



Agenda Item Executive Summary

AGENDA ITEM: Branding Contract **BOARD OR COMMITTEE:** Board

BUDGET IMPACT

Amount	\$40,000 (not to exceed)- A5, \$25,000 for media buys	Budgeted	\$ 75,000 budgeted in advertising
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Fund: advertising **Corresponding Activity Measure:** N/A

EXECUTIVE SUMMARY

The Village staff has expressed satisfaction with A5's performance in implementing the "Belong in Bartlett" branding initiative and is recommending a continued partnership with the agency. A new contract has been proposed with a more focused and targeted scope, while still incorporating general guidance, bi-weekly consultations, and coordination of media buys. The extended agreement will build on the foundation established during the first phase of the branding campaign and begin shifting attention toward more strategic objectives.

The new agreement will be divided into three key components: economic development, campaign continuation, and the creation of a branding guide. Economic development will be the primary focus, specifically targeting the Lake Street TIF district. A5's previous success in similar projects across Illinois, Ohio, and Michigan, including positive feedback has provided staff confidence in their ability to execute this next phase effectively. Staff efforts to develop a Lake Street story map will complement A5's work, enhancing the impact of this initiative.

The continuation of the "Belong in Bartlett" campaign will emphasize content creation for social media, and performance reporting. A5 will manage scriptwriting, scheduling, and vendor coordination to ensure consistent messaging. Additionally, a new branding guide will be developed to help staff maintain cohesive communication strategies and appropriate use of brand elements, including the Village logo itself.

The proposed \$25,000 media budget will fund a more targeted campaign focusing on economic development and the Route 20 TIF district, with a continued broader messaging of the initial phase.

ATTACHMENTS (PLEASE LIST)

Memo, Scope of Work, Resolution, Agreement, Media Buy Proposal, Branding Guide example

RELATIONSHIP TO STRATEGIC PLAN GOAL

Strategic Plan Goal: Enhance communication via education campaign to increase residents' awareness of Village services, activities and funding; Enhance community events, continue implementation of community branding, Work to improve the retail profile in the Village

Short Term (1-3 Years): Routine Complex

Long Term (3-5 Years): Routine Complex

ACTION REQUESTED

- For Discussion Only
- Resolution
- Ordinance
- Motion

MOTION: I move to approve ordinance 2025- ____ A resolution approving an agreement between the Village of Bartlett and A5 Group, inc.

Staff: Scott Skrycki, Asst. Village Administrator

Date: May 12, 2025

Memorandum

To: Village President and Board of Trustees
Paula Schumacher, Village Administrator

From: Scott Skrycki, Assistant Village Administrator

Date: 5/13/2025

Re: Branding Phase #2

The village staff has been pleased with A5's performance and the rollout of our new branding slogan. The staff has budgeted for, and is recommending, a continued relationship with the agency. The goals of the new contract will be more targeted and specific in nature while also including some general guidance. The contract also includes bi-weekly consultations and media-buy coordination.

The agreement with the Village will be divided into three separate parts: economic development, campaign continuation, and a branding guide.

Economic Development

The bulk of the agreement with A5 will focus on economic development. The work by A5 will be combined with the new Lake Street story map that the staff is developing. The focus will be on Lake Street TIF.

A5 has done TIF work in Oak Park, Fox Lake, and St. Charles locally, as well as in some communities in Ohio and Michigan. Staff spoke with representatives from St. Charles, and they were pleased with A5's performance on this task.

Campaign Continuation

The Belong in Bartlett campaign continuation will include media buys (coordination, scriptwriting, scheduling, and execution), social media content creation and boosted post management, bi-weekly meetings (to ensure regular communication and status reports on current and upcoming projects), and other PR, media, and vendor coordination as needed. Reports on media buys and social media performance will be provided as part of this package.

Branding Guide

The branding guide will lay the foundation for future use. It will provide staff with guidance on both the Belong in Bartlett identity and the appropriate use of the Village Seal. Essentially, the guide will enable any communications or outward-facing staff to ensure that our marketing strategies are cohesive and consistent across the board.

An example of a branding guide from Northbrook is attached to the memorandum as an example

Proposed Media Buy

Staff has budgeted \$25,000 for the media plan, which would include social media ads/boosts, Google Ads, and paid advertising on platforms such as WBBM's Noon Business Hour, Heartland Real Estate Business, Fox32's Good Day Chicago, and WGN Daytime television.

One major difference in these media buys compared to the first phase is that this plan will be more focused and have a narrower scope. The first phase of media emphasized the overall charm and welcoming style of the community. This media blitz will concentrate on a direct message of economic development/Route 20 TIF. It will primarily carry the mantra of "You Belong," reflecting its focused scope on getting developers to come to Bartlett.

Project Authorization / Village of Bartlett

May 20, 2025

Scope of Work

a5 will work with the Village of Bartlett to promote economic development efforts, with a specific focus on the Lake Street Corridor and the TIF district. The following outlines the proposed scope of work.

Economic Development Promotion

a5 will provide marketing services for the Lake Street Corridor and TIF district with a focus on economic development.

Deliverables:

- Bi-weekly meetings with assigned account manager
- Print collateral design (fact sheets, brochures, signage, etc.)
- Campaign messaging
- Media buy* coordination and execution
- PR and social media
- Vendor and media relations
- Performance reports

**See media plan for proposed media buys.*

Belong in Bartlett Campaign Continuation

a5 will provide marketing services for the continuation of the Belong in Bartlett campaign.

Deliverables:

- Bi-weekly meetings with assigned account manager
- Media buy* coordination and execution
- PR and social media
- Vendor and media relations
- Performance reports

**See media plan for proposed media buys.*

Belong in Bartlett Brand Guide

a5 will create a standards manual, or brand guide, that will enable the Village of Bartlett representatives and design practitioners to apply the visual and verbal aspects of the Belong in Bartlett brand appropriately and help ensure consistency and continuity across applications and departments.

Deliverables

- PDF and native InDesign documents, including:
 - Logo usage (dos and don'ts, horizontal and vertical usage, usage with a tagline)

Project Authorization / Village of Bartlett

May 20, 2025

- Color palette
- Typographic guidelines
- Usage for events, initiatives and departments
- Usage with background colors/photos
- Image direction (photography and graphic elements)
- Copy tone/voice
- Brand usage examples (Village's website, signage, social media posts, etc.)

Estimated Fee Summary

Category

Economic Development Promotion	\$25,000
Belong in Bartlett Brand Continuation	\$10,000
Brand Guide	\$5,000
Estimated a5 Fees	\$40,000

a5 fees are calculated on estimated work hours required, based on our experience with this scope of work. a5's blended rate is \$175 per hour.

Fabrication, printing, photography and other third-party costs are not included in a5 fees.

Terms

- Estimates are based on a5's experience with similar projects, using a blended billing rate of \$175/hour. If hours exceed the estimated fees, the additional time will be billed at \$175/hour.
- a5 does progressive invoicing, so the client is only billed for completed work during the previous month. Billing-to-date amounts will also be included.
- Invoices are issued monthly through QuickBooks and will show the number of hours worked.
- Terms are net 15. Secure online payment via QuickBooks is preferred.
- Payment of fees and expenses is not contingent on the client's acceptance of recommendations.
- Outside expenses such as printing, FedEx, etc. are additional.
- Invoices for outside vendors used for photography, printing, etc. will be billed to the client to avoid agency markup. If client prefers a5 to pay vendor directly, a 15% markup will be added to vendor invoice.
- Final proofreading is the exclusive responsibility of the client; neither a5 Branding & Digital nor their suppliers will accept responsibility for errors in copy.

Project Authorization / Village of Bartlett

May 20, 2025

Approval

If the contents of all pages of this contract meet your approval, please countersign the form (below) and email to John Harris as authorization to proceed. If applicable, please select from the high / mid / low tier options by circling the respective category.

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

Submitted by

Accepted by



John Harris

Date

Principal, a5 Group Inc.

Authorized Signature

Date

RESOLUTION 2025 - _____

**A RESOLUTION APPROVING AN AGREEMENT
BETWEEN THE VILLAGE OF BARTLETT AND A5 GROUP, INC.**

BE IT RESOLVED by the President and Board of Trustees of the Village of Bartlett, Cook, DuPage and Kane Counties, Illinois, pursuant to its home rule authority, as follows:

SECTION ONE: **APPROVAL.** The Professional Services Agreement between the Village of Bartlett and A5 Group, Inc. for branding services (the "Agreement"), a copy of which is appended hereto and expressly incorporated herein by this reference, is hereby approved.

SECTION TWO: **AUTHORIZATION.** The Village President is hereby authorized and directed to sign the Agreement on behalf of the Village of Bartlett.

SECTION THREE: **SEVERABILITY.** The various provisions of this Resolution are to be considered as severable, and of any part or portion of this Resolution shall be held invalid by any Court of competent jurisdiction, such decision shall not affect the validity of the remaining provisions of this Resolution.

SECTION FOUR: **REPEAL OF PRIOR RESOLUTIONS.** All prior Ordinances and Resolutions in conflict or inconsistent herewith are hereby expressly repealed only to the extent of such conflict or inconsistency.

SECTION FIVE: **EFFECTIVE DATE.** This Resolution shall be in full force and effect upon passage and approval.

ROLL CALL VOTE:

AYES:

NAYS:

ABSENT:

PASSED:

APPROVED:

Daniel H. Gunsteen, Village President

ATTEST:

Lorna Giles, Village Clerk

CERTIFICATION

I, the undersigned, do hereby certify that I am the Village Clerk of the Village of Bartlett, Cook, DuPage and Kane Counties, Illinois, and that the foregoing is a true, complete and exact copy of Resolution 2025 - _____ enacted on May 20, 2025, and approved on May 20, 2025, as the same appears from the official records of the Village of Bartlett.

Lorna Giles, Village Clerk

PROFESSIONAL SERVICES AGREEMENT

This **AGREEMENT** ("**Agreement**") is dated as of the 20th day of May, 2025 ("**Effective Date**"), and is by and between **THE VILLAGE OF BARTLETT** ("**Village**"), an Illinois home rule municipality, and **A5 GROUP, INC., d/b/a A5 BRANDING + DIGITAL**, an Illinois Corporation ("**Contractor**")

IN CONSIDERATION OF the recitals and the mutual covenants and agreements set forth in the Agreement, and pursuant to the Village's authority, the parties agree as follows:

SECTION 1. CONTRACTOR AND SCOPE OF SERVICES.

A. Engagement of Contractor. The Village hereby engages the Contractor to perform and provide the services described in the Project Authorization, a copy of which is attached as **Exhibit A** to this Agreement ("**Project Authorization**"). The Contractor represents it is financially solvent, has the necessary financial resources, and is sufficiently experienced and competent to perform and complete the services set forth in the Project Authorization ("**Services**") in accordance with the standards of practice, care, and diligence practiced by recognized companies or firms performing services of a similar nature in existence at the time of performance. The representations and certifications expressed are in addition to any other representations and certifications expressed in this Agreement, or expressed or implied by law, which are reserved to the Village. The Contractor must provide the Services pursuant to the terms and conditions of this Agreement and as described in the Project Authorization.

B. Commencement; Time of Performance. The Contractor must commence the Services immediately upon receipt of written notice that this Agreement has been fully executed by the Parties ("**Commencement Date**").

C. Compensation. The Village will pay the Contractor pursuant to the not-to-exceed amount as set out in the Project Authorization in the attached **Exhibit A**. The total amount billed by the Contractor for the completion of the Services under this Agreement will not exceed \$40,000. The Contractor must submit monthly invoices in an approved format to the Village for services rendered during that month by the Contractor in performing the Services. The Village agrees to pay the Contractor's invoices in accordance with the Illinois Local Government Prompt Payment Act, 50 ILCS 505/1, et seq. The Village will not be liable for any costs incurred by the Contractor in connection with any services provided by the Contractor that are outside the scope of this Agreement except upon the prior written consent of the Village and after approval in accordance with all applicable procedures.

D. Reporting. The Contractor will regularly report to the Village regarding the progress of the Services during the term of this Agreement.

E. Term; Termination.

I. Term. The term of this Agreement, unless terminated pursuant to the terms of this Agreement, will expire on the date the Village determines that all of the Services required of the Contractor under this Agreement, as more fully described in the Project Authorization, are completed. A determination of completion will not constitute a waiver of any rights or claims that the Village has, before or after completion, with respect to any breach of this Agreement by the Contractor or any right of indemnification of the Village by the Contractor.

II. Termination. Notwithstanding any other provision hereof, the Village may terminate this Agreement, at any time and for any reason, upon seven days prior written notice to the Contractor. In the event this Agreement is terminated by the Village, the Contractor will be paid for the Services actually performed and reimbursable expenses actually incurred, if any, prior to the termination date, which amount may not exceed the not-to-exceed amount provided for in the Project Authorization.

SECTION 2. CONFIDENTIAL INFORMATION.

A. Confidential Information. The term “**Confidential Information**” shall mean information in the possession or under the control of the Village relating to the technical, business, or corporate affairs of the Village; Village property; user information, including, without limitation, any information pertaining to usage of the Village's computer system and information obtained from server logs or other records of electronic or machine-readable form. Village Confidential Information shall not include information that can be demonstrated: (1) to have been rightfully in the possession of the Contractor from a source other than the Village prior to the time of disclosure of said information to the Contractor under this Agreement (“**Time of Disclosure**”); (2) to have been in the public domain prior to the Time of Disclosure; (3) to have become part of the public domain after the Time of Disclosure by a publication or by any other means except an unauthorized act or omission or breach of this Agreement on the part of the Contractor or the Village; or (4) to have been supplied to the Contractor after the Time of Disclosure without restriction by a third party who is under no obligation to the Village to maintain such information in confidence.

B. No Disclosure of Confidential Information by the Contractor. The Contractor acknowledges that it may, in performing the Services for the Village under this Agreement, have access to or be directly or indirectly exposed to Confidential Information. The Contractor agrees to hold confidential all Confidential Information and will not disclose or use Confidential Information without express prior written consent of the Village. The Contractor must use reasonable measures at least as strict as those the Contractor uses to protect its own confidential information.

SECTION 3. INDEMNIFICATION; INSURANCE.

A. Indemnification. Contractor will indemnify, save harmless, and defend the Village and all Village elected or appointed officials, officers, employees, representatives, engineers, attorneys, and agents from and against all damages, liability, claims, losses, and expenses (including attorneys' fee) that may arise, or be alleged to have arisen, out of or in connection with this Agreement or the Contractor's performance of, or failure to perform, the Services or any part thereof, or any failure to meet the representations and certifications set forth in this Agreement. This indemnity obligation does not apply to any willful misconduct or gross negligence on the part of the Village.

B. Insurance. The Contractor will, at its sole cost, obtain and keep in force at all times during the performance of any work referred to above, Workers Compensation and Employer's Liability Insurance, Commercial General Liability Insurance, and Automobile Insurance in at least the type and amounts as follows:

1. Workers' Compensation:
 - (a) State: Statutory
 - (b) Employer's Liability

- | | | |
|----|--|---------------------------------------|
| | \$500,000.00 | Per Occurrence |
| | \$500,000.00 | Disease, Policy Limit |
| | \$500,000.00 | Disease, Each Employee |
| 2. | Commercial General Liability: | \$2,000,000.00 General Aggregate |
| 3. | Business Automobile Liability (including owned, non-owned and hired vehicles): | |
| | i. Bodily Injury: | |
| | • \$1,000,000.00 | Per Person |
| | • \$1,000,000.00 | Per Accident |
| | ii. Property Damage | |
| | • \$1,000,000.00 | Per Occurrence |
| | iii. Umbrella Excess Liability: | \$2,000,000.00 over Primary Insurance |

The Contractor must name the Village as an additional insured on the Commercial General Liability policy and the Business Automobile Liability policy and provide Village with Certificates of Insurance and applicable policy endorsement(s), executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth above. Failure of Village to demand any certificate, endorsement or other evidence of full compliance with these insurance requirements or failure of Village to identify a deficiency from evidence that is provided shall not be construed as a waiver of Contractor's obligation to maintain such insurance. The Contractor agrees that the obligation to provide the insurance required by these documents is solely its responsibility and that this is a requirement which cannot be waived by any conduct, action, inaction or omission by the Village. Upon request, the Contractor will provide copies of any or all policies of insurance maintained in fulfillment hereof. Failure to maintain the required insurance may result in termination of this Contract at Village's option.

SECTION 4. DEFAULT.

If it should appear at any time that the Contractor has failed or refused to prosecute, or has delayed in the prosecution of, the Services with diligence at a rate that assures completion of the Services in full compliance with the requirements of this Agreement, or has otherwise failed, refused, or delayed to perform or satisfy the Services or any other requirement of this Agreement ("***Event of Default***"), and fails to cure any such Event of Default within 10 business days after the Contractor's receipt of written notice of such Event of Default from the Village, then the Village will have the right, without prejudice to any other remedies provided by law or equity, to pursue any one or more of the following remedies:

A. Cure by Contractor. The Village may require the Contractor, within a reasonable time, to complete or correct all or any part of the Services that are the subject of the Event of Default; and to take any or all other action necessary to bring the Contractor and the Services into compliance with this Agreement.

B. Termination of Agreement by Village. The Village may terminate this Agreement without liability for further payment of amounts due or to become due under this Agreement after the effective date of termination.

C. Withholding of Payment by Village. The Village may withhold from any payment, whether or not previously approved, or may recover from the Contractor, any and all costs, including attorneys' fees and administrative expenses, incurred by the Village as the result of any Event of Default by the Contractor or as a result of actions taken by the Village in response to any Event of Default by the Contractor.

SECTION 5. SPECIAL PROVISIONS.

A. Relationship of the Parties. The Contractor acts as an independent contractor in providing and performing the Services. Nothing in, nor done pursuant to, this Agreement shall be construed (1) to create the relationship of principal and agent, employer and employee, partners, or joint venturers between the Village and Contractor; or (2) to create any relationship between the Village and any subcontractor of the Contractor.

B. Conflict of Interest. The Contractor represents and certifies that, to the best of its knowledge, (1) no Village employee or agent is interested in the business of the Contractor or this Agreement; (2) as of the date of this Agreement neither the Contractor nor any person employed or associated with the Contractor has any interest that would conflict in any manner or degree with the performance of the obligations under this Agreement; and (3) neither the Contractor nor any person employed by or associated with the Contractor shall at any time during the term of this Agreement obtain or acquire any interest that would conflict in any manner or degree with the performance of the obligations under this Agreement.

C. No Collusion. The Contractor represents and certifies that the Contractor is not barred from contracting with a unit of state or local government as a result of (1) a delinquency in the payment of any tax administered by the Illinois Department of Revenue unless the Contractor is contesting, in accordance with the procedures established by the appropriate revenue act, its liability for the tax or the amount of the tax, as set forth in Section 11-42.1-1 *et seq.* of the Illinois Municipal Code, 65 ILCS 5/11-42.1-1 *et seq.*; or (2) a violation of either Section 33E-3 or Section 33E-4 of Article 33E of the Criminal Code of 1961, 720 ILCS 5/33E-1 *et seq.* The Contractor represents that the only persons, firms, or corporations interested in this Agreement as principals are those disclosed to the Village prior to the execution of this Agreement, and that this Agreement is made without collusion with any other person, firm, or corporation. If at any time it shall be found that the Contractor has, in procuring this Agreement, colluded with any other person, firm, or corporation, then the Contractor shall be liable to the Village for all loss or damage that the Village may suffer, and this Agreement shall, at the Village's option, be null and void.

D. Compliance With Laws. Contractor must give all notices, pay all fees, and take all other action that may be necessary to ensure that the Services are provided, performed, and completed in accordance with all required governmental permits, licenses, or other approvals and authorizations that may be required in connection with providing, performing, and completing the Services, and with all applicable statutes, ordinances, rules, and regulations. Contractor is solely liable for any fines or civil penalties that are imposed by any governmental or quasi-governmental agency or body that may arise, or be alleged to have arisen, out of or in connection with Contractor's, or its subcontractors, performance of, or failure to perform, the Services or any part thereof. Every provision of law required by law to be inserted into this Contract is deemed to be inserted.

E. Mutual Cooperation. The Village agrees to cooperate with the Contractor in the performance of the Services, including meeting with the Contractor and providing the Contractor with such information that the Village may have that may be relevant and helpful to the Contractor's performance of the Services. The Contractor agrees to cooperate with the Village in the performance of and the completion of the Services and with any other Contractors engaged by the Village.

F. **Ownership.** The Contractor agrees that all work product, in any form, prepared, collected, or received by the Contractor in connection with any or all of the Services to be performed under this Agreement will be and remain the exclusive property of the Village. At the Village's request, or upon termination of this Agreement, the Contractor will cause the work product to be promptly delivered to the Village. Any outstanding payment obligations may not be used as a basis to withhold work product. To the extent any of the work product cannot be considered the property of the Village, Contractor irrevocably grants, assigns, and transfers to the Village all right, title, and interest in and to the work product created under this Agreement in all media throughout the world in perpetuity and all intellectual property rights therein, free and clear of any liens, claims, or other encumbrances, to the fullest extent permitted by law. All intellectual property, Confidential Information, and work product will at all times be and remain the property of the Village. The Contractor will execute all documents and perform all acts that the Village may request in order to assist the Village in perfecting or protecting its rights in and to the work product and all intellectual property rights relating to the work product produced under this Agreement.

G. **Freedom of Information Act.** The Contractor agrees to maintain, without charge to the Village, all records and documents for projects of the Village in compliance with the Freedom of Information Act, 5 ILCS 140/1 et seq. In addition, Contractor must produce records which are responsive to a request received by the Village under the Freedom of Information Act so that the Village may provide records to those requesting them within the time frames required. If additional time is necessary to compile records in response to a request, then Contractor must notify the Village and if possible, the Village will request an extension so as to comply with the Act. In the event that the Village is found to have not complied with the Freedom of Information Act due to Contractor's failure to Contractor documents or otherwise appropriately respond to a request under the Act, then Contractor will indemnify and hold the Village harmless, and pay all amounts determined to be due including but not limited to fines, costs, attorneys' fees and penalties.

SECTION 6. GENERAL PROVISIONS.

A. **Amendment.** No amendment or modification to this Agreement shall be effective unless and until the amendment or modification is in writing, properly approved in accordance with applicable procedures, and executed.

B. **Assignment.** This Agreement may not be assigned by the Village or by the Contractor without the prior written consent of the other party.

C. **Binding Effect.** The terms of this Agreement will bind and inure to the benefit of the Parties to this Agreement and their agents, successors, and assigns.

D. **Notice.** All notices required or permitted to be given under this Agreement shall be in writing and shall be delivered (1) personally, (2) by a reputable overnight courier, (3) by certified mail, return receipt requested, and deposited in the U.S. Mail, postage prepaid, or (4) by email. Unless otherwise expressly provided in this Agreement, notices shall be deemed received upon the earlier of (a) actual receipt; (b) one business day after deposit with an overnight courier as evidenced by a receipt of deposit; (c) three business days following deposit in the U.S. mail, as evidenced by a return receipt; (d) time-stamp email was sent. By notice complying with the requirements of this Section, each Party shall have the right to change the address or the addressee, or both, for all future notices and communications to the other party, but no notice of a change of addressee or address shall be effective until actually received.

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

Scott Skrycki
Village of Bartlett
228 S. Main Street
Bartlett, IL 60103
sskrycki@bartlett.il.gov

With a copy to:

Ancel Glink, P.C.
140 South Dearborn Street
Chicago, IL 60603
Attn: Kurt Asprooth
kasprooth@ancelglink.com

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

John Harris
Principal, a5 Group Inc.
jharris@a5inc.com

E. Third Party Beneficiary. No claim as a third party beneficiary under this Agreement by any person, firm, or corporation shall be made or be valid against the Village.

F. Governing Laws. This Agreement will 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 arising out of relating to this Agreement will be in the Circuit Courts of Cook County, Illinois.

G. Entire Agreement. This Agreement constitutes the entire agreement between the parties to this Agreement and supersedes all prior agreements and negotiations between the parties, whether written or oral relating to the subject matter of this Agreement.

H. Time is of the Essence. Time is of the essence in the performance of this Agreement.

I. Waiver. Neither the Village nor the Contractor shall be under any obligation to exercise any of the rights granted to them in this Agreement except as it shall determine to be in its best interest from time to time. The failure of the Village or the Contractor to exercise at any time any such rights shall not be deemed or construed as a waiver of that right, nor shall the failure void or affect the Village's or the Contractor's right to enforce such rights or any other rights.

J. Exhibits. Exhibit A is attached to this Agreement, and by this reference incorporated in and made a part of, this Agreement. In the event of a conflict between the Exhibit and the text of this Agreement, the text of this Agreement shall control.

K. Interpretation. This Agreement will be construed without regard to the identity of the Party which drafted its provisions. Any rule of construction that a document is to be construed against the drafting party will not be applicable to this Agreement.

L. Counterparts. This Agreement may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument, and any signatures to counterparts may be delivered by facsimile or other electronic transmission and will have the same force and effect as original signatures.

THE VILLAGE OF BARTLETT

By: _____
Daniel H. Gunsteen
Village President
Village of Bartlett

A5 BRANDING & DIGITAL GROUP INC

By: _____
Title: _____

Belong in Bartlett 2025 Marketing Approach

May 2025

**a5 Branding
& Digital**

Media Buy Opportunities

WBBM News Radio / Noon Business Hour

- **Overview:** airs M-F 12pm-1pm and invites notable guests who contribute valuable information for both entrepreneurs and businesses about the disruptive forces challenging businesses.
- **Reach:** approx. 1.7 million total listeners per week. Actual reach will vary depending on campaign length, timing and frequency (e.g., 307,000 individuals over an eight-week campaign, for 1,072,000 total gross impressions)
- **Estimated Cost:** \$5,500



Heartland Real Estate Business

- **Overview:** Heartland Real Estate Business magazine covers the multifamily, retail, office, healthcare, industrial and hospitality sectors in Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio and Wisconsin.
- **Readership:** 30,845
- **Estimated Cost:** \$2,950 (full page ad and economic development spotlight editorial)

BUSINESS IN CRYSTAL LAKE, ILLINOIS IS BOOMING

Year after year, Crystal Lake continues to be a hub for national and regional restaurants and retailers, seeing success across multiple different industries. From business expansion to reinvestment in retail, residential and healthcare facilities, the community continues to grow and the market remains strong.

In 2022, residents and visitors spent more than \$147 million at restaurants in Crystal Lake, and according to the Illinois Department of Revenue, Crystal Lake had more than \$1.4 billion in retail sales placing it in the top 20 for Chicagoland metropolitan area retail sales. With a historically low vacancy rate, it's clear that businesses in Crystal Lake stay in Crystal Lake due to the business-focused mindset of the city.

On the regional and national level, Crystal Lake has welcomed Guzman y Gomez, Crumbl Cookies, Raising Cane's, Summer Moon and Rookies All American Pub and Grill, alongside retailers such as Best Buy, Bestfield Pet Hospital, Hallmark and Ollie's Bargain Outlet.

While there are plenty of new additions coming to Crystal Lake to be excited about, there are also developments filling vacant parcels and redeveloping underutilized properties. Water's Edge is a 30-acre mixed-use redevelopment project that will transform a tired shopping center into a vibrant neighborhood, offering a cohesive mix of apartments, restaurants and entertainment that will accommodate for the demand Crystal Lake sees for commercial property along Northwest Highway on a consistent basis.

The healthcare industry in Crystal Lake is also thriving. Recently Clayco, a French company that specializes in the processing of high-performance polymers, composites and precision metal parts, opened its



MeritHealth Hospital recently expanded with a \$105 million project encompassing a hospital and multi-specialty medical campus.

first U.S. location here in Crystal Lake and has 240 employees. Matthews Co., a leading provider of agricultural equipment headquartered in Crystal Lake, created new grain dryer equipment and the firm of its kind technology to operate it. New and old manufacturers based in Crystal Lake see the community as a place for innovation and the right home to grow their businesses.

Part of what makes Crystal Lake the perfect hub for business and life is plenty of new living options. More than 1,000 housing units have been approved for construction in the last few years. Recent housing developments include The Enclave, located at 95 E. Crystal Lake Ave. that will bring 99 units to downtown Crystal Lake, and Radwood, which will bring 304 ranch-style rental townhomes to the Route 31 corridor.

On top of the booming market and innovative technology in Crystal Lake, the city also fosters impressive education opportunities for residents. Recently, McHenry County College announced plans and will begin construction on a new Center for Advanced Technology and Innovation (CATI). The \$22 million project will support advanced technology and

manufacturing program growth as well as support the existing manufacturing companies and help prepare the future workforce.

In addition, McHenry County College announced plans to launch partnerships with several universities to offer access to four-year degrees right here in McHenry County. This expansion of academic opportunity gives residents and workers the ability to obtain an education where they live, work and play.

It's no secret that Crystal Lake continues pushing forward in the McHenry County and Chicagoland areas. The market in Crystal Lake is thriving and the future of the city holds many opportunities. Clearly when it comes to business growth and opportunity, Crystal Lake is the clear leader.



Rookies All American Pub and Grill



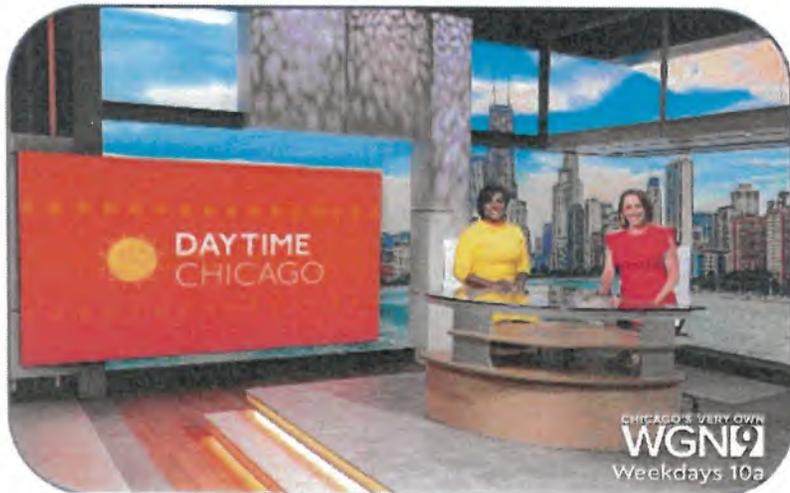
Guzman y Gomez

FOX 32 TV Good Day Chicago

- **Overview:** FOX 32 TV is a top-rated local TV station. A two-minute in-studio pre-recorded interview would air once either at 9:55am or during noon news.
- **Estimated Cost:** A \$4,000 package includes the interview and one-time airing.



WGN TV Daytime Chicago



- **Overview:** WGN TV *Daytime Chicago* is the number one rated TV show M-F 10am-11am. It is a hyper-local hour that talks about food, health, wealth, family, culture and more.
- **Viewership:** Advertorial segments reach an average of 50,000 adults 18+.
- **Estimated Cost:** \$7,000 (includes an in-studio segment and digital assets).

Digital and Social Media

Social Media Ads/Boosts

- **Overview:** Boosted posts and ads on Facebook, Instagram and LinkedIn to reach new people who are likely interested in your page or business, but don't currently follow you.
- **Recommend monthly budget:** \$200 - \$400 depending on overall budget.
- **Estimated reach:** 1,000-5,000 views/day

Village of Mundelein
Published by John Harris · January 18 ·

Holy cannoli! For Tony Volpentesta, making cannoli connects him to his grandma Anita. She taught him how to make the Italian treat, which he turned into tony cannoli, a downtown Mundelein dessert shop at 460 N. Lake Street. The Mundelein native makes his cannoli with love, slightly sweetened ricotta and a thin, crispy two-bite shell. Seven varieties are available all the time, including pistachio, chocolate orange and hazelnut. Try the cannoli shakes too, and for something extra special, order the lemon cake, made with Tony's homemade lemon curd.

Get your business involved today by sending an email to info@mundelein.org
#MadeInMundelein

Menu Board:
Sandwiches: (1) \$4.25, (2) \$8, (10) \$15, (20) \$28
Cakes: *cannoli cake slice \$4, whole \$35
Beverages: italian soda \$2.50, water \$2.00
Desserts: *traditional, *hazelnut crème

Advertisement:
Made for You, Mundelein
Love Local. Eat Local.

13,922 People reached | 1,646 Engagements | - Distribution score | Boost post

345 | 35 comments | 47 shares

Google Ads

- **Overview:** Google Ads is a platform that allows you to create specifically targeted ads that appear higher in the Google Search results page. You set a budget, and only pay per click on your ad.
- **Recommend monthly budget:** \$200 - \$400 depending on overall budget.
- **Average click-thru rate:** 4-6%

Social Media Stories for Bartlett

- To add more value to the business attraction portion of the campaign, a5 recommends a social media component to tell business stories.
- The following slides show a sampling of stories featuring campaign branding and business highlights.
- a5 uses an iPhone to shoot and conducts brief interviews to gather the content. The content is then turned into a social media post with a brief written story.
- These stories could run on the Discover Bartlett social media; they play a triple role of building community, attracting business and retaining businesses while furthering the Belong in Bartlett campaign.

Examples: Renew the Avenue

Hemingway District Oak Park is with Village of Oak Park, Illinois and 5 others at Tony's Shoe Clinic. October 22, 2024 · Oak Park · 🌐

Tony's Shoe Repair | Tony Munoz

Meet Tony's Shoe Repair 🍷🍷

Tony Munoz is an Oak Park treasure. In December, he will celebrate 45 years in Oak Park, and in that time, most everyone in the community has been in to have Tony fix shoes, jackets, purses and even baseball mitts and hockey masks. The proprietor of Tony's Shoe Repair says he retired seven years ago, yet he still comes to work six days a week because he loves it—and Oak Park. Along with his daughter, son and now... See more



👍👍 71

4 comments 3 shares

Hemingway District Oak Park is with Il Vicolo Trattoria Oak Park and 5 others at Il Vicolo Trattoria Oak Park. October 29, 2024 · Oak Park · 🌐

IL VICOLO | Frank Russo and Vito Tufano

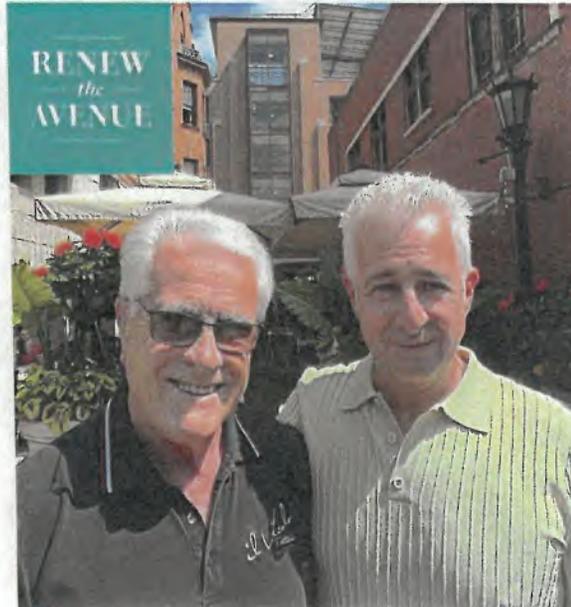
Meet @ilvicolotrattoriaoakpark! 🍷🍷

For Vito Tufano and Frank Russo, life happens around a table. It's where you eat, drink and share a laugh. It makes sense, then, that dining at their restaurant, IL Vicolo, makes you feel like you're at home—or maybe like you're dining al fresco in Italy if you grab a seat on the patio.

On their first night 15 years ago, IL Vicolo seated 350 guests for dinner and hasn't looked back. The restaurant serves up family recipes with a Neapolitan influence at 118 N. Oak Park Avenue. At il Vicolo (which means "the alley" in Italian), you arrive as a customer, leave as a friend and are treated as family.

Be sure to support the businesses of the Hemingway District as we prepare to Renew the Avenue in 2025!

#hemingwaydistrict, #vietoakpark, #renewtheavenue



👍👍 27

1 comment 3 shares

Hemingway District Oak Park is with Village of Oak Park, Illinois and 5 others. November 5, 2024 · 🌐

SELLERIA VENETA | Moses Valdez

Meet @selleriaveneta! 🍷🍷

Moses Valdez loves Oak Park and the Hemingway District—and meeting people. The co-owner of Selleria Veneta, a boutique dedicated to Italian handmade clothing, handbags and jewelry, grew up in Oak Park as one of eight kids. With his business partner Cecilia Romanucci, Moses curates moderately priced fashion made by hand with the environment in mind. In addition to Selleria Veneta (139 N. Oak Park Avenue), Moses brings his energy to the recently invigorated Hemingway District Association as president of the organization. Where Selleria Veneta showcases the spirit of Italian fashion, Moses encapsulates the spirit of Oak Park.

Be sure to support the businesses of the Hemingway District as we prepare to Renew the Avenue in 2025!

#hemingwaydistrict, #visitoakpark, #renewtheavenue



👍👍 30

6 comments

Examples: Made for You, Mundelein

Village of Mundelein
Published by John Harris · January 18

Holy cannoli! For Tony Volpentesta, making cannoli connects him to his grandma Anita. She taught him how to make the Italian treat, which he turned into *tony cannoli*, a downtown Mundelein dessert shop at 460 N. Lake Street. The Mundelein native makes his cannoli with love, slightly sweetened ricotta and a thin, crispy two-bite shell. Seven varieties are available all the time, including pistachio, chocolate orange and hazelnut. Try the cannoli shakes too, and for something extra special, order the lemon cake, made with Tony's homemade lemon curd.

Get your business involved today by sending an email to info@mundelein.org
#MadeInMundelein

Made for You, Mundelein
Love Local. Eat Local.

13,922 People reached | 1,646 Engagements | - Distribution score

345 | 35 comments | 47 shares

Like | Comment | Share

Comment as Village of Mundelein

Peter DeCaluwe
Tony is a fine young man and a great restaurant owner and operator. Great for the town and the neighborhood even more.

Village of Mundelein
Published by John Harris · December 19, 2022 at 9:50 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 Tap House, 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 Backs, who serves as general manager, says Oak Trail Tap House attracts a wide range of customers, from families looking for a comfortable spot (and a great sm... See more

Made for You, Mundelein
Love Local. Explore Local.

25,858 People reached | 3,844 Engagements | +6.5x higher Distribution score

357 | 41 comments | 73 shares

Like | Comment | Share

Comment as Village of Mundelein

Janine Walsh
lol I was thinking the same thing!

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.

Village of Mundelein
Published by John Harris · December 15, 2022

Chef Claude Bouteille, a Mundelein resident, wanted to bring a little bit of France to Lake County. Thirteen years ago, he opened Taste of Paris, 161 Seymour, to make the food he loves approachable for breakfast, lunch and dinner. Explore the pastry case, filled with delicious croissants, delicate crème brulee and the delightful, traditional Mille Feuille (puff pastry filled with vanilla custard). Menu favorites include quiche Lorraine, steak frites and beef bourguignon. Know... See more

Made for You, Mundelein
Love Local. Eat Local.

5,514 People reached | 698 Engagements | +1.3x higher Distribution score

258 | 21 comments | 13 shares

Like | Comment | Share

Comment as Village of Mundelein

Cheryl Rudy Bradford
Oh, how I wish you would deliver a mile away! I've been dreaming about eating your food since you opened!

Selected Media Package

Low Budget Media Plan (Proposed)

Social Media Ads/Boosts	\$2,400
Google Ads	\$2,500
Paid Advertising <i>(WBBM Noon Business Hour + Heartland Real Estate Business)</i>	\$8,500
Media Appearances <i>(Fox32 Good Day Chicago + WGN TV Daytime Chicago)</i>	\$11,000
<hr/>	
Total	\$24,400



Brand Identity Guidelines

Table of Contents

- 3. **Brand Messaging**
- 6. **Logo**
- 12. **Color**
- 13. **Logo Usage**
- 18. **Typography**

Education unmatched. People move to Northbrook because of the schools and the opportunities the schools create for students.

Welcoming to all. Northbrook celebrates diversity in all forms.

Community-driven. People get involved in Northbrook life to help make the community better.

Green living. With plenty of parks and preserves and a focus on sustainability, Northbrook offers a safe, green living experience.

Convenient location. With a Metra train, easy access to two interstates and close proximity to downtown Chicago and O'Hare International Airport, Northbrook boasts an outstanding location.

Outstanding services. From village government to the library, Northbrook offers top flight services that make life better.

Brand Positioning Statement

For those looking for a community that is welcoming, friendly and increasingly diverse, the Village of Northbrook offers a safe, peaceful and sustainable experience in a great location not far from the city and O'Hare International Airport.

With one of the area's best school systems and excellent village services, a top-rated library and ample outdoor opportunities, Northbrook is a special place that appeals to, and welcomes, young and old alike.

Brand Tone

Friendly

Accommodating

Welcoming

Confident

Accepting

Professional

Brand tone includes key attributes to achieve when drafting outward-facing communications.

Logo

Primary logo



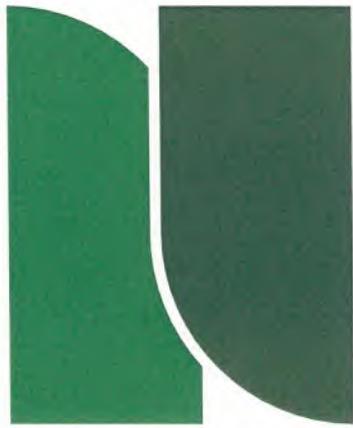
Logo

Horizontal logo



Logo

Logomark



Logo

White logos



Primary logo



Horizontal



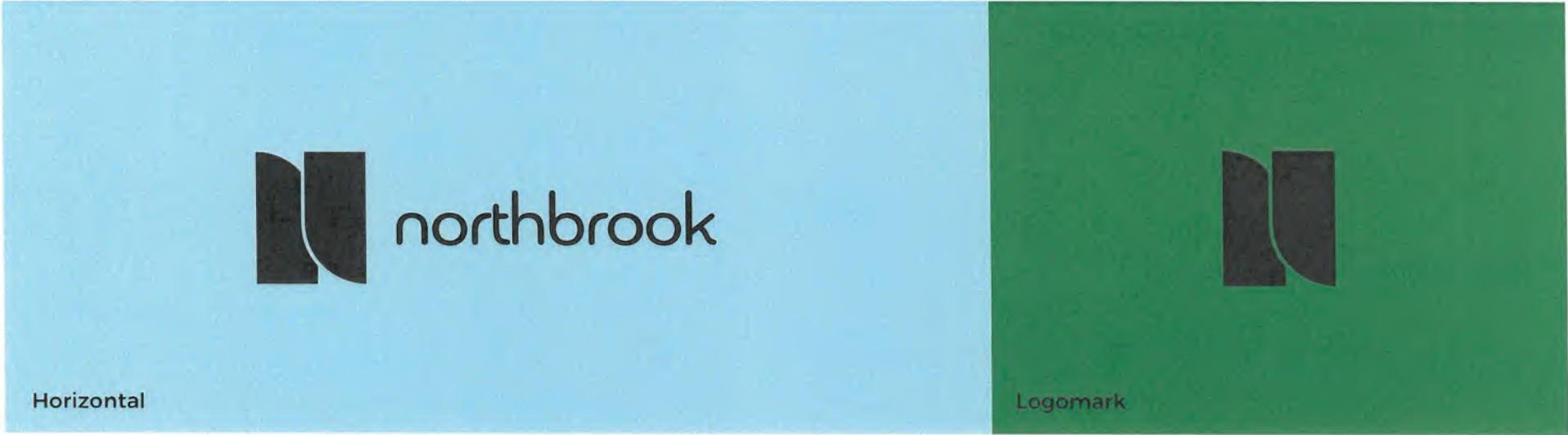
Logomark

Logo

Black logos



Primary logo



Horizontal

Logomark

Tagline

Tagline usage

True North is the tagline to use when communicating to current residents and businesses. This tagline's objective is to help amplify pride in Northbrook and help build community. The tagline does not need to be used in all communications, just when it seems appropriate. For example, it would not be appropriate to include "True North" on an emergency social media post or email communication, but it would be appropriate to include in an invitation to an event targeted to residents.

Thrive Here is our economic development tagline to be used with external audiences that Northbrook would like to attract. This could be residents or businesses.

True North

Thrive Here

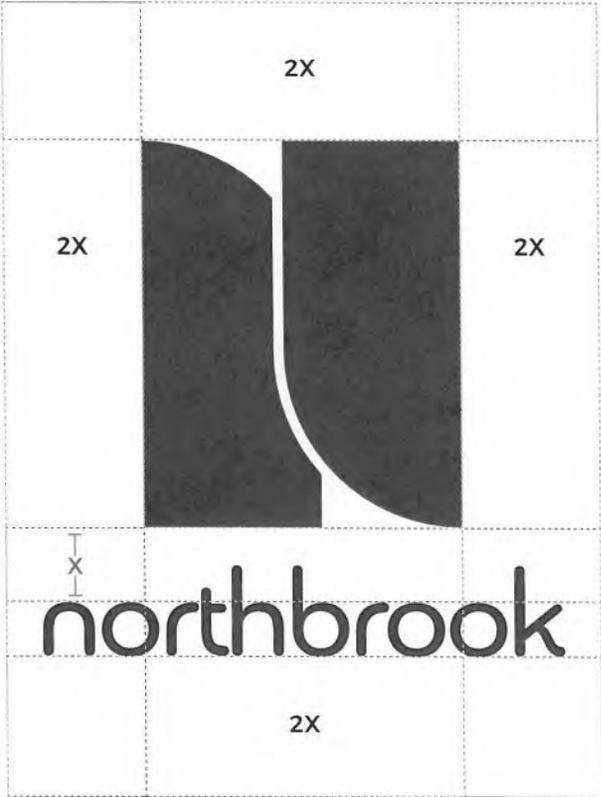
Color

Primary color palette

<p>Primary Green</p> <p>cmyk 85 10 100 10 rgb 0 148 68 hex #009444</p>	<p>Dark Green</p> <p>cmyk 90 30 95 30 rgb 0 104 56 hex #006838</p>	<p>Darkest Green</p> <p>cmyk 19 54 65 54 rgb 2 59 57 hex #023b39</p>
<p>Light green</p> <p>cmyk 61 0 76 0 rgb 105 191 111 hex #69bf6f</p>	<p>Warm Red</p> <p>cmyk 16 88 100 5 rgb 199 66 39 hex #c64327</p>	<p>Black</p> <p>cmyk 0 0 0 100 rgb 0 0 0 hex #000000</p>
<p>Light Teal</p> <p>cmyk 19 0 4 0 rgb 203 234 241 hex #cbeaf1</p>	<p>Cream</p> <p>cmyk 5 4 12 0 rgb 240 237 222 hex #f0edde</p>	<p>White</p> <p>cmyk 0 0 0 0 rgb 255 255 255 hex #ffffff</p>

Logo Usage

Primary logo lockup and clear space



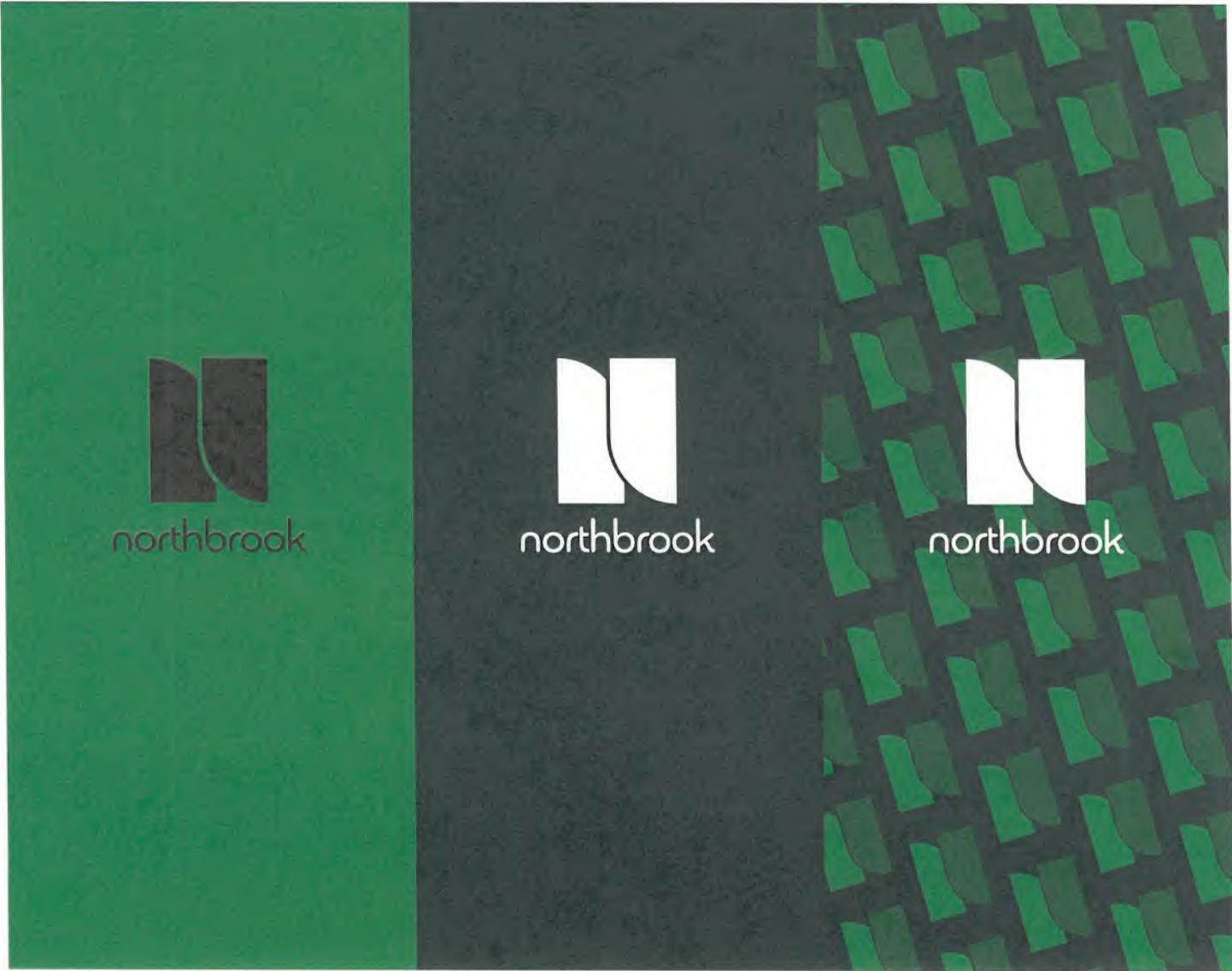
Logo Usage

Horizontal logo lockup and clear space



Logo Usage

Correct usage



Logo Usage

Incorrect usage



Do not adjust size relation of logomark to logotype.

Do not outline the logo.

Do not use on colors present in logo

Do not use logo in or on unapproved colors.



Avoid using white on lighter tone brand colors.

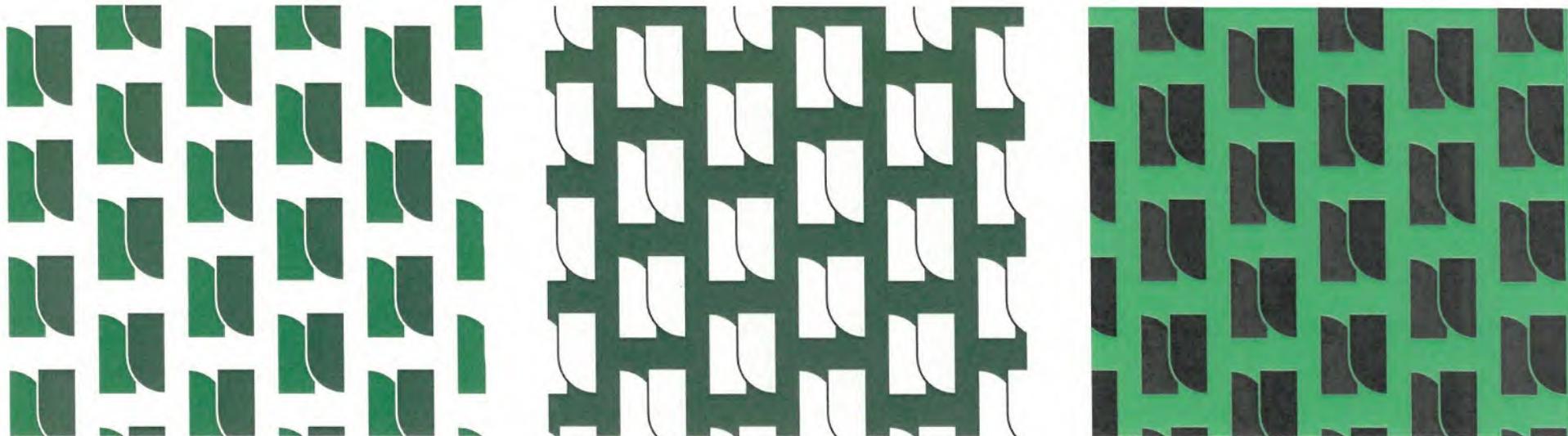
Avoid using black on darker tone brand colors.

Do not change the font in the logotype.

Do not use distort the logo.

Logo Usage

Pattern



Patterns can be used vertically and at a 45 degree angle, but not rotated fully horizontal. Transparency can be changed to make more subtle.

Montserrat

[https://fonts.google.com/
specimen/Montserrat](https://fonts.google.com/specimen/Montserrat)

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTt
UuVvWwXxYyZz**

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ?

Light Regular Medium Semibold Bold

Typography

Internal copy

Arial

Default installed on all Windows devices. To be used for internal body copy & other communications.

**AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTt
UuVvWwXxYyZz**

0123456789!@#\$%^&*?

Regular Bold

Typography

Hierarchy

Headlines:

Montserrat Bold

Subheads/Captions:

Montserrat Semi Bold

Body:

Montserrat Regular

Bis etreitur, tectur?

Lenestibus eossi as nam rem
laboraturepe susapel lorionest et.

At oditis voluptatur? Consecture nonet laccus.
Omnis et et endae accatempel volut adipsaepel
moluptaquunt es assum eaquam voluptatur audae
nat ipsam simoluptam ani dolor ariaepuditam
laccumquia doloreperum facesti dipis cusae dellorro
molorro rpore, is et que pa sum volupta tiatur
repersperum nobitiur re, tem non et volor sum,
sunt aut exceprem latemol lectur sunt, quas et.

Usage Example



Letterhead

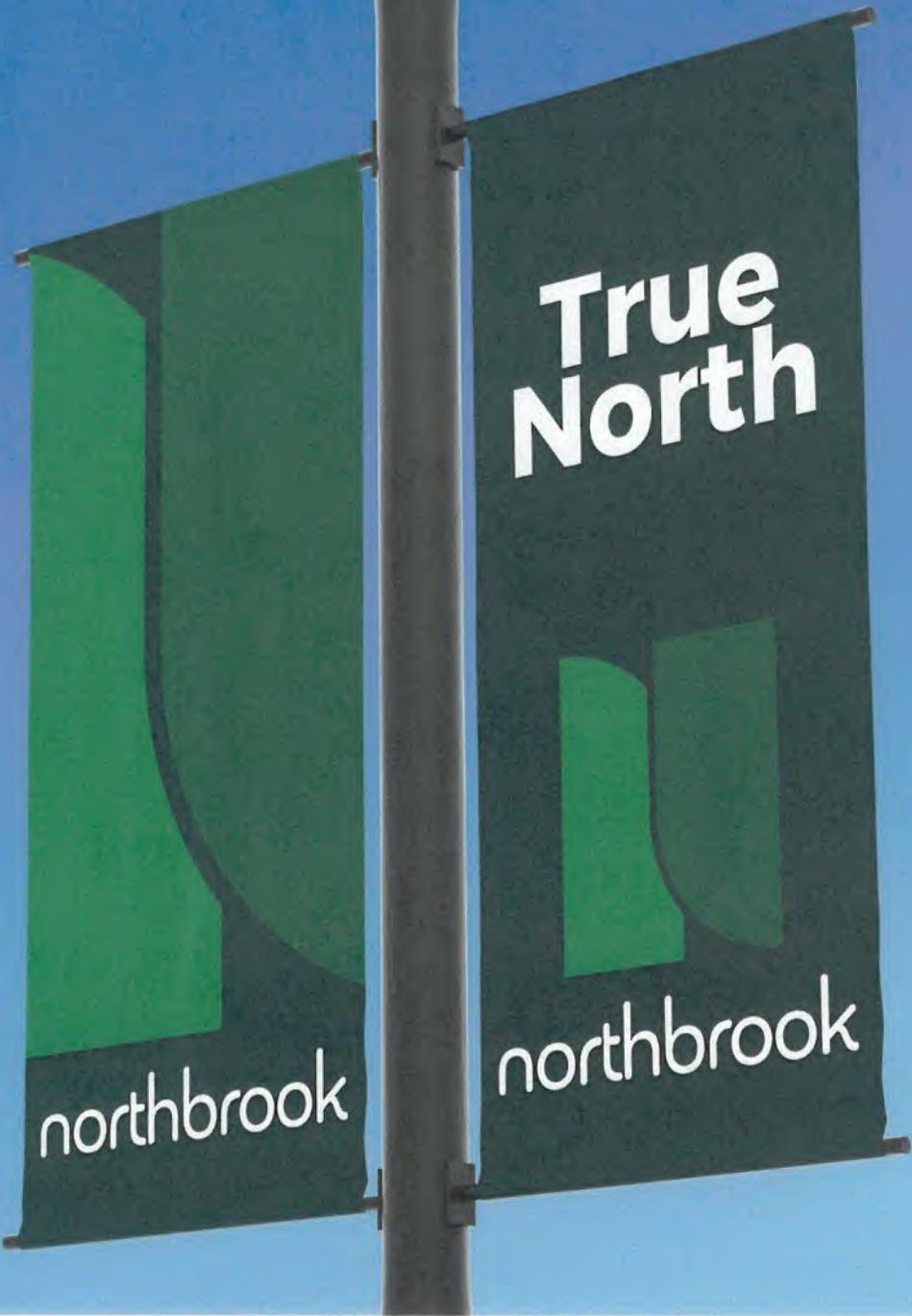


Business card



--- Body copy font size (arial 10pt)

Usage Example



Contact

For questions about the Village of Northbrook
Brand Identity Guidelines, please contact:

Madeline Farrell

Deputy Village Manager

madeline.farrell@northbrook.il.us



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