exhibits: Price Varies

PROJECT TIMELINE

4 TO 6 MONTH PROCESS

- 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

THANK YOU!

McD McHENRY COUNTY DEVELOPMENT

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: May 26, 2023
TO: Paula Schumacher, Village Administrator
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: BEDA Revisions

With five years having passed since initiating the Bartlett Economic Development Assistance (BEDA) program, the village has realized much success. The program has attracted over \$7 million in private investment while recirculating a portion of the village's share of video gaming revenues into new and expanding business ventures in town.

The redevelopment of Bartlett Plaza to Streets of Bartlett, converting a vacant office into a thriving restaurant (One Twenty Live), converting a vacant grocery space into a bar and grill with a bowling alley (O'Hare's Pub/Midway Landing), assisting a home-based business in building out two commercial spaces for the village's only bakery, converting a 140-year-old barn into a code-compliant tapas bar and helping attract an 8,000 SF microbrewery with rooftop beer garden are a few examples.

Along with the success, there have been some challenges. Staff is therefore proposing several improvements to the program to help ensure that the funds are allocated and reinvested in the business community to maximum effect.

The following are Staff's suggested updates to the BEDA Program:

- 1) To add a consent form as part of the BEDA application notifying applicants the Village *may* conduct background checks, credit inquiries, or review financial records to assess the qualifications and credibility of the applicant.
- 2) To impose a "clawback" provision whereby if a BEDA recipient relocates its business outside of the Village, ceases business operations, or fails to comply with the BEDA Program's requirements within the first three years after receiving a grant, the Village can recoup certain portions of the grant funds. The Village Attorney is working on a grant agreement to address this.
- 3) That outdoor dining as an eligible expense include only permanent improvements including patios, railings, and permanent outdoor seating fixtures. Expenses for tables, chairs, umbrellas or other items that can be easily moved elsewhere would not be eligible for grant reimbursement.
- 4) Stronger language requiring a project to be completed within 12 months, and that an extension request must be made in writing by the applicant and presented for approval to the Grant Administrator, EDC, or Village Board if necessary.
- 5) A requirement that the applicant have a certificate of occupancy and a valid business license prior to a grant payment being made.
- 6) A requirement that the applicant be current on all payments due to the Village.

- 7) Language that acknowledges that if the final costs come in less than what was estimated to determine the reimbursement amount, then the grant amount would be reduced accordingly.
- 8) Requirement to provide a copy of a lease upon request to ensure that the village does not make a grant to a business with an expiring lease.

In an effort to keep this program streamlined and business-friendly, I believe that the above will improve it to the extent that it can continue to attract further investment in the village while adding an improved margin of safety for the village over the next several years.

Please note that the next BEDA application coming before the Village Board is for Yummy Poke and was submitted and reviewed by the EDC in April prior to any recommended revisions. Savoury Restaurant & Pancake Café and the Boss's Signature are also in the process of applying BEDA grants and have been working on it for several months prior to any proposed revisions.

MAY 8 ECONOMIC DEVELOPMENT COMMISSION MEETING:

The EDC reviewed the above recommendations at its meeting on May 8, 2023.

The commission unanimously supported the improvements to the program, with the additional recommendation to perform background checks on all applicants.

Staff is concerned about the potential delay with running background checks for all applicants, thus we recommend the terminology that the Village may conduct background checks.

The draft minutes are attached for your review.

REQUEST:

Staff is seeking Village Board input on the parameters of the clawback provision and whether background checks should be required of all applicants regardless of project scope or if there is a specific dollar amount that should trigger it.

We further request that the Community & Economic Development Committee forward the proposed revisions with any modifications to the next Village Board meeting for a final vote.

DRAFT

***THIS DOCUMENT
PREPARED BY AND
AFTER RECORDING
RETURN TO:***

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

Above space reserved for recorder's use

ECONOMIC INCENTIVE AGREEMENT

BY AND BETWEEN

THE VILLAGE OF BARTLETT

AND

ECONOMIC INCENTIVE AGREEMENT

THIS ECONOMIC INCENTIVE AGREEMENT ("*Agreement*"), is dated the _____ day of _____, 202__ ("*Effective Date*"), and is by and between the VILLAGE OF BARTLETT, an Illinois home rule municipal corporation ("*Village*"), and _____, an _____ with offices located at _____ ("*Recipient*") (the Village and Recipient are collectively referred to as "*Parties*" and sometimes individually as a "*Party*").

IN CONSIDERATION OF the recitals and the mutual covenants and agreements set forth in this Agreement, the Parties agree as follows:

SECTION 1. RECITALS.

A. The Recipient holds legal title to the property commonly known as _____, _____, Illinois, legally described in Exhibit A ("*Property*").

B. The Recipient has operated a _____ ("*Business*") on the Property for the last _____ years.

C. The Village administers the Bartlett Economic Development Assistance (BEDA) Program ("*Program*"), allowing businesses to apply for and receive Village economic incentive awards for certain purposes.

D. The Recipient submitted the application attached as Exhibit B ("*Application Documents*") seeking a Program economic incentive award.

E. The Recipient specifically seeks an economic incentive award to encourage private investment in the Business and the Property, including, without limitation, making the improvements more fully described on Exhibit C ("*Improvements*").

F. The Improvements' cost exceeds the Recipient's ability to realize a reasonable return on its investment and remain a viable and competitive business in the Village.

G. Pursuant to Village's home rule authority and the Illinois Municipal Code, including, without limitation, 65 ILCS 5/8-1-2.5, the Village is authorized to appropriate and expend funds for economic development purposes, including, without limitation, making awards to commercial enterprises that are deemed necessary or desirable for the promotion of economic development within the Village.

H. The Village Board finds that it is necessary and desirable to provide the Recipient an economic incentive award in accordance with this Agreement's terms, and that doing so is consistent with the Program's rules and regulations.

SECTION 2. ECONOMIC INCENTIVE AWARD.

A. Subject to this Agreement's terms, the Village agrees to provide to the Recipient an award in the amount of _____ and no/100ths (\$_____) dollars ("*Award*") to allow the Recipient to invest in the Business and to support the Business's success in the Village.

B. Upon completing installing the Improvements and the Village's issuance of a full and binding occupancy certificate affirming completion of the Improvements in accordance with this Agreement and all Village codes, rules, and regulations, as amended, the Recipient shall submit to the Village: (1) a properly executed statement / bill of sale showing the full cost of the Improvements, including, without limitation, labor, materials, and equipment necessary to install the Improvements; (2) proof of payment of all costs associated with the Improvements; (3) final lien waivers from all of Recipient's contractors, subcontractors, employees, or individuals providing any services concerning the Improvements; and (4) all other documentation reasonably requested by the Village concerning the Improvements or the Business (collectively, "*Recipient Documents*").

C. Within thirty (30) days of receiving a complete set of Recipient Documents, the Village will issue a check to the Recipient in the amount of the Award. In no case shall the Village's payment exceed the Award amount, regardless of the amount of any costs incurred by the Recipient.

SECTION 3. MAINTENANCE.

A. Upon Recipient's completion of the Improvements pursuant to this Agreement and at all times during this Agreement's term, the Recipient shall be responsible for preserving and maintaining the Improvements in the condition and state set forth on Exhibit C and in full compliance with all Village codes, rules, and regulations, as amended, including, without limitation, this Agreement and Program rules and regulations.

B. The Village Administrator or her designee ("*Administrator*") may, upon reasonable notice, periodically review the progress and condition of the Improvements. Such inspections shall not replace or be a substitute for any required inspection by the Village or other entity with jurisdiction over the Property. All improvements the Village finds not to be in compliance with Exhibit C shall be immediately remedied by the Recipient and deficient or improper improvements shall promptly be replaced and made to comply with Exhibit C.

SECTION 4. DEFAULT; CLAWBACK; REMEDIES.

A. If, within three (3) years of the date the Village delivers the Award to the Recipient, the Recipient relocates its business outside of the Village, ceases business operations, fails to comply with the terms of this Agreement, fails to comply with the Program's rules and regulations, or fails to maintain the Improvements in the condition and state set forth on Exhibit C (collectively, "*Default Event*"), the Recipient must refund the Village in accordance with the following:

<u>Timing of Default Event</u>	<u>Percentage of Award that must be refunded</u>
Within 1 year of Award payment	100%
Within 2 years of Award payment	67%
Within 3 years of Award payment	33%

B. If the Recipient fails for any reason whatsoever to: (1) apply for and obtain all permits and approvals necessary to construct the Improvements within 6 months of the Effective Date; (2) apply for and receive from the Village a full and binding occupancy certificate for the Improvements within 12 months of the Effective Date; and (3) obtain all Village, county, state, and federal certificates, licenses, and permissions necessary to operate the Improvements within 12 months of the Effective Date, this Agreement and the Parties' rights and obligations hereunder will automatically terminate, and the Recipient shall not be entitled to receive any Award.

C. If the Recipient fails for any reason whatsoever to complete the Improvements in conformity with Exhibit C and the terms of this Agreement, then upon written notice given by the Manager to the Recipient, this Agreement shall terminate and all the Village's obligations and duties under this Agreement, including, without limitation, the payment of the Award to the Recipient, shall become null and void.

D. In the event that the Recipient fails for any reason whatsoever to pay any amount owed pursuant to Section 4.A., or otherwise violates any provision of this Agreement or Program rules and regulations, the Village may pursue, and hereby reserves, any and all remedies, including, without limitation, all remedies available at law or in equity. This Section 4.D. shall survive the voluntary or involuntary termination of this Agreement.

SECTION 5. INSURANCE AND INDEMNIFICATION.

A. Insurance. Recipient will procure and deliver to the Village evidence of such insurance policies, at the Recipient's cost and expense, and shall maintain in full force and effect through the term of this Agreement, a policy or policies of commercial general liability insurance and, during any period of constructing the Improvements, contractor's liability insurance, with liability coverage under the commercial general liability insurance to be not less than one million and no/100 (\$1,000,000.00) dollars each occurrence and two million and no/100 (\$2,000,000.00) dollars aggregate. All such policies shall be in such form and issued by such companies as shall be reasonably acceptable to the Village Attorney to protect the Village and the Recipient against any liability incidental to the use of or resulting from any claim for injury or damage occurring in or about the Property. Each such policy shall name the Village as an additional insured party. Any insurance carried by the Village for like risks shall be secondary and in excess of the insurance required hereunder. The Village shall be given written notice at least thirty (30) days prior to any cancellation or material amendment of any policy required hereunder.

B. Village Review. The Recipient acknowledges and agrees that the Village is not, and shall not be, in any way liable for any damages or injuries that may be sustained as the result of the Village's review and approval of any plans for the Property, including, without limitation, the issuance of any approvals, permits, certificates, or acceptances for the Property or the

Village's approval of this Agreement, that the Village's review and approval of those plans and issuance of those approvals, permits, certificates, or acceptances does not, and shall not, in any way, be deemed to insure the Recipient, or any of its heirs, successors, assigns, tenants, and licensees, or any other Person, against damage or injury of any kind at any time.

C. Village Procedure. The Recipient acknowledges and agrees that notices, meetings, and hearings have been properly given and held by the Village with respect to the approval of this Agreement and agrees not to challenge the Village's approval on the grounds of any procedural infirmity or of any denial of any procedural right.

D. Indemnity. The Recipient releases the Village from, and covenants and agrees that the Village shall not be liable for, and covenants and agrees to defend, indemnify, and hold harmless the Village and its elected and appointed officials, officers, employees, and agents from and against any and all losses, claims, damages, liabilities, investigations, or expenses, of every conceivable kind, character and nature whatsoever arising out of, resulting from or in any way connected with directly or indirectly with the Improvements, the Property, or the Agreement, including, without limitation, actions or claims arising from or related to the Prevailing Wage Act (820 ILCS 30/0.01, *et seq.*) ("**Act**"). The Recipient further covenants and agrees to pay for or reimburse the Village and its elected and appointed officials, officers, employees, and agents for any and all costs, reasonable attorney's fees, liabilities, and expenses incurred in connection with investigating, defending against, or otherwise in connection with any such losses, claims, damages, liabilities, investigations, or causes of action. The Village shall have the right to select legal counsel and to approve any settlement in connection with such losses, claims, damages, liabilities, or causes of action. The provisions of this section shall survive this Agreement's voluntary or involuntary termination.

The Recipient understands and acknowledges that, depending on how the Recipient uses the Award, the Award and any work or labor the Recipient purchases with the Award may become subject to the Act. The Recipient covenants and agrees to comply, and to contractually obligate and cause its construction manager, any general contractor, each subcontractor or other applicable entity or person to comply with the applicable requirements of the Act. All contracts subject to the Act shall list the specified rates to be paid to all laborers, workers and mechanics for each craft or type of worker or mechanic employed pursuant to such contract. If the prevailing wage rates are revised, the revised rates shall apply to all such contracts. The Recipient shall provide the Village with copies of all such contracts entered into by the Recipient or others to evidence compliance with this Section. The Recipient together with its contractors, subcontractors, agents, employees and others may be obligated to provide such documents, information and certifications, including appropriate payroll certifications, as are necessary to comply with the Act. The Recipient will maintain segregated accounting records detailing expenses incurred and paid for with public and private funds.

SECTION 6. RECIPIENT'S OBLIGATIONS.

A. Construction of Improvements.

1. Construction. The Recipient shall construct and install the Improvements on the Property in substantial compliance with the project scope, site plans, architectural plans and elevations, engineering plans, and plats, as appropriate, submitted to and approved by the Village. Further, the Recipient will at all times operate and maintain the Improvements, Business, and Property in compliance with all applicable Village, state, and federal laws, ordinances, rules, and regulations, including, without limitation, all applicable zoning ordinances, building codes, environmental codes, life safety codes, and tax ordinances, rules, and regulations of the Village, as the same may be amended from time to time.
2. Construction Permits. No construction, improvement, or development of any kind shall be permitted on any portion of the Property unless and until the Recipient has received approval from all necessary Village commissions, boards, and departments, and has been issued valid and binding building permits. Further, no business operation or occupancy of the Property may occur prior to the issuance of a full and binding occupancy certificate.
3. Fees, Costs, and Expenses. The Recipient shall be responsible for and pay all Village imposed fees on the construction and operation of the Business, including, without limitation: a) all Village costs incurred administering Program and the Agreement; b) all Village costs incurred drafting and negotiating this Agreement, including legal fees and expenses; and c) the Village's costs and fees incurred enforcing this Agreement, including reasonable legal fees, expenses, and appeal costs and fees.
4. Modifications to Improvements. For the time period beginning on the Effective Date and ending on the third anniversary of the date the Village delivers the Award to the Recipient, the Recipient shall not enter into any Agreement or contract or take any action or inaction to alter, change or remove the Improvements, or the approved design thereof, nor shall Recipient undertake any other changes, by contract or otherwise, to the Improvements unless such changes are first submitted to the Manager, and any additional review body designated by the Manager, for approval. Such approval shall not be unreasonably withheld if the proposed changes do not substantially alter the original design concept of the improvements as specified in Exhibit C.

B. Certificate of Assistance. The Recipient agrees to place a certificate, in a form provided by the Village, indicating the Recipient is a participant in Program, in the front window or other location on the premises that is visible to the public during this Agreement's term.

SECTION 7. TERM.

Except as otherwise provided herein, this Agreement's term shall begin on the Effective Date and end on the third anniversary of the date the Village delivers the Award to the Recipient.

SECTION 8. GENERAL PROVISIONS.

A. Recordation. This Agreement shall be recorded with the Office of the Cook County Clerk, Recordings Division, at the Recipient's expense. All contracts and deeds of conveyance relating to the Property, or any part thereof, and all contracts conveying an ownership interest in the Business, shall be subject to the provisions of this Agreement.

B. No Third Party Beneficiaries. This Agreement is for the sole and exclusive benefit of the Parties hereto and their respective successors and permitted assigns and no third party is intended to or shall have any rights hereunder.

C. Assignment. No part of this Agreement may be assigned by any of the Parties hereto without prior written consent of the other Parties.

D. Program. The Recipient represents and warrants that the statements and representations in the Application Documents are true, accurate, and complete. Recipient's failure to provide truthful, accurate, and complete Application Documents, shall constitute a Default Event and relieve the Village of its duties and obligations under this Agreement, including, without limitation, payment of the Award.

E. Entire Agreement. This Agreement shall constitute the entire agreement of the Parties hereto. All prior agreements between the Parties, whether written or oral, are merged herein and shall be of no force and effect.

F. Amendments and Modifications. No modification, addition, deletion, revision, alteration or other change to this Agreement shall be effective unless and until such change is reduced to writing and executed by the Parties pursuant to all applicable statutory procedures.

G. Rights Cumulative. Unless expressly provided to the contrary in this Agreement, each and every one of the rights, remedies and benefits provided by this Agreement shall be cumulative and shall not be exclusive of any other such rights, remedies and benefits allowed by law.

H. Non-Waiver. The Village shall be under no obligation to exercise any of the rights granted to it in this Agreement except as it shall determine to be in its best interest from time to time. The failure of the Village to exercise at any time any such rights shall not be deemed or construed as a waiver thereof, nor shall such failure void or affect the Village's right to enforce such rights of any other rights.

I. Notice. All notices required or permitted to be given under this Agreement shall be in writing and shall be (i) personally delivered, or (ii) delivered by a reputable overnight courier, or (iii) delivered by certified mail, return receipt requested, and deposited in the U. S. Mail, postage prepaid.

Notices and communications to the Recipient shall be addressed to, and delivered at, the following address:

Notices and communications to the Village shall be addressed to, and delivered at, the following address:

Village of Bartlett
228 S. Main Street
Bartlett, IL 60103
Attn: Paula Schumacher, Village Administrator

With a copy to:

Ancel Glink, P.C.
140 South Dearborn Street, 6th Floor
Chicago, Illinois 60603
Attn: Kurt S. Asprooth

J. Governing Law. This Agreement shall be governed by, construed and enforced in accordance with the internal laws, but not the conflicts of laws rules, of the State of Illinois. Venue for any dispute relating to this Agreement shall be in the Cook County Circuit Court, Cook County, Illinois.

K. Severability. If any provision of this Agreement is construed or held to be void, invalid, illegal, or unenforceable in any respect, the remaining part of that provision and the remaining provisions of this Agreement shall not be affected, impaired, or invalidated thereby, but shall remain in full force and effect. The unenforceability of any provision of this Agreement shall not affect the enforceability of that provision in any other situation.

L. Interpretation. This Agreement shall be construed without regard to the identity of the Party who drafted the various provisions of this Agreement. Each and every provision of this Agreement shall be construed as though all Parties to this Agreement participated equally in the drafting of this Agreement, and any rule or construction that a document is to be construed against the drafting Party shall not be applicable to this Agreement.

M. Exhibits. Exhibits A through C attached to this Agreement are, by this reference, incorporated in and made a part of this Agreement. Any conflict between the terms of this Agreement and its exhibits shall be resolved in favor of this Agreement.

N. Authority to Execute.

1. The Village. The Village hereby represents to the Recipient that the persons executing this Agreement on its behalf have been properly authorized to do so by its Village Board.

2. The Recipient. The Recipient hereby warrants and represents to the Village (i) that it has the full and complete right, power, and authority to enter into this Agreement and to agree to the terms, provisions, and conditions set forth in this Agreement and to bind the Property as set forth in this Agreement, (ii) that all legal actions needed to authorize the execution, delivery, and performance of this Agreement have been taken, and (iii) that neither the execution of this Agreement nor the performance of the obligations assumed by the Recipient will (a) result in a breach or default under any agreement to which the Recipient is a party or to which it or the Property is bound or (b) violate any statute, law, restriction, court order, or agreement to which the Recipient or the Property are subject, and to which the Recipient has actual or constructive knowledge.

O. Freedom of Information Act Compliance. The Recipient agrees to maintain, without charge, all records and documents concerning or relating to this Agreement and the Property in accordance with the Freedom of Information Act 5 ILCS 140/1, *et seq.* (“**FOIA**”). Upon Village’s request, the Recipient shall produce all records requested by Village within the timeframe requested by Village, and if additional time is needed to compile the requested records, the Recipient shall promptly notify the Village. In the event that either party is found to have not complied with FOIA due to the other party’s failure to produce documents or otherwise appropriately respond to a request under FOIA, then the party failing to produce and/or respond shall indemnify and hold harmless the other party, and pay all amounts determined to be due, including, but not limited to, fines, costs, attorneys’ fees and penalties.

[Signature page follows]

IN WITNESS WHEREOF, the Parties have set their hands and seals as of the date first written above.

VILLAGE OF BARTLETT,
an Illinois municipal corporation

By: _____

ATTEST:

By: _____

Dated: _____

_____,
an _____

By: _____

Name: _____

Title: _____

Dated: _____

STATE OF ILLINOIS)
) SS
COUNTY OF _____)

I, the undersigned, a Notary Public in and for said County, in the State aforesaid, **DO HEREBY CERTIFY THAT** _____, the _____ of _____, an _____, is personally known to me to be the same persons whose name is subscribed to the foregoing instrument, and appeared before me this day in person, and acknowledged that he signed, sealed and delivered the said instrument as his free and voluntary act, for the uses and purposes therein set forth.

Given under my hand and official seal, this _____ day of _____, 202__.

Signature of Notary

Seal

My Commission expires: _____

STATE OF ILLINOIS)
) SS
COUNTY OF COOK)

I, the undersigned, a Notary Public in and for said County, in the State aforesaid, **DO HEREBY CERTIFY THAT** _____ and _____, the _____ and _____, respectively, of the **VILLAGE OF BARTLETT**, an Illinois municipal corporation, are personally known to me to be the same persons whose names are subscribed to the foregoing instrument, appeared before me this day in person, and acknowledged that they signed, sealed and delivered the said instrument as their free and voluntary act on behalf of said municipal corporation, for the uses and purposes therein set forth.

Given under my hand and official seal, this ____ day of _____, 202__.

Signature of Notary

Seal

My Commission expires: _____

Exhibit A

Property's Legal Description

P.I.N.: _____

Commonly Known As: _____, _____, Illinois

Exhibit B

BEDA Application

[Attached]

Exhibit C

Description and Depiction of Improvements

[Attached]

4825-0366-0126, v. 2

FROM DRAFT OF MAY 8, 2023 EDC MINUTES:

BEDA PROGRAM UPDATES

Mr. Fradin stated that with five years having passed since initiating the Bartlett Economic Development Assistance (BEDA) program, we have seen much success. The program has attracted over \$7 million in private investment while recirculating a portion of the village's share of video gaming funds into new and expanding business ventures in town. The redevelopment of Bartlett Plaza to Streets of Bartlett, converting a vacant office into a thriving restaurant (One Twenty Live), converting a vacant grocery space into a bar and grill with a bowling alley (O'Hare's Pub/Midway Landing), assisting a home-based business in building out two commercial spaces for the village's only bakery, converting a 140-year-old barn into a code-compliant tapas bar and helping attract an 8,000 SF microbrewery with rooftop beer garden are a few examples.

Along with the success, there have been some challenges. Staff is proposing several improvements to the program to help ensure that the funds are allocated and reinvested in the business community to maximum effect.

The following are staff's suggested updates to the BEDA Program:

- 1) To add a consent form as part of the BEDA application notifying applicants the village may conduct background checks, credit inquiries, or review financial records to assess the qualifications and credibility of the applicant.
- 2) To impose a "clawback" provision whereby if a BEDA recipient relocates its business outside of the village, ceases business operations, or fails to comply with the BEDA Program's requirements within the first three years after receiving a grant, the village can recoup certain portions of the grant funds.
- 3) That outdoor dining as an eligible expense include only permanent improvements including patios, railings, and permanent outdoor seating fixtures. Expenses for tables, chairs, umbrellas or other items that can be easily moved elsewhere would not be eligible for grant reimbursement.
- 4) Stronger language requiring a project to be completed within 12 months, and that an extension request must be made in writing by the applicant and presented for approval to the Grant Administrator, EDC, or Village Board, if necessary.
- 5) A requirement that the applicant provide verification of a certificate of occupancy and a valid business license prior to a grant payment being made.
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- 7) Language that acknowledges that if the final costs come in less than what was estimated to determine the reimbursement amount, then the grant amount would be reduced accordingly.
- 8) Requirement to provide a copy of a lease upon request to ensure that the village does not make a grant to a business with an expiring lease.

In an effort to keep this program streamlined and business-friendly, I believe that the above will improve it to the extent that it can continue to attract further investment in the village while adding a margin of safety for the village over the next several years.

Please consider the eight proposals and review the attached application and come to the meeting prepared to discuss them and any other suggestions that you may have on how to improve the BEDA program.

Commissioner Lewensky asked if it is worth having a claw back provision, given the difficulties in enforcement. When offering a program like this, a business going under is a known risk going into it.

Mr. Fradin stated that it is something he has thought about. Staff knows that if a business goes under, it may be difficult or impossible to collect, but there are so many different types of BEDA grants, there are different avenues that staff can use to collect. The village attorney would be involved in anything like that.

Mr. Skrycki stated that it is a little bit more government bureaucracy, some of the templates we looked at are 3 years at a pro-rated cost. Those decisions will be made by the management team, and at the end of the day, a business being hesitant to sign a clawback provision may create some hesitancy on the staff side.

Commissioner Lewensky added a point about maybe having a dollar amount threshold for a clawback, maybe for grants over \$10,000.

Commissioner Erickson agreed, but also stated that she liked having it vague, and a specific number could paint us into a corner. Every case should be looked at uniquely.

Commissioner Gorski had agreed with both points. There's a big difference between a \$3,000 sign and a \$50,000 remodel.

Commissioner Erickson added that she liked it being vague for when you look further down, and a valid business license, to me that could mean certificates of good standing. Fraud has moved from consumers to big time business fraud, so that's where we really look for that information.

Mr. Dienberg added that the certificate of good standing is apart of the business licensing process, and that would check those boxes.

Commissioner Gorski asked if there were any new points that staff didn't ultimately decide to add when doing the research for this.

Mr. Fradin stated that there were, but there were some towns that were a little bit more specific in the types of eligible projects, and we liked the broadness that we previously had describing a buildout, and just list what is not eligible.

Commissioner Gorski also recommended making the consent form for background checks or credit inquiries would be to be consistent to prevent any possible discrimination based on who staff deems requiring a background check.

Commissioner Erickson stated that she cannot speak to background checks, but as soon as you put credit inquiries and you pull credit, it does have to be all or nothing as a part of the fair credit act.

Mr. Fradin thanked the Commissioners for the feedback, and added that the new village attorney from Ancel Glink would review this information as well.

Commissioner Perri asked if we have the village attorney review this.

Mr. Fradin stated yes, there will ultimately be an official incentive agreement for every grant to help protect the village's interests.

Commissioner Suffern asked if a clawback provision was in place with the Bartlett Tavern, would we be going after them?

Mr. Skrycki stated that staff would have had to evaluate all factors, every situation is so different, and the management team would evaluate that specific project on a case-by-case basis.

Commissioner Erickson stated that she liked the case-by-case basis, citing the pandemic as an example of a special circumstance if a business went under, she couldn't see the village going after them for a small grant.

Mr. Fradin stated that he would work to change the language for point one to make the consent form required and less discretionary.

Commissioner Gorski moved to recommend the BEDA Program with the mentioned changes to the village board. That motion was seconded by Commissioner Gudenkauf.

AYES: Commissioners Densford, Erickson, Gorski, Gudenkauf, Lewensky, Perri, Suffern
NAYS: None
ABSENT: Commissioner Kubaszko

Motion Carries

Bartlett Economic Development Assistance Program

The Village of Bartlett encourages and supports business expansion with grants up to \$50,000 depending on the scope of the business project. The purpose of the program is to encourage businesses to invest in their building and promote revitalization of the Village's commercial development.

Funds for this program are allocated on a first-come, first-served basis each fiscal year until funds are depleted or the program is terminated.

Priority will be given to business projects that enhance the Village's overall business climate per specific criteria.

Assistance

The business assistance grant program will provide a grant up to a maximum of \$50,000 for sales tax producing uses including retail establishments and restaurants. Grants will be distributed on a reimbursement basis once projects are substantially completed.

Building owners or lessees (who produce written consent from the building owner for all proposed improvements) are eligible to apply. The program applies Village-wide, with the exception of properties that are located within existing Tax Increment Financing (TIF) districts.

The amounts of incentives granted will vary based upon the improvements made and each application will be reviewed on a case-by-case basis. All improvements must conform to the Village's regulations including, but not limited to, the Zoning Ordinance and Building Codes. Bartlett's municipal code is available online at www.sterlingcodifiers.com.

Individual properties will be eligible for grants regardless of who the current tenant may be once every two Fiscal Years. The Village of Bartlett's Fiscal Year runs from May 1st of every year through the following April 30th.

Targeted Businesses:

Priority will be given to those generating sales tax for the Village as defined by those offering merchandise or food and beverage services to the public, the sale or providing of which is subject to sales tax ("Retail sales"), and from which the revenue derived constitutes the majority of the revenue of the business. Example of eligible businesses include, but not limited to, retail stores, restaurants, grocery or specialty food stores.

Priority will additionally be given to projects that will create new job opportunities as a result of the project.

Only businesses located in commercially-zoned areas are eligible to participate in this program. Existing businesses wishing to expand and/or upgrade are also encouraged to participate.



Eligible Project Costs Include:

- Façade Renovations
- Interior Build-Outs and/or Rehabilitation
- Windows and Doors
- Signs or Awnings
- Outdoor Dining Areas
- Code-Required Landscaping Improvements
- ADA Compliance
- Improvements in Energy Efficiency
- Lighting
- Code-Compliance Related Items

Approval Process for Successful Grant Applications

Schedule a pre-application meeting with Bartlett's Economic Development Team. Contact Tony Fradin at (630) 540-5937 or tfradin@vbartlett.org.

Submit a complete application.

Staff reviews application and presents it to the Economic Development Commission, which reviews the application and makes a recommendation to the Village Board.

Village Board approval or denial.

Following approval of grants, all applicable permits and licenses must be obtained per the Village Code. All work must begin within six months of awarding of grant and be completed within twelve months.

Grant recipients shall provide a request for reimbursement and required documentation for work completed. Once work is completed in accordance with submitted plans, the Village will reimburse the approved funds.

Criteria that Will Be Considered on Applications

The amount of private investment in the project and the ratio of private investment to the rebate.

Jobs anticipated to be created or retained as a result of the new business or expansion.

The type of use, with priority given to sales tax generating businesses.

The amount that the project demonstrates a significant improvement over the existing situation including the reoccupation of vacant buildings or spaces within commercial buildings.

The extent to which the project will improve the aesthetics of the property.

That the project will enhance Bartlett's appeal to new businesses and visitors and add value to the Village.

If the applicant is a military veteran.

The Village of Bartlett supports local businesses and contractors and encourages applicants to purchase materials and services locally. Consideration will be given to the extent to which materials are purchased and local contractors are engaged in the project or provided an opportunity to compete for participation in the project.

Village of Bartlett Economic Development Assistance Application

Applicant Information:

Applicant(s) Name _____

Applicant(s) Address: _____

E-Mail Address: _____

Primary Contact for Project: _____

Cell Phone Number and/or Home Number: _____

Applicant is or will be (check all that apply) _____ Tenant _____ Property Owner

Number of Years in Business: _____ Number of Years in Bartlett: _____

Contact Name and Information for Applicant's Agent or Architect (if any):

(Note: if applicant is a tenant, attach a letter from the property owner granting permission for project)

Property Information:

Project Property Location/Address: _____

This Property is (check all that apply): Retail ___ Restaurant ___ Office _____

Other ___ (explain)

Number of Businesses on Site: _____

Names of Other Businesses on Site: _____

Size of Building (dimensions or total square feet) _____

Stories in building: _____ Parking spaces on property: _____

Last Real Estate Taxes Paid: _____

Property Tax Index Number(s) (PIN): _____

County: Cook ___ DuPage ___ Kane ___

Project Information:

Total Anticipated Project Cost: \$ _____

Project Scope: Describe and identify all exterior/interior improvements proposed (Use additional paper if necessary to fully describe proposed project)

If approved, estimated project completion date: _____

Business Plan: For new business ventures, please include a two- to five-page business plan. Contact Tony Fradin with questions about the seven elements of a strong plan.

Please Attach: Contractor Estimates, Receipts; Copies of both sides of cancelled checks, credit card statements or bank accounts from which materials were purchased and contractors paid; Waivers of Lien

[Redacted]

Application Statement (Read and Sign Below)

I hereby make application to participate in the Bartlett Economic Development Assistance (BEDA) program. In making this application I understand that the purpose of BEDA is to help encourage and leverage private investment in the Village's business community and help my business bring an underperforming property into more productive use.

I understand that prior to commencing any work, the Village must first approve both my participation and proposed scope of work for the project. Applicants must meet with Economic Development staff prior to paying for improvements in order to review how much, if any, the Village may reimburse for the project.

I understand that all improvements made through the help of BEDA must be in accordance with all Village plans and codes. Moreover, as a condition of approval, I understand the Village may require changes to the scope of work I am proposing. I further understand that any work started or completed prior to approval of the project and my participation in the BEDA program is not eligible for reimbursement.

In making this application, I understand that the BEDA program is competitive, funds are limited and selection for participation is at the sole discretion of the Village of Bartlett. I understand that the Village will review my application and at the Village's discretion may reject or approve my participation in the program. I recognize that a project that enhances the Village's business climate by returning an underutilized property into economic productivity, increases local employment opportunities and includes a larger percentage of private investment than public stands a greater chance of being funded by the Village.

I also understand that if selected for this program, the Village will establish a maximum grant award for the project

I further acknowledge that BEDA operates as a rebate program and, therefore, if selected for participation, Village funds will be disbursed to me at the conclusion of the work, after submittals by me of copies of all bills and satisfactory evidence of their payment, either by lien waivers or bills stamped "Paid" by all contractors. I understand that the actual rebate amount will be calculated at some percentage as recommended by staff in relation to the documented actual costs by me for eligible expenses to complete the agreed upon improvements, up to the maximum grant amount awarded by the Village for the project.

By signing this application, I hereby acknowledge that I have read the above statement and understand these important features about the BEDA Program.

Applicant Signature

Date



Return this completed application with attachments to:

Tony Fradin, Economic Development Coordinator

**Village of Bartlett
228 S. Main Street
Bartlett, IL 60103**

PLANNING & DEVELOPMENT SERVICES MEMORANDUM
23-030

DATE: May 30, 2023
TO: Kristy Stone, PDS Director
FROM: Daniel Harper, Village Planner *DK*
RE: **Chicken and Beekeeping License Update**

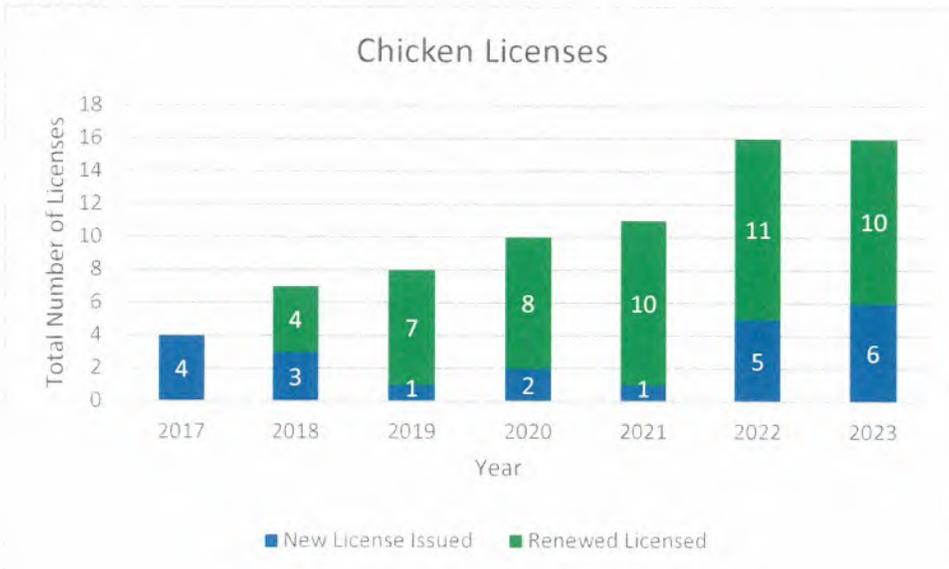
Chicken Licenses:

Ordinance 2017-24 approved regulations to allow chicken licenses to be issued on residential lots containing a minimum of 8,000 square feet. A maximum of twenty-five (25) residential lots could be licensed in the Village at one time. The provisions of the ordinance were scheduled to sunset in March 2019 unless the Corporate Authorities passed an ordinance to repeal the sunset clause.

Ordinance 2018-58 amended the chicken license regulations, lowering the minimum lot size requirement for residential lots to 6,000 square feet and extending the sunset clause to March of 2022.

Ordinance 2022-28 amended the ordinance to repeal the sunset clause from the zoning ordinance in its entirety.

Section 10-4A-2: C.2.m of the Bartlett Code of Ordinances requires that chicken licensees renew their licenses on a yearly basis. The Village of Bartlett currently has sixteen (16) chicken licenses issued. Please see a graph showing the issuance and renewals of current chicken licenses:



Beekeeping Licenses:

Ordinance 2017-24 approved regulations for beekeeping within residential districts. The Village currently has one (1) active beekeeping license, the Village has never issued more than 3 beekeeping licenses per year. Beekeeping licenses must be renewed annually. A maximum of twenty-five (25) residentially zoned lots may be licensed annually.

The sections of the Zoning Ordinance relating to the Chicken and Beekeeping Licenses are attached.

10-4A-2: ADDITIONAL DEVELOPMENT STANDARDS FOR SPECIFIC USES IN RESIDENTIAL DISTRICTS:

2. Chickens (Poultry):

- a. The raising/keeping of chickens shall be permitted on residential zoning lots containing a minimum of six thousand (6,000) square feet.
- b. A maximum of four (4) chickens shall be permitted on properties zoned and occupied for single family residential uses.
- c. All chickens shall be kept within a covered enclosure/structure with an attached covered/enclosed outdoor area to prevent chickens from encroaching onto neighboring properties.
- d. An outdoor area a minimum of six (6) square feet per chicken will be required and a maximum of one hundred (100) total square feet will be permitted for both the covered enclosure/structure and outdoor area.
- e. All enclosures/structures shall be located a minimum of ten feet (10') from all lot lines.
- f. The structure shall contain insulated walls and/or an insulated blanket shall cover the structure during the winter months.
- g. All chickens and enclosures/structures shall be kept/located in the rear yard only.
- h. All areas where chickens are kept shall be clean and well maintained with little to no accumulation of waste. In addition, all areas where chickens are kept shall not produce or cause odors that are detectable on adjacent properties.
 - i. Roosters are prohibited.
 - j. No slaughtering.
- k. No other poultry, including but not limited to geese, ducks and turkeys shall be kept on the property.
- l. An initial building permit shall be required for all enclosures/structures associated with the raising of chickens. A building inspection/approval is required prior to obtaining a chicken license.
- m. A chicken license issued by the Village with a one-time fee of twenty five dollars (\$25.00) shall be required prior to purchasing the chickens. A renewal license shall be required each year thereafter, with no additional fee or building inspection required.
- n. A maximum of twenty five (25) residential zoning lots will be licensed to have chickens in the Village at one time.

3. Beekeeping:

a. Bees and bee hives shall be permitted on residential zoning lots containing a minimum of ten thousand (10,000) square feet.

b. A maximum of two (2) hives/colonies shall be permitted on properties zoned and occupied for single family residential uses.

c. The hive(s) shall be located only in the rear yard and a minimum of fifteen feet (15') from all lot lines.

d. A flyway barrier at least five feet (5') in height, consisting of either a solid fence with a secure gate, or dense vegetation/landscaping shall be required for the perimeter of the rear yard in which the hive is located. Those lots exceeding twenty thousand (20,000) square feet in area shall only be required to screen the hive(s) with either dense landscaping or solid fencing at least five feet (5') in height to create a flyway barrier for the bees and to minimize the impact to adjoining properties.

e. Prominent signage warning of the presence of bees shall be required on the property (i.e., gate).

f. Each hive shall not exceed five feet (5') in height, nor shall the land area designated for the hives exceed thirty (30) square feet in total.

g. A source of water shall be available at all times on the property during the beehive's active months (March - November).

h. All areas where beehives are kept shall be clean and well maintained with no accumulation of bee combs, wax, etc., around the site.

i. An initial building permit shall be required for all hives and an inspection/approval is required prior to obtaining a beekeeping license.

j. A beekeeping license issued by the Village with a one-time fee of twenty five dollars (\$25.00) shall be required prior to obtaining the bees. A renewal license shall be required each year thereafter, with no additional fee or building inspection required.

k. Proof of registration with the Illinois Department of Agriculture will be required with the annual license.

l. A maximum of twenty five (25) residential zoning lots will be licensed to have bees in the Village at one time. (Ord. 2017-24, 3-21-2017; amd. Ord. 2018-58, 5-15-2018; Ord. 2022-28, 4-19-2022)