



# **VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION**

## **MEETING AGENDA**

**Meeting to be held at:  
BARTLETT VILLAGE HALL  
228 South Main Street, Bartlett, IL  
April 10, 2023 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the March 13, 2023 meeting minutes
4. Introduction of new commissioner: Mike Densford
5. Public Comment
6. Yummy Poke BEDA Application
7. Branding Agency Presentations
8. New Business
9. Adjournment



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1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of March 13<sup>th</sup>, 2023 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:01 PM

2. ROLL CALL

PRESENT: Commissioners Erickson, Gorski, Gudenkauf, Kubaszko, Perri, Suffern

ABSENT: Lewensky

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

3. APPROVAL OF JANUARY 9, 2023 MEETING MINUTES

Commissioner Erickson moved to approve the January 9, 2023 meeting minutes, seconded by Commissioner Gudenkauf.

ROLL CALL VOTE

AYES: Commissioners Erickson, Gudenkauf, Kubaszko, Perri

NAYS: None

ABSENT: Commissioner Lewensky

ABSTAIN: Commissioners Gorski, Suffern

MOTION CARRIED

4. INTRODUCTION OF NEW COMMISSIONER BRUCE SUFFERN

Commissioner Kubaszko welcomed Commissioner Suffern back to the EDC.

Mr. Fradin stated that Commissioner Lewensky is present.

5. PUBLIC COMMENT

NONE

6. BRANDING CAMPAIGN SUBMITTALS

Mr. Fradin stated that one element of the village's strategic plan is to develop a community branding plan. The EDC previously discussed pursuing a plan to rebrand the village in



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2021. As staff researched various consultants, we determined that the budget should include a line item to support a branding campaign and that a Request for Qualifications/Proposals should be utilized.

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

We received a total of seven proposals. A selection committee met to review the proposals, and the next step is the EDC's review of those we deemed the top three. Mr. Fradin then continued to walk through the top three proposals included in the meeting packet.

Commissioner Gorski asked if staff has reached out to the listed references.

Mr. Fradin stated some, but not all, and once it is narrowed down more, then staff will focus in on references.

Commissioner Kubaszko asked if all of these proposals fit within the budget.

Mr. Fradin stated that the proposals did come in high, but staff will budget appropriately for the selected proposal.

Mr. Skrycki added that since the village is on a one-year budget cycle, if the EDC and board were to like one of the proposals, that it would be budgeted for in future cycles.

Commissioner Kubaszko asked what criteria was used for selecting the candidates.

Mr. Fradin stated experience was a key factor, but a good mix of a professional proposal, relevant experience with success, and price. The three before you really stood out. Two of the proposals had really strong local experience. The three before the EDC really stood out, and staff is looking for input from the EDC.

Trustee Gandsey introduced herself and her background, she stated that she has a marketing and communication background. In all of the places that I have worked, we have gone through a rebrand and one of the things I like to bring up with that experience is that it is more than just a logo and the visuals that you see, but it is how you are going to operate internally as well. It is how you are going to talk about your brand and communicate externally to help bring in new businesses, residents outside of Bartlett coming to our events, etc. One of the things I look at with these proposals is the background in public relations and the market research component. I also like the flexible pricing where we can pick and choose components. Something like this would give staff a polished piece of information to present to new businesses, residents etc. It is also important not just right now, but in the long term as well. If you have any questions on rebranding, I have a great deal of experience and can answer any questions.



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Commissioner Gorski asked if any of the proposals provided statistical data on growth scene during and after these campaigns.

Mr. Fradin referred to the proposals, stating everything we have received is in the packet, and referred to some of the data presented in the packet.

Trustee Gandsey stated that in this field, you do not promise customers, but you set goals of people to bring into the funnel. She added that some proposals did include that quantitative data as well. A rebrand is a tool, and it doesn't necessarily have an immediate impact, but results can be seen over time.

Commissioner Perri stated that when he hears the word "Brand" that he thinks of Coca-Cola, McDonalds and other Global Brands. I don't understand what the village is trying to accomplish with a branding campaign.

Mr. Fradin stated that it's a marketing tool. It reflects the community, when you are competing with other towns, you want to be striking and memorable. The goal is to increase tourism, retain and attract businesses, brand the village events, etc. It can be used in a number of ways.

Mr. Skrycki stated that marketing a village is marketing a way of life. Business owners are often residents, so marketing the way of life, and the benefits of living in Bartlett, can sometimes be a deciding factor when trying to recruit new businesses. You are selling a feeling, not necessarily a product. It's all encompassing.

Trustee Gandsey cited some local communities and framed branding through those communities. Hanover Park, Geneva, Ontarioville have brands of their own, and it isn't just global companies that use branding as a tool.

Commissioner Erickson pointed out some examples of empirical data included in A5's proposal, especially in terms of some surrounding communities.

Commissioner Lewensky agreed that A5 has a more data driven approach. He summarized the three proposals and stated that is what we are choosing between. If I had to vote today, I would pick A5.

Commissioner Gorski stated the best thing to simplify would be to eliminate one of the two. Commissioner Gorski made a motion to remove the Chandler Thinks proposal from consideration. Seconded by Commissioner Lewensky.

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





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**MOTION CARRIED**

Commissioner Suffern asked what existing materials on demographics, etc, do we have in house that we would hand over to an agency (i.e. population, business break down, etc.) and how is that packaged when we interact with a new business.

Mr. Fradin stated all of the above. The village uses various third-party sources to collect that data. We give that information to developers up front, and it is customized for the developers needs.

Mr. Skrycki stated that that is difficult mainly because it is so specific to one business. For example, over the decades of staff's experience, a developer has never asked for church information and demographics; however, when staff engaged with Culver's that was very important to them and a key part of selecting Bartlett.

Mr. Fradin stated it is less focused on the statistics and data, and more on the reach to market highlights and events in the village.

Commissioner Lewensky asked about next steps.

Trustee Gandsey stated the public relations and digital assets are more important than the visuals and printouts. I think placement and marketing to bring people in is the power in branding. Things like the best burger contest, and placing that information in neighboring communities, that brings people in.

Commissioner Lewensky asked who she preferred.

Trustee Gandsey stated without asking any questions, and just based on the proposal, she would choose McDaniel's, but she understands A5 has done a good job in different communities. I see opportunity there to pick and choose what we need.

Mr. Fradin agreed, and stated we can invite representatives in for the April meeting. We would rather have it done better than quicker, and it would be great to have them come in to answer some of these questions.

Commissioner Perri stated that instead of people calling and asking questions, that branding will answer their questions so they don't have to call and ask.

Mr. Fradin stated no, this is not replacing the normal process. They are always going to call and engage with the village. This is more outward bound, marketing oriented. It's not one or the other, its both.

Commissioner Perri stated that he still doesn't see the bigger benefit of doing this.



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Commissioner Erickson stated if you don't brand you aren't putting the icing on the cake, we look like every other town. This is what is going to be that visual that will draw people in and start a conversation, whether its people here, or people in other towns, and especially as we bring businesses in, it's a place for their families. We can say we are one of the safest cities, but showing that picture of what it looks like, is like staging a house when you're trying to sell so people can see, "Why Bartlett".

Commissioner Lewensky asked how realistic it is that this will move forward.

Mr. Skrycki stated that staff will take this recommendation to the board, just like any. Ultimately, at the end of the day it is up to the village board, but it is in the strategic plan and if they do get a positive recommendation, one would assume they would move forward.

Trustee Gandsey pointed out that in the staff memo, that acting on this would address many other points in the strategic plan and would hit many other goals.

Mr. Skrycki added onto the "Staging a House" analogy used by Commissioner Erickson, and stated that even though many areas are built out, we still want to attract and continue that momentum. There is still a lot of room for growth to distinguish the community.

Commissioner Suffern stated that the content of the branding program is something he would feel comfortable to weigh in on. I would defer to staff and Trustee Gandsey on which proposal is better.

Commissioner Gorski and Erickson asked for clarification on Woodstock being in both proposals.

Mr. Fradin stated that staff would look into it.

Mr. Fradin stated that staff would invite the two companies to the meeting in April.

## 7. ECONOMIC INDICATORS REPORT

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

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



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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

Bartlett remains a community without large office tenants, which is a mixed blessing. Although there are no major employers with hundreds or thousands of office workers, the village has also not suffered the loss or decline of such a business.

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

With several residential projects on the horizon, including the recently-completed Eastfield Subdivision, the Residences at Bartlett Station building at TOD Site E, and the



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Grasslands subdivision at the Crown site at the northwest corner of Route 59 and West Bartlett Road, we anticipate an increase the number of residents in the coming years.

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

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

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

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

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

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

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

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



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

Commissioner Perri asked what the size of the Aldi will be, and what they predict their sales to be.

Mr. Fradin said it is just under 20,000 square feet. In terms of projections, that is proprietary information that is not disclosed. Staff estimates that it may be in the ballpark of \$12 million, and staff used that estimated figure for the sales tax rebate incentive package.

Commissioner Kubaszko asked if that is a normal size of an Aldi.

Mr. Fradin stated that it is the newest prototype, and it is slightly larger than their previous size.

Commissioner Perri stated that if he remembers correct, the size of an Aldi was about 5,000 square feet when they first came to the US.

Commissioner Gudenkauf asked what direction it will face.

Mr. Skrycki stated that the front will face Midway Lanes and O'Hares, towards the parking area, the rear will face CVS.

Commissioner Gudenkauf applauded staff for all of their hard work.

## 8. NEW BUSINESS

Commissioner Kubaszko asked when the estimated opening date for MORE Brewing would be.

Mr. Skrycki stated that it is a moving target, they have had a handful of supply chain and utility hurdles along the way. They are moving forward, and I would guess sometime in May.

Commissioner Lewensky asked for an update on Site E and if that would be this year.

Mr. Fradin stated that deal was tied in with the Aldi deal, and the village board recently approved an amendment to move those projects forward. They are looking to break ground this spring.

Commissioner Perri complimented how quickly the Hyundai dealership is moving.



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Mr. Fradin stated that project has attracted interest from similar businesses to move to that corridor.

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

ROLL CALL VOTE TO ADJOURN

ROLL CALL VOTE

AYES: Commissioners Erickson, Gorski, Gudenkauf, Lewensky, Kubaszko, Perri,  
Suffern

NAYS: None

ABSENT: None

MOTION CARRIED

The meeting was adjourned at 8:29 p.m.

Joseph Dienberg  
Management Analyst



## ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** April 3, 2023  
**TO:** Chairman and Members of the Economic Development Commission  
**FROM:** Tony Fradin, Economic Development Coordinator *TF*  
**RE:** Yummy Poke BEDA Application

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**APPLICANT:** MMR10, Inc., d/b/a Yummy Poke

**BACKGROUND:** This BEDA application is from Manny Rafidia, the owner of the fully rehabilitated and reoccupied Streets of Bartlett shopping center, formerly known as Bartlett Plaza.

This particular application is for converting the sole vacant space, formerly a dentist office at 134 Bartlett Plaza, into a sales tax generating use – a restaurant called Yummy Poke. The business plan describes the new restaurant as a place where customers can select from a variety of sushi or vegetarian poke bowls with many options regarding the base, selection of vegetables, sushi, chicken, and other toppings.

There is not a comparable restaurant in the village, and this would make a nice addition to the shopping center, which already features a great variety of eating and drinking establishments.

There is a brief summary detailing the proposed expenditures for this project as well as the number of employees (4), hours of operation, and projected food, liquor, and gaming terminal revenues.

### **BEDA APPLICATION:**

The attached application details \$167,730 worth of expenditures associated with converting this former office space into a modern, Code-compliant eating and drinking establishment.

Because architectural fees (\$3,000), demolition (\$14,800), and inventory (\$10,000) are not BEDA-eligible expenses, staff has determined that the eligible amount for all other costs including plumbing, electrical, equipment, signage, and more amounts to \$145,670.

This includes:

- \$38,800 in eligible costs to 1<sup>st</sup> Home Improvement for framing, drywall, painting, and flooring
- \$28,200 to mck construction for electrical work
- \$25,200 to Hall and One for plumbing
- \$5,000 to Neon Art sign company
- \$9,900 to Limestone Innovations Corp. for countertops

- \$5,100 to Daly Fire Protection for sprinkler upgrades
- \$33,470 to Webstaurant for equipment

**RECOMMENDATION:**

Staff is recommending a BEDA grant in the amount of **\$35,000**, or 24% of the build-out costs for this new restaurant.

This amount is comparable to two prior similar projects, the buildout of a former office into Indian Express restaurant (21%) and the buildout of the Bartlett Tap (26%). Staff is also accounting for other BEDA projects that we anticipate in the new fiscal year.

## **Summary of Business Operations**

### **Yummy Poke**

164 Bartlett Plz, Bartlett, IL 60103

This business operation concept is to serve healthy and nourishing food options, where the consumer can choose from a variety of sushi or vegetarian poke bowls or customize their own. There is a choice of rice or salad for the base, large selection fresh vegetables, assortment of sushi, chicken and/or tofu with multiple toppings. This is a great food option for lunch or dinner with the sale of beer and wine offered to the adult community.

There will be a separate section of the establishment that will have video gaming terminals that will allow patrons 21 years of age or older access to provide entertainment for the adult community. The access to this area will be constantly monitored by the staff, as the location for entry is in direct view from the serving/cashier area. One staff member will be in this area at all times. This separate section shall be monitored 24 hours a day, 7 days a week by video cameras. There will be specific cameras on the gaming terminals and cash machine, with DVR and motion detection camera alarms for the gaming area.

We will be spending approximately \$168,000 in build-out expenses for this establishment, which will have a modern and fresh appearance.

This location would have (4) employees. The hours of operation would be Monday through Thursday 11:00 am – 9:00 pm, Friday and Saturday 11:00 am – 10:00 pm and Sunday 12:00 pm – 8:00 pm.

We are projecting the annual food sales to be \$1,000,000, annual liquor sales to be \$100,000 and annual NTI (Net Terminal Income) to be \$200,000.

**Village of Bartlett Economic Development Assistance Application**

**Applicant Information:**

Applicant(s) Name MMR10, Inc., d/b/a Yummy Poke  
Applicant(s) Address: 134 Bartlett Plz, Bartlett, IL 60103  
E-Mail Address: crmadison@gmail.com

Primary Contact for Project: Manny Rafidia  
Cell Phone Number and/or Home Number: 847-921-9200

Applicant is or will be (check all that apply)  Tenant  Property Owner  
Number of Years in Business: 40+ Number of Years in Bartlett: 5

Contact Name and Information for Applicant's Agent or Architect (if any):  
Studio 23 Architects Mark Siwk (630) 817-5822

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

**Property Information:**

Project Property Location/Address: 164 Bartlett Plz, Bartlett, IL 60103

This Property is (check all that apply): Retail  Restaurant  Office   
Other  (explain)

Number of Businesses on Site: Property Owner & Mila's @ 128 Bartlett Plz

Names of Other Businesses on Site: Property Owner MMAJ, LLC & Mila's

Size of Building (dimensions or total square feet) Property 86,174 SF/164 space 1,200 SF

Stories in building: 1 Parking spaces on property: 530

Last Real Estate Taxes Paid: 2021

Property Tax Index Number(s) (PIN): 06-35-317-042-0000 & 06-35-318-047-0000

County: Cook  DuPage  Kane

**Project Information:**

Total Anticipated Project Cost: \$ 167,730

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

Demo existing conditions, construct 2 new ADA compliant restrooms, kitchen, dining area, new equipment, separated gaming area, per permit drawings dated 2/27/23. New facade signage.

If approved, estimated project completion date: May 2023

**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

March 15, 2023

Date



**Return this completed application with attachments to:**

**Tony Fradin, Economic Development Coordinator**

**Village of Bartlett**

**228 S. Main Street**

**Bartlett, IL 60103**

**Build-Out Expenses for Yummy Poke  
164 Bartlett Plz, Bartlett, IL 60103**

<b><u>Description</u></b>	<b><u>Amount</u></b>
Architectural Fees	3,000
Demolition	14,800
Framing/Drywall	12,300
Plumbing (labor/fixtures)	25,200
Electrical	18,400
Ceiling & Lighting	9,800
Flooring & Finishes	10,500
Painting	7,000
Counters/Granite	9,900
Sprinkler	5,100
Signage	5,000
Equipment Purchases	33,730
Seating (tables/chairs)	3,000
Initial Inventory	10,000
<b>Total</b>	<b>167,730</b>



First Home Improvement Inc.  
d/b/a: 1<sup>st</sup> Home Improvement  
357 W. Northwest Hwy  
Palatine, IL 60067  
Office: 847-496-5530  
Fax: 847-221-8551  
Email: info@FHIGC.com  
IL Lic #: 104.017796

March 23, 2023

Yummy Poke  
164 Bartlet Plaza  
Bartlet IL 60103

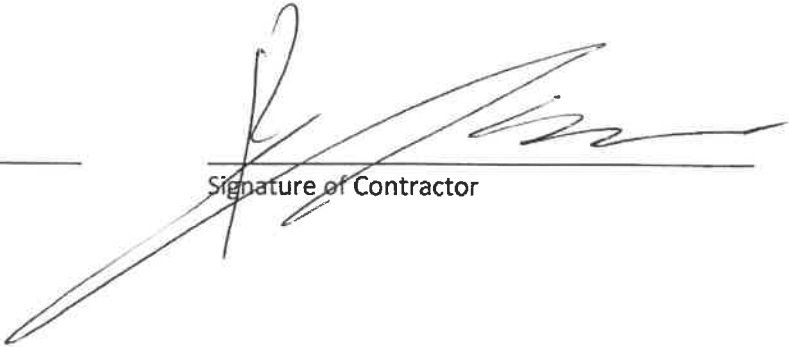
Description of Work:

We propose to complete the following work at the above address including labor & Material:

1.)	Demolition the interior space & hauling away	<del>\$14,800</del>
2.)	Framing & drywall – 50 drywall boards 4'x8'	\$12,300
3.)	Tapping drywall & painting	\$17,500
4.)	Commercial Vinyl Flooring	\$ 9,000
		-----
		\$53,600

All work will be completed in a professional workmanship.

\_\_\_\_\_  
Signature of Owner

  
\_\_\_\_\_  
Signature of Contractor

# mck construction

## Estimate

For: Yummy Poke  
crmadison@gmail.com  
164 Bartlett Plz  
Bartlett, IL, 60103-4234  
(847) 921-9200

Estimate No: 19  
Date: 03/31/2023

Description	Quantity	Rate	Amount
electrical work furnish labor and materialfor the electrical work -rough electrical include labor and material -exit and em's included labor and material - ceiling lights included light fixtures -low voltage pipes not include the wires (wires by others) - finish trim (receptacles, switches, covers) included labor and material note1: all the electrical work will do following the approved blue print by the Bartlett village	1	\$28,200.00	\$28,200.00

Subtotal	\$28,200.00
TAX 0%	\$0.00
Total	\$28,200.00

Total	\$28,200.00
-------	-------------





MMAJ, LLC

Proposal for Services

P.O. Box 338  
Itasca, IL 60143

March 31, 2023

Attn: Manny

PH: 847-921-9200

Job: Yummy Poke  
164 Bartlett Plz  
Bartlett, IL 60103

Hall and One Services, agrees to furnish materials and supply labor for the following:

1. Underground plumbing
2. 35-gallon grease trap
3. 65-gallon hot water heater
4. 2 restroom toilet sinks and 1 urinal
5. 2 hand washing sinks
6. 2 triple compartment sinks
7. All necessary final trimming for kitchen restaurant

Total Project Cost: \$25,200.00

Thank You

Patrick Hall



3-31-2023

Yummy Gourmet (streets of Bartlett Plaza) Signage proposal

1. Led Channel (front-lit) w/ UV print on wireway (UL) installed and one year warranty
2. Interior neon sign
3. Storefront vinyl hours
4. Storefront signage permit

Total package cost \$5000



NEONARTCHICAGO@GMAIL.COM  
WWW.NEONARTCHICAGO.COM



(847)508-9907  
(773)588-5883



4752 N AVERS AVE  
CHICAGO, IL 60625

**Limestone Innovations, Corp.**  
5738 W. 26th St.  
Cicero IL 60804  
(630) 313-0467

# Proposal

**PROPOSAL NO: 21853**  
**DATE: March 29, 2023**

**Proposal Submitted To:**

Yummy Poke  
cramadison@gmail.com

Cell: (847) 921-9200

**Project Location:**

164 Bartlett  
Bartlett IL 60103

DESCRIPTION OF WORK:
We will furnish and install all granite for kitchen and restroom countertops, per the permit drawings.

We hereby propose to furnish labor and materials – complete in accordance with the above specifications, for the sum of:

Nine Thousand Nine Hundred Dollars (\$9,900.00) with payment to be made as follows:

50% to be paid upon acceptance of Proposal. Balance to be paid upon completion.

Work to be completed within 30 days after execution of the acceptance of the Proposal.

All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra work, will be executed only upon extra orders, and will become an extra charge over and above the estimate.



Daly Fire Protection



Daly Fire Protection LLC  
12519 E. Navajo Drive  
Palos Heights, IL 60463  
P: 312-619-3790

To: Manny Rafidia  
MMAJ  
PO Box 315  
Itasca, IL 60143

Service Address: 164 Bartlett  
Bartlett, IL  
Yummy Poke

We propose to furnish and install necessary sprinkler modifications required per the working drawings approved by the Village of Bartlett.

Replace 15 sprinkler heads and switch from recessed to up-right position.

We propose to complete the work for the sum of \$5,100.00 with down payment due upon commencing work of fifty percent.

Dan Daly

Shipping & Billing

Review & Payment

Order Confirmation

## Review & Payment

### **i** Important Information about your Delivery!

Your order will be delivered curbside on a full size 18 wheeler.

[View Details & Options](#)

**i** **You are responsible for:** Bringing the shipment into your location and noting damaged or missing items on the carrier's delivery receipt

Enter payment info to complete your order

[Enter Card >](#)

### Billing Address

M. Rafidia  
Munir Rafidia

United States  
(847) 921-9200

[Edit Billing Address](#)

### Shipping Address

MANNY RAFIDIA  
PIZZA PAVIA  
6 N. ELMHURST ROAD  
SUITE A  
Prospect Heights, IL 60070-1558  
United States  
(847) 921-9200

[Edit Shipping Address](#)

### Ship to Multiple Addresses

Note: Shipping to multiple addresses will duplicate your order.

[Ship to multiple addresses](#)



Lancaster Table & Seating 30" Square Antique Walnut Solid Wood Live Edge Bar Height Table with 4 Bar Chairs

QTY:

Qty:5  
\$819.00

---



**Avantco A-49R-HC 54" Solid Door Reach-In Refrigerator**

*plus* Free Shipping [Ships via Common Carrier](#)

QTY:  
Qty:2  
\$2,299.00

---



**Hamilton Beach 990176701 Replacement Non-Stick Pot for 37590 90 Cup Rice Cooker**

*plus* [Special Order](#)

QTY:  
Qty:2  
\$196.49

---



**Regency 70" 16-Gauge Stainless Steel Three Compartment Commercial Sink with Stainless Steel Legs, Cross Bracing, and 2 Drainboards - 14" x 16" x 12" Bowls**

[Ships via Common Carrier](#)

QTY:  
Qty:1  
\$729.00

---



**Avantco A-49F-HC 54" Solid Door Reach-In Freezer**

*plus* Free Shipping [Ships via Common Carrier](#)

QTY:  
Qty:2  
\$2,549.00

---



**Regency 24" x 72" NSF Chrome 4-Shelf Kit with 74" Posts**

*plus*

QTY:  
Qty:3  
\$188.49

---



**Regency Replacement 5" Polyurethane Shelving Stem Caster with Brake**

*plus*

QTY:  
Qty:12  
\$10.49

---



**Avantco GDC-23-HC 28 3/8" Black Swing Glass Door Merchandiser Refrigerator with LED Lighting**

*plus* Free Shipping [Ships via Common Carrier](#)

QTY:  
Qty:1  
\$1,349.00

---



**Regency 17" x 15" Wall Mounted Hand Sink with Gooseneck Faucet and Side Splash**

*plus* Free Shipping

QTY:  
Qty: **2**

\$116.99



**Avantco APT-71-HC 71" 3 Door Refrigerated Sandwich Prep Table**

*plus* Free Shipping Ships via Common Carrier

QTY:  
Qty: **1**

\$2,199.00



**Avantco UBB-72G-HC 73" Black Counter Height Narrow Glass Door Back Bar Refrigerator with LED Lighting**

*plus* Free Shipping Ships via Common Carrier

QTY:  
Qty: **1**

\$2,199.00



**Beverage-Air SPE72HC-30-S 72" Stainless Steel Refrigerated Salad Bar / Cold Food Table**

*plus* Free Shipping Ships via Common Carrier

QTY:  
Qty: **2**

\$5,534.00



**Hamilton Beach 37590 90 Cup (45 Cup Raw) Rice Cooker - 240V**

*plus* Free Shipping

QTY:  
Qty: **2**

\$408.49



**Save \$375.92 on shipping today** with our new WebstaurantPlus shipping subscription!

First month free  
\$99.00 value

Subtotal

**\$33,470.29**

Shipping & Handling

**\$1,079.15: Common Carrier w/ Liftgate**

FREE Call Before Delivery

Tax

**\$3,282.20**

Using a Freight Forwarder? 



**Total** (USD)

**\$37,831.64**

**Payment Method**

[Change Payment Method](#)

**Credit Card**

**Use Saved Credit Card**

[Add Card](#)

By placing your order, you agree to WebstaurantStore's [conditions of use](#)

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Mon - Thur: 5am - 12am EST  
Fri: 5am - 8pm EST  
Sat & Sun: 9am - 4pm EST

 [Chat Now](#) [Online](#)



[Ask a question](#)



Have a question?  
[Check out our FAQs](#)

Use this number when contacting  
customer service about cart issues:

Your Cart ID: **RW66YM**



## ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** April 3, 2023  
**TO:** Chairman and Members of the Economic Development Commission  
**FROM:** Tony Fradin, Economic Development Coordinator *TF*  
**RE:** Branding Campaign Finalists

---

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.

Last month, the EDC reviewed three proposals in response to an RFP/RFQ issued by the village late last year and then narrowed down the choice to two: a5 and McD. The following are brief summaries of their submittals, and both agencies have been invited to present them to the EDC.

Since both included Woodstock's branding in their submittals, we clarified their respective roles last month following the meeting – a5 developed the branding and McD later utilized it during the implementation phase. McD did create the branding for McHenry County.

### **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

## McD

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

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

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

### DESIGN AND DEVELOP

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

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

#### BRAND ACTIVATION

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

#### PROJECT TIMELINE

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

#### RESEARCH AND DEFINE

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

McD's proposal is as follows:

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

(30 hours @ \$150/hour)

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

PHASE II - Brand Development: \$15,500

- Brand Promise and Positioning Statement Development: \$1,500

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

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

Media costs are not included and will be planned separately.

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

#### DELIVERABLES, FEES & PROPOSED AGREEMENT:

(including meetings, travel and all deliverables)

#### 40 BRAND + IDENTITY DEVELOPMENT

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

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

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

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

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

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

- Google Display, Facebook, and Instagram

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

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

### **ACTION REQUESTED:**

We are seeking a recommendation to the Village Board as to which branding agency the village should engage with.

**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

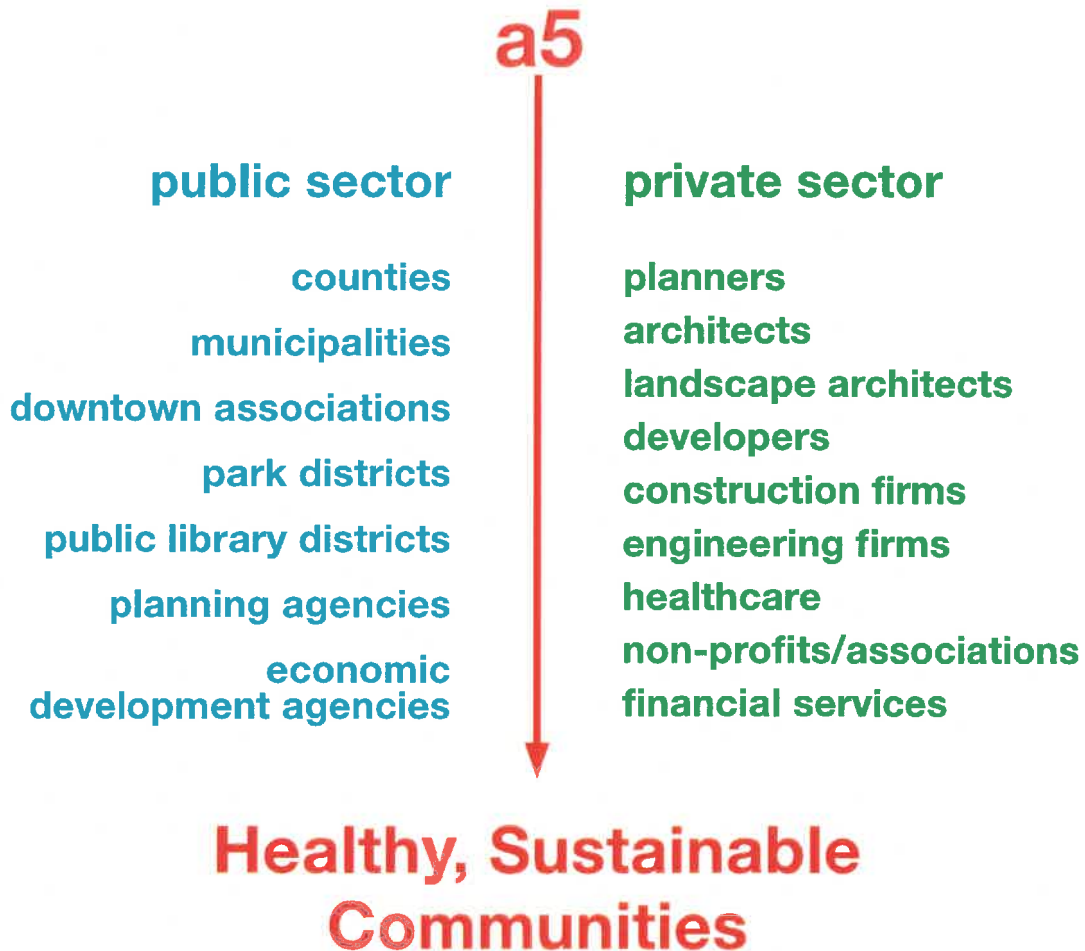
### **Planning, Architecture, Landscape Architecture**

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.**



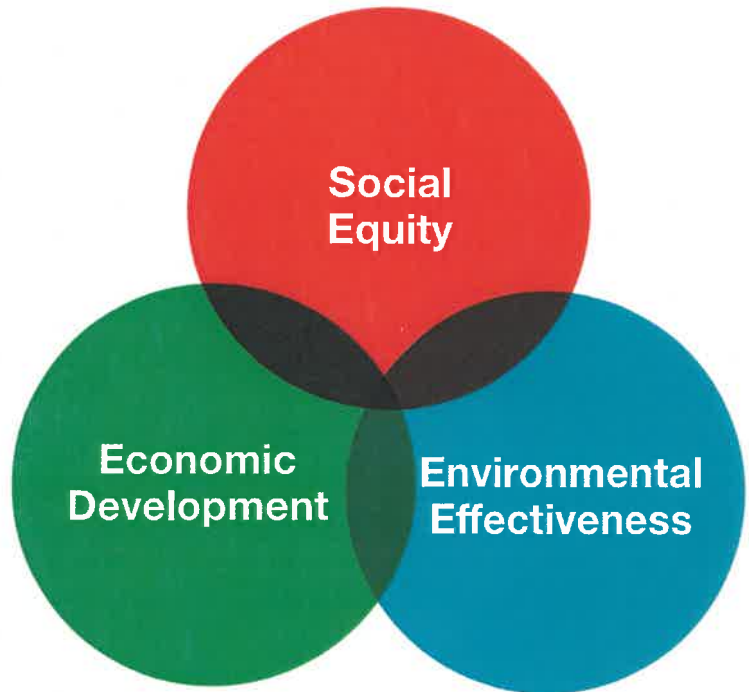
## Commitment to Diversity, Equity and Inclusion

**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 H<sub>2</sub>O+. 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.

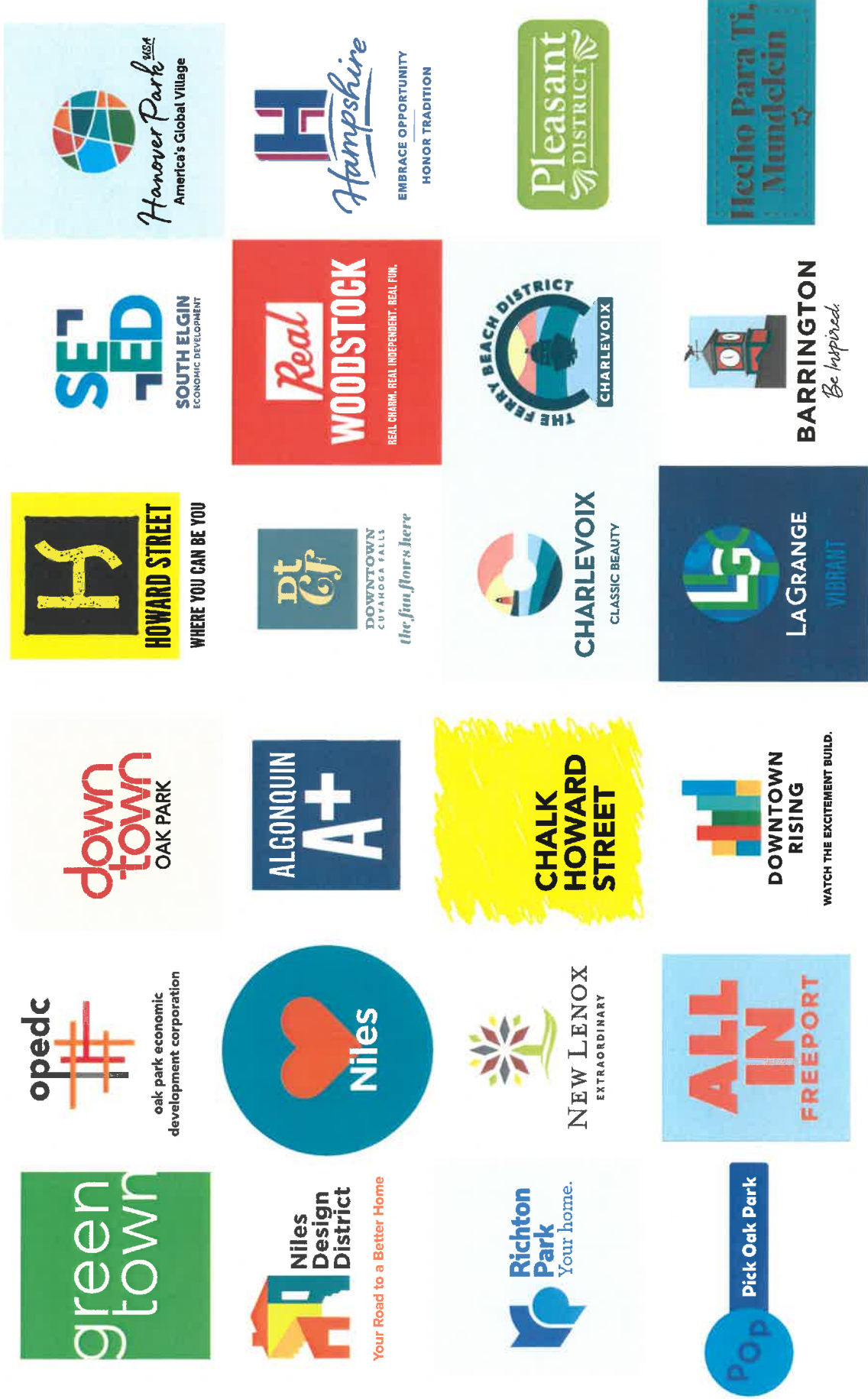
## The scope includes:

- 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
<b>Total, Not to Exceed . . . . .</b>	<b>\$65,000 to \$80,000</b>

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

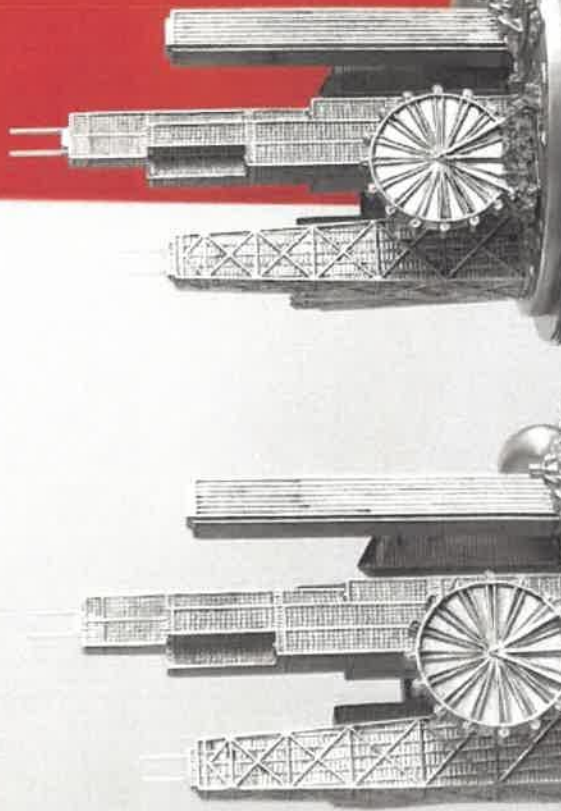
*Third party costs for printing, social media advertising/boosts, advertising/media purchasing are additional and are not part of a5 fees. This could range widely depending on the Village’s budget. (We have also developed co-op advertising plans that enables individuals and businesses to engage in the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



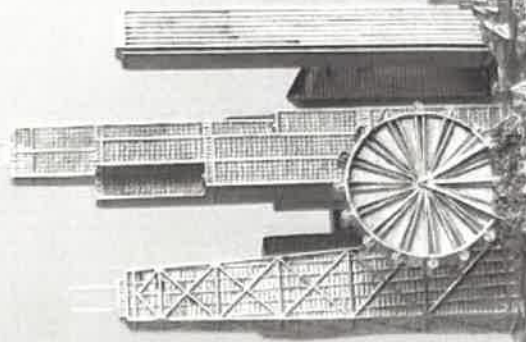
# Real WOODSTOCK

## BEST TOURISM MARKETING CAMPAIGN

## BEST VISITORS PUBLICATION



2018  
Conference on Travel & Tourism  
BEST VISITORS PUBLICATION  
BUDGET B



2018  
Conference on Travel & Tourism  
BEST TOURISM MARKETING CAMPAIGN  
BUDGET B



# Real Woodstock

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

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

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

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

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

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

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

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

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

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

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

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

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



# Real Woodstock Results

## Key performance indicators included:

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

## Marketing initiative exposure:

- \* Woodfield Mall: 11 million impressions in four weeks in February 2020
- \* Chicago Wolves: 165,6500+ fans over 17 games, 892k impressions + 70k emails sent twice
- \* JCDcaux 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**



July 13-15, 2018  
**WOODSTOCK**  
FOLK WEEKEND

August 17-18, 2018  
**LAUGHSTOCK**  
COMEDY  
FESTIVAL  
Featuring Emo Phillips,  
Comedian's Comedian, & Arlo Guthrie  
Special Guest: John Mellencamp

Real fun. Real festivals. Real easy to get to.  
Visit the Website: [RealWoodstock.com](http://RealWoodstock.com) | [Facebook](https://www.facebook.com/RealWoodstock) | [Instagram](https://www.instagram.com/RealWoodstock) | [Twitter](https://www.twitter.com/RealWoodstock) | [YouTube](https://www.youtube.com/RealWoodstock)





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



FIRST FLOOR  
200

ONE

7/1/16

BUSHBY WOODS

ONE  
ALL DISTRIBUTION UNITS

UNIT  
ONE JO  
TWO T

RECYCLING CENTER  
RECYCLING CENTER





Woodstock, Illinois

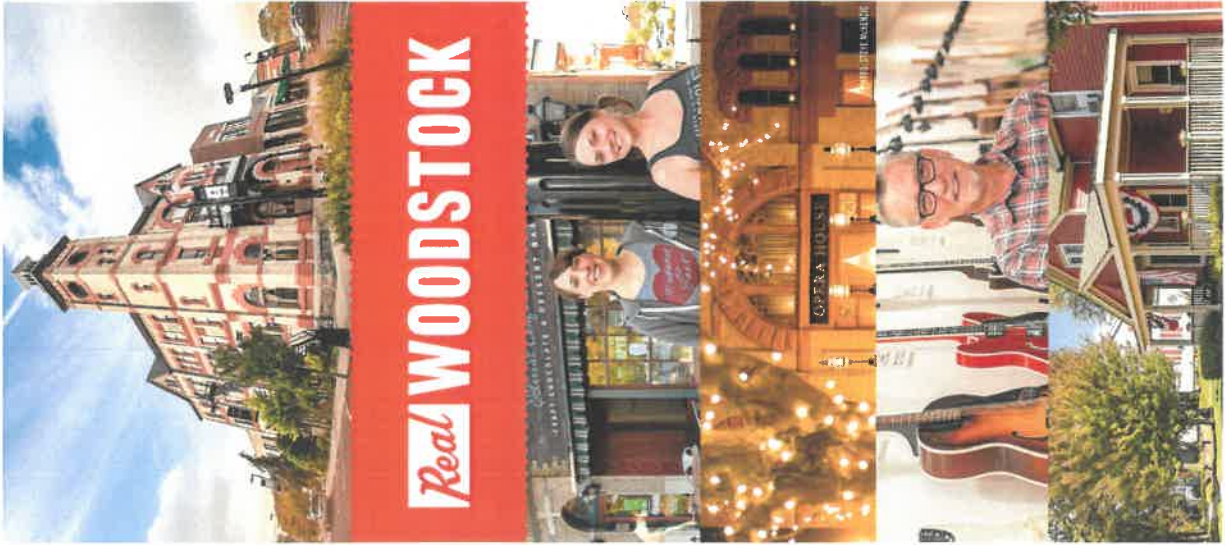
# LIGHTING of the SQUARE

**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.

DISCOVER MORE AT  
**RealWoodstock.com**

LIVE US ON FACEBOOK  
**fb.me/realwoodstock**

FOLLOW US ON TWITTER  
**@realwoodstockil**



**Summer Events  
45-second video**

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



# 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

### 2016 WOODSTOCK EVENTS

- SPRING**
- Fair Diddler**  
MAY 15, WOODSTOCK SQUARE
  - Memorial Day Ceremony and Parade**  
MAY 30, WOODSTOCK SQUARE

- SUMMER**
- Berry Picking**  
STARTS MID-JUNE 'TIL FIRST FROST  
BACKPACK TOURS, BERRY BOUNTY FAIR, BERRY BOUNTY PARK
  - 132nd Season of Concerts in the Park**  
WEDNESDAYS, BEGINNING JUNE 8-AUGUST
  - 2nd Fridays on the Square**  
JUNE-SEPTEMBER
  - Dick Tracy Day**  
JULY 4, WOODSTOCK SQUARE
  - 4th of July Fireworks**  
JULY 4, EMERSON PARK
  - Summer in the Park**  
JULY 13-15, EMERSON PARK
  - Egner's Barn Bonanza**  
JULY 26, EMERSON PARK

- FALL**
- Harvest Fest**  
SEPTEMBER 10, WOODSTOCK SQUARE
  - Woodstock International Film Festival**  
LATE SEPTEMBER, WOODSTOCK THEATRE - CLASSIC CINEMAS
  - Woodstock Ale Fest**  
OCTOBER 1, ADMIRAL WOODSTOCK

- WINTER**
- Lighting of the Square**  
NOVEMBER 25, WOODSTOCK SQUARE
  - Christmas Parade and Cookies With Santa**  
NOVEMBER 27, WOODSTOCK SQUARE
  - Ladies Night Out**  
DECEMBER 5, WOODSTOCK SQUARE
  - Groundhog Days**  
LATE JANUARY THROUGH FEBRUARY 29th, WOODSTOCK

- YEAR-ROUND**
- Woodstock Farmer's Market**  
MON-THURSDAYS, THURSDAY'S & SATURDAYS, WOODSTOCK SQUARE, APRIL-SEPTEMBER, 9AM-12PM SATURDAYS, 10AM-2PM
  - Jazz on the Square Jam Sessions**  
1ST AND 3RD MONDAYS, 5PM-8PM
  - Woodstock Opera House Performances**  
OPEN MIC NIGHTS AND PERFORMANCES AT SQUARE  
LEFT LEFT AND DIRTY SPINNY CENTER
  - EVENTS MAY CHANGE THROUGHOUT THE YEAR.**  
CALL (815) 384-4301 OR VISIT WOODSTOCKIL.GOV FOR MORE INFORMATION.

- YEAR-ROUND**
- Woodstock Opera House Performances**  
OPEN MIC NIGHTS AND PERFORMANCES AT SQUARE  
LEFT LEFT AND DIRTY SPINNY CENTER
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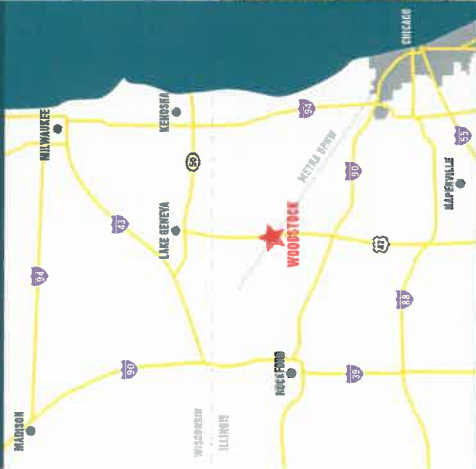
*Designated a*  
**PRESERVE AMERICA COMMUNITY**  
*by the Preserve America Federal Initiative*

*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.







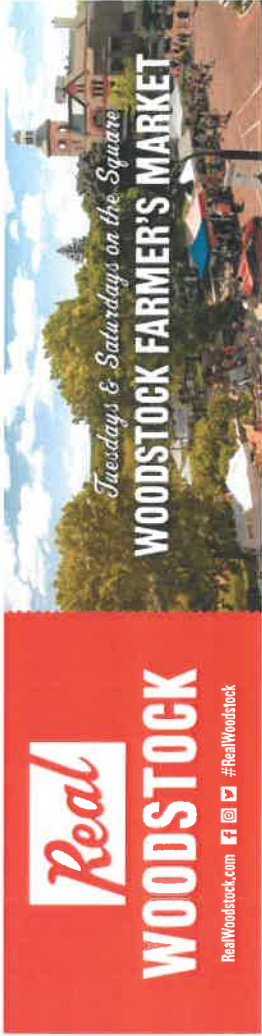
**Real**  
**WOODSTOCK**

[WWW.REALWOODSTOCK.COM](http://WWW.REALWOODSTOCK.COM)

**Real**  
**WOODSTOCK**



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







**WELCOME HOME**

In Real Woodstock, it's easy to connect with community and experience the outdoors. This summer, create wonderful family memories picking berries. Heider's Berry Farm is open for strawberry picking and, starting early July, for raspberry picking. You can be there for the Strawberry Picking Friday, July 23. Make a day of it and enjoy the rolling hills of the Woodstock Square. You can also enjoy the rolling hills through future generations.

[realwoodstock.com/livehere](http://realwoodstock.com/livehere)

**REAL OUTDOORS. REAL ADVENTURE.**

**Real WOODSTOCK**

**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](http://realwoodstock.com/livehere)

**Real WOODSTOCK**



**WELCOME HOME**

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

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

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

Liz Insteford, Second Grade, Westwood Elementary

[realwoodstock.com/livehere](http://realwoodstock.com/livehere)



RESIDENT ATTRACTION CAMPAIGN / OUTDOOR



**Real WOODSTOCK**



LIZ INSLETFORD  
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](http://realwoodstock.com/livehere)



**RESIDENT ATTRACTION CAMPAIGN / BUS SHELTERS**









CHICAGO WOLVES




# FOUR-TIME GRAMMY AWARD WINNER JIMMY WEBB

SATURDAY, APRIL 27 AT 8PM / WOODSTOCK OPERA HOUSE




Writer of Classic Hits  
from the 60s & 70s

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



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

PRESENTED BY

Learn More at [RealWoodstock.com](http://RealWoodstock.com)  
Tickets at [WoodstockOperaHouse.com](http://WoodstockOperaHouse.com)

## CONCERT EVENT SERIES

### GINA CHAVEZ

SUNDAY, FEBRUARY 10 AT 7PM

Multitasking Latin pop singer Gina Chavez will perform songs from her new album, *Almas & Herederos*. The year in 2019 has been featured on NPR's *Big Small Beautiful Music* and *Latin Music*.  
TICKETS: \$35 / \$20 FOR STUDENTS



### GARNET ROGERS CRY'S MATTHEWS

SUNDAY, MARCH 24 AT 2PM

Scandinavian melodic fiddler Garnet Rogers returns to Woodstock after selling out his show in 2018. A man with a powerful presence and voice to match, Rogers is a master storyteller.  
Chris Matthews, in his book *Chris Matthews: An American Musical*, writes, "in an unapologetic, joyful, joyful, 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 songbook. From "Galveston" to "Wichita Lineman", "The High Noon" to "Up, Up and Away" and "MacArthur Park", you will relive the 60's and 70's in this spirited show.  
TICKETS: \$46



## JEFF DANIELS AND THE BEN DANIELS BAND


FRIDAY, OCTOBER 27, 8PM  
WOODSTOCK OPERA HOUSE



Emmy Award winner and accomplished musician Jeff Daniels takes the historic Woodstock Opera House stage for a night of music on Friday, October 27 at 8:00 PM. Described by *The New York Times* as "a transcendental picture of American wonderlust," 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](http://WoodstockOperaHouse.com).

Limited  
number of  
tickets  
remaining!

PRESENTED BY



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

- ILLINOIS UNIVERSITY
- WOODSTOCK CHAMBER MUSIC
- WOODSTOCK CENTER
- WOODSTOCK COLLEGE
- WOODSTOCK OPERA HOUSE
- WOODSTOCK OPERA HOUSE

**Real WOODSTOCK**

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







# LAUGHSTOCK COMEDY FESTIVAL

AUGUST 17 & 18 / WOODSTOCK, IL



FEATURING:  
**EMO PHILIPS**

MICHAEL PALASCAR

PATTI VASQUEZ

ANA BELAVAL

CARL WOLFSON

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

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

TICKETS AND MORE AT  
**LAUGHSTOCKFESTIVAL.COM**



# 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](https://fb.me/realwoodstock)  
 FOLLOW US ON INSTAGRAM  
[@realwoodstockil](https://@realwoodstockil)  
 DISCOVER MORE AT  
[RealWoodstock.com](https://RealWoodstock.com)

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



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FOLLOW US ON INSTAGRAM  
[@realwoodstockil](https://@realwoodstockil)

DISCOVER MORE AT  
[RealWoodstock.com](https://RealWoodstock.com)

Real Woodstock  
February 2

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

Stick around the charming Woodstock Square for a full day of Groundhog Days activities! #RealTradition #RealCharm #RealFun  
www.realwoodstock.com/groundhog-days/



REALWOODSTOCK.COM

Real Woodstock

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

17,227

People Reached

👍👍👍 274

Like

Comment

Share

1,717

Engagements

Boost Post

16 Comments, 115 Shares

829 Post Clicks

0 Photo Views

259 Link Clicks

570 Other Clicks /

NEGATIVE FEEDBACK

4 Hide Post

0 Report as Spam

3 Hide All Posts

0 Unlike Page

Performance for Your Post

17,227 People Reached

888 Reactions, Comments & Shares /

545 Like

238 On Post

319 On Shares

49 Love

24 On Post

25 On Shares

27 Haha

14 On Post

13 On Shares

5 Wow

5 On Post

0 On Shares

25 Sad

9 On Post

16 On Shares

2 Angry

0 On Post

2 On Shares

115 Comments

18 On Post

88 On Shares

119 Shares

115 On Post

4 On Shares

Performance for Your Post

40,012 People Reached

11,525 3-Second Video Views

1,262 Reactions, Comments & Shares /

690 Like

350 On Post

340 On Shares

201 Love

115 On Post

86 On Shares

131 Haha

53 On Post

78 On Shares

65 Comments

17 On Post

48 On Shares

176 Shares

168 On Post

8 On Shares

2,224 Post Clicks

281 Clicks to Play /

4 Link Clicks

1,929 Other Clicks /

NEGATIVE FEEDBACK

34 Hide Post

9 Hide All Posts

0 Report as Spam

0 Unlike Page

Engage activity is reported in the Pacific time zone. All activity is reported in the time zone of your account.

40,012

People Reached

3,486

Engagements

Boost Again

WWW.REALWOODSTOCK.COM

Jeep Groundhog Day Super Bowl Commercial

Learn More



Jeep Groundhog Day Super Bowl Commercial

01 of 01

5:59





— **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**

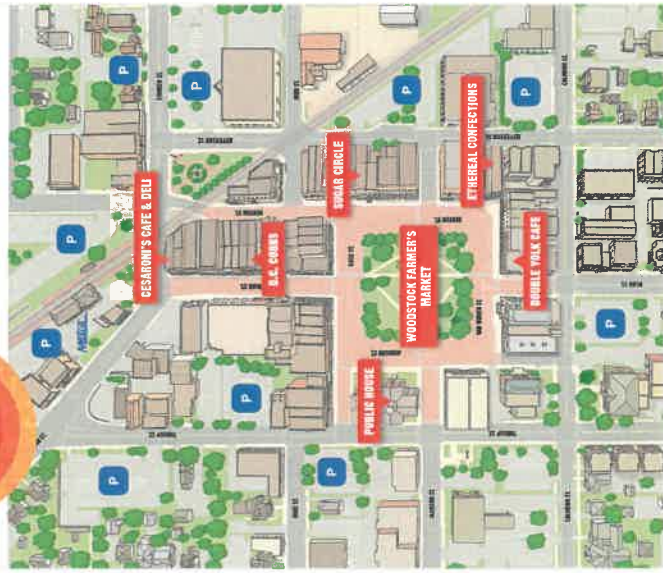
The best gingerbread houses in McHenry County can be found at the Old McHenry County Courthouse starting the night of Lighting of the Square. The gingerbread houses will be on display during open hours at the Old Courthouse Art Center.

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



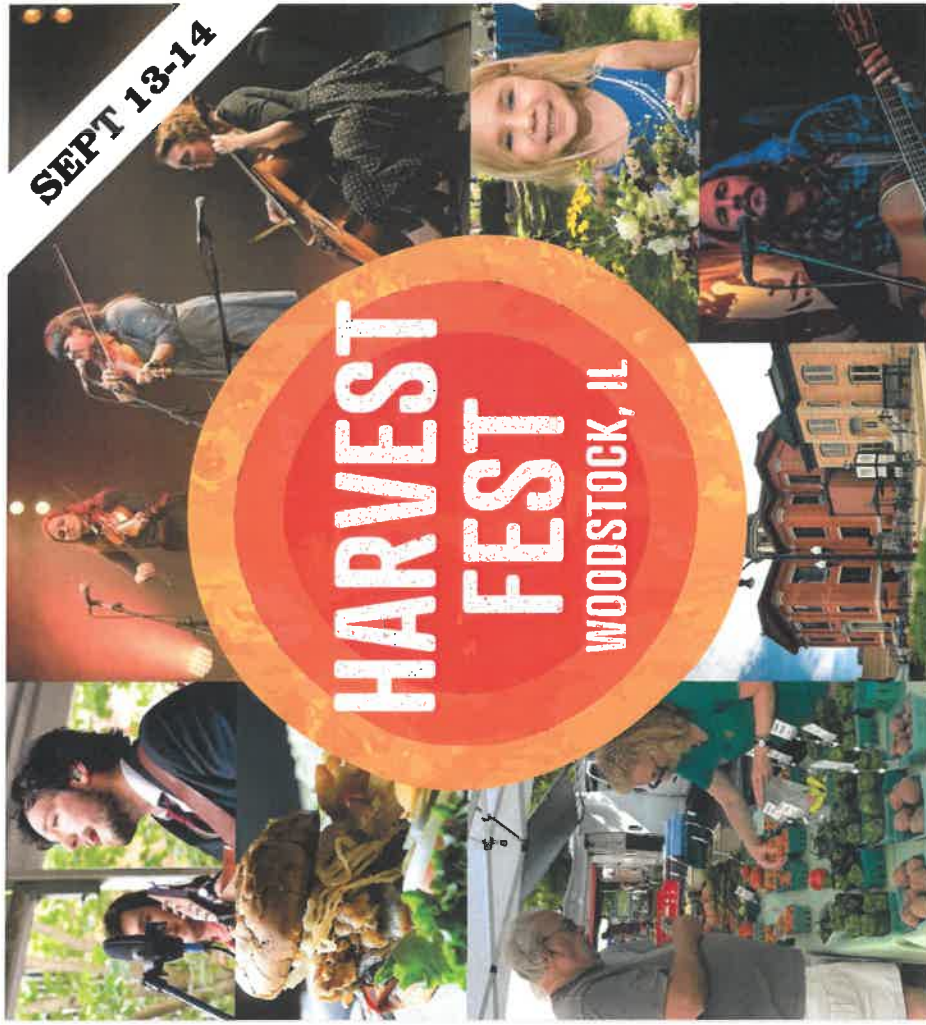
**A Farm to Square,  
Roots Music Experience  
September 13 & 14**  
Local Restaurants Featuring Food  
And Produce from Local Farms

**HARVEST  
FEST**  
WOODSTOCK, IL



September 13-14  
On the  
Woodstock  
Square

**SEPT 13-14**



## 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](http://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](http://WOODSTOCKILCHAMBER.COM)

LEARN MORE ABOUT ALL THAT IS HAPPENING IN WOODSTOCK AT [REALWOODSTOCK.COM](http://REALWOODSTOCK.COM)

A PRODUCTION OF



WOODSTOCK



**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**



# 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 criticized the city as doomed.”**

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



**FREERPORT**  
**ALL**  
**IN.**

**Internal:**  
**Community Building &  
Economic Development**

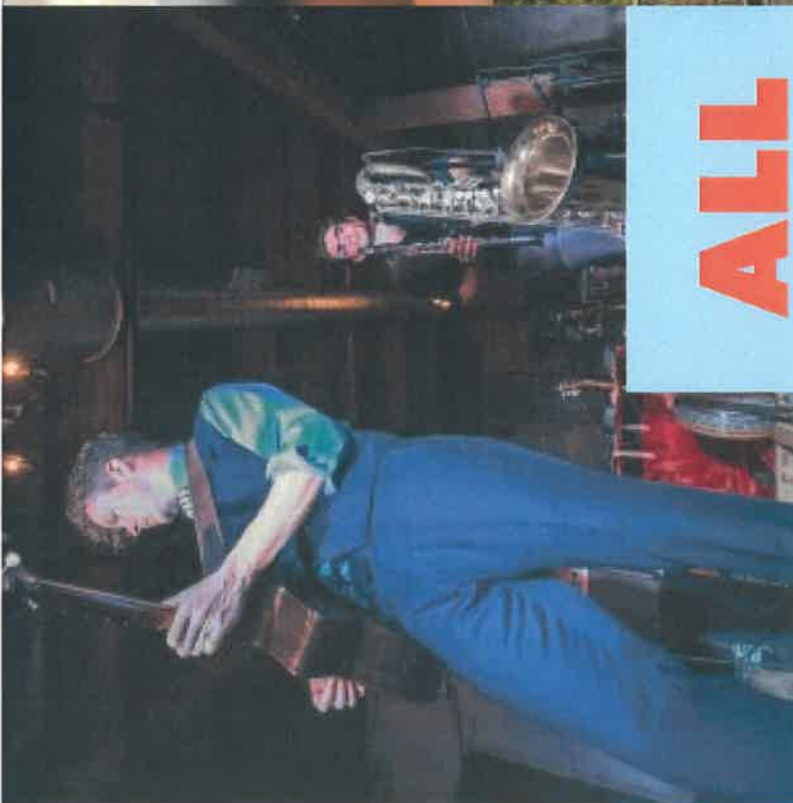
**ALL**  
**IN**  
**FREERPORT**

**External:**  
**Tourism/Visitors**





a5 Branding & Digital



**ALL  
IN  
FREEPORT**









CRAFT BEER AND WINE  
CLASSIC EVENTS

ALL IN  
FREEPORT  
freeport-all-in.com

GREATER OUTDOORS  
TIMELESS FUN

KAYAK AT KRAPE PARK

GREATER OUTDOORS  
ALL IN  
FREEPORT

LITTLE CUBS FIELD / WRIGLEY FIELD REPLICA

TIMELESS FUN.  
ALL IN  
FREEPORT

GREATER OUTDOORS  
TIMELESS FUN

ALL IN  
FREEPORT  
freeport-all-in.com

ART IN THE PARK  
PRETZEL CITY BREWFEST

ALL IN  
FREEPORT  
freeport-all-in.com

UNION VALLEY  
CLASSIC EVENTS

TIMELESS FUN.  
ALL IN  
FREEPORT

The All-New  
**2018 HONDA  
GOLD WING™**



**HONDA**

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

756511

Little Cubs Field:  
Wrigley Field Replica



JAMAZE 75652

Greater  
Outdoors

**ALL  
IN**

**FREEPORT**

Exit US-20 to Freeport



**410**

**ROLL-BELT 460**

**NEW HOLLAND**

SILAGE SPECIAL

ROAD  
LIMIT  
65



**IN FREEPORT WE VALUE:**

**HARD WORK AND AN  
ENTREPRENEURIAL SPIRIT**

**THE OUTDOOR  
EXPERIENCE**

**ART,  
DESIGN,  
CULTURE**

**FREEPORT**

**ALL  
IN.**

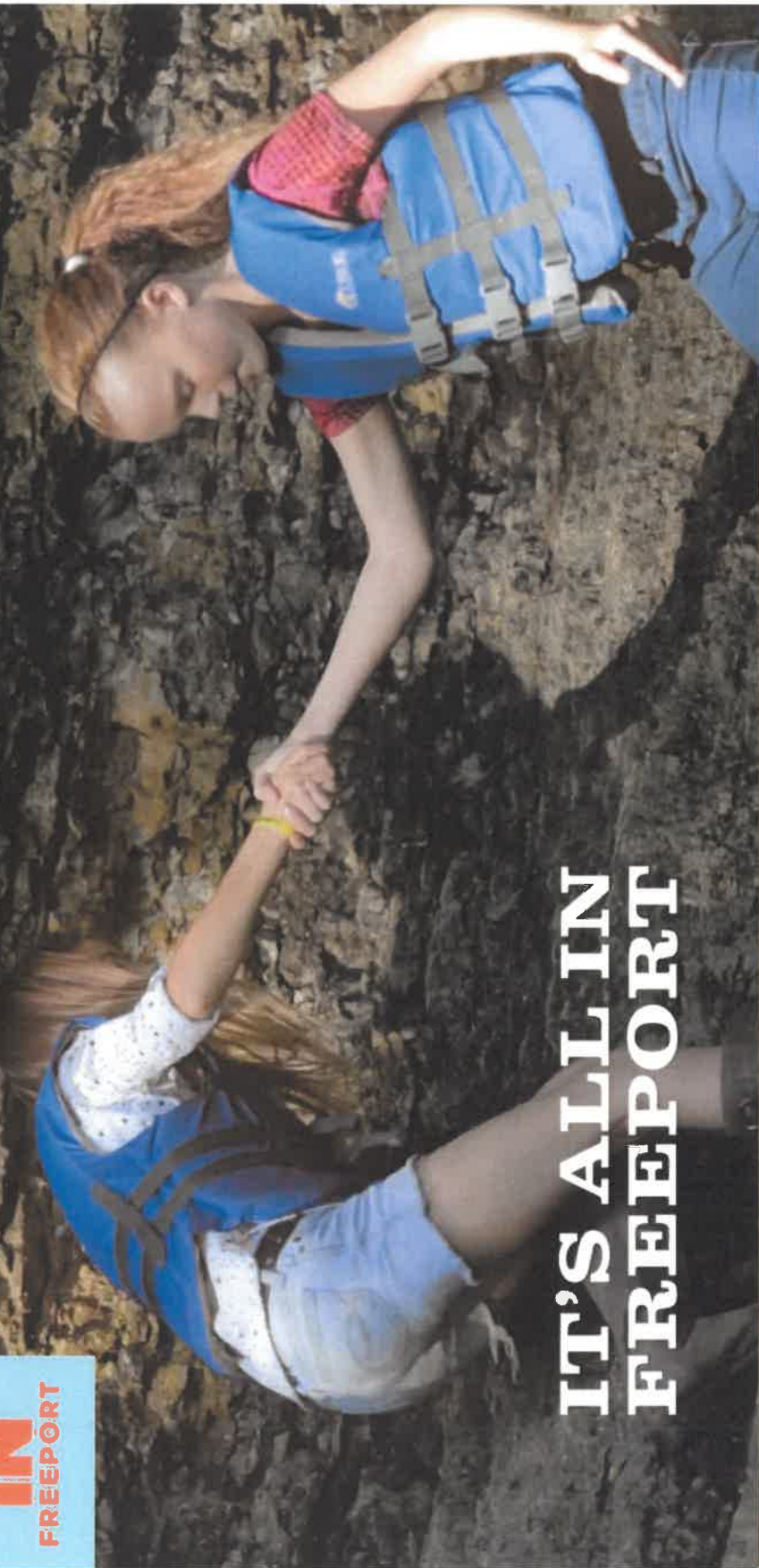
**GIVING BACK**

**ALWAYS  
LEARNING**

**DIVERSITY  
IN ALL FORMS**

**A COLLABORATE FREEPORT PROJECT [FREEPORT-ALL-IN.COM](http://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



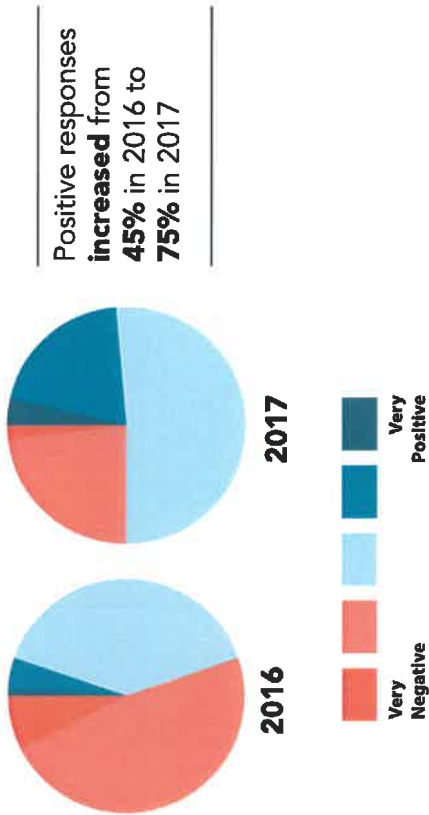
## THINGS TO DO

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.

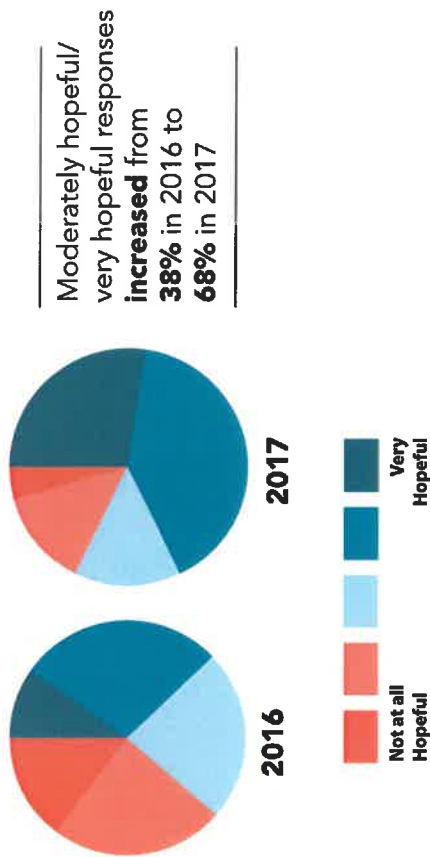


# All In Freepoint / Survey Results

How would you rate the overall attitude of most Freepointers about the future of Freepoint?



How hopeful do you feel about the future of Freepoint?





# 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

**You Have Your Library Card. Now What?**  
 Making the most of your library card is one of the easiest ways to explore a whole new world of information. At Glenview Public Library, we have a variety of resources to help you get the most out of your library card. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**Virtual Reality? We've Got It.**  
 Virtual Reality is a powerful tool that allows you to explore the world around you in a whole new way. At Glenview Public Library, we have a variety of VR headsets and content to help you get the most out of your library card. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**Local History? We've Got It.**  
 Local history is a fascinating subject that allows you to explore the past in a whole new way. At Glenview Public Library, we have a variety of resources to help you get the most out of your library card. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For Kids**  
 Glenview Public Library has a variety of resources to help kids learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For Tweens**  
 Glenview Public Library has a variety of resources to help tweens learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For Teens**  
 Glenview Public Library has a variety of resources to help teens learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For Families**  
 Glenview Public Library has a variety of resources to help families learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For Everyone**  
 Glenview Public Library has a variety of resources to help everyone learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For Researchers**  
 Glenview Public Library has a variety of resources to help researchers learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For Seniors**  
 Glenview Public Library has a variety of resources to help seniors learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**For All**  
 Glenview Public Library has a variety of resources to help all learn and grow. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**Spark Your Curiosity at Glenview Public Library**  
 Discover a world of knowledge at Glenview Public Library. Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**Check out our new eBooks!**  
 Visit our website at [www.glenview.il.us/library](http://www.glenview.il.us/library) for more information.

**Glenview Public Library offers something for everyone.**

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](http://glenviewpl.org)





EXTERIOR & INTERIOR BRANDING



# THE Spark



Get Ready  
for Summer  
@ GPL!  
See Pages 4-5

2022  
SUMMER

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



NEWSLETTER



Glenview Public Library  
July 1, 2022

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



16



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 [glenviewpi.org/workshops](http://glenviewpi.org/workshops)

**Make.  
Invent.  
Play!**

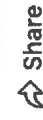
**Sign Up!**



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



## Spark Your Curiosity

## Brand Key Messages

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

Glenview Public Library | Brand Guidelines

9

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

Made for You,  
Mundelein  
madeinmundelein.com



004024

CLUB OF NHU

A circular inset image showing several donuts with green frosting and colorful sprinkles, tied with a large, shiny red bow.

Made for You,  
Mundelein ☆

**HANDMADE**  
FOR THE  
**HOLIDAYS**

Shop Local. Shop Mundelein.

A circular inset image showing several donuts with green frosting and colorful sprinkles, tied with a large, shiny red bow.

Hecho Para Ti,  
Mundelein ☆

**HECHO A MANO**  
PARA LOS DÍAS  
**FERIADOS**

Compra Local. Compra Mundelein.



### Village of Mundelein

Published by John Harris • December 28, 2022 at 1:00 PM

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

Support local in the New Year, including the reinvigorated [Gale Street Inn](#), which features a fresh-from-scratch menu including old favorites (barbecue ribs, prime rib) and contemporary specialties such as pan-seared branzino with roasted brussel sprouts and the orrecchiette 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  
12 comments 13 shares  
Boost post

Like Comment Share

Comment as Village of Mundelein

**Brian O'Connor**  
We love this place! The food is absolutely amazing and the service is impeccable! We bring all of our friends who have never been there before so they can experience the food also. Everyone single one of them now calls it their favorite restaurant! You... See more  
Like Reply Hide 2w  
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  
41 comments 73 shares  
Boost post

Like Comment Share

All comments


**Janine Walsh**  
lol I was thinking the same thing!  
Like Reply Hide 4w

**Katie Boyd**  
The food is far and above the best and most consistent in mundelein. The cocktails are craft quality that you don't often find in the suburbs and worth every single penny. They really knocked it out of the park with this place.  
Like Reply Hide 4w



**CRYSTAL LAKE**






**The Clear Leader  
is Crystal Lake.**

**Clearly**  
CRYSTAL LAKE



**The Clear Leader  
is Crystal Lake.**

**Clearly**  
CRYSTAL LAKE

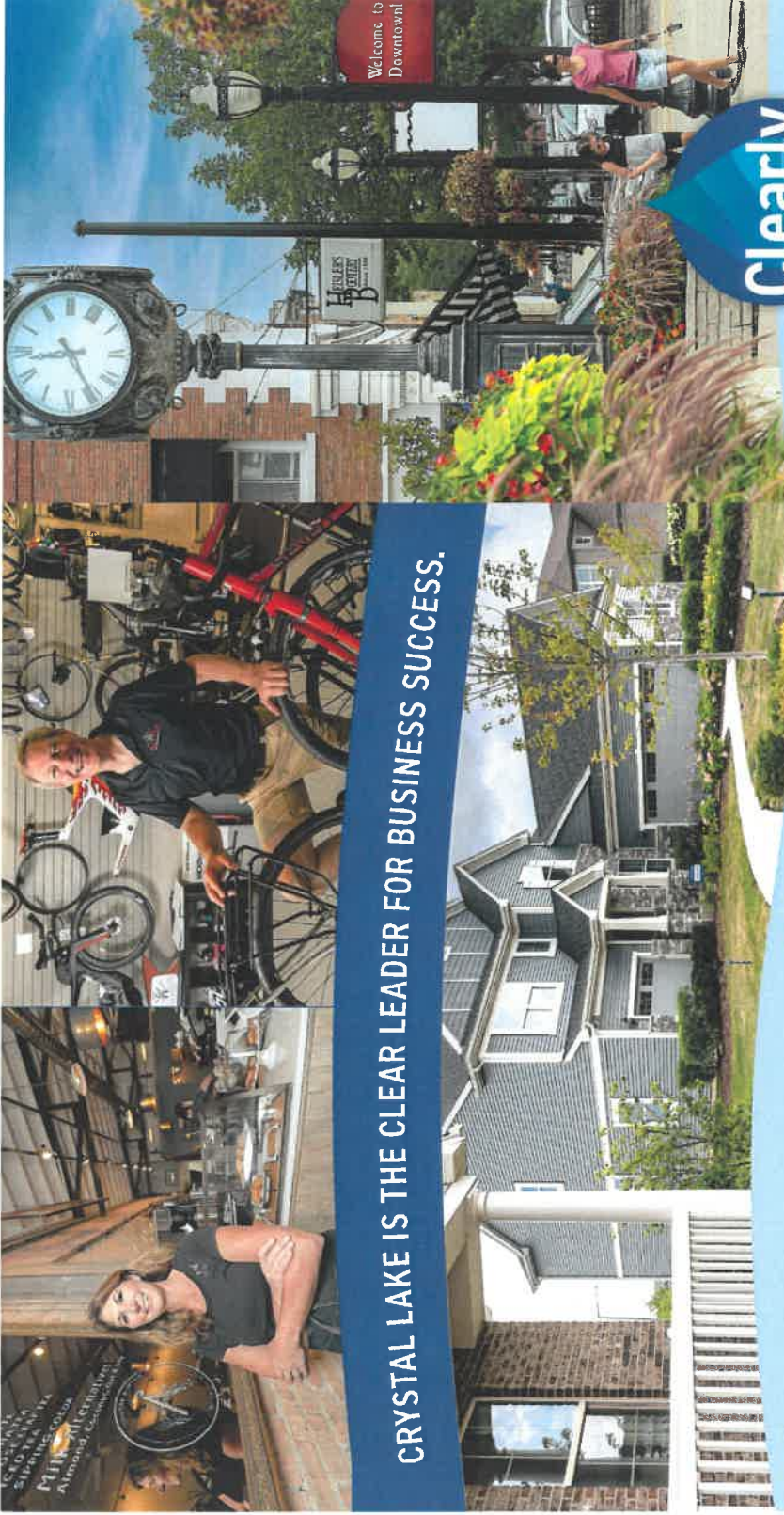


**DUKE'S ALEHOUSE  
AND KITCHEN**  
An eco-conscious gastropub

**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.**

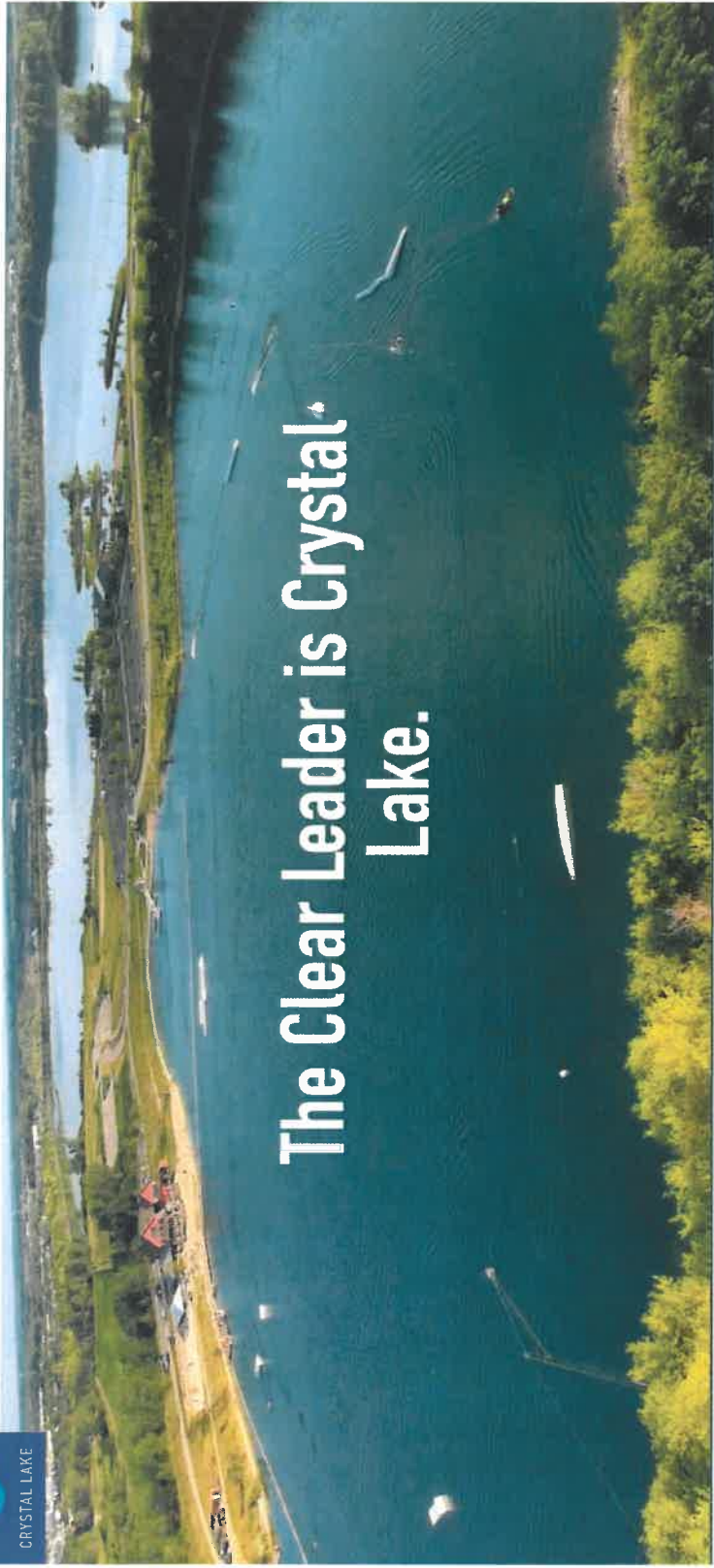
**Find out why Crystal Lake is the clear leader for business opportunity in McHenry County.**



**CRYSTAL LAKE**  
ClearlyCrystalLake.com

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





# 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



## Explore Our Video Library.

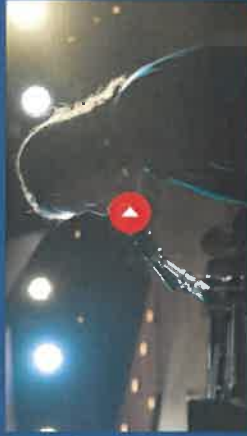
See why Crystal Lake is the clear leader for entrepreneurship, growth and opportunity.



Restaurants & Retail in Crystal Lake



Industry & Retailing in Crystal Lake



AT&T Entertainment in Crystal Lake

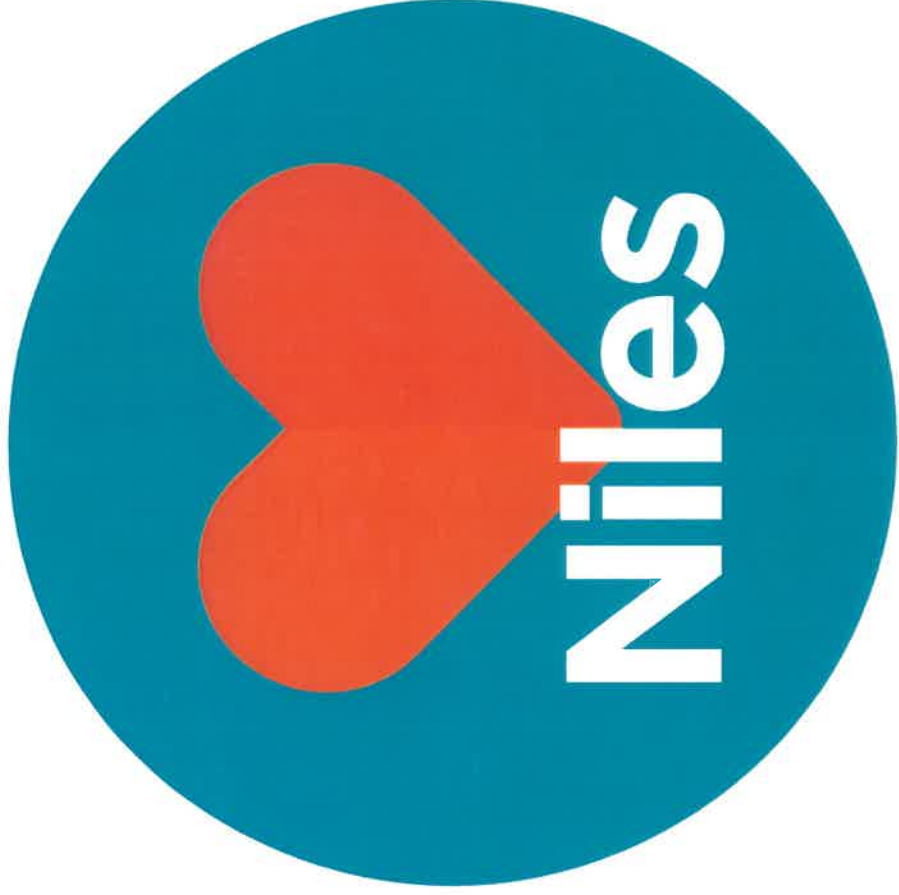


Manufacturing in Crystal Lake




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





**RESIDENT ATTRACTION CAMPAIGN**



# Love Niles

You Belong Here.  
Niles Makes It Possible

[LoveNiles.com](http://LoveNiles.com)



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

ANNA HARRIS,  
OWNER OF UNITED HAIRLINES



[LoveNiles.com](http://LoveNiles.com)

**BUS SHELTER ADS**



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

DALAL HASSANE, STUDENT  
AT MAINE EAST HIGH SCHOOL



**LoveNiles.com**



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

GEMINI MIDDLE SCHOOL'S  
ROBOTICS TEAM



**LoveNiles.com**

**BUS SHELTER ADS**



STICKERS



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

# Made Possible By Niles.





# You Belong Here. Niles Makes it Possible.

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

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





Businesses  
That Deliver.



Homes  
That Fit Your  
Budget.



Government  
That Cares.



Education  
As Unique As  
Every Child.





\*\*\*  
**Village of Niles - Municipality**  
Published by John Harris · May 18 ·

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

Learn more here:... See More



\*\*\*  
**Village of Niles - Municipality**  
Published by John Harris · June 9 ·

**Anna Harris has lived in Niles all her life. Owner of United Hair Lines, INC. and mother of two, Anna raves:**

**"Niles has such a strong sense of community. The schools are fantastic. The Park District is great. There is so much for kids to do that doesn't require planned activities. My kids can have the childhood I had - and they do! They have the same elementary school teachers I had. It is community for life."**

<https://www.loveniles.com/>

**#NilesMakesItPossible #LoveNiles**



\*\*\*  
**Village of Niles - Municipality**  
Published by Niles Comengage · 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



#### CHARTER BUSINESSES

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

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

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



## Niles Design District

**BUSINESS DISTRICT BRANDING**



**Niles  
Design  
District**



**Niles  
Design  
District**



**Niles  
Design  
District**



**Niles  
Design  
District**



**a5 Branding  
& Digital**

[a5inc.com](http://a5inc.com)



# BRAND + IDENTITY DEVELOPMENT PROPOSAL

# McD

REMARKABLY UNCOMMON.

Marketing Communications  
Specialists Since 1966.

JANUARY 11, 2023



# BE A TRAILBLAZER

ALL IN STEPHENSON COUNTY

trailblazer: *noun*

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

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



**JACKSONVILLE**  
AREA CONVENTION & VISITORS BUREAU

## UNCOVER THE Possibilities

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

enjoy **illinois**

VISIT JACKSONVILLE.ORG



UNCOVER THE POSSIBILITIES

**JACKSONVILLE**  
AREA CONVENTION & VISITORS BUREAU



enjoy **illinois**

Explore **Elgin AREA**



EXPLORE THE OUTDOORS

ILLINOIS RIVER



**LECLAIRE**  
IOWA

FOOD • SHOPS • ATTRACTIONS

**EXIT NOW**

JANUARY 11, 2023

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# OUR CAPABILITIES

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

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

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

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






## HISTORY IN COLOR

*Route History Museum & Souvenir Shop*

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



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

DEVILS ELBOW, MO Today 10:18 AM

**"Taking off now. Have some stops to make!"**



**CLEAR YOUR SCHEDULE. GET TO PULASKI COUNTY, MO!**

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

Plan your trip, complete with downloadable turn-by-turn directions, at [pulaskicountyusa.com](http://pulaskicountyusa.com).

**Pulaski county missouri USA**  
**MISSOURI**  
VisitMo.com

**What's GOIN' ON?**

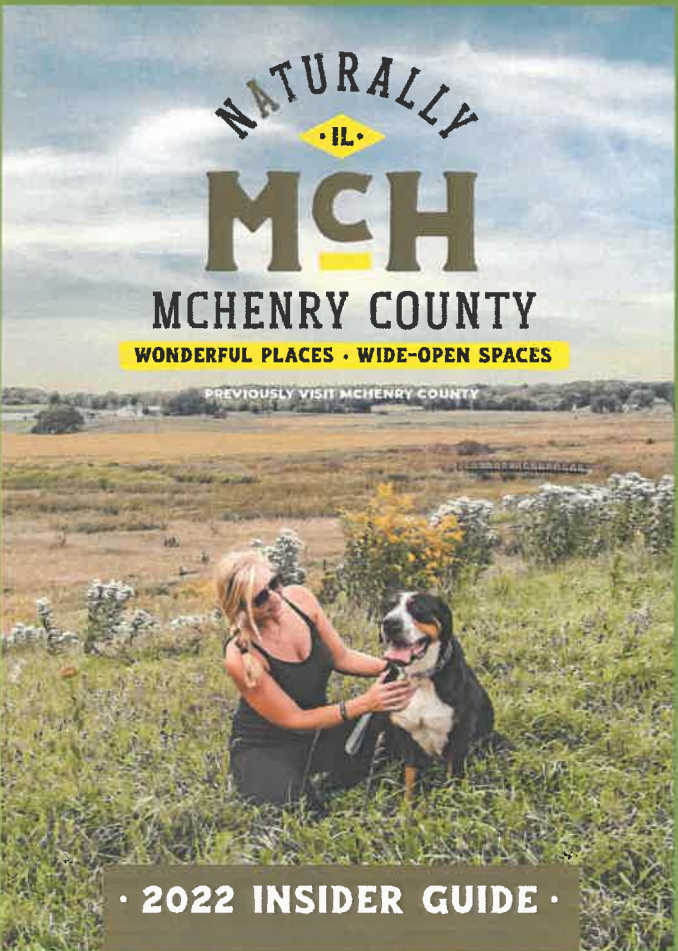
*Real Culture. Real Fun.*  
**WOODSTOCK**



**NATURALLY**  
IL  
**MCH**  
**MCHENRY COUNTY**

**WONDERFUL PLACES · WIDE-OPEN SPACES**

PREVIOUSLY VISIT MCHENRY COUNTY

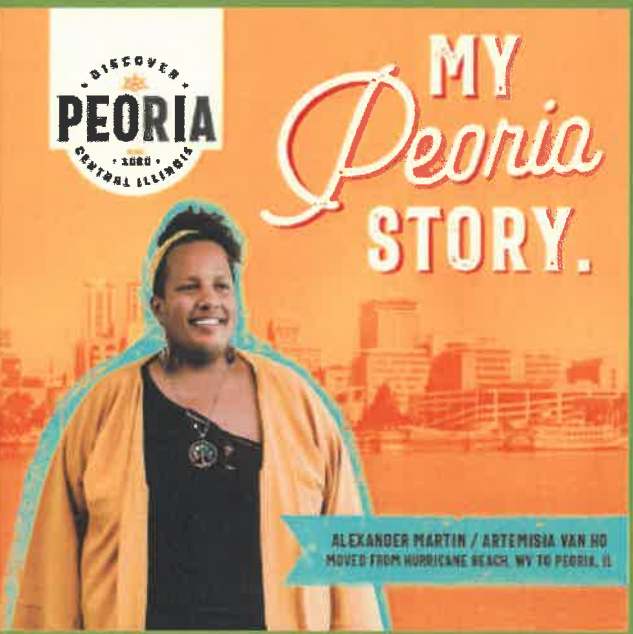


**2022 INSIDER GUIDE**

**DISCOVER PEORIA**  
CENTRAL ILLINOIS 2020

**MY Peoria STORY.**

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



**THE CARNEGIE MUSEUM**  
**Telling The Fairfield Story**

**S**pringfield's connection to the Civil War is well-documented. But the story of the city's role in the war is often overlooked. The Fairfield story is a testament to the resilience and courage of the people of Fairfield, Illinois. The Fairfield story is a testament to the resilience and courage of the people of Fairfield, Illinois. The Fairfield story is a testament to the resilience and courage of the people of Fairfield, Illinois.



**THE FAIRFIELD STORY**



# CONSULTING & STRATEGY



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

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

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

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

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

# BRANDING, THE ESSENCE



## *Consider your current brand...*

IS IT UNIQUE?

DOES IT REPRESENT A POSITIVE EXPERIENCE?

DO YOU DELIVER ON ITS PROMISE?

IS IT CONSISTENT?

DOES IT ALIGN TO KEY DESTINATION DRIVERS?

### **POSITIVE BRAND IMPRESSIONS MAKE YOUR DESTINATION MORE DESIRABLE.**

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

### **YOUR BRAND DEFINES "THE PULL" OF YOUR DESTINATION.**

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

### **EFFECTIVE BRANDING IS ALL-INCLUSIVE.**

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





Downtown  
**BARTLETT**  
Welcomes You



# MARKET RESEARCH

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

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

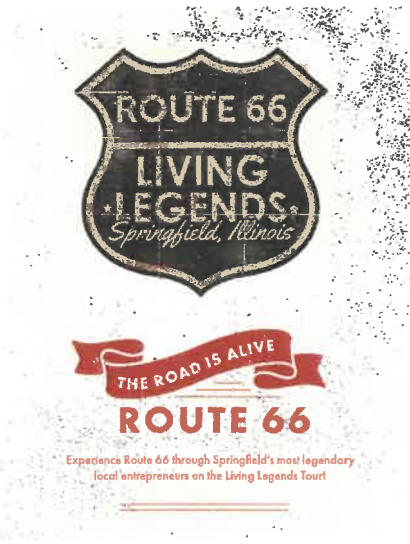
## Our data collection methods include:

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

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

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





# CREATIVE EXECUTION

## Our Approach

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

### Advertising:

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

### Audio/Visual:

In-House Video and Location/Studio Professional Photography

### Collateral:

Visitor Guides, Brochures, Manuals, Annual Reports and Folders

### Branding:

From Brand Development and Taglines to Brand Identity Style Guides

### Exhibits & Promotional Tools:

Displays, Premiums, Banners, Posters and Signage

### Newsletters & E-newsletters:

Publications for Internal and External Audiences

# MEDIA PLACEMENT

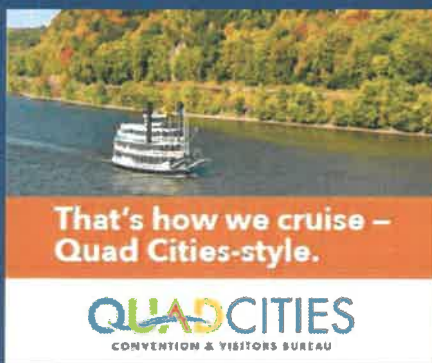
## *The right mix of Digital and Traditional Media makes sense.*

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

## *Build your brand, then engage people to do more.*

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

PRINT  
RADIO  
TELEVISION  
OUTDOOR  
TRANSIT  
NATIVE DIGITAL  
PROGRAMMATIC  
DIRECT MAIL





# WEBSITE INTEGRATION



## Market destination drivers with responsive websites.

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

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

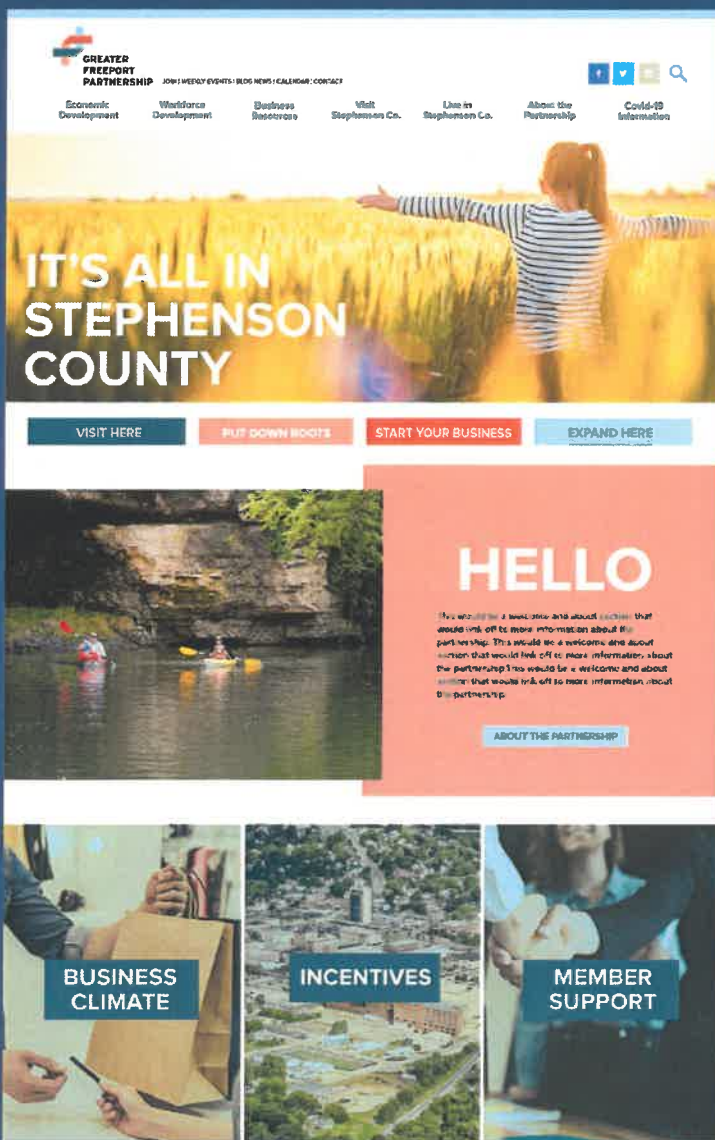
- What do you want your website to accomplish?
- How will it play a role in your overall business functions?
- What style, tone and mood do you want to convey?
- Most importantly, how will your website connect with various target audiences?

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

# DIGITAL SERVICES

*Turn site visitors into real visitors.*

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



- WEBSITE DEVELOPMENT
- SEARCH ENGINE OPTIMIZATION
- PPC ADVERTISING
- SOCIAL MEDIA MARKETING
- ONLINE REPUTATION MANAGEMENT
- ANIMATION
- ONLINE RESEARCH
- E-NEWSLETTERS
- E-BLASTS
- YOUTUBE VIDEOS
- KIOSKS



# PUBLIC RELATIONS

*Enhance the opinions and beliefs of external and internal audiences*

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

## *Press Releases, Articles, Press Coverage*

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

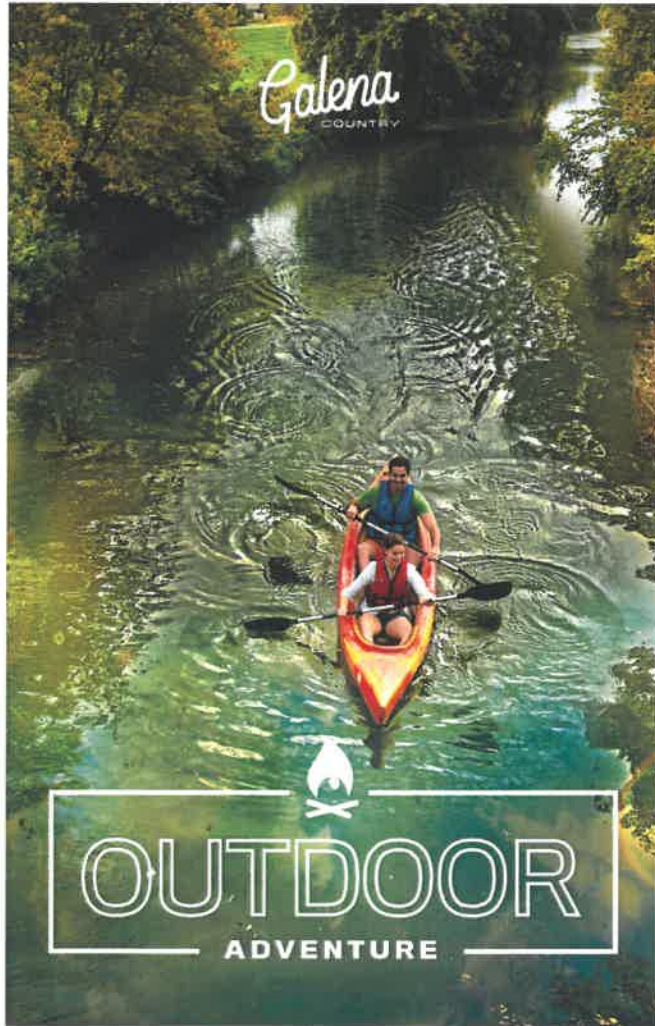
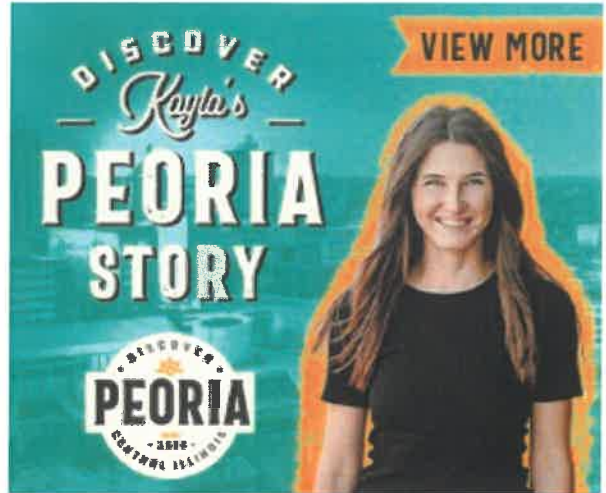
## *Special Events*

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

## *Custom Newsletter Publishing*

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





Visit Michigan City LaPorte

McDanielsMarketing  
 YouTube 10

23 views



# EXPERIENCE

## ILLINOIS

---





IOWA

---



INDIANA

---



MICHIGAN

---



MISSOURI

---



WISCONSIN

---





## CLIENT TESTIMONIAL



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

- Jaki Berggren,  
Naturally McHenry County  
President & CEO

A photograph of a winter scene, likely a park or campus. In the center, there is a wooden gazebo with a multi-tiered, snow-covered roof. The gazebo is surrounded by snow-covered evergreen trees and bare deciduous trees in the background. The ground is covered in a layer of snow. The entire image has a blue color cast.

# CASE STUDIES

# SOUTH HAVEN, MI

## South Haven Goes “Alive Anytime”

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

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

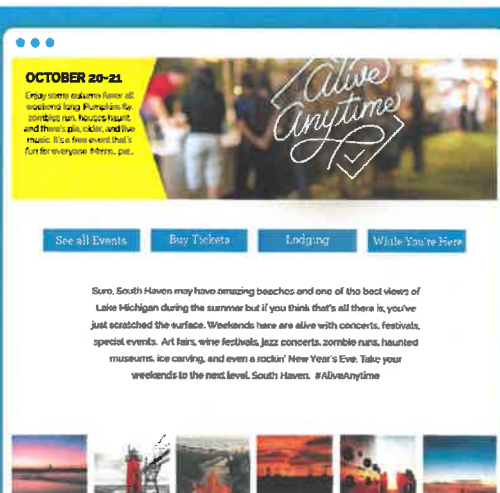
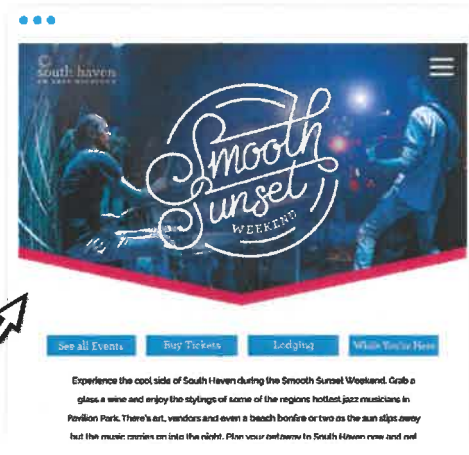


Once we established the brand and voice, McDaniels took to rolling out the South Haven Alive Anytime brand. We helped develop event names and created a custom logo for each event that featured an original, hand-drawn font as well as artistic elements that represent key highlights of the event. The first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

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

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





# NATURALLY MCHENRY COUNTY, IL

## NEW BRAND IDENTITY



## MCHENRY COUNTY GOES NATURAL

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

## THE CHALLENGE

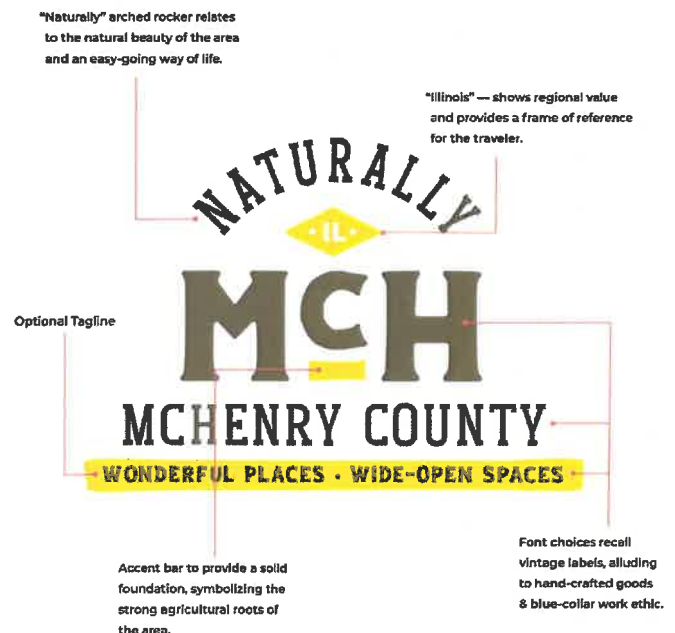
The leadership of Visit McHenry County felt its brand did not accurately reflect the positive changes throughout the county in recent years. Seeking a new brand that would position McHenry County as a natural destination for people looking for laid-back living, Visit McHenry County approached McDaniels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

## THE SOLUTION

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

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

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





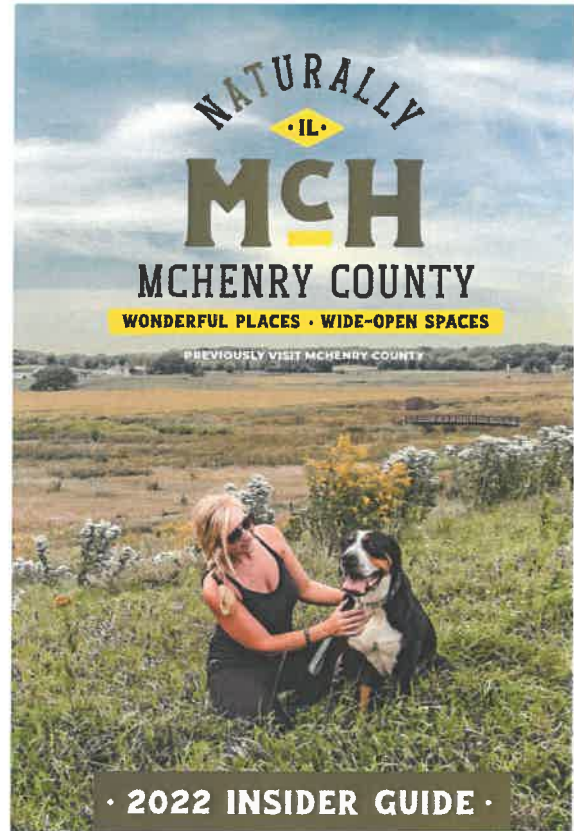
opportunity and engagement for all ages. Tourists will discover a breath of fresh air from the hustle and bustle of life, from year-round agritourism attractions to a full calendar of events and festivals, and plenty of opportunities for indoor and outdoor fun. Employers will discover an educated and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

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

Take a look at [naturallymchenrycounty.com](http://naturallymchenrycounty.com)!

# MCHENRY Co.

ECONOMIC DEVELOPMENT CORPORATION ILLINOIS





# GALESBURG, IL CVB

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

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



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

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

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

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



## Visitors Guide:

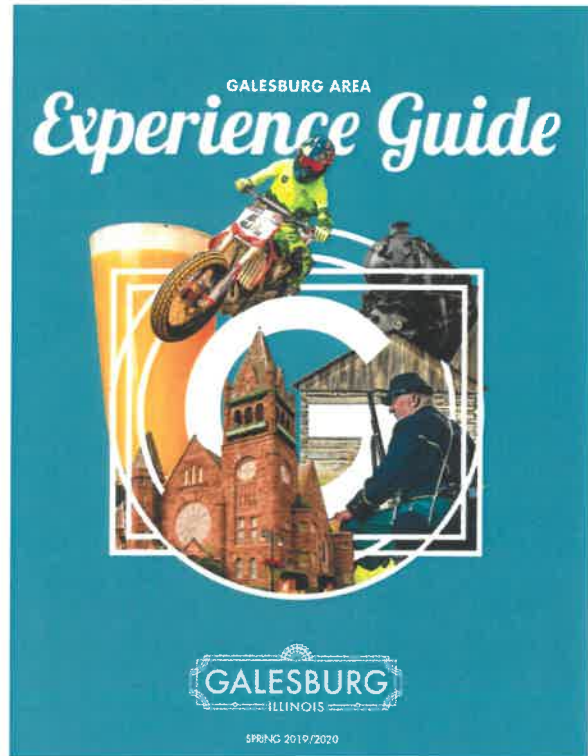
McD conducted multiple immersion visits to various businesses and event venues to learn firsthand the incredible opportunities located in the Galesburg area and to gather the information necessary to curate a brand promise and brand voice to better highlight the appeal of Galesburg, IL. This brand refresh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

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

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

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

Take a look at [experiencegalesburg.com](http://experiencegalesburg.com)!



# CITY OF HAVANA, IL

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



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

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

“1853” – identifies historic significance.

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

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

“Illinois” – shows the regional value.

“Duck and waves” represent natural resources.





# THE BRAND PROMISE

## New Residents/Business Owners:

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

## Tourism/Leisure:

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



# REAL WOODSTOCK, IL A REAL INTEGRATED APPROACH

Real  
WOODSTOCK

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

## THE CHALLENGE

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

## THE SOLUTION

### Defining the Real Woodstock Story

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





# REAL TACTICS THAT WORKED

## Storefront Displays

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

## Table Tents

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

## Visitors Guide

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

## Exterior Signage & New Map

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

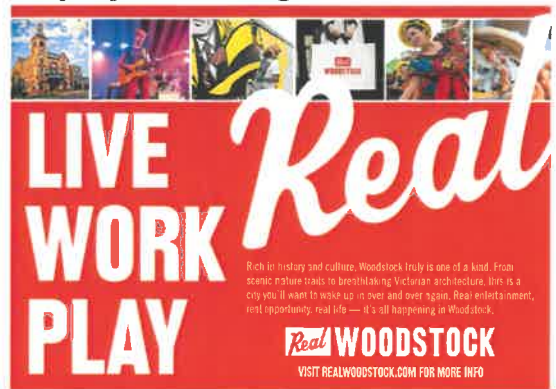
**Response to these materials is being driven to the Real Woodstock website through QR codes.**

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

## Storefront Display



## Display Tent Design



## Shopping Bag Drop-In Card





# POSSIBILITIES UNCOVERED IN JACKSONVILLE, IL

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

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

## THE CHALLENGE

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

## THE SOLUTION

### *Uncover the Possibilities*

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

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

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



*Here is a combined summary of those four statements:*

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

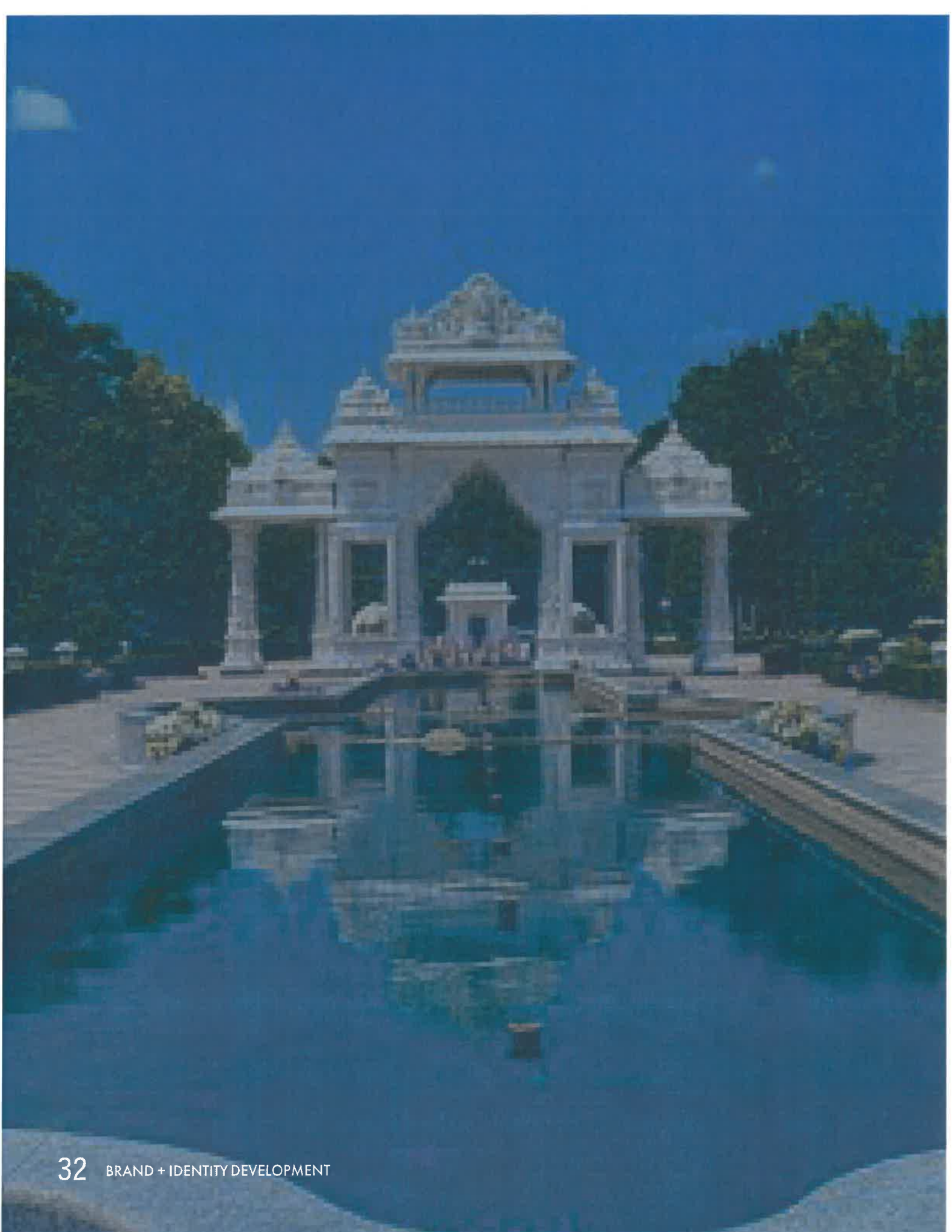
**“From what once looked to be a daunting task, McDaniels Marketing was able to guide us through every step of the way to create a brand that really felt like it represented all of us in some way. Now, the familiarity of the brand and logos is really starting to settle in — I see our icon and it feels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

—Brittany Henry, Jacksonville Area CVB Executive Director

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









# BRANDING PROPOSAL

# PROJECT GOAL & OBJECTIVE

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

## **Important brand development requirements as outlined in the RFP:**

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

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

## **TARGET AUDIENCES**

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

# ACHIEVING YOUR GOALS

## *New Perception*

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

## *Uniformity & Flexibility*

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

## *Research*

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

## *Diversity & Community Pride*

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





# OUR PLAN & METHODOLOGY

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

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

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

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

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

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

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



# RESEARCH PLAN:

## QUALITATIVE RESEARCH

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

### Qualitative Research will include:

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



# CREATIVE PROCESS & BRAND DEVELOPMENT:

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

## WE WILL...

### RESEARCH AND DEFINE

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

### DESIGN AND DEVELOP

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

### BRAND ACTIVATION

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

### PROJECT TIMELINE

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



# PROJECT MANAGEMENT & WORKING RELATIONSHIPS

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



# DELIVERABLES, FEES & PROPOSED AGREEMENT:

*(including meetings, travel and all deliverables)*

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

*(30 hours @ \$150/hour)*

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

## **PHASE II - Brand Development: \$15,500**

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

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

**Media costs are not included and will be planned separately.**

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

# ADDITIONAL MARKETING SERVICES & RATES:

*(rates and fees are subject to change)*

## **Video Development (suggested): \$16,500 - \$20,000**

*(\$125/hour)*

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

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

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

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

*(\$125/hour)*

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

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

## **Photography and Content Development**

*(\$125/hour OR \$1,000/day)*

## **Marketing Display Exhibits**

*(price varies)*

We are an official Orbus dealer and offer their full line of display components. Learn more about their offerings at [orbus.com](http://orbus.com):



## Current Client References

Beth Wiles, CDME  
Executive Director  
Pulaski County, MO Tourism Bureau  
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Jaki Berggren  
President & CEO  
Naturally McHenry County  
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Kim Kislowski  
Vice President of Marketing  
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Brittany Henry  
Executive Director  
Jacksonville Area Convention & Visitors Bureau  
P: (217) 243-5678  
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## *Past Client References*

Brenda Davenport-Fornoff  
Economic Development Coordinator  
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P: (309) 453-4537  
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Randy Newcomb  
Executive Director  
Galesburg, IL CVB  
P: (309) 343-2485  
E: [director@experiencegalesburg.com](mailto:director@experiencegalesburg.com)

# YOUR CORE MCD TEAM

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



# RANDALL



# MCDANIELS

## *President/Lead Consultant*

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

# BETH



# GEIER

## *Vice President*

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

# KATE



## MCDANIELS BAUMANN

### *Marketing Consultant/Copywriter*

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

# MORGAN



## MCDANIELS

### *Art Director*

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

# LAUREN



# SCHMITT

## *Graphic Designer*

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

# KIM



# WEAVER

## *Senior Copywriter*

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



# MOLLY



# KROHE

## *Account Manager*

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

# BRIDGET



# NORMAN

## *Media & PR Director*

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



**Brenna Koonce**  
Account Manager



**Lisa Marovec**  
Marketing Consultant



**Jeff Wagner**  
Art Director



**Jenna Ferrell**  
Digital Marketing Consultant



**Dylan Polk**  
Creative Copywriter



**Blake Byers**  
Photographer/Videographer



**Avery Rainwater**  
Graphic Designer



**Dave Schuette**  
Website/Digital Media Developer



**James Hover**  
Website Development Director



**Courtney Sharpe**  
Digital Marketing Specialist



**Shelby Fahnders**  
SEO/Website Support Specialist



**Hilary Frank**  
Marketing Specialist



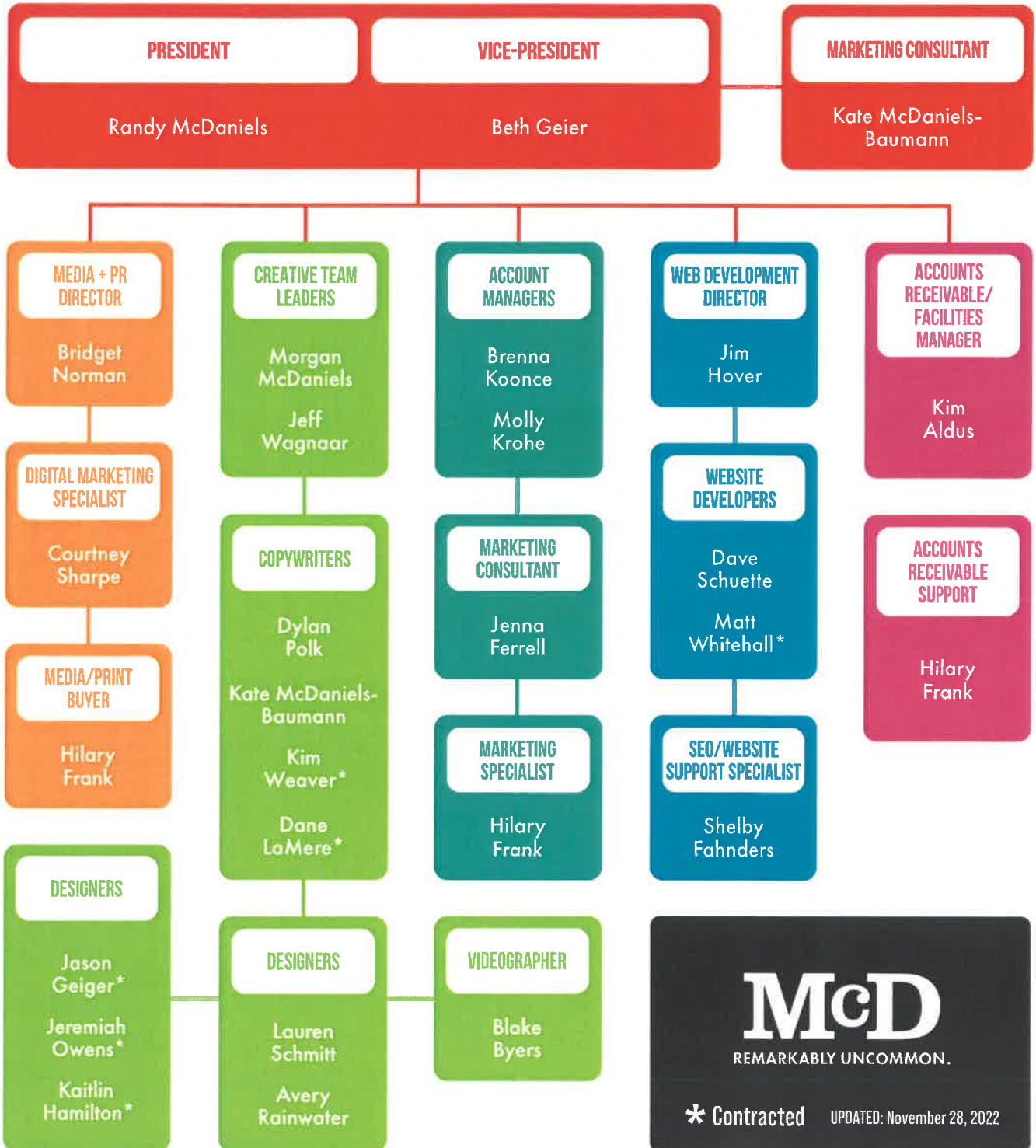
**Kim Aldus**  
Accounts Receivable  
& Facilities Manager



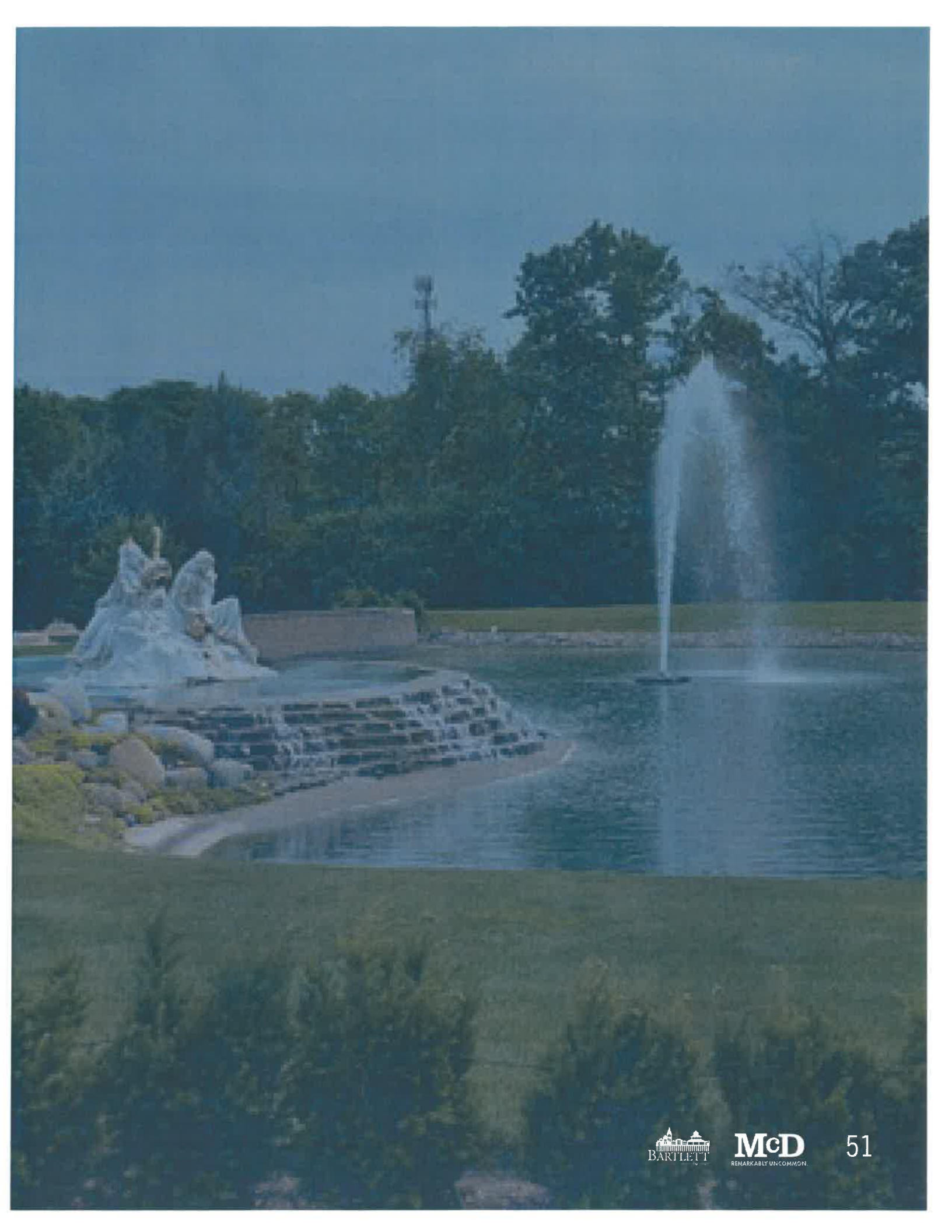
**Kimba McDaniels**

# MEET OUR TEAM!

# A REMARKABLY UNCOMMON ORG CHART







**LET'S GET  
STARTED!**

**McD**

**REMARKABLY UNCOMMON.**

**309.346.4230**

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Pekin, Illinois 61554

[www.mcdanielsmarketing.com](http://www.mcdanielsmarketing.com)

*Offices also located in:*

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*Michigan: South Haven*

*Wisconsin: Milwaukee*