Village of Cottage Grove Notice of Public Meeting

# COMMUNITY DEVELOPMENT AUTHORITY

Monday, September 14, 2020 5:30 p.m.

*Due to the COVID-19 pandemic, this meeting will take place virtually via Zoom. Please join the meeting from your computer, tablet or smartphone by visiting* https://zoom.us/j/92336602649.

*You can also participate via phone by dialing* 1 312 626 6799 *and use Meeting ID:* 923 3660 2649#
*When asked for your Participant ID, just press #*

*You may also choose to participate by providing public comment prior to the meeting via email to Village Clerk Lisa Kalata:* lkalata@village.cottage-grove.wi.us

1. Call To Order
2. Determination Of Quorum And That The Agenda Was Properly Posted.
3. PUBLIC APPEARANCES- Public's Opportunity To Speak About Any Subject That Is Not A Specific Agenda Item.
4. Discuss And Consider Approval Of Minutes Of The August 10, 2020 CDA Meeting.

   Documents:

   8-10-2020 CDA MINUTES.PDF

5. Review Proposals Received For Marketing Project. Discuss And Consider Next Steps For Requesting Budget And Awarding Project.

   Documents:

   CDA_MARKETING_2020-09-11.PDF
   DISTILLERY_PROPOSAL - COTTAGE GROVE_RED.PDF
   REVPOP_COTTAGE GROVE BRAND DEVELOPMENT (2020-09-04_15-57 ADT) _RED.PDF
   SIGNALFIRE-COTTAGEGOVE-BRANDINGPROPOSAL_RED.PDF
   THIEL COTTAGE GROVE - PROPOSAL 9.9.20 RED.PDF
   WEBERMKTG_PROPOSAL RESPONSE_VILLAGE OF COTTAGE GROVE.PDF

6. Discuss CDA Member Representation On Village Of Cottage Grove's Housing Task Force.

   Documents:

   LTR_HOUSINGTF-CDAMEMBER_2020-09-10.PDF

7. Future Agenda Items

8. Adjournment

This agenda has been prepared by Staff and approved by the Chair of the Community Development Authority for use at the meeting as listed above. Any item on the agenda is subject to final action. Notice: Persons needing special accommodations should call 608-839-4704 at least 24 hours prior to the meeting. It is possible that members of and possibly a quorum of members of other governmental bodies may be in attendance at the above stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice.

**VILLAGE OF COTTAGE GROVE**
# COMMUNITY DEVELOPMENT AUTHORITY
**Monday, August 10, 2020**

## MINUTES

1. **Call to order**
   The August 10, 2020 regular meeting of the Community Development Authority was called to order at 5:32 p.m. by Lennberg, this was a Zoom meeting.
2. **Determination of quorum and that the agenda was properly posted.**
   It was determined that there was a quorum of members present and that the agenda was properly posted. In attendance were Jeff Lennberg, Sarah Valencia, Jerrud Rossing, Mike Elder, John Hogan and Kim Sale, Absent and excused was Mike Millage. Also, in attendance were Planning Director Erin Ruth, Village Administrator Matt Giese and Clerk Lisa Kalata.
3. **PUBLIC APPEARANCES –** *Public's opportunity to speak about any subject that is not a specific agenda item.*
   None
4. **Discuss and Consider approval of minutes of the July 13, 2020 CDA meeting.**
   **Motion** by Hogan to approve the minutes from the July 13, 2020, seconded by Elder. **Motion** carried with a voice vote of 6-0-0.
5. **Discuss and Consider Request for Proposals for Marketing Project.**
   Ruth explained the memo in the packet and that the RFP was drafted from the Kaukauna example. Ruth explained if there were not many changes this could be sent out this week. **Motion** by Valencia to approve the marketing RFP as presented, seconded by Rossing. **Motion** carried with a voice vote of 6-0-0.
6. **Discuss and Consider Status of Original Commerce Park Signage.**
   Ruth explained the memo and indicated that the sign fronting I-94 is in need of repair or to be removed and the sign near the entry of the park may be redundant as there are higher quality masonry signs located in the park. **Motion** by Valencia to remove the signs utilizing Village Staff, seconded by Sale. **Motion** carried with a voice vote of 6-0-0.
7. **Review of Village Board Priority List.**
   Lennberg reported that the Village Board approved the letter in the packet and then directed that this was added to each committee agenda, so all members are aware of the priorities that the Village Board is working on and understand the background of each item.
8. **Future agenda items**
   Marketing RFP, North Gove Corporate Park Update
9. **Adjournment**
   **Motion** by Valencia to adjourn at 5:55 pm, seconded by Hogan. Motion carried with a voice vote of 6-0-0.

**Lisa Kalata, Clerk**
**Village of Cottage Grove**
**Approved:**

**These minutes represent the general subject matter discussed in this meeting but do not reflect a verbatim documentation of the subjects and conversations that took place.**

DRAFT

# CDA STAFF REPORT

| | |
|---|---|
| **MEMO DATE:** | September 11, 2020 |
| **MEETING DATE:** | **SEPTEMBER 14, 2020** |
| **TO:** | Village of Cottage Grove Community Development Authority |
| **CC:** | Matt Giese – Village Administrator |
| **FROM:** | Erin Ruth, AICP – Village Planning Director |
| **RE:** | **Marketing Proposal Review** |

## OVERVIEW

The Village invited twelve firms to reply to its marketing RFP and five proposals were received. The full proposals are included in the packet.

*Note that to fit the proposals in the packet some larger files were reduced, so any variation in image quality is due to that process and should not reflect on the applicant.*

*Firms that Replied:*

- Distillery – Madison
- Rev Pop – Milwaukee
- Signalfire – Delavan
- Thiel – Milwaukee
- Weber Marketing - Madison

The immediate step the CDA needs to take is to determine a budget amount to request from the Village Board. The CDA should also discuss how they wish to move forward in terms of selecting a firm for the project.

## BUDGET REQUEST

There is a fairly large range of proposed fees, driven largely by differing proposed project scopes, particularly in the initial research phase. Generally, the firms appear willing to adjust the scope and fees to meet a particular budget if necessary.

Staff recommends requesting $26,000 to $30,000 for the project. Three of the five proposals (Distillery, Rev Pop, and Signalfire) fit within this parameter and a fourth (Weber) should be able to with some adjustment to their proposed scope.

## FIRM SELECTION

Until the Village Board makes a determination on the budget request it may be premature to make a decision on awarding the project.

However, the CDA may wish to discuss initial impressions of the proposals and determine a process for awarding the project if funded.

If there is a clear consensus on one firm, it may not be necessary to do any interviews or other subsequent steps. If multiple firms are deemed a good fit for the project, the CDA may wish to schedule interviews later in the year after funding has been determined.

It may also be beneficial to more specifically define the scope based on the proposals to achieve a more apples to apples price comparison.

## PROPOSAL HIGHLIGHTS

*Distillery*

- $18,500 with straightforward scope
- Relevant experience with municipal and public entities
- Located in Madison

*Rev Pop*

- $12,500 but research phase is less defined
- Relevant experience with municipal and public entities
- Located in Milwaukee

*Signalfire*

- $26,500 with more robust research phase
- Relevant experience with municipal and public entities
- Located in Delavan

*Thiel*

- $73,500 (not inc. proposed Phase 3 which is beyond current scope)
- Have relevant work experience but seem more focused on corporate work
- Located in Milwaukee

*Weber Marketing*

- $32,750 to $38,500 (not inc. proposed Phase 2 which may not be necessary and Phase 3 which is beyond current scope)
- Owner is a Cottage Grove resident and active Chamber member who is personally invested in the success of the Village; relevant experience with projects in the Cottage Grove community
- Located in Madison

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

# PROPOSAL
# VILLAGE OF COTTAGE GROVE COMMUNITY DEVELOPMENT AUTHORITY
## Marketing and Brand Initiative

| | |
|---|---|
| **Date** | 9/1/20 |
| **Client** | Village of Cottage Grove |
| **Contact** | Erin Ruth, AICP |

# Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

Thank you for considering Distillery for the Village of Cottage Grove brand marketing campaign. With over 22 years of experience in branding, marketing, and design, we would be an ideal choice for this initiative.

Enclosed you will find the project scope, process, estimate, and work samples. Please don't hesitate to contact us with any additional questions you might have.

Thank you again for the opportunity, and we look forward to hearing from you.

**CONTENTS**

OUR STUDIO
PROJECT SCOPE
PROCESS
TIMELINE
BUDGET
REFERENCES
WORK SAMPLES

**Brad Nellis**
Owner

# Distillery

Founder

Creative Director

Director of Brand Strategy

Senior Designer

Web Developer

Designer

Designer

Designer

Designer

Designer

## OUR STUDIO

Distillery is a full-service marketing and design partner made up of a collective of 10 creators, innovators, and strategists. As a Madison-based studio, we know Wisconsin through and through. Our work has featured local organizations and city initiatives across the region and beyond.

Distillery has deliberately maintained this studio size in order to be large enough to handle projects such as this but still intimate enough to be able to create a true partnership with our clients. There are no middlemen, no account managers. You know you will be working with the creatives and specialists who collaborate to bring your project to life.

Partnering with Distillery you will receive nationally award-winning creative with the care and attention of a Midwestern studio.

# Distillery

## YOUR CORE TEAM

**Brad Nellis**
Founder

**Brad** founded Distillery over two decades ago and has developed a loyal and diverse client base including organizations in the arts, education, and hospitality sectors. He has led branding and marketing initiatives for organizations such as American Library Association, Purina, Overture Center for the Arts, and the University of Wisconsin.

**Marina Menendez**
Creative Director

**Marina** came to Distillery from the world of advertising and public relations. She has been a key creative at Distillery for 11 years where she has produced campaigns for clients such as Volunteers of America, FFA, World Dairy Expo, and Greater Madison MPO. Her work has won national recognition and been featured in top design journals.

**Nadia Abudi**
Director of Brand Strategy

**Nadia** worked in public relations, communications, and marketing for a decade in both nonprofit and corporate settings prior to joining Distillery. Since becoming head of brand strategy, she has led dynamic and innovative marketing campaigns for Greater Madison MPO, Wisconsin Humanities Council, University of Wisconsin–Madison and others.

# PROJECT SCOPE

To develop an comprehensive brand identity based on community and organization needs for the Village of Cottage Grove including new logo, supported messaging, and marketing recommendations.

# PROCESS

## PHASE 1 - AUDIT

### Internal Review Jan. 4 - Feb. 1

Distillery to perform audit of existing brand through interviews with key stakeholders and assess current branding, marketing, and audience demographics.

### External Review Jan. 4 - Feb. 1

External evaluation of market landscape, competitor strategies, and community sentiment to ensure final initiative addresses organizational and community needs.

### Deliverables Feb. 1

Distillery to present findings of market research and provide recommendations for positioning, brand statement, and supporting messaging for each key audience.

### Feedback Feb. 5

Village of Cottage Grove to provide feedback on recommendations.

**JANUARY 2021**

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**FEBRUARY 2021**

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| 28 | | | | | | |

Holiday

Key date

# PROCESS CONT.

## PHASE 2 - BRANDING EXPLORATION

### Design Feb. 5–March 1

Development of branding options for Village of Cottage Grove based on final brand statement and messaging.

### Presentation March 1

Proposal of at least three different visual systems. Each one will consist of a Village of Cottage Grove logo and one or two subpages to showcase the holistic look and feel in multiple formats.

### Refinement March 1–March 15

Once a direction is selected, we will have two refinement passes as needed to address client concerns.

## PHASE 3 - ROLLOUT

### Strategy March 19

Distillery to provide rollout strategy guide for rebrand implementation. Strategy will include summary of established goals, messaging and target audience and outline recommended marketing opportunities with suggested tools, channels, timeline, and budget.

### DELIVERABLES April 1

Distillery to provide style guides and templates for collateral based on final logo selections. Distillery to discuss with Village's CDA about additional deliverables based on recommendations.

**FEBRUARY 2021**

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**MARCH 2021**

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**APRIL 2020**

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Holiday

Key date

# COST ESTIMATE

## TOTAL COSTS
## $18,500

| | |
|---|---|
| **AUDIT** | **$4,000** |
| Brand audit | |
| Interviews | |
| Landscape analysis | |
| Project management | |
| Attend CDA and board meetings at key decision points | |
| **EXPLORATION** | **$9,000** |
| Initial logo concepts | |
| Refinement | |
| Messaging/positioning development | |
| Brand and value statement | |
| **DELIVERABLES** | **$5,500** |
| Marketing rollout guide | |
| Brand style guide | |
| Stationary update | |
| Brand implementation guide | |
| Social media guidelines | |

# TERMS AND CONDITIONS

## TERMS

1. This proposal may be amended prior to contractual agreement at the discretion of Distillery.
2. All expenses incurred in the development of this project shall be the responsibility of the client.
3. Upon receipt of payment Distillery grants the client unlimited use of final design work, unless specified otherwise.
4. All costs are estimates only. Any alterations of project specifications may result in a price change. Additional costs that exceed the original estimate will be quoted to the client before expenses are incurred.
5. Third party vendors and expenses handled by Distillery shall be billed at cost plus 15%.
6. Payment not received within established timeframe will be subject to an interest rate of 1.5% per month or a fraction thereof from date of invoice. Client subject to reasonable collection fees.
7. Termination: Should either Village Of Cottage Grove Community Development Authority or Distillery elect to terminate this contract, Distillery reserves the right to collect payment for services provided up to that point and will allow Village Of Cottage Grove Community Development Authority thirty (30) days to remit payment in the amount disclosed on final invoice that will be provided to Village Of Cottage Grove Community Development Authority by Distillery within fifteen (15) days of contract termination.
8. The terms and conditions of this agreement are valid within thirty (30) days.

## PAYMENT

Village Of Cottage Grove Community Development Authority agrees to submit the initial payment at the signing of this proposal in order for Distillery to begin the work outlined above.

## WARRANTY

Distillery warrants that all work will be performed in a professional manner and that all work performed under this agreement will be the original work of Distillery and not plagiarized or in violation of any copyright or infringement laws. Distillery is not responsible for ensuring compliance with copyright laws.

## TERMINATION

Should either Village Of Cottage Grove Community Development Authority or Distillery elect to terminate this contract, Distillery reserves the right to collect payment for services provided up to that point and will allow Village Of Cottage Grove Community Development Authority thirty (30) days to remit payment in the amount disclosed on final invoice that will be provided to Village Of Cottage Grove Community Development Authority by Distillery within fifteen (15) days of contract termination.

# Distillery

## CLIENT REFERENCES

### ZIA BRUCAYA

**Greater Madison MPO**
TRANSPORTATION OPTIONS
PROGRAM MANAGER
ZBrucaya@cityofmadison.com
(608) 266 9114

### TOM WALZER

**SACO Foods**
PRESIDENT
twalzer@sacofoods.com
(608) 662 2662

### PATRICK SWEENEY

**Rule No. 1 Hospitality**
CEO
patrick@rulenoone.com
(608) 658 1426

## IN THEIR WORDS...

"Throughout the years we have appreciated and leaned on the high levels of expertise they provide and their creative insight. I am especially thankful for the extraordinarily thorough management of our recent rebranding efforts."

**TOM WALTZER**
Saco Foods

"Distillery has been my "go-to" design studio for several years now. I've given them many challenging design projects and they always come through with something amazingly creative. They're a joy to work with."

**CARLA ASPELMEIER**
University of Wisconsin Press

"I can't tell you how in love I am with all the different aspects of the design, with the message and tone — everything about all of it! Can't stop grinning! So thanks so much!! I'm looking forward to bragging about you folks."

**DENA WORTZEL**
Wisconsin Humanities

Distillery

brnellis@thisisdistillery.com
608-255-0092
thisisdistillery.com

# WORK SAMPLES

# MADISON AREA TRANSPORTATION PLANNING BOARD

## PROJECT

Agency Rebranding

## GOAL

Increase awareness of the organization and be viewed as a regional leader though the creation of an impactful identity including new name, mission statement, vision statement, logos, supporting messages, marketing strategy and digital recommendations.

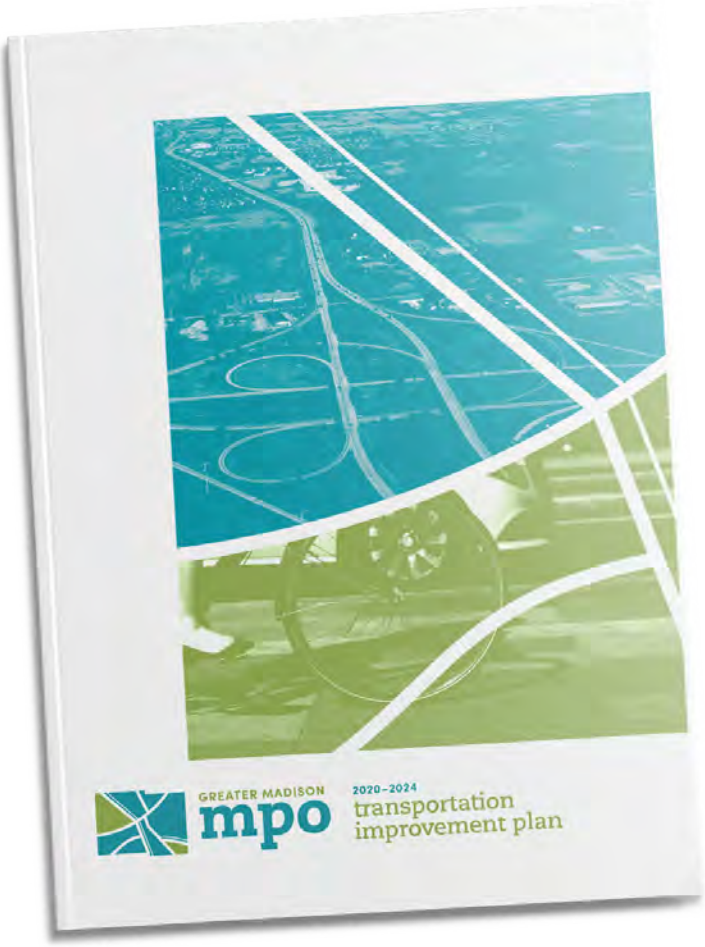
## PROCESS

Distillery gathered market research from focus groups and interviews with over 50 stakeholders in addition to a community survey that reached over 1100 people within the region. Using the research gathered and findings from our landscape audit, we developed recommendations for the organization, including: messaging, positioning, brand voice, brand name suggestions, tagline, and mission and vision statements. Based on the new name and positioning, Distillery developed new logos and provided the organization with a brand implementation and marketing strategy as well as social media/digital recommendations and guidelines.

GREATER MADISON mpo

**GREATER MADISON MPO**

Audit, marketing strategy, branding



# CAPITAL AREA REGIONAL PLANNING COMMISSION

**PROJECT**

Agency Rebranding

**GOAL**

Create impactful visual to increase awareness of the Regional Planning Commission within the region.

**PROCESS**

Distillery performed a market research audit to evaluate the current landscape and positioning of the organization. Using the foundational research findings, we developed a visual identity to achieve the goal of raising awareness of the organization and its partnership with the Madison Area Transportation Planning Board within the Greater Madison region.

**CAPITAL ARE REGIONAL PLANNING COMMISSION**

Branding and collateral

CAPITAL AREA rpc

# WISCONSIN HUMANITIES

## PROJECT

Organization Rebranding, Website Redesign and Podcast Branding

## GOAL

Aid the Wisconsin Humanities Council in reaching new audiences and increase activity on platforms through a thorough market research audit and comprehensive brand identity complete with new name, logo, mission and vision statements, and a website redesign.

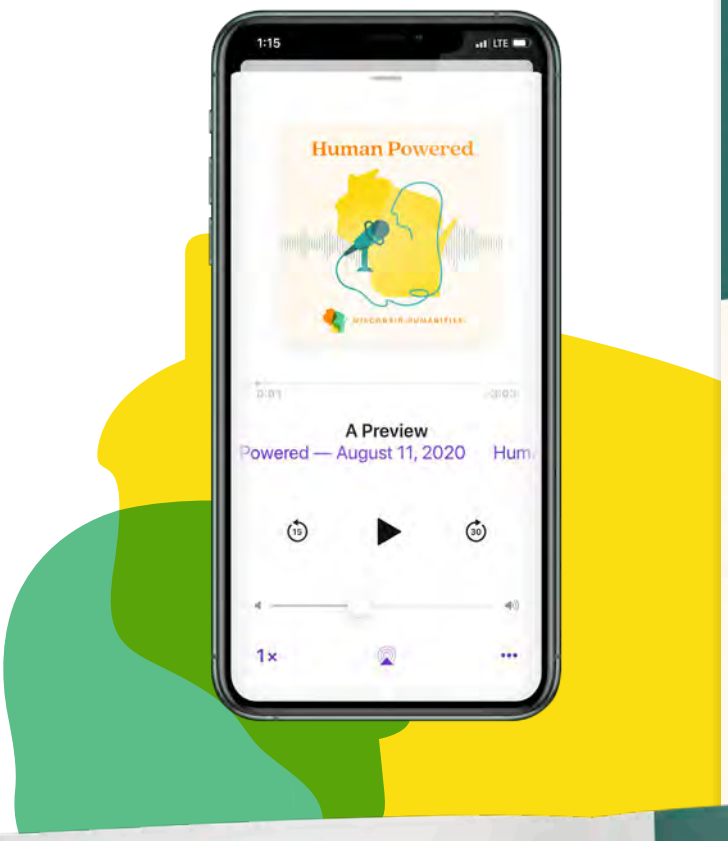
## PROCESS

Distillery performed an extensive market research audit including interviews with board members and staff as well as a review of their internal communication methods, existing materials, and landscape analysis. Using the research findings, we provided recommendations for messaging, positioning, naming, taglines, and brand statements. In addition to developing a new logo and visual identity, Distillery implemented a complete website overhaul and designed the brand identity for the Wisconsin Humanities podcast 'Human Powered'.

WISCONSIN HUMANITIES

**WISCONSIN HUMANITIES**

Audit, branding, website



# MOUNT HOREB CHAMBER OF COMMERCE

**PROJECT**

Visual Identity

**GOAL**

Create a clean and modern identity to invite business growth in the region.

**PROCESS**

Distillery developed a unique visual system to reflect the important role of the Chamber of Commerce in the Mount Horeb area and give a modern face to the legendary Mount Horeb troll. With the launch of the new visual identity, we designed templates and marketing materials to match the new look.

**MOUNT HOREB**
**CHAMBER OF COMMERCE**

Identity and templates

# MOUNT HOREB
## AREA CHAMBER OF COMMERCE

# CHAZEN ART MUSEUM

## PROJECT

Brand Refresh

## GOAL

Aid the museum in reaching new audiences and increase foot traffic by updating their logo and marketing materials to a more modern look in conjunction with the interior design of their new café.

## PROCESS

Interviews with museum visitors, employees, and key stakeholders revealed that the Chazen was being underutilized as both a center for art and a potential social hub. Distillery refreshed the logo with vibrant color palette and new typography to create a warm and welcoming impression. With the brand refresh, we developed collateral and marketing pieces. Lastly, we were tasked with designing the interior of a new café and social hub to increase museum foot traffic.

CHAZEN MUSEUM OF ART

Identity refresh, collateral, environmental design

Chazen Museum *of* Art

# WISCONSIN FFA

## PROJECT

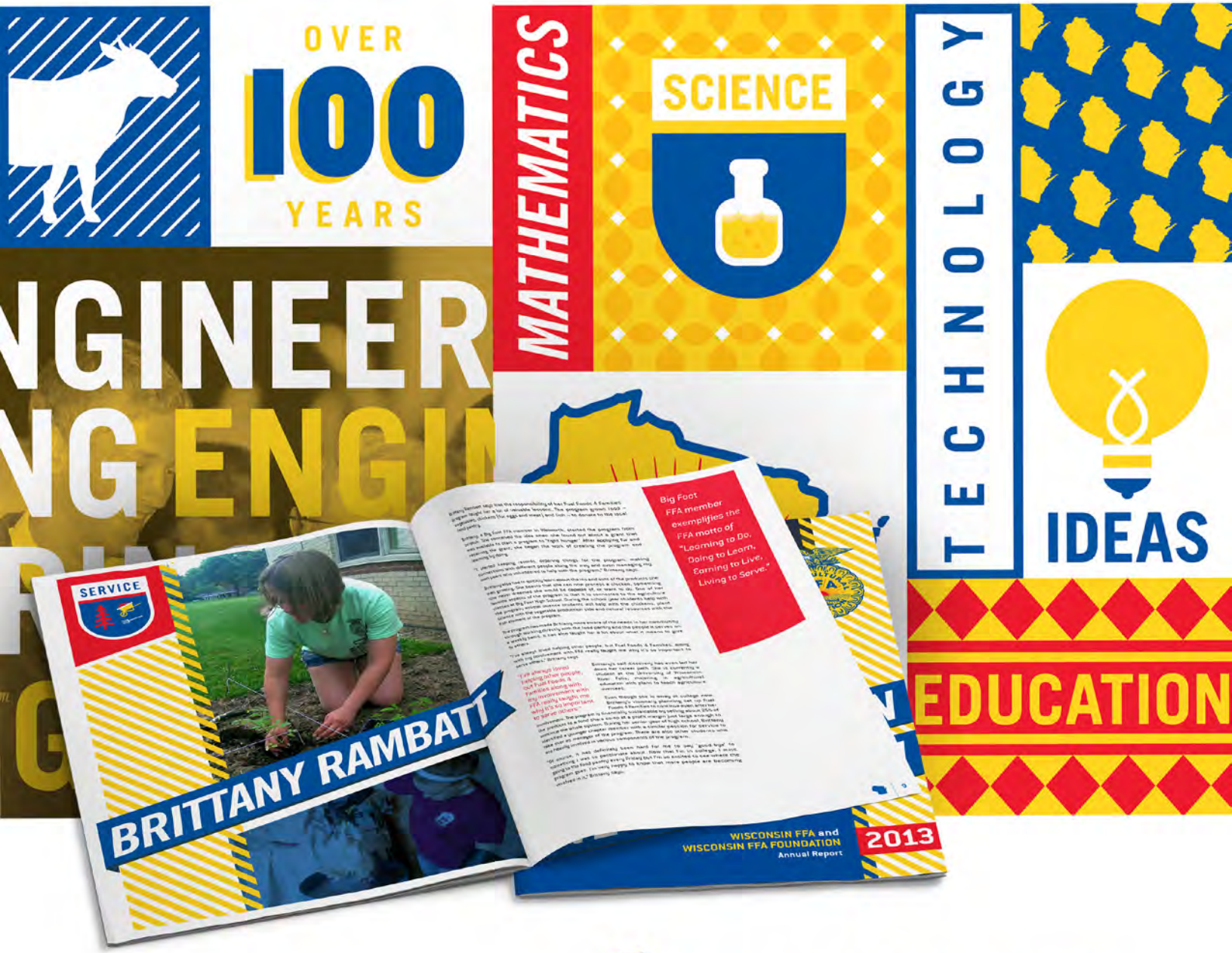
Annual Report Design and Branding Exploration

## GOAL

Create a regional identity within the national brand and increase community engagement with Wisconsin FFA.

## PROCESS

Distillery developed a modern and fun regional logo system within the national brand identity that emphasizes education and Wisconsin community. In addition to an updated logo, Distillery designed collateral for the Wisconsin FFA including the organization's annual report.




WISCONSIN FFA
AGRICULTURE EDUCATION

Distillery

**THANK YOU**

# REV POP STANDARDS

EDITION 001 : JANUARY 2020

AN INTRODUCTION TO OUR TEAM,
HOW WE WORK, THE COST OF SERVICES,
CLIENT BENEFITS, OPTIONS & LEGALITIES.

REV POP
2559 SOUTH HOWELL AVE.
MILWAUKEE, WISCONSIN
53207 U.S.A.

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Thanks for thinking of us for your next project! We're happy you found us. Please refer to this book as a guide to working with Rev Pop as well as our working and pricing standards.

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STANDARDS

# WHO THE HELL DO WE THINK WE ARE?

We're a creative agency focused on brand ideation, conception, and active media.

IN SHORT, WE MAKE YOU LOOK GOOD.

# LOTS OF BIG FANCY WORDS.
# SO WHAT DO YOU ACTUALLY DO EVERY DAY?

## IDEATION

Discovery, Mood Boards, Inspiration Research, and Naming Consultation

## CONCEPTION

Brand Identity and Development, Creative Design and Post-Production, Style Guides and Look Books

## ACTIVE MEDIA

Creative Asset Management, On-going Brand Support and Maintenance, Social Media Strategy, Engagement, and Reporting

ADVERTISING
ART DIRECTION
CAMPAIGN DESIGN
COLLATERAL
COMMERCIALS
COPYWRITING
FILM/VIDEO
GRAPHIC DESIGN
ILLUSTRATION
INTERIOR DESIGN
LOGO DESIGN
PACKAGING
PHOTOGRAPHY
PRINT PRODUCTION
SIGNAGE
SOCIAL MEDIA
SOUND RECORDING
WEBSITE DESIGN

STANDARDS

ALL DAY? YUP. ALL DAY. SOMETIMES ALL NIGHT.

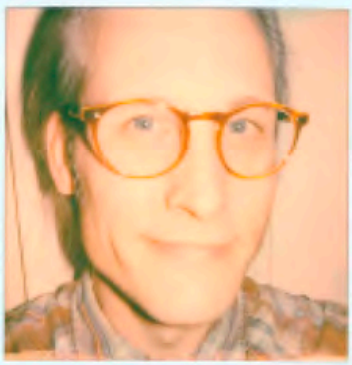
# WE PRIDE OURSELVES IN OUR "WE CAN DO IT!" ATTITUDE.

We're a small but mighty team of creatives and visionaries with a stay-small think big mentality. We have a lot to offer. A handful of us have known each other since the early years of grade school, college and fresh off the boat into our early careers. We think of ourselves as family. We hang out on the weekends and we're pretty good at critiquing each other's work without too much drama. The space we work in reflects on who we are as a team and the culture we've built from the ground up. We've been told we're different. Well... that's cool with us.

REV POP INC
R
P
BRAND • DESIGN • MEDIA
2559
ADVERTISING
AND
AESTHETIC
PROPAGANDA
REV POP INC

# OUR TEAM

SCOTT STARR
PRINCIPAL, CREATIVE DIRECTOR



ZANE JOHNSON
ACCOUNTS EXECUTIVE

SYDNEY MICHUDA
ART DIRECTOR, DESIGNER

PETE DRISCOLL
PRODUCTION ARTIST, PRINT MAKER

SAM SIEGER
ART DIRECTOR, DESIGNER

KELSEY LAWLER
COPYWRITER, CONTENT CREATOR

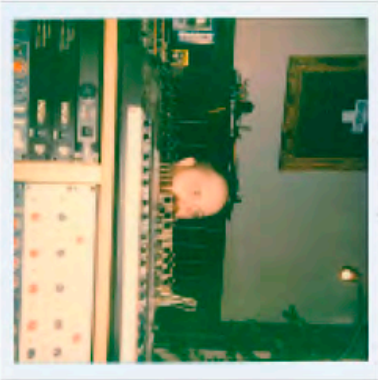
CARRIE STARR
DIRECTOR OF EXPERIENCE

KELLY HAGEMAN
SOCIAL MEDIA STRATEGIST

NATE PANETTI
DESIGNER, ANIMATOR

JUMANA HEINDEL
PROJECT MANAGER

LUCY & GEORGE
SECUTIRY TEAM



MIKE HORICK
PRINT MANAGER

CATE MAHNKE
DESIGNER

BAILEY FISTE
DESIGNER, PHOTOGRAPHER

# OUR MISSION

Rev Pop is a creative agency focused on building brand identities and driving culture. We mix high design with compelling narratives, growing brands through active media and clever content. Our humanistic approach disrupts the standards of traditional client-agency relationships. We are thinkers, makers, and doers. We start fires and make things happen.

## OUR VALUES

What we value is what we believe. What we believe becomes how we speak and act. How we speak and act becomes how we are perceived. How we are perceived becomes reality. Our values guide us to be a better business as well as grow personally and professionally so that we can continue reaching our fullest potential.

## WE'RE A COLLABORATIVE TEAM

We choose to work here because we believe in what we do and what we stand for. We are grateful for each person on our team, revering and respecting the skills, talents, and ideas everyone brings to the couches. We aspire to be engaged in our work each and every day. We desire to be better tomorrow than today, knowing that improvement can be found in collaboration, taking risks, making mistakes, and creativity.

## COMMUNICATE WITH INTEGRITY

We listen intently and with purpose, ask questions, listen deeper, and seek to understand so that we fully grasp our expectations and the ideals of our clients. We strive to make all communication clear and honest in order to cultivate a culture of trust. We display gratitude for our team, clients, and company in each authentic moment. We understand the importance of confidentiality in our work. Our words whether written or spoken will build up, motivate, and articulate who we are as individuals and as a Rev Pop community.

## ATTITUDE OF GRATITUDE

We come from a place of gratitude. It is a privilege to work with each one of our teammates, clients, potential clients, and industry counterparts. We pursue learning opportunities with gusto because we know it is an investment in ourselves, Rev Pop, and our work. We embrace our diversity, differences, and unique experiences because we know that we succeed when everyone is included and celebrated for who they are.

## DEAL BREAKERS

We avoid making assumptions, non-constructive criticism of team members or clients, being exclusive, and being judgmental of others. Negative attitudes yield negative results. We are humble, non-ego doers.

# WHAT AM I GETTING MYSELF INTO?!

You're about to invest in a brand new Ferrari. Let us pick the color. You go ahead and drive it. We'll sit shotgun and play navigator. We'll also work the radio, wash it when you're not looking, change the oil, and make sure it runs like a champ. We're also good at small talk.

OH YEAH, WE FIX FLATS TOO.

## SO WHY REV POP?

Here's the deal. You can go anywhere you want and there are a ton of design agencies out there for you to choose from. We highly suggest doing your homework and interviewing as many as you can before you choose who you want on your team. We'd prefer you did that before you decide to move forward with us. We don't fit in everyone's playbook. We are not an exclusive agency and we're inspired by many other agencies that make our eyes go big as we drool all over our jumpsuits. But we love our jobs and we love our clients. We are passionate about our work and we dig everything about art, design and culture. Most importantly, we're pretty darn good at what we do.

That being said, we do have rules. We take our work seriously and we hold our clients accountable, as we expect they'll hold us to the same degree of accountability. We'll listen to you, if you promise to listen to us. We expect to be paid on time, as our clients expect their work to be completed by a given deadline. We consider our relationship as a friendly trade of goods and services. Our time for your money. More time is more money. Our relationship is balanced. Afterall, we're on the same team. Lets play hard and make some cool shit together.

So why do people choose to work with Rev Pop? Maybe it's our no bullshit policy (we don't really have one of those). We're honest. We're makers. We're doers. We're human. If we get it wrong, we'll make it right. We're a long term flame. And if you're looking to go steady? We're a pretty good time, and we never get bored.

**OK. SOMETIMES WE GET BORED. THAT WAS A LIE.**



STANDARD HOURLY RATES

# NUFF SAID. WHAT'S THIS GOING TO COST?

For individual projects, please refer to this chart to reference our hourly rates for the variety of in-house services we provide.

# STANDARD HOURLY RATES

| | |
|---|---|
| CREATIVE DIRECTION | $165 |
| BRAND STRATEGY | $165 |
| SOCIAL STRATEGY | $165 |
| WEBSITE PROGRAMMING | $165 |
| PHOTO / VIDEO | $165 |
| PHOTO / VIDEO EDITING | $165 |
| ART DIRECTION | $135 |
| PRINT / WEBSITE DESIGN | $135 |
| ILLUSTRATION | $135 |
| COPYWRITING | $135 |
| PRE-PRESS PRODUCTION | $90 |
| WEB MAINTENANCE | $90 |
| SOCIAL ENGAGEMENT | $90 |
| SOCIAL SCHEDULING | $90 |
| PROJECT MANAGEMENT | $90 |
| ACCOUNT MANAGEMENT | $90 |
| PRINT PRODUCTION | $35 |



MONTHLY RETAINER OPTIONS

REV POP

# MONTHLY RETAINER OPTIONS

STARTS AT 3K PER MONTH

STANDARDS

## 01. IS THERE A CONTRACT?

But of course. Handshake deals are nice and we'll have a lot of those throughout our relationship, but lets make sure we're all on the same page from the get-go. Once the ink is dry, we'll kick our friendship into high gear.

## 02. WHAT IF I DON'T USE ALL THE HOURS?

If we're under your retainer hours by 20% gross within a three month period, we'll review the scope of work and adjust your retainer hours to meet the average hours for the next 3 month term. If this happens frequently, the retainer just might not be a good fit for you. See #04.

## 03. WHAT IF I GO OVER MY HOURS?

We'll let you know once 80% of your retainer budget has been spent for the month (calculated by the retainer's hourly rates). That way, you can let us know if you want us to hold back or keep plugging along. Once you have spent your budget, don't worry, there is a 20% buffer for your monthly retainer. We will charge overages only when our time exceeds this buffer. When services exceed the buffer, overages will be charged at the retainer's hourly rate for all services rendered in excess of the retainer budget.

## 04. WHAT'S THE BENEFIT OF A RETAINER? IS IT FOR ME?

The clients we have that find the most value in a creative retainer have multiple projects running monthly. They're in need of a variety of skillsets (photography, copywriting, design, creative direction, etc.), have a hatred for long proposals and the process of deploying one-off projects, and appreciate consistency and quick turnarounds. That being said, retainers aren't for everyone. It's a team effort and we're our best when we're put to work. If you have questions, please ask! We're not salesmen. It's not to our benefit to talk you into something that's not valuable for the both of us. We won't waste your time and you won't be wasting ours. Just ask! Communication is king.

## 05. THIS SEEMS OUT OF THE ORDINARY

It is. It's our way of creating a relationship with our clients. We figure, you could hire a graphic designer for 40k a year... why not hire a full team of superheroes that cover all bases and we can become your "in-house" design team. Within reason. We actually hate looking at the clock while we create. So this is a way for us to let the Managers keep track of our output over long periods of time, while we focus on creating and doing what we do best for your business. Needs fluctuate. Your budget doesn't.

## 06. WHEN ARE PAYMENTS DUE?

Payments are due the 1st or 15th of each month; via check, bank deposit or credit card (3.4% additional fee). We require the first payment due upon commencement of the retainer. So yes, the hours are prepayed for the month. If applicable, you'll receive a separate invoice for overages, custom add-ons, and/or printing costs; net 15.

## 07. WHAT IF I DECIDE THAT I DON'T REALLY WANT TO BE FRIENDS ANYMORE?

That's ok! We hate breaking up. But this is business. We hope we can still drink beers once all the bitterness and heartbreak turns to dust. We know how things go. We try our best to make the relationship with our clients as flexible and negotiable as possible. We would appreciate at least 60 days notice, but if things turn sour (which is not what we want), just give us a call or send us an email and we'll work it out. If you don't want to work with us... well... we don't want you to feel stuck. We're all human here. Let's work it out and avoid burning any bridges. Life is too short for these kinds of worries.

## 08. OK I'M SOLD! BUT I CAN'T AFFORD 3K PER MONTH.

Well.. here's the deal. We set our minimum at 3K per month for a few reasons. One being... it's the bare minimum per year that you'll be able to hire one "junior" designer or entry-level marketing manager to take control of your empire. At 36K per year... that's pretty cheap my friend. But it's totally understandable for new businesses and startups. If we're not within your budget, it's not a deal breaker. We can work projects by the hour or as they come. We are not exclusive. But we do love cool projects. So if you fall in the latter, we're likely to work something out.



RETAINER FEES, OPTIONS & INCLUDES

## MONTHLY RETAINER RATE TABLE

| FEE | HOURLY RATE | MINIMUM AGREEMENT TERMS |
|---|---|---|
| 3K | $135 / $110 / $85 | 1-3 MONTHS / 30 DAY CANCELATION NOTICE |
| 5K | $135 / $110 / $85 | 1-3 MONTHS / 30 DAY CANCELATION NOTICE |
| 8K | $130 / $105 / $85 | 1-3 MONTHS / 30 DAY CANCELATION NOTICE |
| 10K | $130 / $105 / $85 | 2-4 MONTHS / 30 DAY CANCELATION NOTICE |
| 15K | $130 / $105 / $80 | 2-4 MONTHS / 30 DAY CANCELATION NOTICE |
| 20K | $125 / $100 / $80 | 3-6 MONTHS / 60 DAY CANCELATION NOTICE |
| 25K | $125 / $100 / $80 | 3-6 MONTHS / 60 DAY CANCELATION NOTICE |

## WHAT'S THE RIGHT FIT FOR YOU?

We'll make a suggestion based on your current list of wants and needs. If your deadlines are relaxed and you have time to let us dip our feet in, we suggest starting low and working up your budget once we get the ball rolling. If you have a variety of upfront needs along with some tight deadlines, you'll receive more "free" hours with a higher monthly rate. The 20% buffer can be very valuable if kept in control. It also allows for more services to happen at the same time. For example, you can receive up to $1600 worth of "free" hours per month on an 8k retainer vs. $600 for a 3k retainer. It all depends on your budget and monthly creative needs. Our goal is to make it flexible and straightforward, so we can talk less about the hours and more time about the work!

## ALL RETAINERS INCLUDE

— All in-house creative and management services

— Weekly / bi-weekly / monthly check-ins

— 3-month term reviews

— Basecamp project management software

— Secure photo galleries for viewing and downloading web / high res source files

— Customized online print shop for recurring print orders

— Print production carries no additional hourly fee if printing through our in-house print shop, Manifold Printery.

— Discounted hosting services. If applicable.

— Royalty free and unwatermarked photography / audio

## ALL RETAINERS EXCLUDE

— Travel and lodging expenses outside a 50 mile radius of Rev Pop HQ

— Modeling fees

— Prop, equipment or necessary rental fees

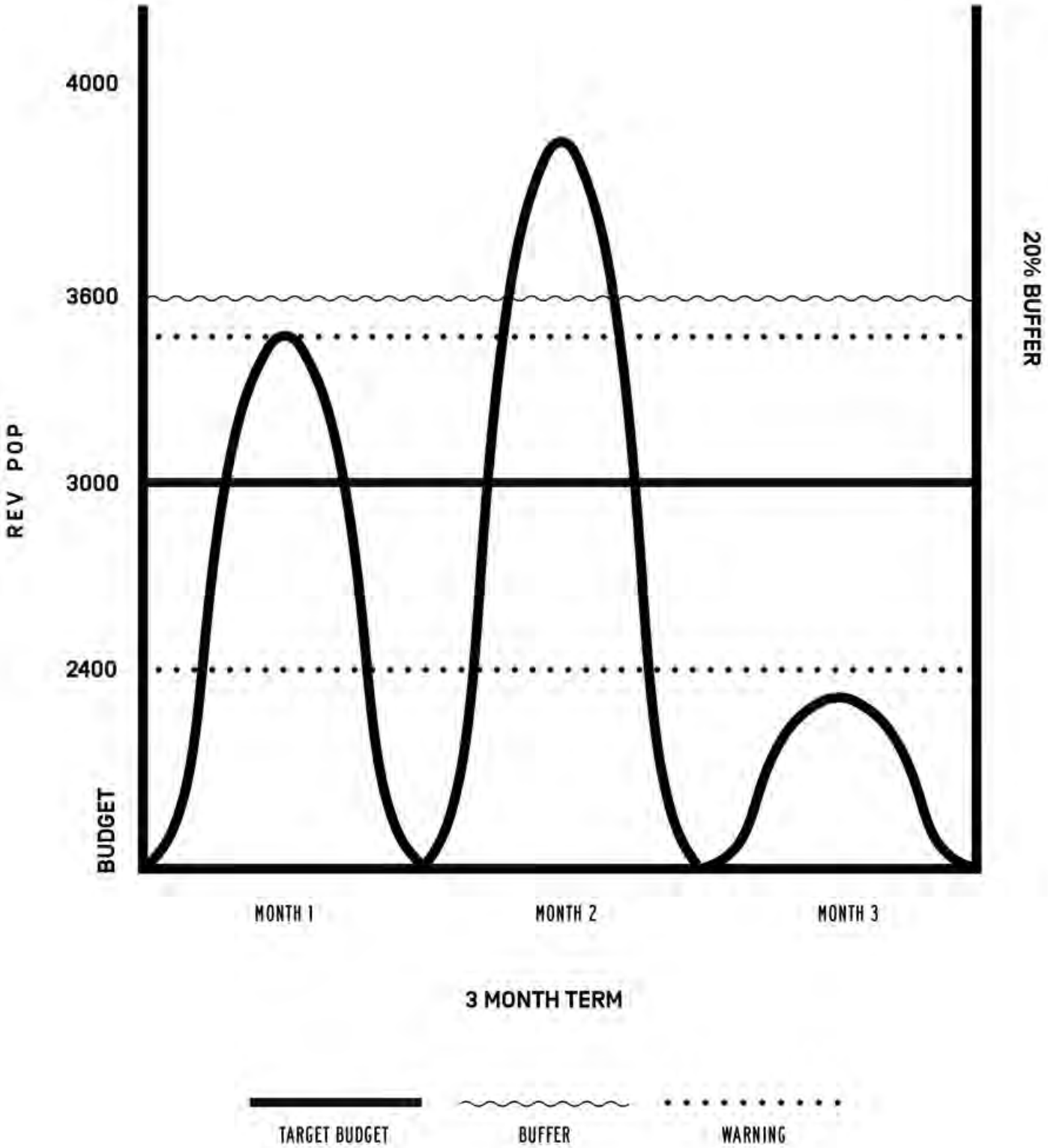
— Print & shipping fees

— Any work desired and approved by client that is performed by contractors outside of Rev Pop and/or our capabilities



SAMPLE RETAINER REVIEW

# SAMPLE : 3 MONTH TERM RETAINER REVIEW



## MONTH 01

Video / Video Editing = 4 Hrs / $540

Design / Copywriting = 16 Hrs / $1,760

Project Management / Production = 15 Hrs / $1,275

Total = $3,575

Overages = N/A ( Within Buffer )

## MONTH 02

Creative Direction / Photography = 7 Hrs / $945

Art Direction / Design / Copywriting = 18 Hrs / $1,980

Project Management / Production = 10 Hrs / $850

Total = $3,775

Overages = $775

## MONTH 03

Creative Direction = 1 Hrs / $135

Design / Copywriting / Illustration = 15 Hrs / $1,650

Project Management / Production = 6 Hrs / $510

Total = 2,295

Below Average = $705

**Budget:**

3K Per Month

**End of Term Total:**

$9,775

**Results:**

Slightly Above Average

**Analysis:**

Overages are likely due to an abnormally heavy month of creative / advertising needs. Client had been given fair warning of hours possibly exceeding the monthly budget and gave clearance to use the hours necessary to deliver work on time.

**Moving Forward:**

No change necessary at this time. If time allows, we'll add hours into the next 3-month term to adjust for the loss of hours in Month 03.

*COMMUNICATION AND CONSTRUCTIVE FEEDBACK KEEP THE BUDGET SNAPPY AND HEAD HONCHOS HAPPY.



FULL PROJECT OPTIONS AND FEES

REV POP

# ONE-OFF PROJECT ESTIMATES

General pricing for your convenience. We're always best at working with a budget. Please communicate your needs and we'll do our best to make things happen.

# BRAND DEVELOPMENT

Let's be clear, your logo is not your brand. Your logo will not make you millions. Your fonts will not make you famous. Your colors will change and your packaging will not look the same way it does in 10 years. YOU, your beliefs, methods, and the culture you build is your brand and will shape your success. We're just here to consolidate the aesthetic, voice and tone into something meaningful. We'll certainly make you look good while we're at it.

## ALL DEVELOPMENT OPTIONS INCLUDE

DISCOVERY / INSPIRATION / MOODBOARDING

FINAL ART SENT IN VECTOR PDF FORMAT

BASIC STYLE GUIDE: LOGO VARIATIONS, TYPOGRAPHY, COLOR SCHEME

TRADEMARK SUBMISSION READY BLACK AND WHITE PDF DOC

2 T-SHIRT MOCKUPS, INCLUDES PRINT PRODUCTION FILES

BUSINESS CARD & LETTERHEAD TEMPLATES

SOCIAL MEDIA PROFILE AND BANNER GRAPHICS

3 REVISIONS TO FINAL ARTWORK*
*FURTHER REVISIONS WILL BE CHARGED AT STANDARD HOURLY RATE



BRAND DEVELOPMENT OPTIONS

# BRAND DEVELOPMENT OPTIONS*

## START ME UP

3K

Turnaround = 2-3 weeks

- LOGO DESIGN, UP TO 3 OPTIONS

## ENTREPRENEUR

8K

Turnaround = 3-4 weeks

- LOGO DESIGN. UP TO 3 OPTIONS
- BROCHURE DESIGN. 4-8 PAGES
- POCKET FOLDER DESIGN
- KEYNOTE / POWERPOINT PRESENTATION TEMPLATE
- EMAIL TEMPLATE & SIGNATURE DESIGN
- 1 SPECIAL REQUEST

## INDUSTRY

10K

Turnaround = 3-4 weeks

- LOGO DESIGN. UP TO 3 OPTIONS
- TEAM APPAREL & MERCHANDISING. UP TO 10 OPTIONS.
- SIGNAGE DESIGN CONCEPT
- MENU DESIGN. UP TO 4 PAGES
- INTERIOR CONSULTATION / INSPIRATION / MOODBOARDING
- POSTER & FLYER DESIGN TEMPLATE
- 2 SPECIAL REQUESTS





*ONE SIZE DOES NOT FIT ALL. CUSTOMIZABLE ITEMS CAN BE SWAPPED PER CLIENT REQUEST. ADDITIONAL FEES MAY APPLY

# BRAND & PACKAGE

Turnaround = 4-8 weeks

- LOGO DESIGN. UP TO 3 OPTIONS
- MERCHANDISING. UP TO 10 OPTIONS.
- UP TO 3 CUSTOM LABEL OR BOX PACKAGE DESIGNS
- SELLSHEET TEMPLATE
- PHOTO SESSION 1/2 DAY
- 2 SPECIAL REQUESTS



# POPULAR CUSTOM ADD-ONS

| | |
|---|---|
| FULL BRAND STYLE GUIDE | $3K |
| COPYWRITING ( PER 250 WORDS ) | $330 |
| EMAIL SETUP ( 1-10 EMAILS ) | $330 |
| EMAIL SIGNATURE DESIGN | $330 |
| GOOGLE BUSINESS SETUP | $330 |
| ILLUSTRATION | $1-3K |
| INTERIOR DESIGN | $165 PER HOUR |
| PHOTO SESSION 1/2 DAY | $660 |
| POSTER DESIGN | $300-1600 |
| SOCIAL MEDIA STRATEGY | $3K |
| VEHICLE WRAP (PARTIAL) | $1320 |
| VEHICLE WRAP (FULL) | $3960 |

# WEBSITE DESIGN & DEVELOPMENT

We are proud to be leaders in website design and online content strategy. We offer full website design, build and development in-house. We also offer maintance packages, database, and security upkeep. Since we've got this down to a science, we've tighted up our options into one nice little package.

# ALL DEVELOPMENT OPTIONS INCLUDE

DNS / DOMAIN AND HOSTING SETUP AND INTEGRATION

DEV SERVER BUILD WITH WP ENGINE HOSTING PLAN

CUSTOM WORDPRESS FRAMEWORK INSTALLATION, SECURITY AND CDN/GZIP INTEGRATION

INITIAL SEO AND KEYWORDING INCLUSIONS. GOOGLE ANALYTICS CODE INSERTION

SSL CERTIFICATE

MOBILE AND RESPONSIVE READY

CONTACT FORM, SOCIAL MEDIA INTEGRATION, DRAG AND DROP PAGE BUILDER FOR CMS

# ALL DEVELOPMENT OPTIONS EXCLUDE

HOSTING AND DOMAIN FEES

TYPOGRAPHY LICENSES

PLUGIN FEES

SERVICE SUBSCRIPTIONS

PHOTO OR IMAGE PURCHASES OUTSIDE OF OUR OWN ROYALTY FREE LIBRARY SUBSCRIPTIONS

# WEBSITE DESIGN & DEVELOPMENT OPTIONS

## MICRO

3K

Design and programming of 2 site pages. Turnaround = 2-3 weeks

MIGHT INCLUDE:
- HOME DESIGN WITH PERTINENT INFORMATION ABOUT YOUR BRAND AND YOUR STORY.
- 2-4 CALLOUTS, 5-6 HIGH RES IMAGES,
- SECONDARY PAGE WITH LOCATION AND CONTACT INFORMATION.

Recommended for startups or a phase one brand launch.

## BASIC

7K

Design and programming of 4 site pages. Turnaround = 3-4 weeks

MIGHT INCLUDE:
- HOME, ABOUT, SERVICES, LOCATION/CONTACT
- 2-4 CALLOUTS, PHOTO GALLERY

Recommended for small business with static content.
Little to no website updates necessary.

## DYNAMIC

12K

Design and programming of 6-8 site pages. Turnaround = 6-8 weeks

MIGHT INCLUDE:
- HOME, ABOUT, EVENTS, 2-3 SPECIALTY PAGES, LOCATION/CONTACT
- DYNAMIC AND UPDATED CONTENT (EVENTS,SPECIALS,ETC)
- PHOTO GALLERY, EMPLOYMENT APPLICATION FORMS, SLIDING BANNERS
- CUSTOM PASSWORD PROTECTED CMS TOOL FOR UPDATING 1-2 PAGES OF UNIQUE CONTENT

Recommended for small to medium size businesses with ongoing updates
And the need for dynamic content integrated with a database. For example,
Updating an event calendar, news feed, or a special advertising callout.

# KINETIC

18K

Design and programming of 6-10 site pages. 8-12 Weeks

MIGHT INCLUDE:
- HOME, ABOUT, EVENTS, 3-4 SPECIALTY PAGES, LOCATION/CONTACT
- DYNAMIC AND UPDATED CONTENT (EVENTS,SPECIALS,ETC)
- PARALLAX AND JQUERY SCRIPTING FOR TRANSITION EFFECTS AND DESIGN "FLAIR"
- MULTIPLE PHOTO GALLERIES, MULTIPLE FORMS, SLIDING BANNERS
- CUSTOM PASSWORD PROTECTED CMS TOOL FOR UPDATING 2-4 PAGES OF UNIQUE CONTENT

Recommended for medium size businesses with ongoing updates. Most popular choice for brands looking for the most thorough design and information functionality and experience.

STANDARDS

**NEED MORE? WE CAN BUILD OUT A SPECIFIC QUOTE FOR ANYTHING THAT FALLS BEYOND 10 PAGES OF CONTENT. THOUGH, WE'D LIKELY RECOMMEND DISCUSSING A RETAINER TO KEEP YOUR BUDGET AND OUR TIME IN CHECK.**

# POPULAR CUSTOM ADD-ONS

| | |
|---|---|
| ADDITIONAL PAGE DESIGN AND PROGRAMMING | $1320 |
| API INTEGRATION AND STYLING | $330 |
| ARTIST/SERVICE PORTFOLIO | $3960 |
| COPYWRITING ( PER 250 WORDS ) | $330 |
| EMAIL NEWSLETTER SIGNUP | $330 |
| EMAIL SETUP ( 1-10 EMAILS ) | $330 |
| EMAIL SIGNATURE DESIGN | $330 |
| EVENT LISTING AND DATABASE SETUP | $2640 |
| GOOGLE BUSINESS SETUP | $330 |
| MASONRY/GRID BLOG DESIGN AND INTEGRATION | $2640 |
| PHOTO SESSION 1/2 DAY | $660 |
| UPDATABLE HTML RESTAURANT MENU AND DATABASE SETUP | $1320 |
| VIDEO GALLERY | $825 |

# SOCIAL MEDIA CAMPAIGNS

What happens when you have all your pretty files and your brand spankin' new website?! You're legit. But, now it's time to spread the word to the masses. Luckily, we do that! Our social media teams brains are always on. Handling everything from daily posts, stories, engagement and full on campaign strategy.

# SOCIAL MEDIA OPTIONS ( RETAINER ONLY )

## SPARK

2K

Covers Facebook and Instagram

- UP TO 3 POSTS PER WEEK
- UP TO 2 STORIES PER WEEK ( REPOSTS )
- 4 HRS OF COPYWRITING
- MONTHLY ANALYTICS REPORTS

*Photography, design and graphics provided by client.

## FLARE

4K

Covers Facebook and Instagram, Reposts to Twitter ( If Applicable )

- CAMPAIGN STRATEGY AND SCHEDULING
- UP TO 4 POSTS PER WEEK
- UP TO 4 STORIES PER WEEK ( 2 CUSTOM / 2 REPOST )
- FULL DAY OF COPYWRITING
- MONTHLY ANALYTICS REPORTS
- FULL DAY OF PHOTOGRAPHY + POST PRODUCTION AND ONLINE GALLERY
- FULL DAY OF DESIGN

## FIRE

6K

Covers Facebook and Instagram, Reposts to Twitter and LinkedIn ( If Applicable )

- CAMPAIGN STRATEGY AND SCHEDULING
- SOCIAL GUIDELINES LOOK BOOK ( *INCLUDED IN 4 MONTH RETAINER )
- UP TO 6 POSTS PER WEEK
- ENGAGEMENT ( NOT TO EXCEED 5 HRS PER WEEK )
- TWO FULL DAYS OF COPYWRITING
- UP TO 5 STORIES PER WEEK ( 3 CUSTOM / 2 REPOST )
- BI-WEEKLY ANALYTICS REPORTS
- TWO FULL DAYS OF PHOTOGRAPHY / VIDEO + POST PRODUCTION AND ONLINE GALLERY
- TWO FULL DAYS OF DESIGN AND ART DIRECTION

# A LA CARTE FEES FOR SINGLE PROJECTS

REV POP

Price ranges and target budgets for single projects that may not fit within any given monthly retainer.

| | |
|---|---|
| APPAREL DESIGN & PRODUCTION | $300-$1600 |
| BRAND STRATEGY & DEVELOPMENT | $8-12K |
| BRAND STYLE GUIDE | $3K |
| COPYWRITING ( PER 250 WORDS ) | $330 |
| ILLUSTRATION | $1-3K |
| INTERIOR DESIGN | $165 PER HOUR |
| DISCOVERY | $2-3K |
| EMAIL NEWSLETTER | $300-$600 |
| LOGO DESIGN | $3-8K |
| PACKAGE DESIGN | $2-4K |
| PHOTO SESSION 1/2 DAY | $660 |
| POSTER DESIGN | $300-$1600 |
| PRESS RELEASE | $600 |
| SOCIAL AD CAMPAIGN ( DOES NOT INCLUDE AD OR BOOST FEES ) | $1-2K |
| SOCIAL MEDIA STRATEGY | $3K |
| VEHICLE WRAP ( PARTIAL ) | $1320 |
| VEHICLE WRAP ( FULL ) | $3960 |
| VIDEO FILMING 1/2 DAY | $1320 (INCLUDES ASSISTANT) |
| VIDEO POST PRODUCTION | $165 PER HOUR |
| WEBSITE DESIGN & DEVELOPMENT | $3-25K |
| MONTHLY WEBSITE MAINTENANCE* | $1500 |

# THE PROPOSAL

We hope this proposal has been an enjoyable and educating reference into how we work and what we do. We're committed to a transparent and candid partnership with our clients. If you have any questions, or if you feel like something's been missed, please don't hesitate to call us out.

# PROPOSAL

| Services | Subtotal |
|---|---|
| **Branding : Custom Package**<br>Includes: Full discovery and inspiration phase, up to three logo concepts, brand style guide, event poster templates, vision/strapline statement ( up to 500 words ), HTML email template, email signatures, up to 10 varieties of apparel mockups. | $12,500 |
| ☐ **Website Design & Development: Custom Build Package**<br>Includes: Brand integration and design, SEO strategy, responsive layout, Integration of custom Google Maps with multiple key location links and anchors, custom forms, photo/video gallery*, editable business directory, searchable events/news/blog integration, community white papers and downloads page. Up to 12 pages of content. Written content copy provided by client. | $26,500 |
| ☐ **Website Copywriting**<br>Website copy content for up to 12 pages. | $7,500 |
| ☐ **Photography**<br>Community photography and video for use on website and social media. Includes 2 full days of shooting and 2 full days of editing content. | $4,800 |
| **Wisconsin Sales Tax: 5.5%**<br>Applied for applicable services (Branding) | $165 |
| **Total** | $12,665 |

SIGNATURE
Erin Ruth

# NOTES

# EXCLUDES

# LEGAL STUFF.

Date: Aug 31, 2020

Between "us", Rev Pop, and "you/ the Client", Rev Pop

You Rev Pop, located at 2559 S Howell Ave, Milwaukee are hiring Rev Pop located at 2559 S Howell Ave to perform creative services for the total fee of $ $12,665.00, plus Wisconsin state tax (if applicable), as outlined in this proposal.

1.0 ERRORS

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any thirdparty for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

2.0 MUTUAL COOPERATION

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

3.0 CHARGES FOR SERVICES PERFORMED

Requests above and beyond those listed in the budget may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of Rev Pop.

4.0 TERMS OF PAYMENT

4.1 BILLING SCHEDULE

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project is $ $12,665.00 plus Wisconsin state tax (if applicable). Rev Pop will invoice the Client the initial downpayment fee of one-third of the contract at the point of this signed contract agreement. The remaining balance will be billed in increments or one lump sum, determined by the scope and duration of the project.

4.2 CLIENT AGREEMENT TO PAY

You agree to pay our initial (1st) invoice upon receipt which will act as a non-refundable deposit. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, Rev Pop will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs Rev Pop pays for carrying overdue invoices from the Client. In addition, Rev Pop reserves the right to stop work until payment is received.

4.3 COLLECTION COSTS

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

5.0 CANCELLATION OF PLANS

You have the right to reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses, beyond the non refundable downpayment, we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

6.0 RESPONSIBILITIES OF REV POP AND THE CLIENT

6.1 REV POP'S RESPONSIBILITY FOR RELEASES

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

6.2 CLIENT RESPONSIBILITY FOR RELEASES

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves or that you have permission to use them. Then when your final payment has cleared, copyright will be automatically assigned as follows: You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images, and data you provided unless someone else owns them.

6.3 CLIENT RESPONSIBILITY FOR ACCURACY

You shall be responsible for the accuracy, completeness, and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

7.0 CONFIDENTIALITY

Rev Pop acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Rev Pop on behalf of the Client or disclosed by the Client to Rev Pop.

8.0 TERM AND TERMINATION

8.1 PERIOD OF AGREEMENT AND NOTICE OF TERMINATION

This Agreement shall become effective as of Not yet submitted and shall continue until terminated by either party upon not less than 30 days' notice in writing given by either party to the other.

8.2 TERMINATION FOR CAUSE

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

8.3 PAYMENT FOR NON-CANCELABLE MATERIALS?

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

8.4 SEVERABILITY

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the Client, that any such materials and services are non-cancelable.

8.5 MATERIALS UNPAID FOR

If upon termination there exists any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

8.6 TRANSFER OF MATERIALS

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by the Client to Rev Pop, Rev Pop shall transfer, assign and make available to the Client all property and materials in its possession or control belonging to the Client. The Client agrees to pay for all costs associated with the transfer of materials.

9.0 GENERAL PROVISIONS

9.1 GOVERNING LAW

This Agreement shall be governed and construed in accordance with the laws of the State of Wisconsin.

9.2 REPRESENTATIONS AND WARRANTIES

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

9.3 ENTIRE AGREEMENT

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter. If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

You will be emailed a copy for your records.

I have read and agree to these terms.

SIGNATURE

Erin Ruth

Signature

Erin Ruth

Printed Name

Not yet accepted

Todays Date

REV POP
2559 SOUTH HOWELL AVE.
MILWAUKEE, WISCONSIN
53207 U.S.A.

PORTFOLIO

BRAND DEVELOPMENT

AUGUST 2020

# WORK

COMMUNITY / BIDS / DISTRICT IDENTITIES

2559 S HOWELL AVENUE
MILWAUKEE, WISCONSIN
53207 U.S.A.

REVPOP.COM
SCOTT@REVPOP.COM
414-988-6048

CONTENT

01 BREWERY DISTRICT
02 HACKNEY HOUSE
03 MERCHANDTS OF WHITEFISH BAY
04 HARBOR DISTRICT
05 CHISWICK AT DUNWOOD

# THE BREWERY DISTRICT

№ MILW 01

THE BREWERY DISTRICT № 01 MILWAUKEE

THE BREWERY DISTRICT
№ MILW 01

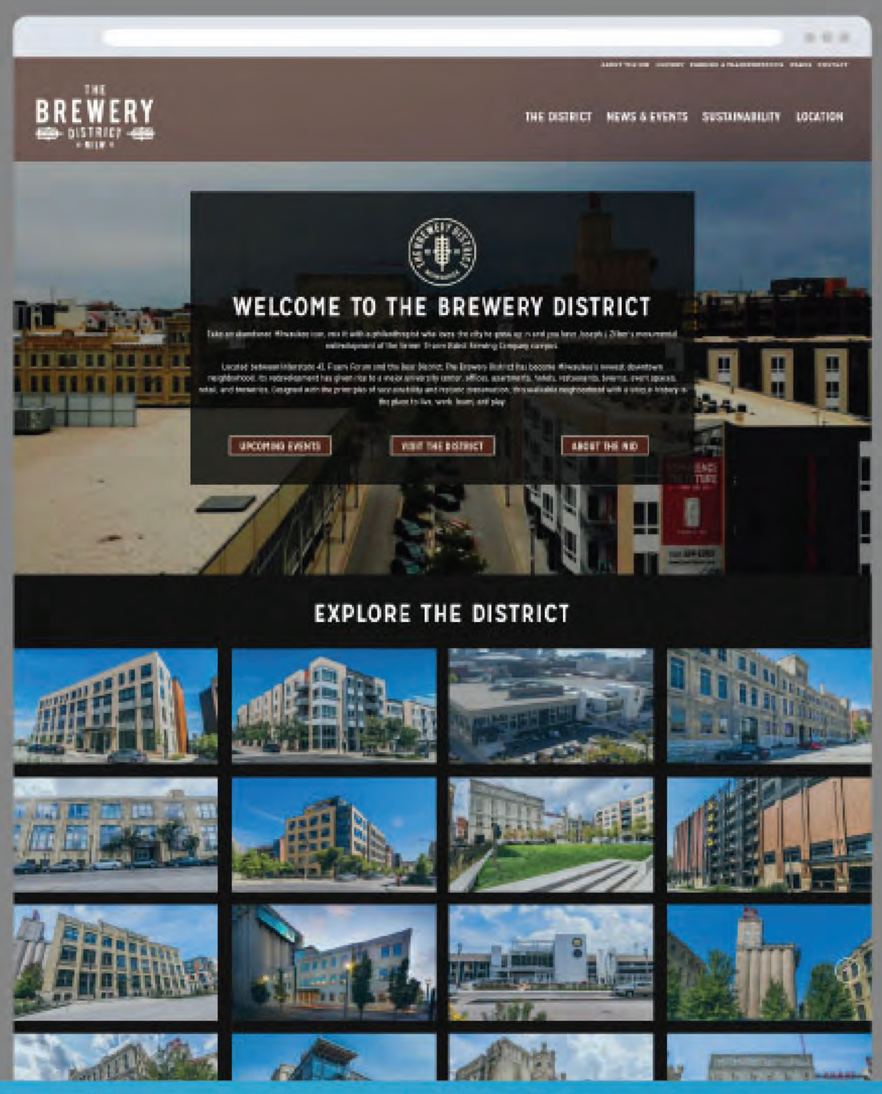
THEBREWERY.ORG

**ERIN STENUM**
MANAGER

ERIN@THEBREWERY.ORG
PH: 414-899-2817

THE BREWERY DISTRICT № 01 MILWAUKEE

THE BREWERY NEIGHBORHOOD IMPROVEMENT DISTRICT NO. 1
1125 N. 9TH STREET, SUITE J MILWAUKEE, WI 53233



01 BREWERY DISTRICT

BRANDING / WEBSITE DESIGN & DEVELOPMENT / SIGNAGE / EMAIL DESIGN

# HACKNEY HOUSE

PABST *Apts* FARMS



## AT PABST FARMS

Thoughtful consideration was taken in the architectural and site design in order match the residential feel of the surrounding neighborhood as well. The development invokes a residential feel with attractive building massing and architectural design, drawing on colors and materials found on single-family homes in the area.

02 HACKNEY HOUSE

BRANDING / WEBSITE DESIGN & DEVELOPMENT / SIGNAGE / EMAIL DESIGN

Merchants of
WHITEFISH BAY
SILVER SPRING

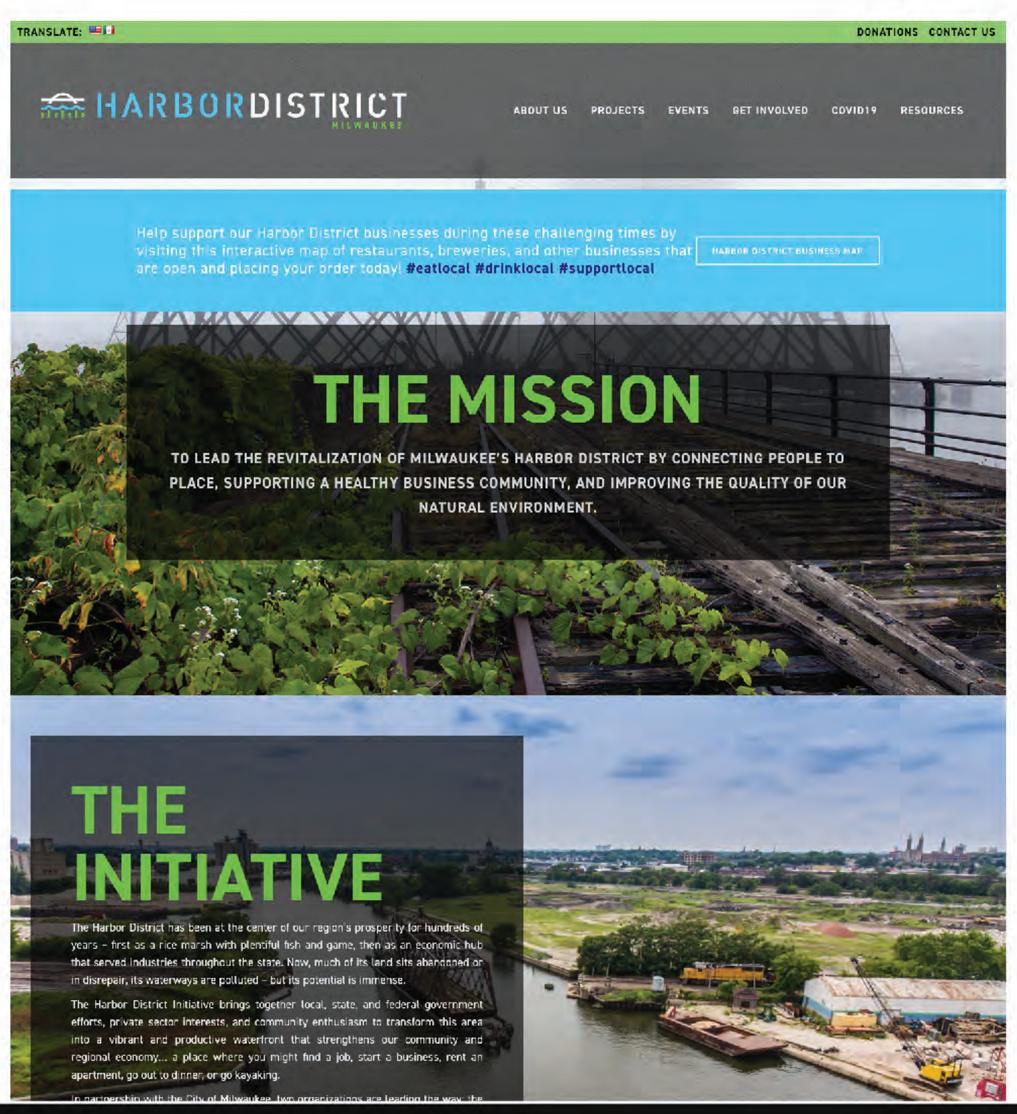
MERCHANTS OF WHITEFISH BAY
SILVER SPRING

03 MERCHANTS OF WFB

BRANDING / WEBSITE DESIGN & DEVELOPMENT / SIGNAGE / APPAREL

HARBOR DISTRICT
MILWAUKEE

HARBORDISTRICT
MILWAUKEE



04 HARBOR DISTRICT

BRANDING / WEBSITE DESIGN & DEVELOPMENT / EMAIL DESIGN / ADVERTISING

THE
CHISWICK
AT DUNWOOD

THE
CHISWICK
AT DUNWOOD

05 CHISWICK AT DUNWOOD | BRANDING / ADVERTISING

SIGNALFIRE

BRAND DESIGN · GRAPHIC DESIGN · SOCIAL MEDIA · EMAIL MARKETING · WEBSITE DESIGN · CONTENT DEVELOPMENT

PROPOSAL FOR

# BRAND DEVELOPMENT & STRATEGY

## VILLAGE OF COTTAGE GROVE

September 4, 2020


Signalfire, LLC
1711 Woolsey Street | PO Box 491
Delavan, Wisconsin 53115

(262) 725-4500 | matthew@signalfire.us
www.Signalfire.us


**Confidential Work Product**

*Signalfire, LLC ("Signalfire") offers this marketing overview and proposed program in good faith to the Village of Cottage Grove. The material contained within this document and in the accompanying presentation is a confidential work product of Signalfire. Signalfire retains full ownership of the enclosed materials and processes.*

# PROPOSAL FOR SERVICES

Submitted by:
**Signalfire, LLC**
Matthew B. Olson, Sole Member
1711 Woolsey Street, STE D
PO Box 491
Delavan, WI  53115

(262) 725-4500 Telephone

matthew@signalfire.us
www.signalfire.us

### Objective

Signalfire, LLC (Signalfire) wishes to submit the following brand development proposal for the Village of Cottage Grove ("Cottage Grove" or "Client") in response to an RFP dated August 14, 2020.

What sets Signalfire apart from the competition is storytelling. One common thread between everyone at Signalfire is their passion for creating brands that tell an incredible story. The ability to communicate and engage an audience, regardless of medium, is critical for a community's brand in today's environment. We believe this ability to "share stories" defines how Signalfire will succeed in developing a successful tourism focused brand for Cottage Grove.

Signalfire sees itself as the perfect choice for Cottage Grove as a qualified creative branding and marketing partner because:

- Signalfire provides creative / marketing services for similarly-sized community tourism organizations and tourism related businesses.
- **Signalfire has won multiple awards for tourism marketing design <u>and</u> logo design/branding.**
- Signalfire possesses a qualified team of professionals passionate about innovative marketing practices involving all forms of media.
- Signalfire is a growing agency with a solid procedural foundation and inventive creative ideas that will directly benefit Cottage Grove.

Signed By:

Signalfire, LLC
Matthew B. Olson, Sole Member

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# REQUIRED STATEMENTS

### Non-Substitution of Personnel

Signalfire will not substitute or exchange personnel assigned to the account without expressed written acknowledgement from Cottage Grove. In the case of personnel departure or termination, Cottage Grove will be informed as soon as possible along with a transition plan.

### Conflicts of Interest and Collusion

Signalfire and named sub-contractors have no conflicts of interest with Cottage Grove. There have been no previous understandings, agreements, or connections with Cottage Grove prior to receiving this Request for Proposal.

### Insurance

Signalfire is currently insured through American Family Insurance and underwritten by Midvale Indemnity Company through Matthew Faytle & Associates, Inc located in Delavan, Wisconsin. Policy # BPP1061212. Workers Compensation is covered through Lockton Companies, LLC of Houston, Texas. This is managed by Signalfire's HR partner, Insperity PEO Services. Policy # C6674341A.

### Legal Description of Signalfire, LLC

Signalfire, LLC is filed as a Limited Liability Company with the State of Wisconsin. Matthew Olson is the Sole Member. Currently Signalfire maintains Matthew plus multiple employees and additional independent contractors. Legal representative is Attorney Dale Thorpe of Thorpe & Christian, S.C. of Delavan, Wisconsin.

**Signalfire, LLC**
Matthew B. Olson, Sole Member
1711 Woolsey Street, STE C and D
PO Box 491
Delavan, WI  53115
(262) 725-4500 Telephone
matthew@signalfire.us
www.signalfire.us

## WHY SIGNALFIRE?

Signalfire has been working with community marketing in Wisconsin since 2007. Communities from Door County to the Driftless region have partnered with our team to create incredible destination brands. From visual identities to comprehensive marketing efforts, our team of creative marketing Guides & Outfitters will create a captivating community brand.

Destination and community-related business branding has been a significant part of what has allowed Signalfire to shine. Our passion for understanding both the economic development and the tourism drivers allow Signalfire to create a brand that fits Cottage Grove.

Our collaborative process includes learning from local businesses, connecting with your staff, and experiencing the community first hand as travelers. The mission will be to have a solid vision of your ideal travelers and the right brand voice to speak to them. When the visual designs are created, they will be a direct reflection of the research.

The marketing adage, "you cannot read the label from inside the jar," applies very well. Bringing in a creative partner from outside the area will be an excellent avenue for fresh perspective and insights. We experience your community just like your ideal travelers do.

Some other areas Signalfire may be able to help:

- **Graphic design** of creative collateral such as activity guides, event promotions, or other visual materials
- **Website design** includes complete development of the user experience, construction, SEO, maintenance, and management (we've got some really awesome examples)
- **Content development** such as blog writing, keyword research, web content, and social media content
- **Email marketing** services such as monthly email newsletters, email promotions, or other campaign-related services
- **Social media management** and consulting includes everything from account management, advertising, staff training, and strategy development
- **Digital marketing** support for search pay-per-click (PPC), targeted display advertising, geo-fencing, retargeting, and search retargeting

# OUR EXPERIENCE MAKES A DIFFERENCE

### Examples of the work can be found in Appendix A

Additional design and branding examples may be found on our website.

### Destination Sturgeon Bay

Signalfire has been a creative partner with the community of Sturgeon Bay since 2007. In late 2019, new city-wide wayfinding ushered in a new visual standard. This new visual style also brought a name change to the tourism entity. Sturgeon Bay Visitor Center became Destination Sturgeon Bay.

Building on the new wayfinding project, Signalfire implemented the new branding. From outdoor environmental graphics to the 50-page Activity Guide, Signalfire created the needed materials to launch the new brand. This also included a detailed style and usage guide to ensure the visual consistency of the iconic design.

### Gage Marine Corporation

Gage Marine Corporation has been operating numerous businesses on Lake Geneva since the mid-1800's. Signalfire was tasked with standardizing the brands and bringing them into a cohesive visual identity. Two of the most iconic brands are the cruise boats of Lake Geneva Cruise Line and the only lakefront restaurant on Lake Geneva, PIER 290.

Signalfire's new logos built on the traditional burgee flag of Gage with a clean and modern feel. Each business unit received a fresh look, a comprehensive style guide, advertising redesigns, and new websites. Additionally, Signalfire was contracted to build a 12-month content marketing program that covered blog writing, monthly email newsletters for each entity, comprehensive social media management, and print advertising design.

### Forgottonia

Make It Macomb is a regional destination marketing organization nestled in the middle of west central Illinois. This university town is frequently overlooked by travelers due to its distance from the major Interstates. Macomb Area Convention and Visitors Bureau hired Signalfire to develop a new brand for the rural region.

Signalfire's research found the infrastructure growth of the 1960's and 1970's passed over the region. Local activists and lawmakers protested how the region was forgotten with a semi-serious attempt to secede from Illinois under the name Forgottonia.

Being forgotten about in the 60's and 70's allowed their small town charm to be preserved. Local history included the birthplace of the inventor of Monopoly, two speeches from Lincoln, and a classic courthouse square. Being forgotten preserved the charm of Forgottonia. Signalfire's brand design reflects back to a simpler time and a slower pace, something travelers to the region want to experience today.

Signalfire revived the name, designed the logo, and created a style guide for the organization to build on with local marketing providers. Having been recently delivered, this brand is still being deployed and may not be on many marketing materials.

### Fish Creek Civic Association

Fish Creek is the artistic and theatrical heart of Door County. Venues and galleries are joined by an active culinary community and a bustling retail district to create a unique destination. Signalfire has worked with Fish Creek since 2015 to deliver a cohesive brand message across numerous outlets.

Signalfire reinvigorated the brand with newly designed promotional materials including an annually published 40+ page tourism brochure, award-winning website, and strategic planning. The development of documented brand standards has resulted in a clear voice and visual style.

## REFERENCES MATTER

**Pam Seiler**
Executive Director
Destination Sturgeon Bay
36 S. Third Ave.  Sturgeon Bay, WI  54235
(920) 743-6246 office
pam@sturgeonbay.net

**Denise Stillman**
President
Fish Creek Civic Association
4097 Hwy 42  Fish Creek, WI 54212
(920) 495-1151 cell
foremostmgt@yahoo.com (personal)

**Jock Hedblade**
Executive Director
Macomb Area Convention and Visitors Bureau
201 S. Lafayette St.  Macomb, IL 61455
(309) 833-1315 office
j.hedblade@makeitmacomb.com

# SIGNALFIRE´S CREATIVE MARKETING GUIDES & OUTFITTERS ARE READY TO GO

Signalfire will show you how great brand storytelling will engage your residents and excite your businesses. Our team of creative marketing guides and outfitters is more than just marketing shtick, it's a statement of how we work.

Embarking on your business' marketing adventure should involve research, planning, equipping, and expert execution.

## Guides

Just like with an expedition into the woods, the right guide makes all the difference. Signalfire's marketing guides deliver great communication, expert advice, and engaged client experiences.

As your creative marketing guides, our team:

- Listens to your goals to collaborate on the best destination (marketing goals)
- Understands the strategy to plot the right path through the wilderness
- Utilizes the right equipment needed to make the time in the field fit your vision

## Outfitters

The wisdom of your marketing guidance is paired with innovative outfitters who can write, design, and develop the tools needed to make your brand a success.

Our outfitters never stop learning. From staying informed with the latest development practices to hot trends in social media — our passion is reflected in our deliverables.

Signalfire's creative outfitters will:

- Create the right visual for your distinct brand experience
- Give a voice to your brand through focused content (i.e. blogs, photography, video, etc.)
- Develop the tools needed to bring your adventure to life

Signalfire's team of creative marketing guides and outfitters will help create your brand and develop the strategy to succeed.

# HOW SIGNALFIRE'S TEAM WILL COLLABORATE WITH COTTAGE GROVE

Signalfire's team will work very closely with Cottage Grove's team. Led by your own dedicated project manager, Emily Piery, there will always be an open line of communication and transparency. While many team members might be collaborating, Emily will be your primary point of communication.

## Communication Protocols

From the outset of the project, we will collaboratively map primary and backup points of communication. Signalfire understands that everyone likes to communicate a bit differently. From text messages to email, our team will accommodate how Cottage Grove's team likes to stay in touch. However, if faxes are involved, we may need to talk!

Signalfire will create a schedule of regular check-ins and milestones. These communication touchpoints will range from conference calls to face-to-face meetings. Our mission will be for you to be as intimately involved as the rest of our team.

## Collaboration on Community Outreach

Where Signalfire will need Cottage Grove's team the most is the connections with the local businesses and key community players. Our primary research phase will heavily rely on connecting with the people who know and love Cottage Grove. Making introductions and assisting with initial meetings will allow Signalfire to get the best possible brand intelligence from key players.

Another section of introductions and collaboration will come in connecting with tourism-related businesses. Our intention is to interview hotel/lodging providers, retail shop owners, and restaurants to better understand the travelers that already come to Cottage Grove.

# MEET #TEAMSIGNALFIRE

Signalfire's team of marketing Guides & Outfitters are a mix of creative backgrounds that merge to provide incredible insight and originality.

## Matthew Olson

Creative Director and Owner

Having founded Signalfire in 2006, Matthew brings the big ideas and strategic planning for brands of all types. He is the creative force behind Signalfire. Accomplished in branding and strategic planning, his eye for coming trends has led to the success of many branding and marketing campaigns. An early adopter of social media and an accomplished speaker, Matthew uses his creativity and experience to develop innovative, cross-media approaches to marketing.

Matthew has been involved in tourism and destination marketing on multiple levels. His experience includes consulting and training tourism professionals in marketing, consulting on community marketing for economic development, and serving on the City of Delavan Tourism Commission. Matthew's expert knowledge on community economic development and tourism marketing is well-recognized.

## Bryan Giese

Project Manager

Bryan is Signalfire's Project Manager that specializes in brand development and strategy. Fluent in content marketing and digital strategy, his previous experience in the health care industry gives him incredible insight. His successes with restaurants and tourism has earned him praise from many clients. Immensely organized and detail oriented, his skill in managing projects is second to none.

## Emily Piery

Project Manager

Emily's capabilities as a Project Manager is evident in every communication. Thoughtful, organized, and knowledgable, her years of project management experience ensures her clients are always in the know with every aspect of projects. A seasonsed traveler and outdoor enthusiast gives her unique perspective and a diverse background.

## Hannah McClung

Social Media Specialist

Hannah manages the social media management and social media marketing for Signalfire's diverse range of clients. From B2B industrial manufacturers leveraging LinkedIn to boutique hotels building influence on Instagram, her knowledge of various platforms and strategic content marketing instincts have brought fantastic success. Her previous experience as the online news desk editor and social media manager for Channel 3000 (Madison, WI) shows in her ability to handle any online situation.

## Jodi Heisz

Graphic Designer

Jodi is Signalfire's senior graphic designer. Overseeing all creatives and design work, Jodi embraces a client's brand and takes it to another level. An experienced, talented designer, her eye for effective marketing is unmatched in our area.

## Kory Kohlhoff

Graphic Designer

Kory is a gifted graphic artist with a talent for bringing a fresh, creative perspective to all our graphic design projects. From billboards, print materials and logos to user experience design, web ads, or video production, Kory is our go-to graphic design resource.

# THE PLAN

The following is a summary of Signalfire's research and creative process.

## Phase I: Discovering and Understanding Cottage Grove

Phase I will involve the research and insight collection of individuals and businesses associated with Cottage Grove tourism. From business owners to community movers and shakers, our goal will be to best understand what Cottage Grove has to offer.

### Undercover Visit

Members of Signalfire will visit Cottage Grove as travelers to experience the community, restaurants, and activities. This "secret shopping" experience will allow our team to see things through the traveler's or prospective resident's eyes.

### Cottage Grove Team Interviews

We will meet with key members of the Cottage Grove Community Development Authority (CDA) to learn more about the goals and objectives of the organization as well as data collected to date.

### Community Focus Group

With recommendations from Cottage Grove's staff, Signalfire will coordinate with a mix of community influencers to create an internal focus group. This group will consist of (but not limited to) individuals from:

- Restaurants and taverns
- Hotels and lodging
- Retail
- Non-profit organizations
- Manufacturing and/or industrial

## Phase II: Research and Compare

Phase II will focus on both the direction of economic development and the travelers coming to Cottage Grove. Critical to the branding process will be understanding Cottage Grove's vision for the future. What kind of businesses do you hope to attract? Describe your new neighbors?

For the travelers, we want to better understand those already traveling to Cottage Grove as well as create a profile of the travelers Cottage Grove would like to see visit the community.

### Competitive Community Comparisons

Signalfire will research and deliver a comparative analysis of several communities with similar characteristics to Cottage Grove. The assessment will include marketing efforts, brand voice, and overall success.

## Phase III: Visual Identity Development

This is where the creative rubber meets the road. Our creative team will create multiple visual identity options based on the research and insights provided.

### Logo Design Concepts

Signalfire will deliver **three (3) logo concepts.**

Each logo concept will include:

- Full color option
- B&W option
- Examples of the logo "in the wild"

These creative designs will be reviewed by the Cottage Grove team.

Cottage Grove will select **two (2) design options** for revision.

Each of the two (2) revised options will be presented with:

- Full color option
- B&W option
- Examples of the logo "in the wild"

Cottage Grove will select **one (1) design** for additional revisions.

The revised design will be presented with:

- Full color option
- B&W option
- Examples of the logo "in the wild"

Cottage Grove will approve the final design.

Additional options or revisions may be requested for an additional fee (see budget schedule).

## Phase IV: Application of the Brand

With the approval of the logo design, Signalfire will get to work scaling the design into a fully realized brand.

### Style and Use Guide

Signalfire will create a style and use guide for the brand. The document will include:

- Documented elements such as colors, fonts, and variations
- Acceptable and unacceptable uses
- Recommendations for spacing and usage
- File library in color, background, and file format variations

### Advertising Concepts and Scaling the Brand

The brand will be applied to various mediums of advertising including samples of print advertising, vehicle graphics, and various forms of digital marketing. We want to paint a vivid picture of how the brand story will play out.

### Recommended Marketing Plan

Signalfire will develop a community-level marketing plan based on the research and findings associated with Phase I and Phase II. Signalfire's plan will include tiered budgeting options for multiple activities. This plan will consist of:

- Recommended additional design projects such as community promotion collateral and community signage
- Recommended activity for online content development or website articles
- Levels of social media activity on recommended platforms
- Leveraging email marketing outside of immediate community
- Digital marketing strategies involving search, display, and social media opportunities
- Ideas and recommendations for tourism-related community promotion
- Tiered budgeting and deliverable framework
- Delivered as a written document and presentation

# PROJECT TIMELINE

The project timeline may be impacted by the selection of branding provider, changes to the scope of work, or other mitigating situations. For this proposal, we are assuming a January 1, 2021 start date.

## Phase I

Undercover Visit . . . . . Complete by January 22

Cottage Grove Team Interviews . . . . . Completed by January 29

Community Focus Group Discussion . . . . . Completed by January 29

## Phase II

Phase I findings and Competitive
Community Comparisons . . . . . Delivered by Febryuary 19

## Phase III

Logo Design Concepts . . . . . First Presentation Week of March 8

Revisions / Feedback Due
from Cottage Grove . . . . . Delivered by March 26

Second Revised Concepts
from Signalfire . . . . . Presented Week of April 5

Revisions / Feedback Due
from Cottage Grove . . . . . Delivered by April 16

Third Revised Concepts
from Signalfire . . . . . Presented Week of April 26

Final Approval from Cottage Grove . . . . . May 7

## Phase IV

Style and Use Guide . . . . . Approval + 1 week

Electronic File Delivery . . . . . Approval + 1 week

Marketing Plan and
Advertising Concepts . . . . . Presented Week of May 17

# PROJECT BUDGET

**Phase I: Discovering and Understanding Cottage Grove. . . . . .$ 6,000**

**Phase II: Research and Compare. . . . . .$ 4,000**

**Phase III: Visual Identity Development. . . . . .$ 12,000**

**Phase IV: Application of the Brand . . . . . .$ 4,000**

| | |
|---|---|
| **Total** | **$ 26,000** |

## Additional or Optional Deliverables

Signalfire can provide additional design options beyond the initial deliverables. Additional logo designs options and additional rounds of revisions will be available. Please note, additional design options or additional rounds of revisions will impact the delivery timeline.

**Additional Logo Design Option . . . . . $2,500**

**Additional Logo Revision Round . . . . . .$500**

# INTENT TO PROCEED

## Change Orders

No surprises. Ever.

Any additional billable time, materials, or other costs will be presented to Cottage Grove in a written change order **prior** to any billable actions being accrued. This written change order will indicate exact costs and impacts to delivery timeline.

## Terms

Payment will be made in US Dollars in the form of business check or cashier's check. All invoices are due on receipt. The payment schedule would be:

- 25% ($6,500) due at start of project (deposit)
- 25% ($6,500) due at delivery of first proofs (March 8)
- 25% ($6,500) due at approval of logo (May 7)
- 25% ($6,500) due at final delivery of digital assets, marketing plan, and other recommendations (approx. May 17)

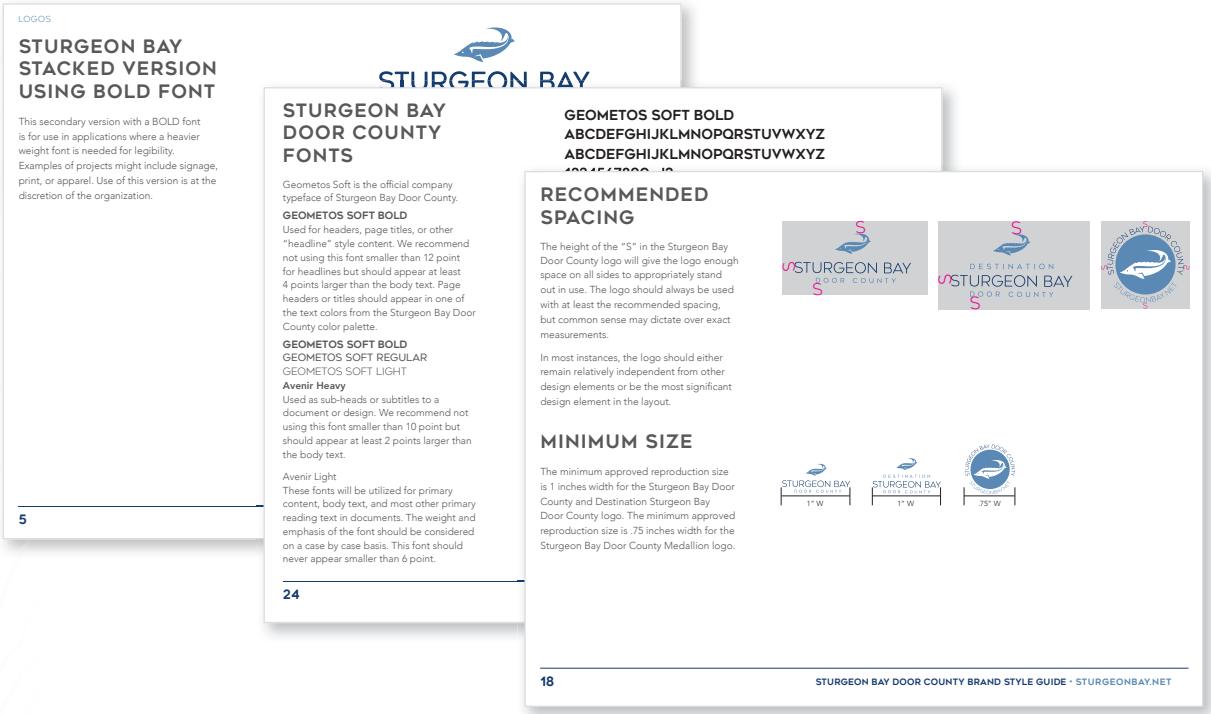
## Signatures

Based on the previous descriptions of service, Cottage Grove would like to proceed with Signalfire, LLC. Please indicate by signing below.

*Name* *Printed Name* *Date*

# APPENDIX A – LOGO SAMPLES

STURGEON BAY
DOOR COUNTY



LOGOS

STURGEON BAY STACKED VERSION USING BOLD FONT

This secondary version with a BOLD font is for use in applications where a heavier weight font is needed for legibility. Examples of projects might include signage, print, or apparel. Use of this version is at the discretion of the organization.

5

STURGEON BAY DOOR COUNTY FONTS

Geometos Soft is the official company typeface of Sturgeon Bay Door County.

**GEOMETOS SOFT BOLD**
Used for headers, page titles, or other "headline" style content. We recommend not using this font smaller than 12 point for headlines but should appear at least 4 points larger than the body text. Page headers or titles should appear in one of the text colors from the Sturgeon Bay Door County color palette.

**GEOMETOS SOFT BOLD**
GEOMETOS SOFT REGULAR
GEOMETOS SOFT LIGHT
**Avenir Heavy**
Used as sub-heads or subtitles to a document or design. We recommend not using this font smaller than 10 point but should appear at least 2 points larger than the body text.

Avenir Light
These fonts will be utilized for primary content, body text, and most other primary reading text in documents. The weight and emphasis of the font should be considered on a case by case basis. This font should never appear smaller than 6 point.

24

GEOMETOS SOFT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

RECOMMENDED SPACING

The height of the "S" in the Sturgeon Bay Door County logo will give the logo enough space on all sides to appropriately stand out in use. The logo should always be used with at least the recommended spacing, but common sense may dictate over exact measurements.

In most instances, the logo should either remain relatively independent from other design elements or be the most significant design element in the layout.

MINIMUM SIZE

The minimum approved reproduction size is 1 inches width for the Sturgeon Bay Door County and Destination Sturgeon Bay Door County logo. The minimum approved reproduction size is .75 inches width for the Sturgeon Bay Door County Medallion logo.

1" W
1" W
.75" W

18 STURGEON BAY DOOR COUNTY BRAND STYLE GUIDE • STURGEONBAY.NET

Gage

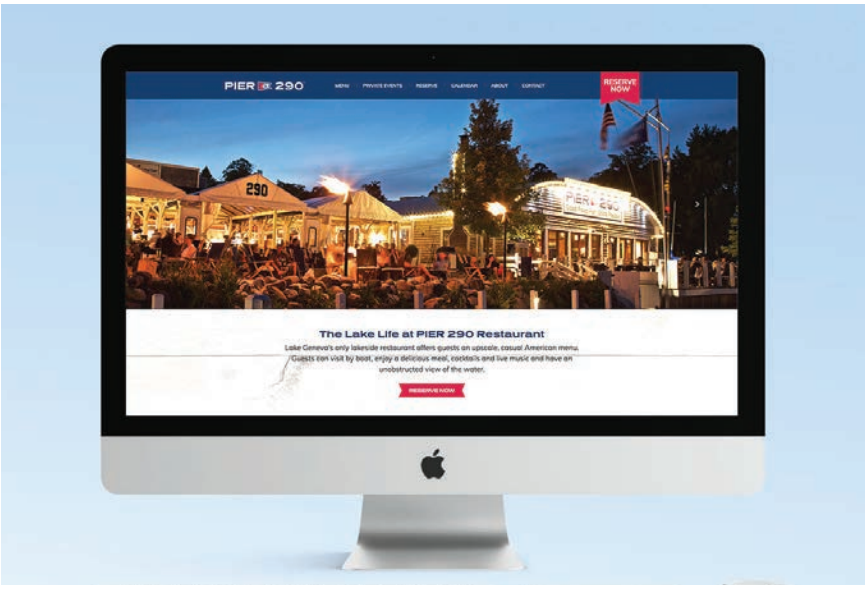
LAKE GENEVA CRUISE LINE

PIER 290™

Gage

Marine

LAKE LIFE BEGINS WITH GAGE




## LAKE GENEVA CRUISE LINE COLOR PALLETTE

The primary colors of Lake Geneva Cruise Line's brand are Gage Blue, Gage Red, light gray and dark gray.

Gage Blue and Gage Red appear in the two-color logo. Blue and red is also used as highlight colors and for heading and subheadings.

The two gray colors are used as accent and highlight colors.

Text is colored black and appearing in white on contrasting backgrounds.

**Gage Blue**
CMYK 100 / 60 / 0 / 55
RGB 0 / 51 / 101
PMS 294C
HEX #003365

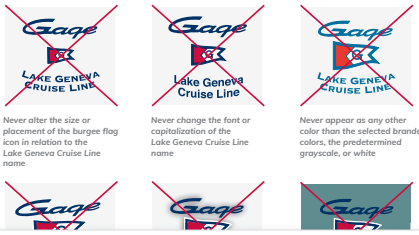
**Gage Red**
CMYK 0 / 100 / 65 / 15
RGB 206 / 17 / 65
PMS 200C
HEX #CE1141

9

## INCORRECT USAGE

The Lake Geneva Cruise Line logo should only appear in the approved colors and versions. No other colors, reversals, or modifications will be permitted.

Changes to the logo type size, font or inclusion are not permitted, regardless of size, special use, or more diverse forms of media.




*Never alter the size or placement of the burgee flag icon in relation to the Lake Geneva Cruise Line name*

*Never change the font or capitalization of the Lake Geneva Cruise Line name*

*Never appear as any other color than the selected branded colors, the predetermined grayscale, or white*

6

## RECOMMENDED SPACING

The height of the "G" in the burgee flag of the Lake Geneva Cruise Line logo will give the logo enough space on all sides to appropriately stand out in use. The logo should always be used with at least the recommended spacing, but common sense may dictate over exact measurements.

In most instances, the logo should either remain relatively independent from other design elements or be the most significant design element in the layout.

## MINIMUM SIZE

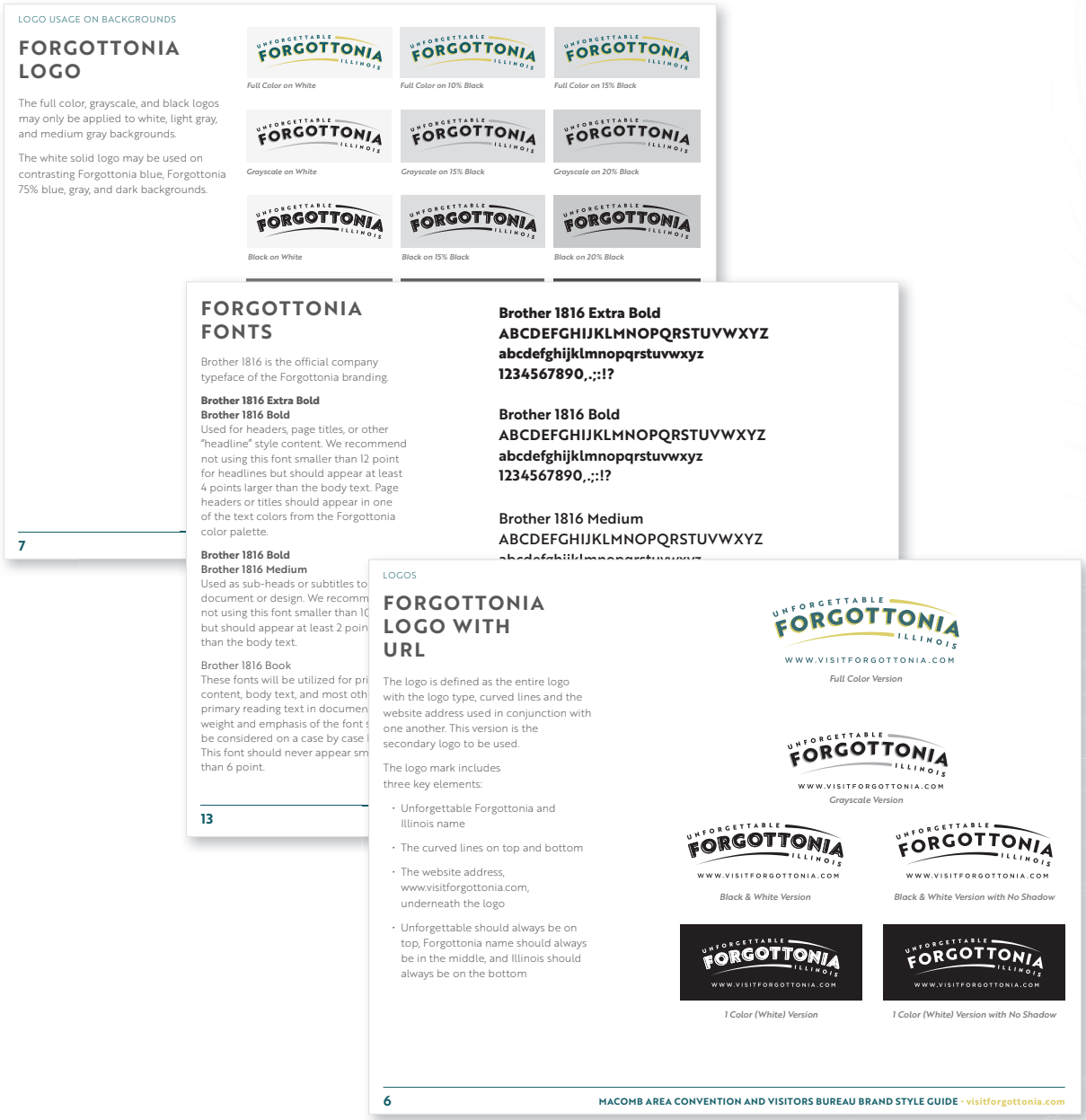
The minimum approved reproduction size of the Lake Geneva Cruise Line logo is .575 inches width.

## BURGEE OUTLINE

The outer white outline on the burgee flag is 2/3 of the thickness of the navy blue line next to it. This is to make the white outline stand out against colored backgrounds.

5 LAKE GENEVA CRUISE LINE BRAND STYLE GUIDE • www.CruiseLakeGeneva.com

UNFORGETTABLE FORGOTTONIA ILLINOIS



LOGO USAGE ON BACKGROUNDS

## FORGOTTONIA LOGO

The full color, grayscale, and black logos may only be applied to white, light gray, and medium gray backgrounds.

The white solid logo may be used on contrasting Forgottonia blue, Forgottonia 75% blue, gray, and dark backgrounds.

Full Color on White
Full Color on 10% Black
Full Color on 15% Black
Grayscale on White
Grayscale on 15% Black
Grayscale on 20% Black
Black on White
Black on 15% Black
Black on 20% Black

7

## FORGOTTONIA FONTS

Brother 1816 is the official company typeface of the Forgottonia branding.

**Brother 1816 Extra Bold**
**Brother 1816 Bold**
Used for headers, page titles, or other "headline" style content. We recommend not using this font smaller than 12 point for headlines but should appear at least 4 points larger than the body text. Page headers or titles should appear in one of the text colors from the Forgottonia color palette.

**Brother 1816 Bold**
**Brother 1816 Medium**
Used as sub-heads or subtitles to
document or design. We recomm
not using this font smaller than 1C
but should appear at least 2 poin
than the body text.

Brother 1816 Book
These fonts will be utilized for pri
content, body text, and most oth
primary reading text in documen
weight and emphasis of the font s
be considered on a case by case
This font should never appear sm
than 6 point.

**Brother 1816 Extra Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890.,:;!?**

**Brother 1816 Bold**
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**
**abcdefghijklmnopqrstuvwxyz**
**1234567890.,:;!?**

Brother 1816 Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ

13

LOGOS

## FORGOTTONIA LOGO WITH URL

The logo is defined as the entire logo with the logo type, curved lines and the website address used in conjunction with one another. This version is the secondary logo to be used.

The logo mark includes three key elements:

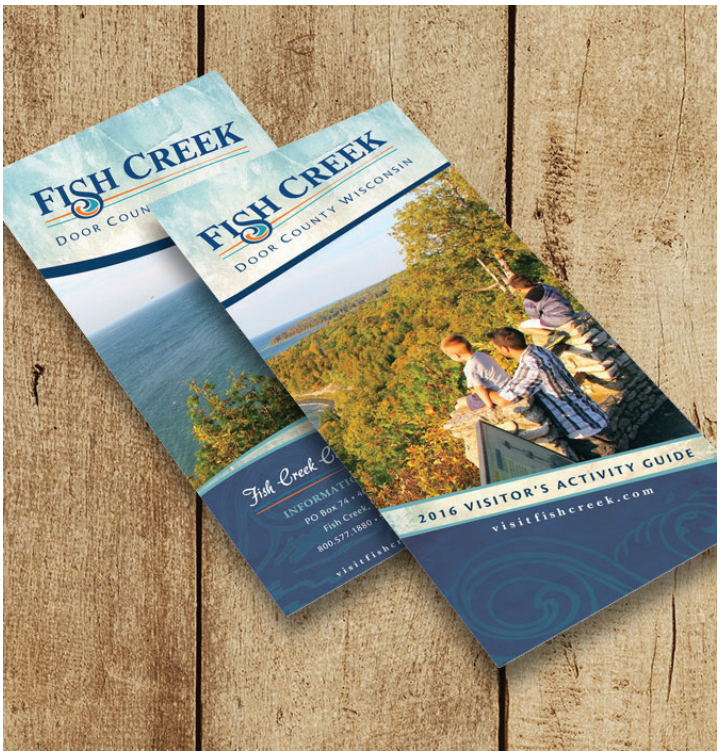
- Unforgettable Forgottonia and Illinois name
- The curved lines on top and bottom
- The website address, www.visitforgottonia.com, underneath the logo
- Unforgettable should always be on top, Forgottonia name should always be in the middle, and Illinois should always be on the bottom

WWW.VISITFORGOTTONIA.COM
Full Color Version
Grayscale Version
Black & White Version
Black & White Version with No Shadow
1 Color (White) Version
1 Color (White) Version with No Shadow

6 MACOMB AREA CONVENTION AND VISITORS BUREAU BRAND STYLE GUIDE · visitforgottonia.com

CUSTOM ICONS

FISH CREEK
DOOR COUNTY WISCONSIN



# NOTES

# TERMS AND CONDITIONS

## Expiration of Estimate

This estimate of costs and services is valid for up to thirty (30) calendar days unless otherwise indicated in writing. After the expiration of this estimate, a new estimate may be requested.

All print material estimates expire after thirty (30) days. Print estimates are based on specific characteristics of the project. Changes to specifications including, but not limited to, produced quantity, paper properties, production methods, and/or finishing characteristics will require a new estimate for cost and time.

## Change Orders

Any changes to project specifications, deliverable services, or physical deliverables that impact the cost of the project will require a written change order to be approved and signed by the Client. The change order will include an updated budget and deliverable timeline. No additional billable time or services will be accrued without written approval.

NOTE: Revisions to creative design projects or copywriting. Creative design and writing services pricing estimates include two (2) revisions delivered to the Client past the first concept or draft. Design or writing time accrued past two (2) revisions will be billed at an hourly rate of $120 per hour with a one (1) hour minimum. Revisions will not exceed four (4) hours without written authorization.

## Project Termination

Both Signalfire and the Client reserve the right to terminate the project or agreement with written notice to the other party. Once written notice is received all billable work will cease. A final invoice will be delivered based on completed work at the time of the notice minus any deposit. Monthly deliverables will be pro-rated based on the date or percentage of delivery.

Website projects involving a deposit that are terminated prior to the approval of creative designs or selection of a development template shall be considered compensation for completed work. Once the Client approves the creatives or selection of a development template, additional time will be billed based off an estimate completion of the project.

## Dormant Project Termination

If the Client fails to communicate in a professional or timely manner, Signalfire reserves the right to terminate the project after thirty (30) calendar days of non-communication. Non-communication by the Client shall include unreturned phone calls, no response to emails, and/or failure to deliver essential materials for the completion of the project. Examples of essential materials include, but are not limited to: text, images, branding assets, security credentials, or other materials essential for the completion of the project.

Dormant projects will be invoiced based on the work completed. Once a project is dormant, a Client may restore the project with a $250 reinstatement fee due prior to the commencement of additional work.

## Ownership of Materials

All project materials including, but not limited to, intellectual property materials, designs, concepts, processes, and materials are the sole property of Signalfire, LLC until such time as the materials are paid in full. Signalfire reserves all rights until full payment is made at which time Signalfire shall transfer ownership to the Client. Once materials have been paid in full, the Client reserves full rights and ownership to the materials.

## Payment Terms and Conditions

All invoice payments are due upon receipt or on the agreed schedule. Payments shall be made in US Dollars by cash, check, money order, or credit card (Visa or Mastercard). Checks returned or rejected by Signalfire's financial institution will be assessed a $50 fee.

Invoices outstanding past sixty (60) days will be subject to a $25 late fee. 1.5% of the invoice will be added every thirty (30) days past the initial sixty (60) day fee. Invoices remaining past 120 days will be sent to collections.

# Village of Cottage Grove
## Branding and Marketing Initiative

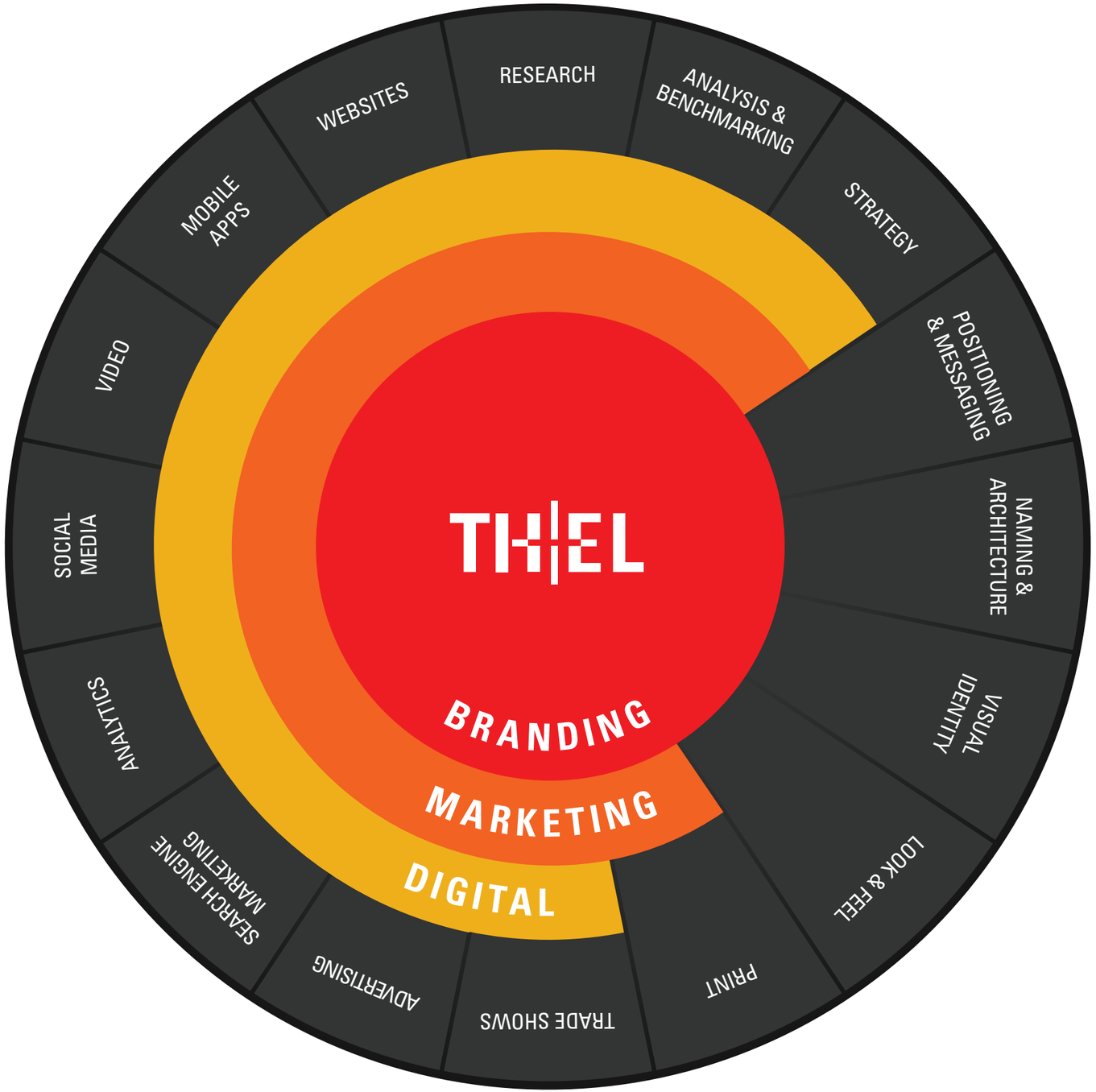
9 September 2020

**THIEL** Brand Design, Inc.

Milwaukee

## A full-service agency.

We are capable of fulfilling every aspect of your branding and marketing initiative with the talent under our roof.



## Project Objectives

Per the Village of Cottage Grove RFP

**Develop a comprehensive brand marketing campaign to**:

- drive business attraction and retention;
- position the municipality as a desirable place for relocation;
- and increase awareness within the broader region.

## Scope of Work

Per the Village of Cottage Grove RFP

**THIEL shall lead all aspects of the project initiative, including**:

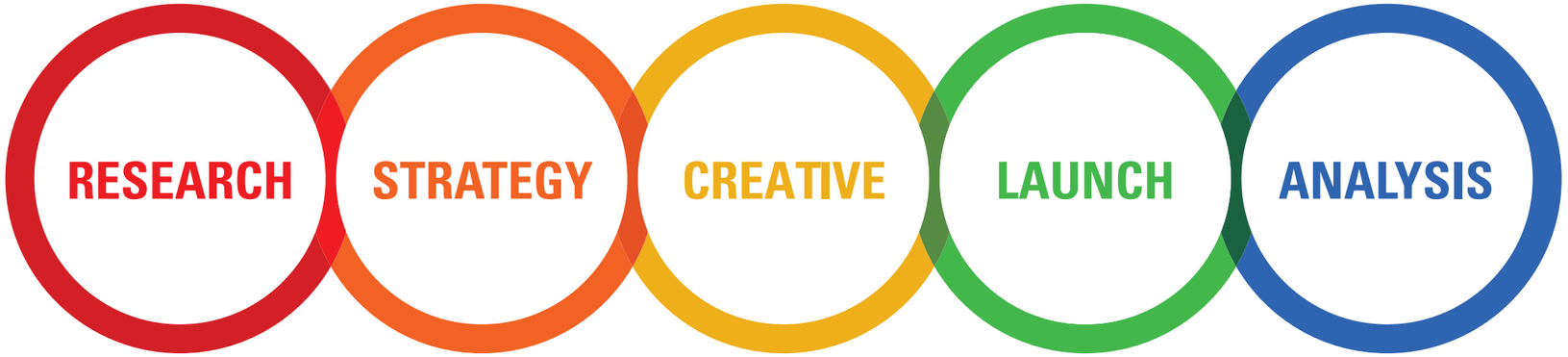
1. attend CDA meetings at key decision points in the project, and a Village Board meeting at the end of the project;
2. review the brand strategy book created in 2018, in consideration that it may form the basis for THIEL's proposed marketing program;
3. outline other research necessary to perform the marketing program;
4. develop creative elements that include a brand statement, messaging, tagline, logos, design concepts or other products to support the brand initiative — a minimum of three distinct options — and, create a brand style guidelines manual;
5. define strategic objectives that inform the Village on implementation, management, and ongoing promotion of the brand;
5. create an action plan for implementation of the brand in sufficient detail to allow the Village to understand the approach and work plan.

## Our Approach

Unbiased. Specific to you.

Thinking and feeling.

Distinctive solutions
hard-wired to key objectives
and compelling rationale.




FOCUSED | CREATIVITY

PHASE 1

# Research

## Survey Methodology

**THIEL** will perform **qualitative perception research**.

We predominantly ask **open-ended questions**.

We seek the insights of key stakeholders and a cross-section of the community who represent its **diversity** and **interests**.

### MUNICIPAL LEADERS (10)

Individual face-to-face interviews

May include: Economic Development personnel,
Mayor or Village President,
Common Council Members (Aldermen),
Parks Director, School Superintendent

### BUSINESS STAKEHOLDERS (12)

Individual face-to-face interviews

| | |
|---|---|
| 8 | Prominent business owners / CEOs |
| 2 | HR leaders |
| 2 | Real estate executives |

### RESIDENTS (50)

Web survey

PHASE 1

# Research

## AUDIT EXISTING INFORMATION

**THIEL** will review any pertinent strategic documents created by the Village of Cottage Grove's Dept. of Economic Development and Dept. of Tourism.

**THIEL** will look at any **reviews**, **comments** and **stories** about the Village of Cottage Grove that are on **social media** and **websites**.

**THIEL** will review the **brand strategy book** created in 2018, in consideration that it may form the basis for THIEL's proposed marketing program.

## BEST-IN-CLASS BENCHMARKING

**THIEL** will look at **relevant cities** that are successfully marketing their community brands — to identify best-in-class marketing activities that may be adopted into the Village of Cottage Grove's marketing plan.

PHASE 1

# Research

## Establishing Rationale

**THIEL** will **document** acquired research and key **findings**.

## ANALYSIS

**THIEL** will **document its research** and perform an analysis.

**THIEL**'s research findings will provide **strong rationale** that informs development of the Village of Cottage Grove branding and its marketing plan.

## DELIVERABLES

**THIEL** will produce a **16- to 24-page document** of key research findings and analysis.

**THIEL** will **present** and **explain research findings** to the project stakeholders at the Village of Cottage Grove.

PHASE 2

## Brand and Ideology Development

### A Clear Brand Strategy

**THIEL** will define the unique Village of Cottage Grove brand to **resonate on both a rational and an emotional level**.

Informed by the Phase 1 Research, **THIEL** will create a **BRAND PROFILE**™ that defines the Village of Cottage Grove brand, encompassing:

- Concise overall community **brand image** and **key messaging**.
- **Advantages** and **value** that residents, students, businesses and visitors desire, expect and derive from living, learning, working and playing in Village of Cottage Grove.
- **Differentiating positioning** of the community's unique attributes and assets.
- Distinctive Village of Cottage Grove brand **style**, **tone** and **personality**.
- **The brand experience** in terms of **left-brain** / **right-brain rationale** for *Why choose* the Village of Cottage Grove to **locate a business**, **live**, **learn**, **work** and **play**.

People don't want to be "sold to."
People want to engage in experiences with brands that they can resonate with on an emotional level.

PHASE 2

## Brand and Ideology Development

### A Clear Brand Strategy

The **BRAND PROFILE**™ will **also encompass** how the Village excels by its:

Community aspects

Humane aspects

Natural environment

Built environment

Business climate

Educational resources

Civic resources

It will also take into consideration **civic leaders'** near and long **vision** for the community.

PHASE 2

# Brand and Ideology Development

## A Clear Brand Strategy

**THIEL** will design a **village logo**, and graphic **brand look & feel**, and will devise a **creative marketing campaign theme** that **distinguishes** Village of Cottage Grove.

### VILLAGE LOGO

**THIEL** will design a new **Village of Cottage Grove logo**.

### BRAND LOOK & FEEL

**THIEL** will design the unique graphic look and feel that will **recognizably signal** the Village of Cottage Grove brand in visual expression.

### CAMPAIGNABLE MARKETING THEME

**THIEL** will develop a **compelling**, **creative** marketing theme that both broad and specific marketing messages and promotions will work in conjunction with over time. The campaign theme will be married to a **memorable creative concept** that **distinguishes** the Village of Cottage Grove.

PHASE 2

# Brand and Ideology Development

Brand Style & Usage Guidelines Manual

## BRAND STYLE & USAGE GUIDELINES

**THIEL** will specify the Village of Cottage Grove brand style and the guidelines that **govern and guide proper and consistent use** of both the **verbal and visual brand assets** that are developed in Phase 2.

PHASE 2

## Brand and Ideology Development

A Clear Brand Strategy

Concept and Imagery

Brand Style & Usage Guidelines Manual

# DELIVERABLES

**THIEL** will produce a **12- to 20-page Brand Profile™ document** providing the Village of Cottage Grove its **key brand messaging**. The document will also include multiple options for a **campaignable marketing theme**.

**THIEL** will present **multiple options** for the Village **logo.**

**THIEL** will present **3 options** for the Village **brand look & feel.** These will be presented in mocked-up formats demonstrating color palette, typography, format philosophy, and photography and iconography style.

**THIEL** will produce an **8- to 12-page Brand Style & Usage Guidelines Manual**.

**THIEL** will **present the deliverable documents** to the project stakeholders at the Village and will **answer any questions** they have.

PHASE 3

# Marketing Plan

**THIEL** will develop a **targeted marketing plan** by segment, informed by the research findings in Phase 1, for:

- **Market Segments**

  *e.g.:* location advisors/site selectors; developers; business owner/leaders; intermediary of regional organizations such as Business Bureau or Chamber of Commerce

- **Suggested Messaging to Each Segment**

  *e.g.:* desirable location; growing network of industries; etc.

- **Primary Interests**

  *e.g.:* skilled labor; weekend destination; promoting economic growth; return on investment, quality of life, etc.

- **Proposed Village of Cottage Grove Outreach Tools**

  *e.g.:* area business press or reports; briefings/tours; website/on-line media; community education forums, etc.

PHASE 3

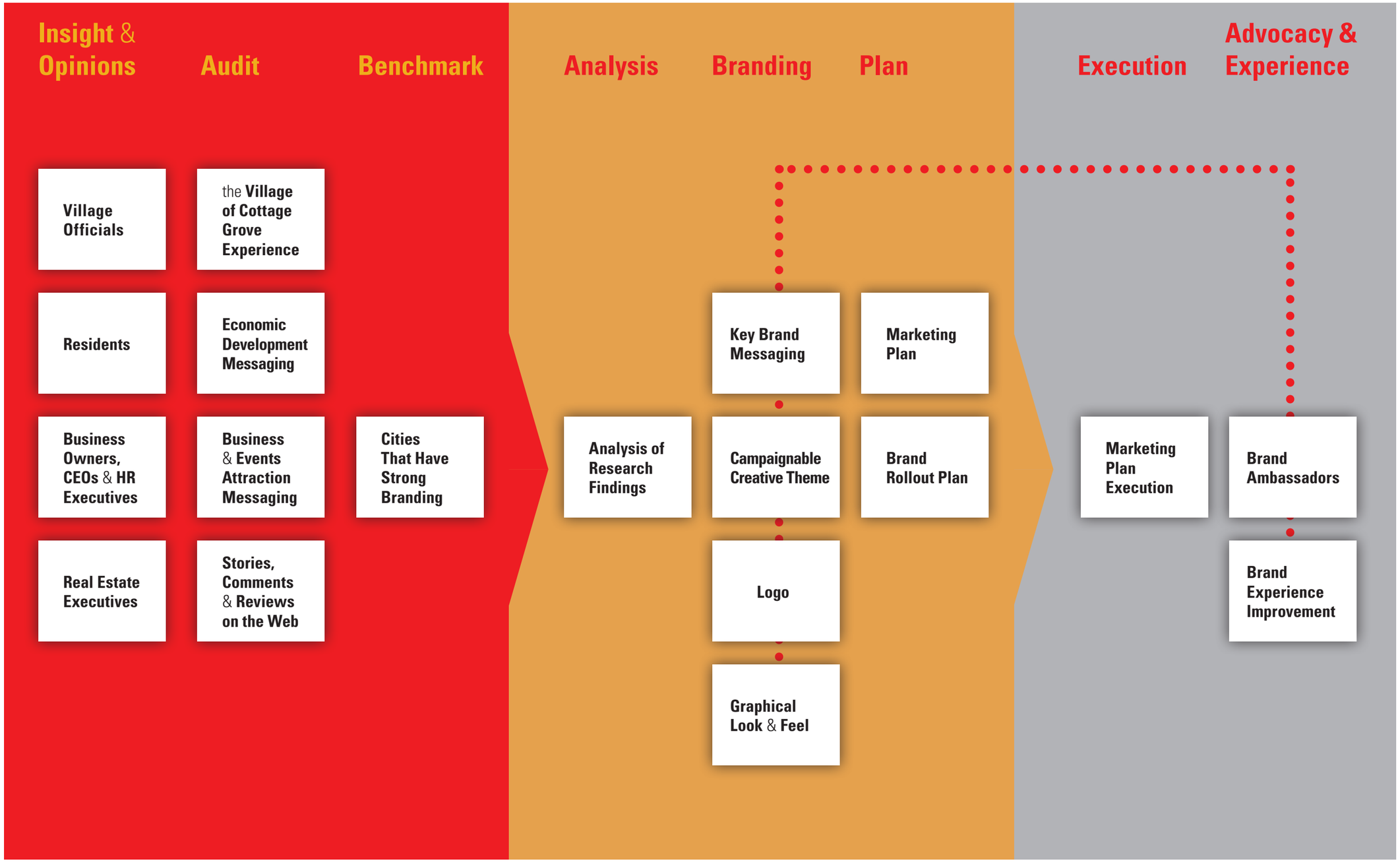
# Marketing Plan

## DELIVERABLES

**THIEL** will produce an **8- to 16-page Marketing Plan document** identifying prioritized recommendations for **an integrated marketing campaign**. The plan will indicate audiences, objectives, strategy, media, content, frequency, timing and costs.

**THIEL** will **present the Marketing Plan** to the project stakeholders at the Village and will **answer any questions** they have.

# Project Flow



PHASE 4

# Additional Services

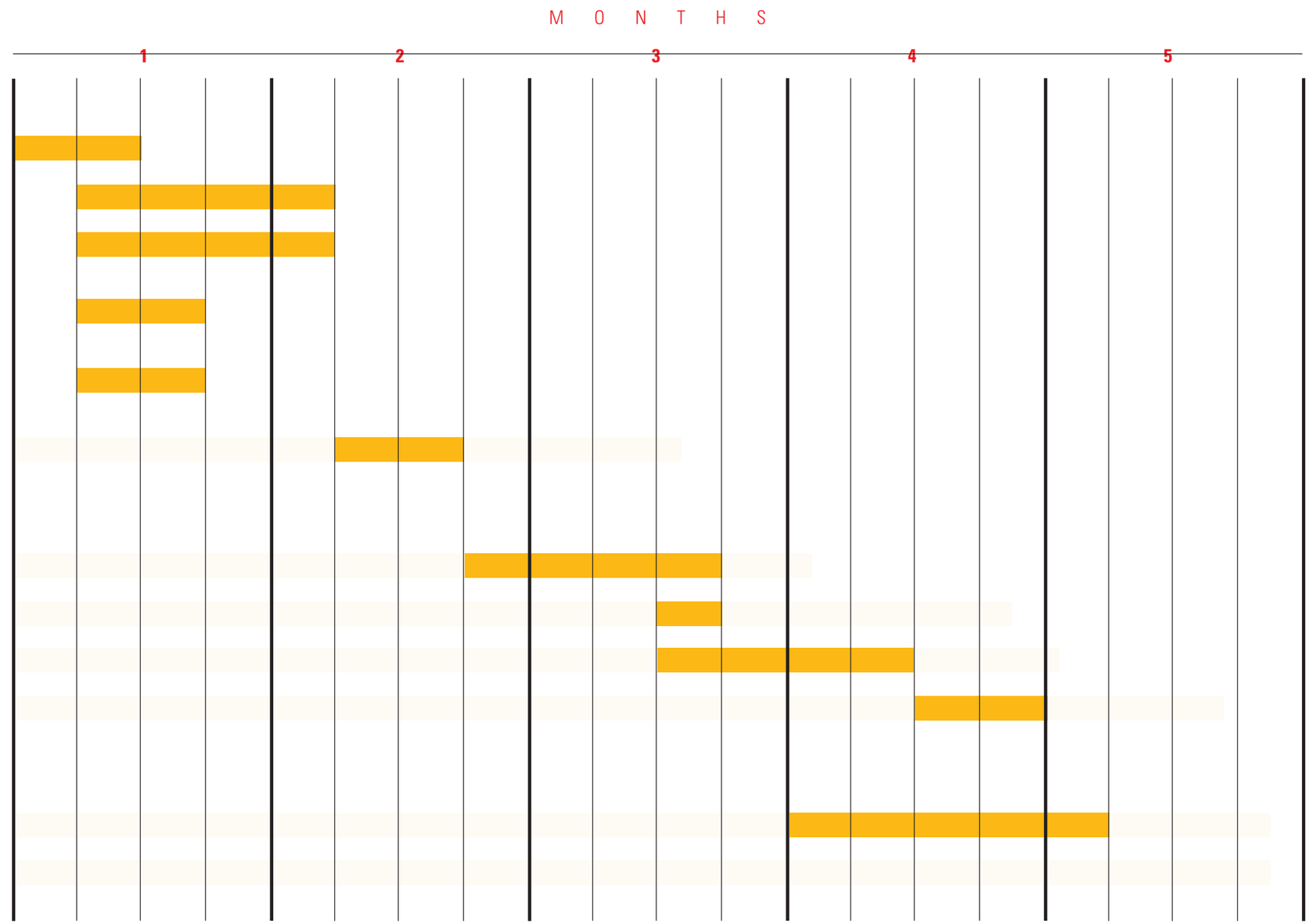
**THIEL** can develop a **brand launch plan** to introduce the branding to constituents of the Village of Cottage Grove.

The objective is to **control the velocity of the brand launch** to generate excitement, foster support, and create brand ambassadors.

**THIEL** is a **full-service agency**.

We can **create**, **execute**, **manage**, and **track the success** of **every marketing tactic** specified in the brand launch plan and marketing campaign plan.

# Schedule


MONTHS
1
2
3
4
5
PHASE 1
Municipal Leaders interviews
Business Leader Interviews
Resident Survey
Audit
Benchmarking
Analysis
PHASE 2
Brand Profile™ Messaging
Campaignable Theme
Logo and Brand Look & Feel
Brand Style & Usage Guidelines
Manual
PHASE 3
Marketing Plan

# Fees

| | | |
|---|---|---|
| | **PHASE 1** | |
| Research Interviews & Survey | | $ 11,000 |
| Audit | | $ 2,000 |
| Benchmarking | | $ 2,000 |
| Analysis | | $ 6,000 |
| Phase 1 Project Management | | $ 4,500 |
| PHASE 1 TOTAL | | $ 25,500 |
| | **PHASE 2** | |
| Brand Profile Messaging | | $ 16,000 |
| Campaignable Theme | | $ 3,500 |
| Logo | | $ 7,500 |
| Brand Look & Feel | | $ 12,000 |
| Brand Style & Usage Guidelines | | $ 5,500 |
| Phase 2 Project Management | | $ 3,500 |
| PHASE 2 TOTAL | | $ 48,000 |
| | **PHASE 3** | |
| Marketing Plan | | $ 9,000 |
| Phase 3 Project Management | | $ 3,500 |
| PHASE 3 TOTAL | | $ 12,500 |
| **GRAND TOTAL** | | **$ 85,500** |

## Ownership Rights

Intellectual and Physical Property

**Upon THIEL's receipt of full payment** for the components that THIEL delivers within the scope of this project, **the Village of Cottage Grove shall hold all ownership rights** to the intellectual and physical properties of those components:

- Key research findings and analysis document
- Brand Profile document
- Marketing campaign theme
- Village of Cottage Grove logo
- Brand look and feel designs
- Brand style & usage guidelines manual
- Marketing plan document

## Relationship Hallmarks

### RESPONSIBILITY

It is **THIEL**'s **responsibility** to adhere to budgets and timelines. It is **also THIEL'**s responsibility to **hold our client to those same timelines and budgets** — by informing you when your requests, actions, delays or inaction will take the project out of scope.

### PROJECT MANAGEMENT

**THIEL** will use **open**, **forthright communication** among all the stakeholders. To keep the project and everyone involved moving forward in unison, **THIEL** uses electronic **project management tools**, including SmartSheets® for project timelines, and Office 365 Planner® for project management.

## Relationship Hallmarks

### TRANSPARENCY

**THIEL** will provide **full transparency** to enable the Village of Cottage Grove project stakeholders to understand specific project activities, fees, costs and results at all times.

### PROJECT START-UP

A Project Start-Up Deposit of **50 percent** of the total definable project fee for **Phase 1** is required to begin work.

# References

## OCONOMOWOC

Bob Duffy
Economic Development Director
City of Oconomowoc, Wisconsin
rduffy@oconomowoc-wi.gov | 262.569.2185

## FRANKLIN

Calli Berg, CEcD, EDFP
Director of Economic Development
City of Franklin, Wisconsin
CBerg@franklinwi.gov | 414-427-7566 | 262.666.3169 cell

## ALEGEUS

Jennifer Irwin
Senior Vice President, Marketing & Strategy
Alegeus
jen.irwin@alegeus.com | 414.921.7506

## MARLIN TECHNOLOGIES

John Lechtenberg
Vice President - Marketing
Marlin Technologies
jlechtenberg@marlintech.com | 920.643.9942

## THIEL Team

THIEL has 18 full-time team members.

We are branding and marketing specialists who bring vast experience and focused expertise.

As a full-service agency, we handle all aspects of branding and marketing in house.

# Working Together – key project team members

**Keith Walters** | **Brand Director + Principal** *(Project Lead)*
Keith approaches branding with an open mind, defining brands through qualitative and quantitative research regarding the voice of the customer. He identifies the absolute truth about each brand and defines it in the Brand Profile™, and works with our team to amplify that truth in the marketplace.

**Bill Zalenski** | **Brand Creative Director**
Bill oversees the design aesthetics of all the functional pieces of brand design, ensuring that each comes together in a way that is "in family," consistent in adherence to brand standards and the creative vision.

**Amanda Schultz** | **Brand Amplifier**
Amanda creates messaging that communicates value and values that inspire, inform and captivate. Amanda's work projects the essence and value of brands in all applications; 2D and 3D — in print, digital and environmental applications

**Chris Taylor** | **Senior Designer**
Chris designs how brands are expressed visually. Like all members of the THIEL team, Chris applies both analytic and creative perspective — thinking and feeling — to the development of graphical solutions that distinguish our clients' brands.

**Kelley Miller** | **Brand Consultant + Principal**
Kelley believes that we are at the intersection of art and science, where everything is possible. Every business has their unique fingerprint that he uses to identify who you really are.

## Project Agreement

### Fee Payment

**THIEL** will undertake the scope of activities specified within this document for a fee not to exceed the identifiable budget of $ 85,500 plus any applicable sales tax.

We will require down-payment of $ 12,750 (50% of the of the Phase 1 budget) to begin work. The remainder will be billed as work-to-date at the end of each month throughout the project.

If the client requests activities beyond the defined Project Scope, or if the project requires any unforeseen additional fees, we will notify you and present the situation and associated cost for your approval before proceeding.

Respectfully submitted

Keith Walters 9 September 2020
Brand Director + Principal
**THIEL** Brand Design, Inc.
320 E. Buffalo Street, Milwaukee, WI 53202
keith@thiel.com | 414.271.0775

## Contacts:

Keith Walters

Brand Director + Principal

keith@thiel.com

262.853.9203 direct

Kelley Miller

Brand Consultant + Principal

kmiller@thiel.com

262.631.9996 direct

**THIEL** Brand Design, Inc.

320 E. Buffalo Street

Milwaukee, WI 53202

414-271-0775

thiel.com

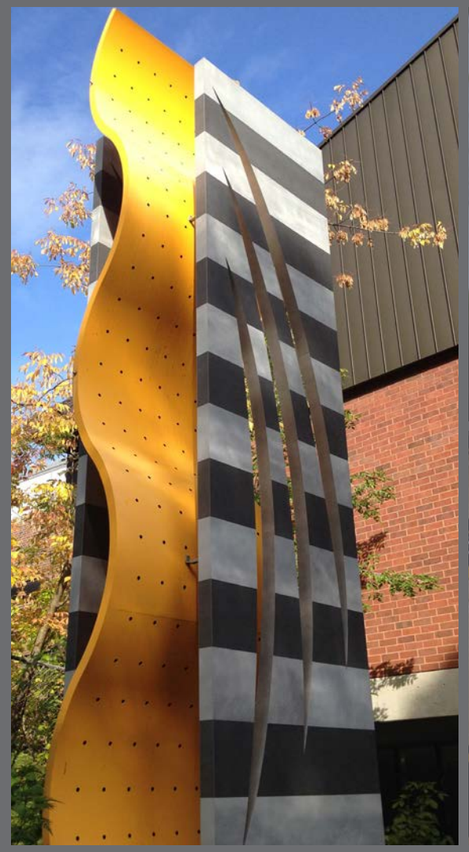
**grit** We bring passion and pluck along with character and courage.

## Our clients' challenges we solve through expertise and fortitude:

- Research
- Brand Strategy
- Branding
  - verbal branding,
  - visual branding
  - and experiential branding
- Marketing Strategy
- Content Development
- Marketing Execution and Management
- Analytics and Continuous Improvement

## Our Work

Our work engages and inspires.



UWM

Business
Admin.
Bldg.
Atrium Food Court
Art Gallery
Bookstore
Alumni
Fireside Lounge
Ballroom
Milwaukee Room

UWM
INNOVATION
CAMPUS

MILWAUKEE

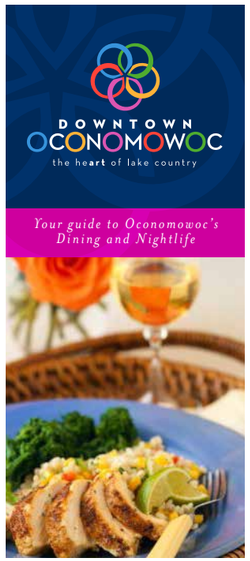
MILWAUKEE

## Our Work

Our work builds brands

that stand out.

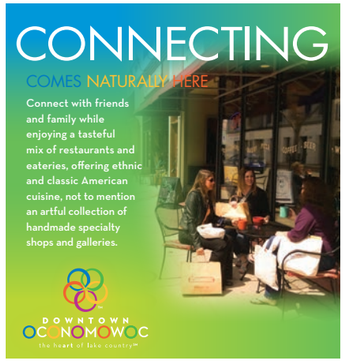
DOWNTOWN
OCONOMOWOC
the heart of lake country℠



DINE
CREATE
ENJOY
LIVE
SHOP

EXPLORING
COMES NATURALLY HERE
Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.
DOWNTOWN
OCONOMOWOC
the heart of lake country℠

RETAIL THERAPY
COMES NATURALLY HERE
Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.

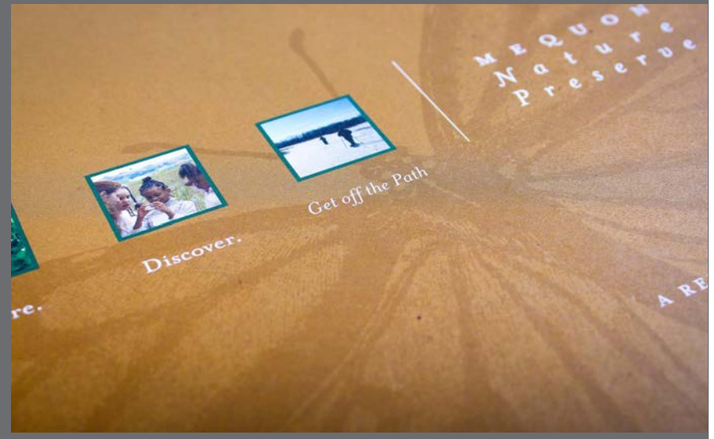

CONNECTING
COMES NATURALLY HERE
Connect with friends and family while enjoying a tasteful mix of restaurants and eateries, offering ethic and classic American cuisine, not to mention an artful collection of handmade specialty shops and galleries.
DOWNTOWN
OCONOMOWOC

DOWNTOWN
OCONOMOWOC
1 MILE

## Our Work

Our work manifests in how people think and feel about our clients' brands.

FIELD GUIDE


Mequon Nature Preserve
Get off the Path
Discover:

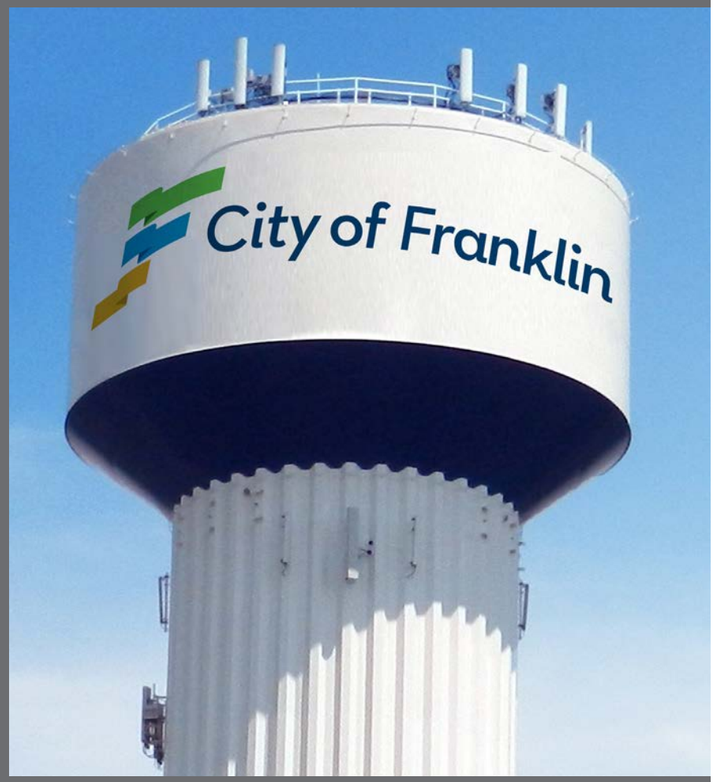
MEQUON
Nature
Preserve
TRAILHEAD

Sign donated by
Mequon

BIO-RETENTION CELL AND CISTERN
Bio-retention cells are small landscaped areas whose purpose is to improve water quality. They do so by catching storm water runoff from roof tops, sidewalks, patios, parking lots and other relatively small impervious areas and passing the water through sheet landscaped areas that filter out pollutants.
Advantages of bio-retention
Recovery pollutants. As rain stormwater drains off hard surfaces and into the soil, pollutants such as lead, zinc, and cadmium, petroleum hydrocarbons, nitrogen, and phosphorous are removed by the soil and plants.
Recharges groundwater. Stormwater, if not otherwise directed, will continue to percolate downward and recharge groundwater.
Enhances habitat. The landscaped areas can serve as wildlife habitat.
A bio-retention system can handle impervious area runoff 5 to 10 times its size.
Education Center Bio-Retention Cell
Cisterns collect rain water from roofs and store it for future ground or underground storage tanks. A cistern's water can be used for watering lawns and planting beds, for household gray water, for flushing and washing, or for drinking water after treatment.
Advantages of a cistern
Reduces the volume of water entering drainage sewer.
Preserves water utility bills.
Preserves little space.
A 200-gallon cistern captures 8,200 gallons a year.
PlayerPower Education Center Cistern
The cistern, located next to the bio-retention cell, holds 1,400 gallons of stormwater and has a stainless steel tap for access. The cistern is equipped with a 1/2 inch pump and hose so that it can be used to irrigate nearby gardens. When the cistern is full, excess water flows through an overflow pipe to the nearby wetlands.

Our work activates environments, people and economic development.

# Franklin WISCONSIN


City of Franklin

Franklin
WISCONSIN

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Celebrating
Quality of Life
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Celebrating Quality of Life
The space to be
FESTIVE

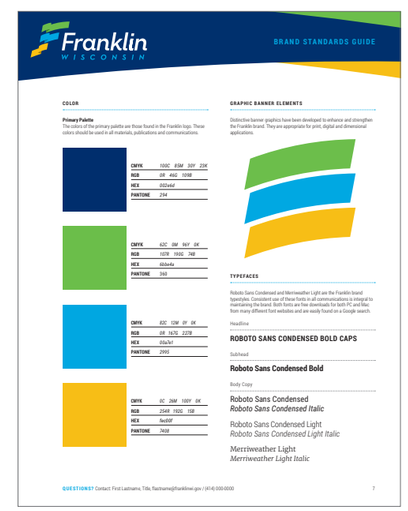
Franklin WISCONSIN | PUBLIC WORKS

Franklin WISCONSIN | PUBLIC WORKS

Franklin WISCONSIN

BRAND STANDARDS GUIDE

July 17, 2019



Franklin WISCONSIN

Celebrating Quality of Life

# FRANKLIN TOURISM COMMISSION **50/50 GRANT PROGRAM**

## STRETCH YOUR AD MONEY TWICE AS FAR!

*Advertise with the Wisconsin Department of Tourism Co-op Program and the Franklin Tourism Commission will reimburse you.*

## GET HALF YOUR MONEY BACK IN THREE EASY STEPS:

1. *Make a media buy with Wisconsin Department of Tourism http://industry.travelwisconsin.com/marketing-opportunities/co-op-advertising*
2. *Submit proof of payment, ad copy, and any available metrics regarding your ad buy to the Tourism Commission via City Hall*
3. *Receive reimbursement for 50% of your spend, up to $2,000 annually*

The Fine Print Submissions are only accepted from businesses located in Franklin, Wisconsin, and 50/50 grants are only available for co-op advertising with the Wisconsin Department of Tourism. Other advertising platforms are not eligible.

All documentation must be submitted to the Tourism Commission by December 20th, 2019.

The Tourism Commission has allocated $20,000 for this program in 2019. Businesses should check in with the Director of Economic Development prior to commitment with the Wisconsin Department of Tourism to ensure program funds are still available.

**FOR MORE INFORMATION PLEASE CONTACT:**

**Calli Berg, Director of Economic Development**
**City of Franklin**
414-427-7566
cberg@franklinwi.gov
9229 Loomis Road, Franklin WI 53132

***City of Franklin*** 9229 West Loomis Road Franklin, WI 53132-9630 PHONE (414) 427-7566 FAX (414) 427-7691 **franklinwi.gov**

Franklin WISCONSIN

**Steve Olson**
Mayor
solson@franklinwi.gov

P (414) 427-7529
C (414) 651-3367
F (414) 425-6428

9229 West Loomis Road
Franklin, WI 53132

**franklinwi.gov**

Franklin WISCONSIN

***City of Franklin***
*Office of the City Clerk*

**Name Here**
Company Name
1234 Main Street
City, ST, 54321

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9229 West Loomis Road Franklin, Wisconsin 53132-9630 PHONE (414) 427-7566 FAX (414) 427-7691 franklinwi.gov

Franklin WISCONSIN

***City of Franklin***
9229 West Loomis Road
Franklin, WI 53132-9630

**Name Here**
Company Name
1234 Main Street
City, ST, 54321

Franklin WISCONSIN

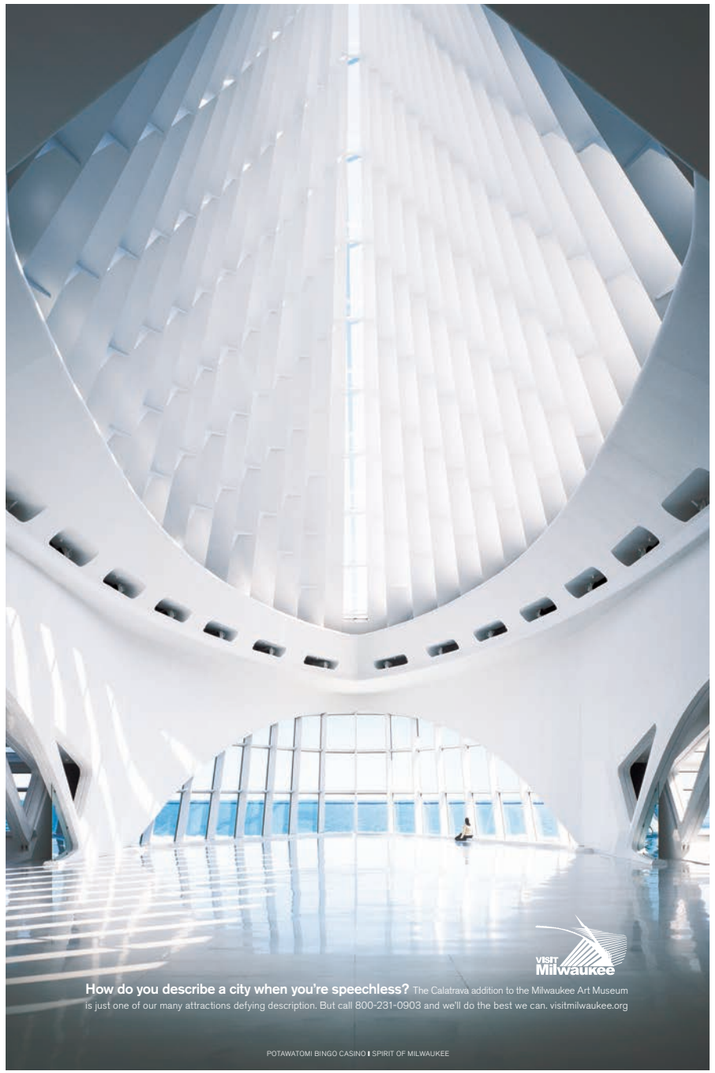
***City of Franklin***
9229 West Loomis Road
Franklin, WI 53132-9630

**Name Here**
Company Name
1234 Main Street
City, ST, 54321

CELEBRATE
Franklin
THINGS TO DO
FOOD & DRINKS
ENTERTAINMENT
PARKS & RECREATION
ABOUT
CONTACT
56°
THE SPACE TO BE FESTIVE
We are a community that enhances its quality of life for the benefit of all residents, businesses, and visitors.
Learn More About Franklin
FOOD & DRINKS
Residential Info
THE SPACE TO BE ACTIVE
We are a community that enhances its quality of life for the benefit of all residents, businesses, and visitors.
Learn More About Franklin
FOOD & DRINKS
THE SPACE TO BE FESTIVE
We are a community that enhances its quality of life for the benefit of all residents, businesses, and visitors.
Learn More About Franklin
THINGS TO DO

# Our Work

Our work gets people there.



# RFP RESPONSE

**DATE:** Wednesday, September 9, 2020

**TO:** Erin Ruth, AICP - Director of Planning & Development

**PROVIDED BY:** Sarah Hurley, Owner, Director of Client Marketing, at Weber Marketing

**SUBJECT**: Request for proposal response: Marketing and Brand Initiative

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**PROJECT SUMMARY**

Gather insights to craft a relevant brand framework that leads to highly effective brand identification and strategy to drive business attraction and retention for the Village of Cottage Grove (VCG/Client).

**ABOUT WEBER MARKETING**

Weber Marketing was established in May 2010 and is located in Cottage Grove, Wisconsin. The company employs one individual, the owner, Sarah Hurley.

Prior to Weber Marketing, Sarah served as an Account Executive (AE) at Hiebing, Madison's largest advertising and marketing agency. In the Account Executive role, the function is to work closely with the assigned client account in understanding the project needs, goals, product/service differentiation, budget and timelines and then relay the information through the agency in a way that sets each agency department/team member up for success. The Account Executive is positioned as the go-between working efficiently on project plans, translating detailed information to and from each side of the workflow (client and agency team) in order to meet project goals.

When Weber Marketing first launched, Sarah served in a similar role but relied on a virtual creative team rather than an internal one. Sarah has a close-knit relationship with a small group of independent marketing professionals she works with on an as-needed basis. This business model keeps costs down, accountability high and ideas fresh.

Over the last five years, in addition to playing this AE role, Sarah has also found a unique niche serving as a contract-based marketing director for clients. This has allowed her to go deeper in the behind-the-scenes operational efforts clients ultimately need to realize marketing success. An organization can buy the best-placed digital advertising campaign, but without the people, process and technology to understand and monitor that investment, a client will never realize a good ROI. This ability to identify operational gaps ahead of execution (or signing a large spend contract) is what sets Weber Marketing apart from other independent marketing consultants or marketing agencies. Sarah's experience, along with that of her team, collectively benefits her clients' roadmap to marketing success. Weber Marketing's goal is not to seek out the "quick" buck with cookie-cutter projects. Our goal is to set clients up for long-term success that provides results.

# RFP RESPONSE

**PROJECT TIMELINE** *(Approximate timeline with Board meeting/approval and buffer time included)*

| | |
|---|---|
| Vendor selection | 2020 |
| Work to begin | January 2021 |
| **Phase 1:** Meet and greet with team | Week 1 |
| Weber Marketing to follow up with meeting notes,<br>*(if necessary)* revised scope & estimate | Week 2 |
| Approval | Week 3 |
| Research strategy and plan provided to VCG for approval | Week 5 |
| Research - execution and assessment<br>Research conducted: Weeks 8-12<br>Final report: Week 14 | Week 6 - 14 |
| Insights - development of brand framework<br>Check-in / First round review: Week 17<br>Final presentation: Week 18 | Week of 16 - 18 |
| Feedback / Approval | Week 19 |
| Brand development - concept and approval<br>Check in / First round review: Week 22<br>Final presentation: Week 24 | Week of 20 - 24 |
| Feedback / Approval | Week of 25 |
| Delivery of Brand Standards Guide | Week of 26 |
| Marketing Plan - development of 12 month plan<br>Check in / first round review: Week 27<br>Final presentation: Week 28 | Week 26 - 28 |
| Feedback / Approval | Week of 28-30 |
| **Phase 2:** Template exploration and set up<br>*Will be done in conjunction with Phase 3* | TBD |
| **Phase 3:** Execution of marketing plan<br>Will be based on plan approval | TBD |

Approximate project duration: January 2021 - July 2021
+ Template exploration and set up: TBD based on approved solution (approx 4-6 weeks)
+ Execution of 12 month marketing plan: August 2021 - July 2022

# RFP RESPONSE

**PROJECT ESTIMATE**

**Phase 1:** $32,750 - $38,500: Marketing research, brand development, brand standards guide and marketing plan

**Phase 2:** $4,500 - $7,000: Evaluation and set up of marketing design software (e.g., Adobe Creative Suite) or platform (e.g., Canva) to be maintained by Village staff for marketing templates ( e.g., social media graphics, print ads, etc). To include up to 5 design templates.

**Phase 3:** $25,500 - $65,000: Marketing plan execution (TBD will be based on CGV approval and/or provided budget guidelines)*✦

*Does not include final media, digital consultation, event related location or food/beverage, and/or advertising cost
✦This portion is difficult to estimate at this point with no conversation and no research or brand to base ideation off of. *If the Village of Cottage Grove would like to stay within provided budget parameters, Weber Marketing will author a plan accordingly.*

All subcontracting work is billed through Weber Marketing.

Media, digital advertising, or other outside supplier expenses will have an estimate provided to the Village of Cottage Grove for approval. Fees can either replace other plan ideas or be added on in addition to. Such cost may be outside of the below billing cycle and will be determined by the approved outlet.

**Billing Cycle**

| **Phase Status** | **Amount Due** | **Due Due** |
|---|---|---|
| Phase 1 | 25% | December 15, 2020 |
| Phase 1 | 25% | February 15, 2021 |
| Phase 1 | 25% | April 15, 2021 |
| Phase 1 | Balance | June 15, 2021 |
| Phase 2 | 50% | August 15, 2021 |
| Phase 2 | Balance | September 15, 2021 |
| Phase 3 | Activity to-date based on approved plan | 15th of every month |

# RFP RESPONSE

## PROJECT GOALS AND OBJECTIVES

As described in the provided RFP, Weber Marketing, led by owner Sarah Hurley, would make the ideal fit as the qualified consulting firm to meet the project goals and objectives in that:

1. **Economic development:** Sarah Hurley and her husband are both small business owners in Cottage Grove and can speak with firsthand experience of owning and operating a business in a small, yet growing community such as Cottage Grove.

   Sarah is a current member of the Cottage Grove Chamber of Commerce and has been a highly active member over the last five years. She serves on the Board of Directors and is the Chairperson of the Marketing Committee. Sarah has a direct link to current business owners within Cottage Grove and has listened and learned from them on why they chose to open their doors in Cottage Grove.

   Using this information, in 2019 Sarah developed the ***Cottage Grove IS Open for Business*** initiative that worked to reach outside the Cottage Grove boundaries to encourage Southern Wisconsin businesses to look at Cottage Grove for relocation, business development and employment opportunities. Sarah brought attention to the Cottage Grove business community through partner projects and speaking engagements.

2. **Community identity:** A native to Cottage Grove, and currently living in Cottage Grove with her family, there's no better cheerleader for Cottage Grove than Sarah Hurley.

   As a member of the Cottage Grove Chamber, Sarah participated in the chamber's own branding effort to bring a professional, unified look to the chamber community's marketing and promotional activities. This included the design of the chamber logo and serving as project manager and creative director when working with outside graphic designers and other vendor partners on marketing-related initiatives.

   In addition to the ***Cottage Grove IS Open for Business*** initiative (detailed above), Sarah also developed and executed the ***Cottage Grove FIRST*** initiative that promotes buying local to residences and businesses. This initiative has since been used throughout the Cottage Grove Chamber to encourage members and their employees and families to think of a Cottage Grove business first, before looking elsewhere for their personal or business needs.

3. **Uniformity:** Sarah has 20 years of experience working as a marketing professional. She has helped clients in a variety of industries pinpoint their strategic message and then served as the liaison between clients and the creative and media personnel to successfully execute marketing projects.

   Using a disciplined approach, Sarah works directly with her clients to peel back the layers to discover the defining qualities, value statements and unique selling points that are used as the foundation for a focused message strategy that leads to a realistic marketing plan with top-level creative execution.

4. **Flexibility:** Sarah brings insights from both the advertising agency world and those gained working within marketing departments for large and small companies. She has broad experience working across product and service departments and with external vendor partners, using a mix of technology platforms, and a history of executing marketing projects with a consistent brand message.

   Weber Marketing has vast experience developing a brand hierarchy. In the case of the Village of Cottage Grove, the Village would be “the brand,” while departments and municipal functions within the Village would receive an adaptable template for their specific needs.

5. **Continuity:** Small businesses and organizations often request that all end products (e.g., design files) be delivered in a format that allows staff to be self-sufficient. With a variety of low-to-no cost options, this request is possible, but it will require discussion and research to determine if this is the right choice for the Village. This decision should ultimately be based on the skill level and comfort of the Village staff.

# RFP RESPONSE

**RESEARCH PROJECT ACTION STEPS**

The following are high-level action steps for initial conversational purposes. Greater detail will be provided at project kick-off.

**Step 1:** Background and scope
In our project kick-off meeting, VCG will provide basic information to start the conversation (e.g.,. "We want to know why businesses choose Cambridge to open their doors?" or “What are the selection criteria a business uses when selecting location?”) that Weber Marketing will use to form a research strategy and plan.

**Step 2:** Research
Much of this step will be determined by the answers and discussion in Step 1.

For discussion purposes, this will likely be a mix of a questionnaire administered through Survey Monkey along with focus groups. The audience would be:

- Current Cottage Grove businesses
- Community business owners as described in Step 1
- Target market (state-wide government agencies, commercial bankers, and commercial real estate agents, etc)

Weber Marketing will manage the development of the survey questions, manage the upload and analysis of Survey Monkey results, along with creating the discussion guide and conduct the focus group interviews.

**Step 3:** Report
Weber Marketing will provide a topline report recapping the findings and recommendations.

# RFP RESPONSE

**BRAND FRAMEWORK ACTION STEPS:**

**Step 1:** Review of surrounding community branding along with conducting insight interviews with core team members to build the starting point of Village brand framework.

**Step 2:** Development of brand framework that includes brand promise statement options, core values, benefits, and other key elements.

**Step 3:** Design and development of up to 3 logo and tagline options.

**Step 4:** Use selected logo to complete 2 branded items (i.e. social media graphic, 1 slide for powerpoint template) to show in use and discuss other use case scenarios.

**Step 5.** Finalize type, color palettes, etc.

**Step 6.** Finalize brand standards guide.

# RFP RESPONSE

**DEVELOPMENT OF MARKETING PLAN ACTION STEPS:**

**Step 1:** Utilizing topline report from preliminary research, along with notes from the kickoff meeting, and approved budget number, Weber Marketing would author a draft marketing plan that would be based on:

- Target market
- Realistic execution goals
- Out-of-the box ideas to elevate the awareness of the Cottage Grove business community and call out key reasons to do business here
- Recognition of the need for Village staff to be self sufficient in execution, maintenance and ongoing management

While specifics for the marketing plan will come as the project proceeds, the following initiatives are likely to be included:

- Digital strategy and plan
  - SEO audit and update
  - Robust digital retargeting advertising
  - Increase in social media presence and content designed to engage target audience
  - Content development (copy and video) to be used on the Village website, email marketing and social media

- Account Based Marketing (ABM) strategy that hyper focuses on key contacts within target audience

- Public relations strategy and plan to heighten the professionalism of the Village staff, their work and vision while highlighting why doing business in Cottage Grove is worth a look

- Outreach marketing that focuses on collaborating with like-minded or organizations focused on shared target audience in collaboration activities (hosted roundtable events, webinars, co-op advertising, etc)

**Step 2:** Present plan and collect feedback from VCG staff

**Step 3:** Provide updated plan with feedback incorporated; included will be marketing calendar and cost estimate per initiative

# RFP RESPONSE

**EXECUTION OF MARKETING PLAN ACTION STEPS:**

**Step 1:** A project plan along with a detailed timeline will be provided two weeks following the approved marketing plan.

**Step 2:** Weber Marketing to manage the execution including project kick-off meetings, team check-in meetings and necessary approvals. It is up to the VCG to bring attention to necessary stakeholder approvals that may be required. VCG will also manage the internal process to seek such approvals.

**Step 3:** Tracking of campaign success will be established based on the approved plan. Weber Marketing works in close coordination with outside vendor partners to ensure tracking metrics are set up and visible to all parties involved.

**TEMPLATE CREATION ACTION STEPS:**

**Step 1:** Assess VCG preference, current in-house software and/or platforms in use for marketing design and future needs.

**Step 2:** Research options (e.g., Adobe Creative Suite, Canva, etc) and provide VCG with a list of top 3 options with pro and con list and recommendation.

**Step 3:** VCG to purchase and conduct installation of approved software or platform or combination of (including necessary training for VCG users)

**Step 4:** Create templates for up to 5 marketing project needs; recommended:

- Business card
- Powerpoint template (master slide, introduction slide and 1 interior slide)
- Letterhead
- 1 department (Parks & Recreation) usage
- VCG social media awareness graphic

# RFP RESPONSE

## REFERENCES

John Loeffler
Bank of Sun Prairie
SVP, Director of Retail Banking
Phone: (608) 467-1788 | Email: John.Loeffler@bankofsunprairie.com
Purpose: Served as contract marketing director for 15 months

Amy Bauer
President of the Cottage Grove Chamber of Commerce
Phone (608) 443-1990 | Email: abauer@mononabank.com
Purpose: Provide consultation and project management for marketing related efforts

Mike Kerr
Former Executive Director of Wisconsin Technology Initiative (WTI)
Phone: 608.345.4844 | Email: mikerr1313@gmail.com
Purpose: Served as Community Manager for this nine year project on behalf of John and Tashia Morgridge. WTI ended in June of 2019. In my role I worked with our Executive Director to bring over 200 Wisconsin school districts together to focus on planning for and implementing technology for their district and classrooms. A large portion of my role was coordinating our bi-annual, 2-day technology conference.

## WORK SAMPLES

A digital portfolio can be seen at:

Brand identity:

- Portfolio of my Creative Director and Graphic Designer: https://lucky-creative.com/portfolio/
- Weber Marketing: https://www.webermkt.com/brand-identity

Integrated campaigns:

- Weber Marketing: https://www.webermkt.com/campaigns

# RFP RESPONSE

**The Team**

*Lead Contact* | *Strategy* | *Project Manager*: Sarah Hurley, Owner of Weber Marketing

Website: WeberMKT.com
LinkedIn: linkedin.com/in/webermkt/

Sarah is the owner of Weber Marketing where she brings 20 years of agency, client-side and experience as a small business owner to every project. She takes a disciplined approach with client projects and understands the power of good communication and good listening. You'll find she puts a lot of emphasis on setting her clients, creative team members and other partner relationships up for success.

Her unique style pulls out the "ah-ha" moments that lead to pivotal moments in the creative development process. She enjoys going behind the scenes of marketing operations to ensure client success goes beyond a single project outcome.

*Creative Director* | *Design*: Clint Prescott

Website: https://lucky-creative.com/
LinkedIn: https://www.linkedin.com/in/clint-prescott-5bb6934/

*Writer:* Vicky Franchino

Website/blog: https://caffeineclarity.com/
LinkedIn: https://www.linkedin.com/in/vicky-franchino-4710398/

*Research consultant, digital strategist and other team member contact information will be provided up approval of this proposal.*

# RFP RESPONSE

**Assumptions and Expectations**

- Weber Marketing will review this proposal including (but not limited to) the details of project summary, timeline, budget and action steps following the proposed meet and greet with both teams: January 2021. If necessary, Weber Marketing will re-submit this statement of work with edits, corrections, additions based on project needs.
- Unknown at this time (9/9/2020) is the process for project approval with VCG, necessary Board meeting dates where project status or outputs may need to be presented and/or approvals necessary that may impact this project and timeline. It is the responsibility of VCG to bring any necessary information to the attention of Weber Marketing as of the meet and greet date in January 2020.
- Cost not included: Tax, printing, postage, Survey Monkey fees, media, SEO or digital consultation/updates, digital advertising, mileage, overnight / out of town accommodations, licensing or fees for stock photos or illustrations for long term use beyond one time usage, fees related to focus group efforts.
- Estimate provided for the marketing plan execution will be reevaluated and a revised estimate will be provided for approval by the Village of Cottage Grove. If the Village of Cottage Grove would like to stay within the provided estimate, Weber Marketing will author a plan accordingly.
- Deliverable and timelines provided based on reasonable availability and approval received from appropriate Village of Cottage Grove team member(s): Should delays occur outside the control of Weber Marketing, all deliverables and timelines are subject to change.
- Estimated cost and timelines are for the intended purpose of working with the Village of Cottage Grove directly. Should the desire to partner with the Township, Cottage Grove Chamber of Commerce or other Cottage Grove group, this estimate and timeline are subject to change.
- Weber Marketing will provide ongoing status updates, along with budget updates; Weber Marketing recommends holding 15 to 30 minute weekly project check in meetings with appropriate stakeholders in addition to email and status report updates.
- 25% of the cost estimate is due as of December 15, 2020 for work to begin January 2021. Weber Marketing will send an invoice per the billing cycle (page 3); Payment is due NET 15 days.
- If this project is canceled at any time, Village of Cottage Grove will pay for all billable time to-date and all incremental expenses.
- All projects are highly confidential. Weber Marketing will not disclose information without verbal or written authorization to anyone other than those associated with Village of Cottage Grove unless otherwise directed.
- All information contained within the statement of work from Weber Marketing is considered confidential and proprietary information from Weber Marketing and should not be distributed or shared with any other party without the express written consent of Weber Marketing.

# RFP RESPONSE

**Village of Cottage Grove**

Printed Name: _____

Title: _____

Date: _____

Signature: _____

**Weber Marketing, LLC**

Printed Name: _____

Title: _____

Date: _____

Signature: _____

**VILLAGE OF COTTAGE GROVE**
*221 E. Cottage Grove Road Cottage Grove, WI 53527*

September 10, 2020

Dear Community Development Authority Member:

The Village of Cottage Grove Board of Trustees recently authorized Village President John Williams to form a Housing Task Force to study housing issues in the community. Affordability, variety, and accommodating the needs of current and future residents and businesses will be among the issues studied.

Affordability in particular presents a growing problem in Dane County. The Dane County Housing Task Force produced a video on the topic that provides a good introduction: video link

The Village is seeking interested people from a variety of backgrounds to represent the varied needs of residents and businesses in Cottage Grove. We are reaching out to you in hope that either you, or someone from your organization, will choose to participate. We expect the workload to be one meeting per month for approximately one year. During that time the task force will work to create a document presenting findings and suggestions that can be used by Village Staff, the Plan Commission, the Community Development Authority, and the Village Board for future decision making, and to educate the community about this important issue.

If you are interested in participating, or if you would like to learn more, please contact Village President John Williams (jwilliams@village.cottage-grove.wi.us).

Thank you for your consideration.

Sincerely,

Erin Ruth, AICP
Director of Planning & Development

**Village of Cottage Grove Board**
**Application for Appointment to Village Commissions/Committees**

If you are interested in serving the community as a committee member, please complete this application form and return it by email to the village clerk: lkalata@village.cottage-grove.wi.us or you can mail it to Village Hall, c/o Lisa Kalata, 221 E. Cottage Grove Road, Cottage Grove, WI 53527. Committee applications are kept on file and reviewed as necessary to fill vacancies. For more information about committees, please refer to our website: www.village.cottage-grove.wi.us. If you have additional questions, please contact Village hall at (608) 839-4704, or Lisa Kalata at lkalata@village.cottage-grove.wi.us. Thank you for your interest!

| | | |
|---|---|---|
| Name: | | |
| Street Address: | | |
| City: | State: | Zip Code: |
| Phone #: | Email: | |

| Choose a Committee(s) | |
|---|---|
| __ Ad Hoc Architectural Review Committee | __ Parks, Recreation & Forestry Committee |
| __ Ad Hoc Glacial Drumlin Bike Path Committee | __ Peer Court Steering Committee |
| __ Board of Review | __ Plan Commission |
| __ Community Development Authority | __ Police Commission |
| __ Emergency Government Committee | __ Public Relations Committee |
| __ Finance and Personnel Committee | __ Public Works & Properties Committee |
| __ Flynn Hall Committee | __ Sustainability Committee |
| __ Housing Task Force | __ Tourism Commission |
| __ Law Enforcement Committee | __ Utility Commission |
| __ Library Planning Committee | __ Zoning Board of Appeals |
| __ Ordinance Review Committee | ___ Other (please specify): _____ |

| |
|---|
| Background (related experiences, skills or qualifications): |

| |
|---|
| Why you are interested in this committee(s): |