

**ADOPTION: RESOLUTION NO. 2021-16 (BRANDING CONSULTANT AGREEMENT)**

RESOLUTION NO. 2021-16

A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE TOWNSHIP OF WEST DEER, COUNTY OF ALLEGHENY, COMMONWEALTH OF PENNSYLVANIA, APPROVING AND AUTHORIZING THE EXECUTION OF A BRANDING CONSULTANT AGREEMENT WITH \_\_\_\_\_.

THE TOWNSHIP ADVERTISED FOR THESE SERVICES IN THE NEWSPAPER AND ON THE TOWNSHIP WEBSITE. IN ADDITION, THE TOWNSHIP MANAGER REACHED OUT TO SEVERAL FIRMS IN AN EFFORT TO GENERATE INTEREST.

FOUR FIRMS SUBMITTED PROPOSALS:

DORSEY DESIGN/CYNTHIA CAVENDISH-CAREY	\$8,000-\$11,000
MAGNUM INTEGRATED MARKETING	\$23,500
AVANT MARKETING	\$30,000
THE IMPACT GROUP	\$53,000

THE PROPOSALS AND A COPY OF THE RESOLUTION ARE ATTACHED.

MR. KARPUZI AND MR. FORBES...

WHAT ACTION DOES THE BOARD WISH TO TAKE.

I MOVE TO ADOPT RESOLUTION 2021-16 APPROVING AND AUTHORIZING THE EXECUTION OF A BRANDING CONSULTANT AGREEMENT WITH \_\_\_\_\_.

MOTION SECOND AYES NAYES

MRS. JORDAN	___	___	___	___
DR. MANN	___	___	___	___
MR. FORBES	___	___	___	___
MRS. HOLLIBAUGH	___	___	___	___
MR. KARPUZI	___	___	___	___

**DORSEY DESIGN/  
CYNTHIA CAVENDISH-  
CAREY**

# BRAND IDENTITY PROPOSAL

Prepared for West Deer Township

May 10, 2021



and

Cynthia Cavendish-Carey

Daniel J. Mator  
Township Manager, Township Treasurer  
West Deer Township  
109 East Union Road  
Cheswick, PA 15024

Dear Mr. Mator,

Thank you for taking the time last week to discuss your thoughts on updating and improving the brand strategy and identity for West Deer Township. We appreciate the opportunity to submit this proposal and look forward to the chance to work with you and your team.

Logo design is a key element in the overall branding strategy of any organization. The goal of this project is to create a logo and a brand identity strategy that will support growth in the township and create recognition across all platforms.

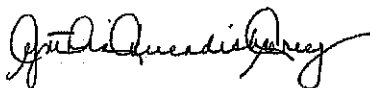
We will work with you to create a logo representative of your brand, bringing a positive face to West Deer Township's presence. The logo will be the door to all of your interactions. This will help you connect with prospective builders and residents to communicate your brand effectively.

Since building a brand identity is just the first step toward creating a sustainable brand, our deliverables will also include a current and forward-looking strategy for launching and leveraging the brand identity for West Deer Township. Our strategy will be aimed at attracting and retaining your desired audiences.

As a team, we first worked together years ago in a corporate environment and found a common passion for great marketing strategies and effective design and writing implementations. We have sought opportunities for teamwork over the past 30 years and have found success in our partnerships for our clients.

We will propose our thoughts on updating your brand on the next few pages. And we will be happy to address any questions you may have whenever you wish.

Best,



Cynthia Cavendish-Carey



Sam Dorsey, Dorsey Design

## OBJECTIVE

West Deer Township seeks to update the brand image for the municipality, leveraging strengths and attributes that will appeal to and attract high-end builders as well as upper income residents and their associated realtors. Additionally, West Deer Township also desires to launch and leverage the new brand for sustainability and to optimize visibility and credibility with these target markets.

## ABOUT WEST DEER TOWNSHIP

Located in the north hills section of Allegheny County, Pennsylvania, West Deer Township is the third largest municipality. The population of nearly 12,000 is comprised of predominantly white, married and never married adults, roughly half female (50.7%) and male (49.3%). There are nearly 4,800 households and over 5,100 housing units. Median age is approximately 45 years old and median household income is just over \$46,000 per year. There is room and opportunity to grow the population in a strategic way.

The goal of the new brand identity aims to attract young families and adults (e.g., especially Millennials and Nexters) in the upper income echelons who can afford higher end housing. Understanding these generational groups and what influences them is of paramount importance to the program and the associated visuals and materials that are developed and leveraged via appropriate channels.

Prospective residents consider varied and deep criteria when choosing where to live, including accessibility to work places and entertainment venues, quality schools and parks and recreation amenities, among other factors. This is perhaps the most important decision younger adults can make. Other criteria that our target audience considers are housing affordability and value, taxation rates, social and public works, among many other services. West Deer Township competes for this market with a variety of neighborhoods and municipalities in the vicinity. Therefore, taking such competitive factors into account and emphasizing the positioning and differentiation of this area will highlight the advantages of living and raising a family in West Deer Township.

We believe that your municipality has a great and highly differentiated story to tell! Our strategy and deliverables will include a comprehensive view of these factors in order to fully address West Deer Township's goals with efficacy.

# SCOPE OF WORK AND DELIVERABLES

## **The Logo Design Process**

Your logo is a key pillar of your township's identity, and the process through which it is created and refined is important to your long-term success. We take a collaborative approach that keeps you involved at every stage.

## **Expectations**

- **Understanding Your Needs:** We believe that your logo should communicate both who and what the township is. It should speak to your audience on a subconscious level and make an immediate positive impression upon them.
- **Concept:** We discuss your vision for your company logo with you. By working with you to gain insights up front, we'll be able to develop a handful of options that exceed your expectations.
- **Review & Revise:** We'll present you with a few options that we've created based on the information you've given us. You'll have the opportunity to review each of them and provide feedback for revisions.
- **Delivery:** Once we've crafted a logo design that meets all of our expectations, we'll provide you with all of the digital files you'll need to put the logo to use on your web presence, business materials, signage, marketing and promotional materials, and other needs.
- **Graphic Standards:** A brand is only as good as the consistency with which it is used. We will develop a concise brand identity manual that the entire team at West Deer Township will use to guide them. Additionally, we will be happy to assist with a training session to familiarize your team regarding usage.

## **Deliverables – Logo and Brand Identity Materials**

We will deliver design and strategy; our proposal does not include estimates for the production of signage, business materials, promotional items, etc. We will be delivering:

- Logo artwork, produced as vector artwork for all uses, and delivered in formats such as EPS, JPEG, PNG, etc.
- Artwork for business materials such as letterhead, business cards, possibly a pocket folder.
- Artwork for promotional email and for printed postcard for direct mail.
- Press release to announce new brand.
- Artwork for signage at key entrances.
- Brand identity manual to guide on the correct use of logo/brand.

## **Deliverables – High-Level Strategic Business and Marketing Plan**

- Strategic plan for brand relaunch/rollout to key audiences.
- Goals and objectives mapped to measures for success.
- Positioning and differentiation for competitive advantages.
- Target audiences mapped to delivery channels and vehicles.
- Key messages and elevator pitch (i.e., sales/marketing talking points).
- Key milestones and delivery timeline; issues and challenges; program refinement recommendations.

# TIMELINE FOR DELIVERABLES

Depending upon West Deer Township's decision-making process and any requested changes, we estimate that the project could be completed in approximately four months from the acceptance of this proposal.

We are experienced professionals and are sensitive to a client's timeline needs, and will do whatever we can to keep a project on task, even if it means gently nudging the client for approvals, input, etc.

We are confident in our abilities and responsiveness to hit agreed-upon deadlines comfortably.

## COST ESTIMATES

### Strategy

Includes research, writing strategy document, presentation, refinement, and partnership with design process. Also includes editorial work for initial materials (fast fact sheet, press release, etc.)

Estimate: \$1,500 to \$3,000

### Design

Includes research, design strategy, development of design concepts, color palette, presentation of concepts for logo design, refinement, and final artwork. Logo art to be delivered in formats required, such as vector artwork, PDF, JPEG and PNG.

Implementation of new brand includes artwork for letterhead, business cards, and pocket folder.

Includes artwork for promotional email and direct mail postcard.

Includes artwork for signage at key spots in the township.

Also includes a brand identity guide, a straight-forward document that will help township team to adhere to the identity standards, thus strengthening the brand.

Estimate: \$6,500 to \$8,000

[These cost estimates do not include production costs of materials, such as printing costs or sign-making costs or postage for direct mail postcard.]

Cost estimates are based upon typical timelines for all stages of this type of project. Our team will keep close track of time and advise of any overages that would result in adjustments of our pricing.

Invoicing will occur at the end of each month, net 15 days.

# BENEFITS OF WORKING WITH DORSEY DESIGN AND CYNTHIA CAVENDISH-CAREY

Here are a few key reasons why West Deer Township would benefit from hiring us:

- We keep you involved at every step of the process. This improves results and makes the entire re-branding project progress faster.
- Your logo will be more than a flashy graphic – it will be a powerful, visual manifestation of your brand's identity.
- We will communicate with you in a prompt, professional manner throughout the project.

## Seasoned Professionals

West Deer Township will benefit from decades of strong marketing experience. Sam and Cynthia have a history of successful partnership and teamwork. We both have an understanding of the market in the Pittsburgh and Allegheny County area, so we can offer insights that come from being local in knowledge but wider thinking when it comes to marketing strategies. We offer attention to detail, thorough research to pinpoint key selling and differentiation points that should be touted. Our ability to think long-term will give West Deer Township a solid foundation that can be built upon. Also, we pride ourselves on offering high-end service at an affordable price.

Please be sure to see our bios included on the next pages for information on work processes, clients, and marketing strengths. And, if you would like to see some samples of work from Dorsey Design, please go to **[dorsey-design.com](http://dorsey-design.com)**.

## CONCLUSION

We are confident that this team of professionals can deliver work products that exceed West Deer Township's expectations. The consulting and design services outlined in this proposal will elevate West Deer Township's brand image, ultimately resulting in an ability to attract and retain higher-end audiences. Our team's expertise and commitment will translate into a successful strategy and product that will differentiate your municipality from surrounding communities.



## THE FACTS

Dorsey Design is an independent, woman-owned marketing firm, teaming with clients to provide design and printing services for marketing communications. Dorsey Design has been successfully creating effective design solutions for over twenty-five years, working with long-term clients such as PNC Bank, Jefferson Regional Foundation, Federated Investors (now Federated Hermes), Cranberry Business Park, Holy Family Institute, First National Bank, Jefferson Hospital, West Allegheny School District, and First Commonwealth Bank.

Dorsey Design has built its success on three areas of strength: Creative Talent, Marketing Expertise and Outstanding Service.

**Creative Talent** is the obvious skill when partnering with a marketing firm. Approaching each project with a strong eye for clean communications and eye-catching visual skills, Dorsey Design is foremost a design studio. Dorsey Design provides successful design strategies: creative solutions that are appropriate to meet the goal on multiple levels of audience, budget and deadlines. President Sam Dorsey held the position of Art Director for a large, in-house department at Federated Investors for many years and has made a career of thinking visually. She holds a B.A. in fine arts, with a degree in painting and sculpture.

**Marketing Expertise** is needed to interpret the design challenge and provide the most effective solution. Dorsey Design provides business comprehension along with visual skills to the client relationship. With an M.B.A. from the University of Pittsburgh Katz Graduate School of Business, Ms. Dorsey brings a unique skill set of both art and business.

For printed materials, Dorsey Design is highly experienced in the production of marketing communications, knowing what it takes to design projects that are cost-effective, and working with printers to ensure that art moves through the production process efficiently. Acting as a print broker for her clients, Ms. Dorsey offers them the best of the printing industry.

**Outstanding Service** comes from understanding the challenges clients face, of serving multiple masters, both internal and external. The client's need to smooth out irregular work flow and coordinate various resources are the focus of the services provided by Dorsey Design. Sam Dorsey collaborates with the client as if part of the in-house team. During her career as a freelance designer, she has built long-term relationships, often across job and organizational changes. Always on-time, always with confidence, Dorsey Design services each project as if it is the sole project.

Please contact Sam Dorsey at **412-881-0803** or **sam@dorsey-design.com** for more information. Work samples can be viewed at **dorsey-design.com**.

Collaborating to  
provide

- Talent
- Expertise
- Service in  
the arena of  
marketing  
communications.

# CYNTHIA CAVENDISH-CAREY

A seasoned business and strategic communication professional, Cynthia Cavendish-Carey specializes in marketing strategy, brand building, reputation management and crisis preparedness. She has a proven track record for creating highly differentiated brands for global, national and regional clients, helping them to build powerful brands to effectively navigate and manage business and competitive challenges that positively impact the bottom line. Cynthia possesses broad experience with developing unified strategic marketing plans and communication tools as well as scenario-based crisis readiness plans and tests, including tabletop exercises and war games designed to protect brands and facilitate preparedness to weather disasters of any type or level.

Cynthia has held senior strategic marketing positions with BNY Mellon/Standish Asset Management, FHLBank Pittsburgh, SEI Investments, Federated Investors and the BISYS Group, Inc. She has worked with many well-recognized financial services companies and a broad range of organizations across other sectors, including Eco Product Group, All-Clad, Snyder's Snack Company, Disruptive Robotics, Blue Belt Technologies, and many more. Her experience has also been brought to bear for non-profit organizations such as the Leadership Pittsburgh, Kelly-Strayhorn Theatre, the Women and Girls Foundation, and Strong Women, Strong Girls.

Throughout her career, Cynthia's expertise has been based upon a deep experience in analyzing her clients' competitive landscapes and using this information and research to craft differentiated positions for their markets and businesses. Her skills as a communications and marketing professional cover all traditional avenues and new media, including: public, media and community relations; product and service launches; sales and service strategies, training and support; editorial capabilities; advertising and promotions; literature and materials development; conference and event planning; internal and external communications programs; website development and social media.

A member of the Local Emergency Planning Committee and Region 13, Cynthia works closely with many municipal and government officials, emergency management professionals and law enforcement. She has served on a number of boards and is currently serving on a PowerLink board for a U.S. national marketing firm. Other board seats have included the American Marketing Association Pittsburgh Chapter, Leadership Pittsburgh and Strong Women Strong Girls, among others. A graduate of The Pennsylvania State University, an avid reader and gardener, Cynthia is at home in the City of Pittsburgh.

**Request for Proposals (RFP) for West Deer Township**

**Dorsey Design**

**and**

**Cynthia Cavendish-Carey**

**May 10, 2021**

**Please see attachment entitled Proposal for West Deer Township.pdf  
for detailed information**

**Exhibit A –**

**Dorsey Design and Cynthia Cavendish-Carey**

1. What is your experience in the development of business and marketing plans?

**Seasoned Professionals**

West Deer Township will benefit from decades of strong marketing experience. Sam Dorsey and Cynthia Cavendish-Carey have a history of successful partnership and teamwork. We both have an understanding of the market in the Pittsburgh and Allegheny County area, so we can offer insights that come from being local in knowledge but wider thinking when it comes to marketing strategies. We offer attention to detail, thorough research to pinpoint key selling and differentiation points that should be touted. Our ability to think long-term will give West Deer Township a solid foundation that can be built upon. Also, we pride ourselves on offering high-end service at an affordable price.

2. What is your philosophy in the creation of artwork to support such plans?

**Talent, Expertise and Service**

Sam Dorsey of Dorsey Design has been creating successful artwork, supporting strategic communications plans for her entire career. Dorsey Design has built its success on three areas of strength: Creative Talent, Marketing Expertise and Outstanding Service.

**Creative Talent** is the obvious skill when partnering with a marketing firm. Approaching each project with a strong eye for clean communications and eye-catching visual skills, Dorsey Design is foremost a design studio. Dorsey Design provides successful design strategies: creative solutions that are appropriate to meet the goal on multiple levels of audience, budget and deadlines. Sam Dorsey held the position of Art Director for a large, in-house department at Federated Investors for many years and has made a career of thinking visually. She holds a B.A. in fine arts, with a degree in painting and sculpture.

**Marketing Expertise** is needed to interpret the design challenge and provide the most effective solution. Dorsey Design provides business comprehension along with visual skills to the client relationship. With an M.B.A. from the University of Pittsburgh Katz Graduate School of Business, Ms. Dorsey brings a unique skill set of both art and business.

For printed materials, Dorsey Design is highly experienced in the production of marketing communications, knowing what it takes to design projects that are cost-effective, and working with printers to ensure that

art moves through the production process efficiently. Acting as a print broker for her clients, Ms. Dorsey offers them the best of the printing industry.

**Outstanding Service** comes from understanding the challenges clients face, of serving multiple masters, both internal and external. The client's need to smooth out irregular work flow and coordinate various resources are the focus of the services provided by Dorsey Design. Sam Dorsey collaborates with the client as if part of the in-house team. During her career as a freelance designer, she has built long-term relationships, often across job and organizational changes. Always on-time, always with confidence, Dorsey Design services each project as if it is the sole project.

**Strategic Experience and Expertise** derived from decades of experience that has delivered significant growth, brand recognition and visibility to a number of worldwide organizations. With an understanding of the client, the market and competitors, customized solutions and opportunities are identified with clear objectives and approaches to leverage them.

Here are a few key reasons why West Deer Township would benefit from hiring us:

- We keep you involved at every step of the process. This improves results and makes the entire re-branding project progress faster.
- Your logo will be more than a flashy graphic – it will be a powerful, visual manifestation of your brand's identity.
- We will communicate with you in a prompt, professional manner throughout the project.

3. Do you have any experience providing similar services to municipal and/or governmental entities?

**Flexibility and Experience**

While we have not provided these specifically similar services to municipal and/or government entities, our team has worked closely with such entities in other regards.

A member of the Local Emergency Planning Committee and Region 13, Cynthia works closely with many municipal and government officials, emergency management professionals and law enforcement.

Sam has worked with a variety of organizations, from non-profits to large corporate clients, from small businesses to those with social concerns. Her broad experience has allowed her to flexibly move from one organization to another.

4. Provide the name and title of everyone who would be providing professional services to the Township – including the firm’s advisors and subcontractors – along with a description of the responsibilities of everyone performing work and information about their qualifications.

**Expertise and Commitment**

Both Sam Dorsey and Cynthia Cavendish-Carey are confident that we have the expertise needed to deliver work products that exceed West Deer Township’s expectations. Our bios are included in the attached PDF document, “Proposal for West Deer Township.”

5. Provide a detailed description of proposed fees and costs. These should be clearly broken down, and shall include **all direct and indirect fees.**

**Cost Estimates**

**Strategy**

Includes research, writing strategy document, presentation, refinement, and partnership with design process. Also includes editorial work for initial materials (fast fact sheet, press release, etc.)

Estimate: \$1,500 to \$3,000

**Design**

Includes research, design strategy, development of design concepts, color palette, presentation of concepts for logo design, refinement, and final artwork. Logo art to be delivered in formats required, such as vector artwork, PDF, JPEG and PNG.

Implementation of new brand includes artwork for letterhead, business cards, and pocket folder. Includes artwork for promotional email and direct mail postcard.

Includes artwork for signage at key spots in the township.

Also includes a brand identity guide, a straight-forward document that will help township team to adhere to the identity standards, thus strengthening the brand.

Estimate: \$6,500 to \$8,000

[These cost estimates do not include production costs of materials, such as printing costs or sign-making costs or postage for direct mail postcard.]

Cost estimates are based upon typical timelines for all stages of this type of project.

Our team will keep close track of time and advise of any overages that would result in adjustments of our pricing.

Invoicing will occur at the end of each month, net 15 days.

6. Provide a list of at least five references and their contact information of clients for whom you provide services like those being requested in this RFP.

**Tracey McConnell Buckley**, St. Louise de Marillac Parish and Federated Investors, tbuckley@stlouisedemarillac.org, 412.833.1010 (for Sam Dorsey)

**Michelle Ausefski**, Federated Hermes, MAusefski@federatedinv.com, 412.288.4433 (for Sam Dorsey)

**Larry Wasserman**, PNC, Senior Vice President, Director of Research, lawrence.wasserman@pnc.com, 862.505.4730 (for Sam Dorsey)

**Aradhna Oliphant**, President & Chief Executive Officer, Leadership Pittsburgh, Inc., 650 Smithfield Street, Suite 1110, Pittsburgh, PA 15222, aradhna@lpinc.org, 412.392.4517 (for Cynthia Cavendish-Carey)

**Bernadette Eyler Smith**, CFP, Director of Portfolio Management, 4Rivers Wealth Management, Foster Plaza 5, 651 Holiday Drive, Suite 540, Pittsburgh, PA 15220, bsmith@4riverswm.com, 412.474.2000 (for Cynthia Cavendish-Carey)

7. Answer the following questions pertaining to any individuals who will be providing services under the proposed contract.

1. Are any of them current or former officials or employees of West Deer Township? **NO**
2. Are any a registered federal or state lobbyist? **NO**
3. Have any contributed in the past two years to a municipal official or candidate for office at West Deer Township? **NO**
4. Do any have a direct financial, commercial, or business relationship with any official or employee of West Deer Township? **NO**
5. Disclose any gifts given by you or an "affiliated entity" to an official or employee of the municipality. **NONE**
6. List any additional potential or actual conflicts of interest that may exist relative to contracting of services with West Deer Township.

**Cynthia Cavendish-Carey is the sister of Daniel Mator. However, this would in no way impair the ability to be objective or to provide the highest quality services to West Deer Township. In fact, a significant reduction in professional costs would be realized as a result of Ms. Cavendish-Carey's working with the Township on this project.**

# **MAGNUM INTEGRATED MARKETING**





**magnum**<sup>TM</sup>  
INTEGRATED MARKETING

West Deer Township

REQUEST FOR PROPOSAL  
Brand Identity Consultant



# About Magnum

## History

### THE AGENCY

Magnum has been the most comprehensive and effective strategic marketing partner across a wide range of industries for the past 14 years. Our expertise spans all marketing disciplines - from advertising and design to digital development and social media management. Magnum is structured to provide integrated marketing solutions for every initiative and marketing channel to achieve substantial brand awareness.

## Company Profile

### THE TEAM

Magnum's team consists of 25 experienced marketing experts. Magnum is made up of designers, art directors, brand strategists, digital developers, social media managers and writers who are great strategic thinkers. Magnum's superior account services team is detail oriented, organized and efficient. Magnum uses the latest technology to keep our clients up-to-date and on deadline.

## Principal

Frank Palmieri, CEO  
609-670-4009  
[fpalmieri@magnummark.com](mailto:fpalmieri@magnummark.com)  
931 Haddon Ave, Collingswood, NJ 08108

## Services Offered

### STRATEGY & BRANDING

- Brand Positioning
- Identity Development
- Style Guides
- Collateral
- Marketing Strategy

### ADVERTISING & DESIGN

- Creative Direction
- Design
- Copywriting
- Direct Mail
- Radio & TV
- Out-of-Home

### DIGITAL MARKETING

- Digital Advertising
- Paid Search
- Social Media Management
- Email Marketing
- SEO

### DIGITAL DEVELOPMENT

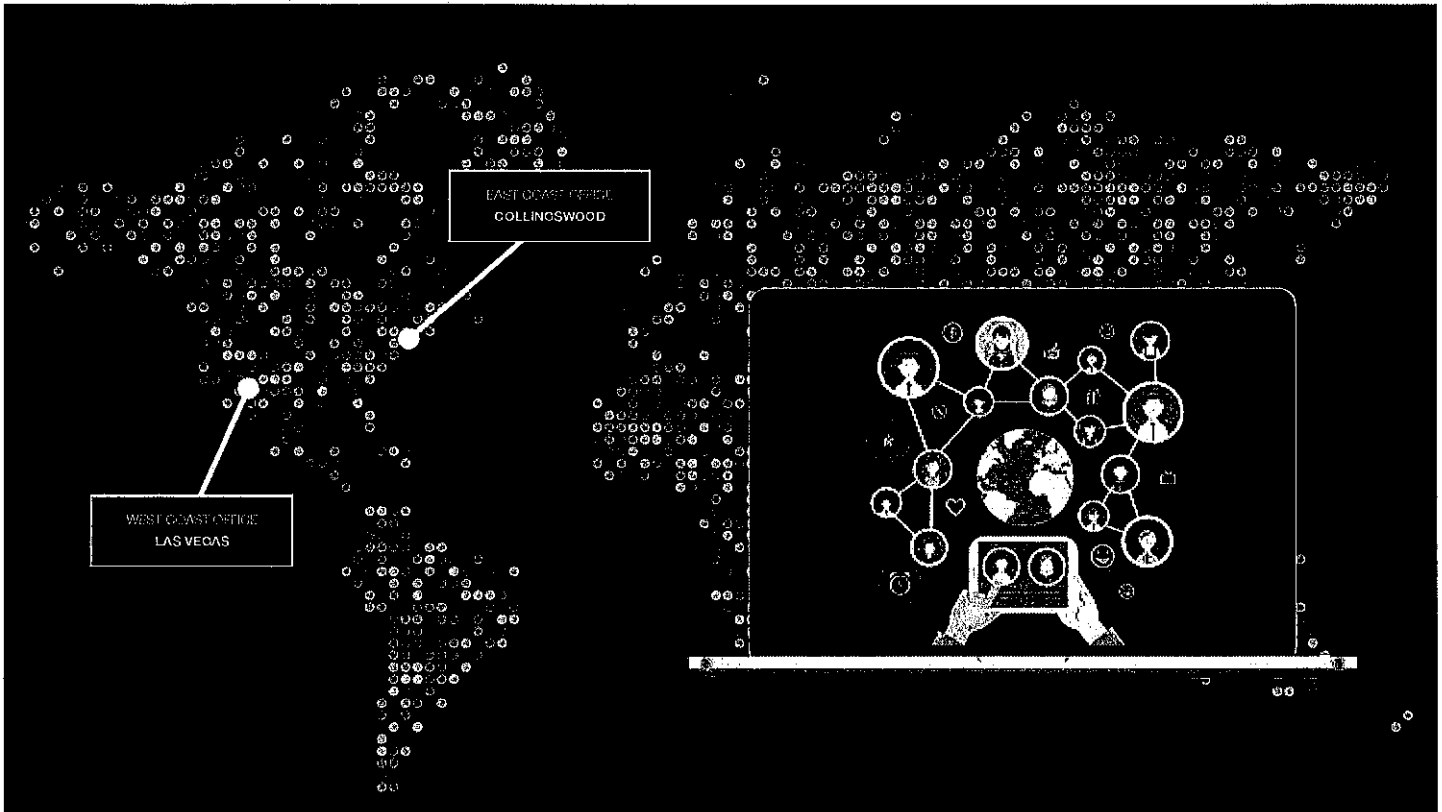
- Website Design & Development
- Mobile Applications
- Content Development
- Cloud Hosting
- Security & Compliance
- Support & Maintenance



# About Magnum

## Locations

Magnum works with clients across the country. We use a cloud-based server to store and organize our clients assets. Client files are 100% secure and easily accessible from any device.





# Key Team Members



## Project Manager

### PAULA MAUK

Paula has worked in the advertising industry for more than 20 years. She has enthusiastically engrossed herself in the gaming/hospitality industries, providing comprehensive and efficient account service to several properties leading to successful rebranding and relaunch ventures as well as day-to-day operations. Paula works closely with all her accounts, effectively maintaining robust timelines and providing strategic input with every project.

**Project & Clients:** School District of Philadelphia, Vineland School District, Upper Darby School District, Temple University City of Vineland, Casino Redevelopment Authority of Atlantic City, Wildwood Board of Tourism, Voorhees Township, Mount Airy Resort & Casino



## Brand Strategist

### CEDRIC CREAR

Cedric Crear has 25 years of business and brand strategy experience. Cedric has served more than five years as a member on the board of the Red Cross, former Chairman. He is a board member of The Smith Center for Performing Arts, volunteer with the Andre Agassi Charitable Foundation, an organization dedicated to improving the quality of public education for underserved youth in America, and is an elected member of the Nevada System of Higher Education Board of Regents for District 1. Cedric has won numerous awards for his marketing work over the years.

**Project & Clients:** School District of Philadelphia, Vineland School District, Upper Darby School District, Temple University Southern Nevada Health District, 2020 Nevada Census, Achievement Prep,



## Chief Creative Officer

### DAVE GIRGENTI

Dave has more than 20 years of marketing and advertising experience, with 10 years focused on web development and mobile technology. His brand-first approach will ensure that the visual design and user experience is aligned with the brand and project vision. Dave has received over 60 industry awards and has been published numerous times. Dave is a branding strategist, having helped develop over 500 identities in his career.

**Project & Clients:** School District of Philadelphia, Vineland School District, Upper Darby School District, Philadelphia University, Achievement Prep, Convention Center, Hard Rock Atlantic City, Las Vegas Hilton, Resorts Atlantic City, City of Vineland



# Key Team Members



## Creative Director

### MICHELE MERTZ

With over 17 years of design experience in the gaming and entertainment industry, Michele has been an invaluable member of our team. Michele is the creative force behind all of our most impactful campaigns. She leads her team of art directors, designers and copywriters to an award-winning finish.

**Project & Clients:** School District of Philadelphia, Vineland School District, Upper Darby School District, The Citadel, Pennsylvania Board of Tourism, Pennsylvania Convention Center, Hard Rock Atlantic City, Resorts Atlantic City, City of Vineland, Lehigh Carbon Community College



## Designer

### TIANA PALMISANO

Tiana has over 10 years of experience in Graphic Design and Social Media Management. She has worked on an array of projects for some of the biggest names in the Casino and Music Festival industries. Tiana believes in achieving brand alignment by creating content that is not only engaging but also cohesive with each brand's key message.

**Project & Clients:** School District of Philadelphia, Vineland School District, Upper Darby School District, The Citadel, Lehigh Carbon Community College, Orleans Technical College

## Senior Copywriter



### MARIELLE MONDON

As the senior copywriter, Marielle has a wealth of experience in marketing the casino and tourism industry. She has helped develop over many campaigns for our local and national clients. Marielle is a key player in developing strategic direction and oversees the flow of the creative process.

**Project & Clients:** Vineland School District, Upper Darby School District, The Citadel, Lehigh Carbon Community College, Orleans Technical College, University of Georgia, University of the Sciences



# References

## References

### **Resorts World Bimini Bahamas**

Dana Leibowitz  
Marketing Director  
718-666-2106,  
[dleibo1968@gmail.com](mailto:dleibo1968@gmail.com)

### **Mount Airy Resort**

Glenn Cademartori  
VP of Marketing  
272-219-8424,  
[gcademartori@mtairycasino.com](mailto:gcademartori@mtairycasino.com)

### **Pennsylvania Convention Center**

Tara Waltenbaugh  
Marketing Manager  
215.418.4960  
[twaltenbaugh@paconvention.com](mailto:twaltenbaugh@paconvention.com)

### **City of Vineland**

William Gruccio  
Marketing Manager  
856-498-7096,  
[wgruccio@gmail.com](mailto:wgruccio@gmail.com)

### **School District of Philadelphia**

David Zega  
Marketing Director  
215-400-6810  
[dzega@philasd.org](mailto:dzega@philasd.org)



## Testimonials

"I have worked with Magnum for the past 10 years and hired them 4 times because there is no other agency with whom I've worked that consistently delivers strategy, outstanding creative, account service, media, promotions, etc. They have served as agency-of-record for me in each situation and have done everything from launching new brands, to repositioning and launching sub-brands, handling hundreds of jobs per month. They are incredibly quick to learn, they deliver smart strategy, compelling creative, strong media plans with unmatched added-value and so much more. But, what is equally important is their service and responsiveness. They are always available, from Frank to the account team down to production artists, if necessary. And, the turn-around is instantaneous. There's an old adage that says, "you can't get all 3 things - good, fast and cheap." That may be true. But, with Magnum, it is my experience that you always get great, fast and reasonable! I trust Magnum with my business and will hire them whenever I need an agency partner I can count on."

**AMANDA TOTARO, ISLE OF CAPRI CASINO**

"Magnum has been a wonderful agency for Wyandotte Nation Casino. Fast, proactive, analytical....there is nothing they can't or won't do for us. It's a great relationship."

**GARY JOHNSON, WYANDOTTE NATION CASINO**

"I highly recommend Magnum to any company looking quickly and efficiently tackle their marketing needs, large or small. We've continuously ask Magnum to help us with a wide range of different marketing tasks, and they respond with great efficiency and enthusiasm to all of them, making us feel like we have an additional dedicated member on our team 24/7."

**LEN TRANCHITELLA, HARRINGTON RACEWAY AND CASINO**



## Our Approach

### **COMMUNICATION**

Effective communication is the bedrock of a successful project. Our communications process includes regular touch-points to ensure transparency and free flow of information. This will keep the marketing work and rebranding on the projected timeline. Magnum will assign a dedicated account manager who will serve as the client point of contact for the project. This environment provides Magnum with the ability to manage projects and timelines efficiently while giving our clients great customer service and support. A creative team will be assigned to support all the services required by the project. Magnum uses the Monday.com software to organize and manage the project.

Daily phone calls or video calls will occur between the project manager and the project contact. Together we will review project progress, answer questions, and discuss completed work. A recap email will be sent at the end of each week to keep everyone informed on the project activity and timeline.





# Scope of Services

## TECHNICAL APPROACH

Magnum prides itself on developing the most in-depth strategic brand building process in the industry. Our 3D Branding process has helped successfully launch and rebrand hundreds of organizations and products. Our team of branding experts work closely with your team throughout the entire process.

### PHASE 1 **DISCOVERY**

#### **COMMUNICATION**

- Agency Briefing
- Define Roles & Process
- Discuss Brand Strategy
- Discuss Vision & Values

#### **ANALYSIS**

- SWOT Analysis
- Competitive Analysis
- Geographic Analysis
- Audience Analysis
- Review Research Data

#### **SCOPE OF WORK**

- Gather Marketing Asset
- Establish Deliverables
- Establish Marketing Goals
- Establish Timeline

### PHASE 2 **DEVELOP**

#### **CORE BRAND STRATEGY**

- Positioning & Tagline
- Mission Statement
- Personality & Voice

#### **BRAND DEVELOPMENT**

- Logo & Guidelines

#### **CREATIVE DEVELOPMENT**

- Print Ads, Digital Ads, OOH,  
TV & Radio, Collateral,  
Social Media Content

#### **STRATEGY PLANS**

- Marketing Strategy
- Media Strategy
- Social Media Strategy

### PHASE 3 **DEPLOY**

#### **PRE-LAUNCH**

- Creative Production
- Internal Introduction
- PR & Social Media Setup
- Teaser Campaign

#### **LAUNCH**

- Traditional Media
- Paid Digital Media
- Paid Search
- Social Media Management

#### **POST-LAUNCH**

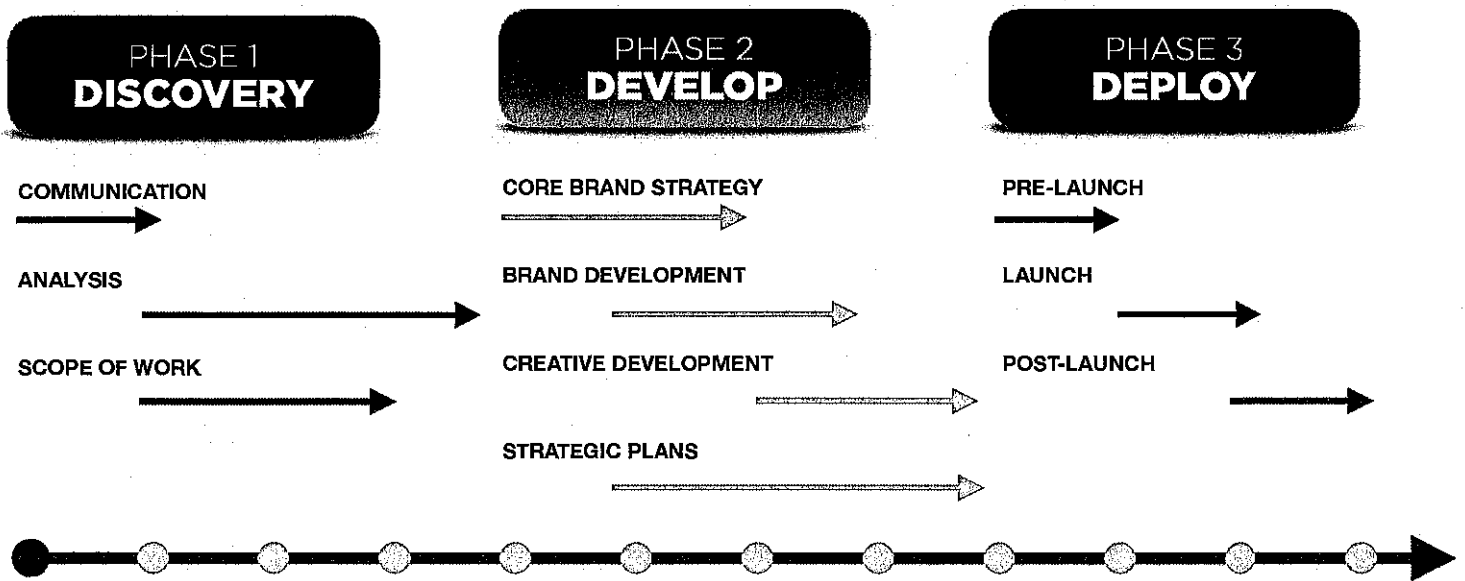
- Google Analytics
- Goals & KPIs Reports
- Brand Refinement
- Additional Marketing
- Evaluate ROI



# Scope of Services

## TIMELINE

Timelines are set during Phase 1 and can be modified and adjusted depending on the expediency of project approvals.





# Scope of Services

## **TECHNICAL APPROACH DETAILS**

### Phase 1: Brand Discovery

It all begins with learning. What we learn at the start of the process will assure the integrity of our thinking and aid us in the development of the brand. We will gather all existing communications material and talk with the core decision makers about the project and the vision of the brand.

Your brand equities are the source of believability. Sidestep them and you risk undermining your brand. While they can evolve, their evolution must be carefully managed. Thus, a key element of the discovery process is a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) to help us determine the core brand strategy. The core brand strategy is the unique brand positioning from which all marketing communication derives from.

During the Discovery Phase, we will establish the project deliverables, set the marketing goals and create a timeline. This will help keep us on track and focused on the end results.

### Phase 2: Develop

After our Brand Discovery session we can then unite all the pillars of learned and gathered information to finalize the core brand strategy. The agreed upon core brand strategy will guide the creative process for all communication channels. We can establish the foundation of the brand. This consist of building the visual identity (colors, fonts, icons), the brand persona (personality, tone, tagline) and the brand positioning (audience, marketing and goals).

We will provide West Deer Township with multiple logo concepts and how they can be used in marketing. Once a direction is select and approved, Magnum can begin building any the communications deliverables that were established in the Discovery Phase. We can then create a brand style guide, marketing templates and brand identity material. Magnum can developed additional marketing items as needed to help make the brand launch successful.

### Phase 3: Deploy

Magnum will work with your team to deploy the brand internally, then introduce it externally to the community. It's it important to have a unified presence when launching a brand.

# Questionnaire



# Questionnaire

## EXPERIENCE

1. What is your experience in the development of business and marketing plans?

Magnum has over 25 years of business and marketing plan development experience. We have provided companies such as Resorts World Bimini, Pechanga Resort, Soboba Casino Resort, City of Vineland and more, with thorough marketing strategies to help them launch and grow their brand. Please see the examples on the Marketing Plan pages.

How we can help:

- Define you Mission/Business Goals
- Determine your KPIs
- Identify your buyer personas.
- Define initiatives and strategies.
- Define your marketing budget.
- SWAT Analysis
- Define Responsibilities

2. What is your philosophy in the creation of artwork to support such plans?

We believe that strong lines of communication help the business and marketing process. Communication compounded with research will make the entire brand project strong and on target.

3. Do you have any experience providing similar services to municipal and/or governmental entities?

Magnum has worked with many municipal and government entities including: City of Vineland, CRDA (Atlantic City), The Wildwoods (New Jersey). We have specialized in tourism marketing for 25 years and have worked with many school districts. We are familiar with the process of working with organizations that require board acceptance and approval.

4. Provide the name and title of everyone who would be providing professional services to the Township – including the firm’s advisors and subcontractors – along with a description of the responsibilities of everyone performing work and information about their qualifications.

Please see the Key Member Pages to review the staff performing the work and their qualifications. Magnum does not use advisors or subcontractors.

5. Provide a detailed description of proposed fees and costs. These should be clearly broken down, and shall include all direct and indirect fees.

Please review the Cost Proposal page containing the fees and deliverables.

6. Provide a list at least five references and their contact information of clients for whom you provide services like those being requested in this RFP.



# Questionnaire

## TEAM MEMBERS

1. Are any of them current or former officials or employees of West Deer Township?  
NO

2. Are any a registered federal or state lobbyist?  
NO

3. Have any contributed in the past two years to a municipal official or candidate for office at West Deer Township?  
NO

4. Do any have a direct financial, commercial, or business relationship with any official or employee of West Deer Township?  
NO

5. Disclose any gifts given by you or an "affiliated entity" to an official or employee of the municipality.  
NONE

6. List any additional potential or actual conflicts of interest that may exist relative to contracting of services with West Deer Township.  
NONE

PORTFOLIO



# Portfolio

## BRANDS WE HAVE CREATED









# Database Services

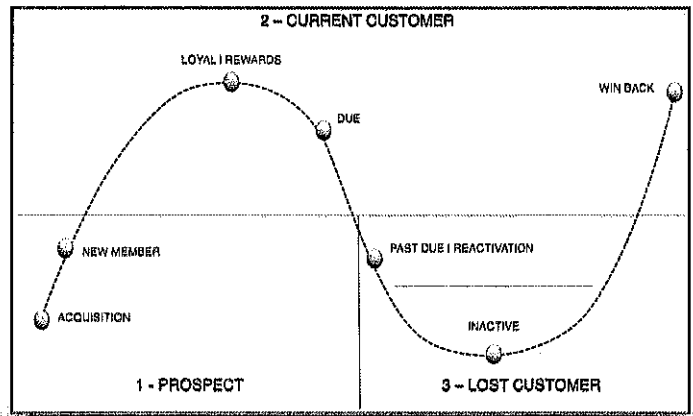
## Patronology

Magnum has the ability to manage database services including: customer profitability, acquisition efficiency and database maximization.

### Services:

- Database Reporting
- Promotional Analysis
- Database Segmentation
- Database Reinvestment
- Promotions Development
- Loyalty Development
- Customer Lifecycle

## patronology™



### Campaign Development

- Acquisition
  - New Members
  - Strategic Partner Provided List
- Welcome
- Loyalty
  - By Slot/Table
- Incentivized
  - Events, Tournaments, etc.
- Cross-Marketing
  - Strategic Partners
- Giftier
- Give
  - By Slot/Table
- Past Due
  - By Slot/Table
- Inactive
  - By Slot/Table

### Campaign Development

Worth  
ADT, ADA, ADW v. ATT, ATA, ATW v. Cumulative Theo. LTV  
Gaming v. Non-Gaming Revenue

Geography  
- Local, Inner Regional, Outer Regional and National  
- Message, DMA, Zip Code  
- Lodger v. Non-Lodger

Vitality  
- High, Average, Low Frequency

Recency  
- Last Trip Date  
- Active, Duo, Past Due.

### Dominant Game Type

Slot Machines Only

41% Men | 59% Women  
Men play slots but not tables

Tables Only

79% Men | 21% Women  
Women play tables but not slots

- Slot
  - Real v. Video
  - Manufacturer, Game Theme
  - Progressive, WAP or Local
- Tables
  - BJ, Roulette, Ultimate, Baccarat
  - Video Poker
- Bet Based
  - Avg. Bet
  - Avg. Bet compared to Peers
- Time on Device
  - Above or below average based on segment, geography, classification, tier



# Database Services

## TARGET PERSONAS

Magnum creates targeted personas to establish who we are trying to reach in the marketplace. These demographics help us define who they are, where they come from and what they like.

See example below.



### LOCAL MARKET

**Demo:** M/F 21+  
**Location:** Within 10 Miles  
**Activities:** Wineries  
**Hotel:** No  
**F&B:** 1 Meal  
**Value:** \$100



### DAY TRIPPERS

**Demo:** Travelers 30+  
**Location:** Within 25 Miles  
**Activities:** Hiking, Kayaking  
**Hotel:** No  
**F&B:** 2 Meals  
**Value:** \$250



### OVER NIGHTERS

**Demo:** Couples 40+  
**Location:** 25+ Miles  
**Activities:** Shopping, History  
**Hotel:** Yes  
**F&B:** 3 Meals  
**Value:** \$900



# Case Study

## Mount Airy Casino Resort

### OVERVIEW

Mount Airy Casino needed to shed its image as another outdated place in the Poconos. Mount Airy Casino took a major leap forward with a \$50 million dollar expansion creating the regions only AAA Four Diamond Hotel and a state-of-the-art convention center. Not only does this make Mount Airy Casino a powerhouse for hosting large corporate conferences, but it also opens up the property as the perfect all-inclusive wedding venue facility. No property in the region comes close to all the amenities that Mount Airy Casino has to offer. The ability for people to stay at a world-class hotel, dine at award winning restaurants, relax at a luxury spa, play a round of top-level golf all while surround by the pulsating action on the casino floor, is truly a remarkable experience.



**MOUNT AIRY**  
CASINO • RESORT • SPA

Magnum was task with rebranding the casino's image and all of the properties amenities. Magnum would be responsible for marketing each segment of the property not only to raise brand awareness but generate meaningful ROI.

### STRATEGY & EXECUTION

Magnum developed the brand positioning around "ExtraordinAIRY." Not only did it represent the quality of the property but the unique spelling of the word could be exclusively used by Mount Airy Casino.



Magnum art directed a high-end photo and video shoot to build the asset library. All the amenities were represented, this provided a foundation of cohesive imagery for the marketing campaign. A song was written and music was scored for the campaign.

Magnum developed the website, the email marketing program and the social media campaign with a focus on reaching the marketing goals all while simultaneously staying within the brand strategy.

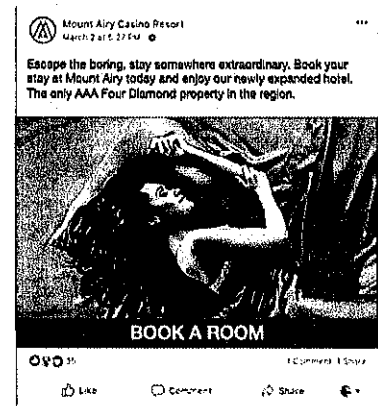
Magnum managed Mount Airy Casino's Facebook and Instagram media channels. All activity was tracked through Google Analytics and we created monthly reports showcasing highlights and conversions.

### RESULTS

Magnum created a digital media strategy that targeted segmented groups with specific marketing messages. We tracked impression and clicks for all digital marketing. By using GTM, we were able to track paid and organic conversions. We assigned values for each amenity which gave us individual and total ROI amounts for the month.

### STATS (1 Year)

- Hotel Room Bookings: Up 34%
- F&B Reservations: Up 27%
- Ticket Sales: Up 29%
- Digital Advertising Impressions: 300K
- Social Media Interactions: 5M+

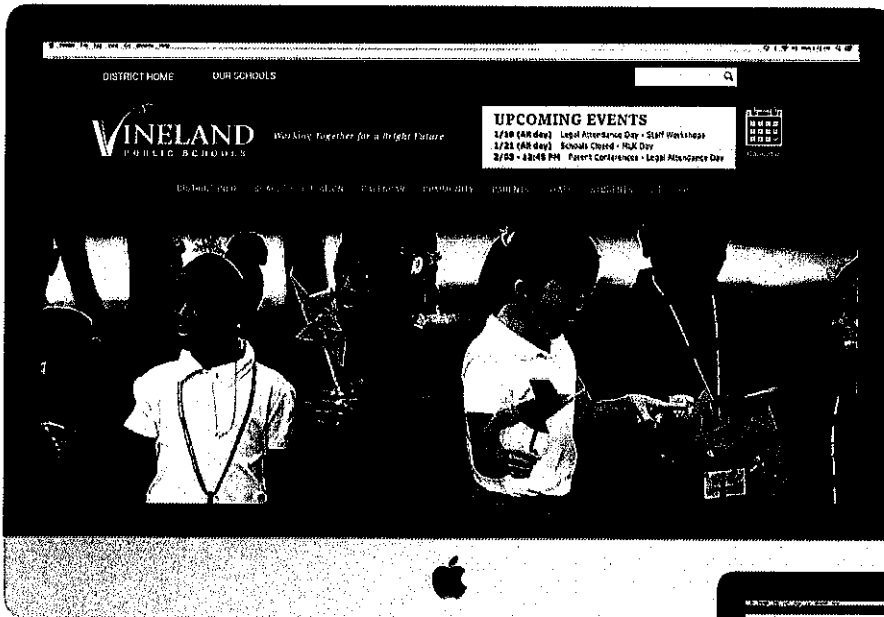




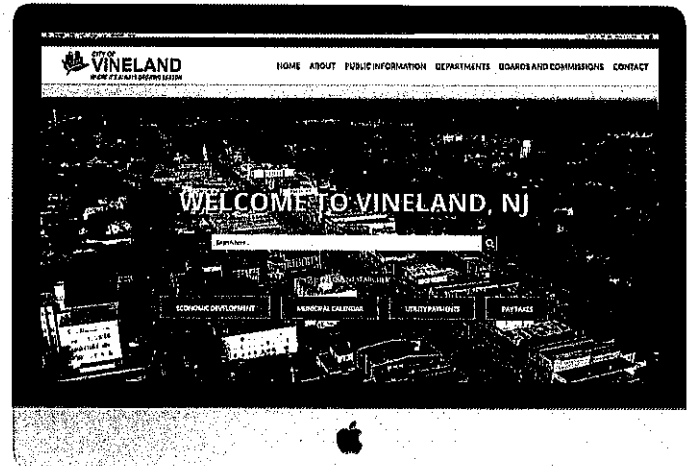
# Case Study

## VINELAND PUBLIC SCHOOLS

Magnum created a brand strategy and master document that included a new logo, marketing materials, collateral materials and a website for both the school district and the City of Vineland.



Vineland Public Schools  
[www.vineland.org](http://www.vineland.org)



City of Vineland, NJ  
[www.vinelandcity.org](http://www.vinelandcity.org)



# Case Study

## UPPER DARBY SCHOOL DISTRICT

Magnum rebranded the Upper Darby School District which consisted of 1 high school, 2 middle schools and 10 elementary schools. The school district's demographics were diverse; serving 41% white, 42% black, 13% Asian and 4% Hispanic. Magnum created a new modern logo and positioning that encompassed their new ideals. Magnum was responsible for developing all communications collateral which included: brand standards, website graphics, social media templates, school signage, banners and posters, internal communications and a teacher recruitment campaign. In addition, Magnum also rebranded the Royals, Upper Darby's school sports logo.



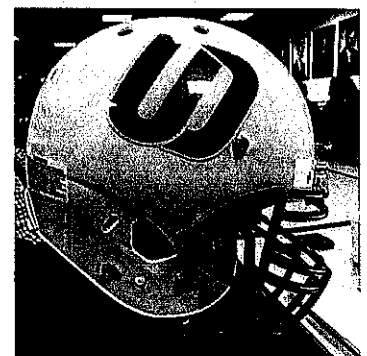
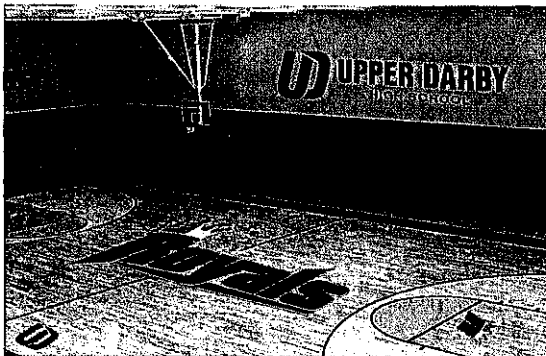
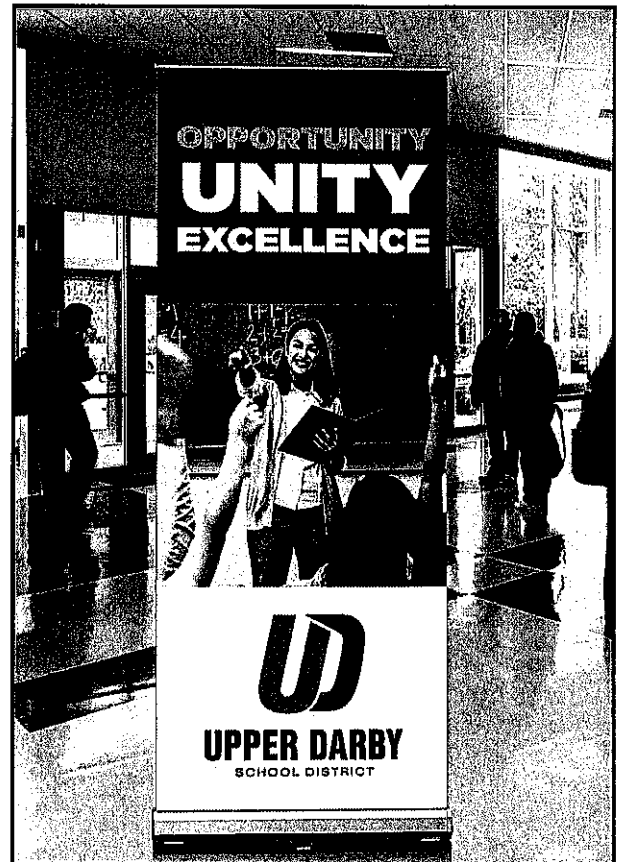
"I'm so fortunate to spend my days with the future of this city."

Andrew Dale  
Third-Grade Teacher



"My students' successes are my successes; I'm so proud of them and all that they've achieved."

Jennath Figueroa  
Bilingual Kindergarten Teacher





# Marketing Plan

## SOBOBA CASINO RESORT

Magnum was hired by Soboba Casino Resort to create a marketing plan/strategy to compete with the very competitive Palm Springs California area.



### Background

After breaking ground on its replacement Soboba Casino in southern California late last month, the Soboba Band Of Luiseño Indians has now announced that it expects the new 729,000 sq ft facility to be open by the summer of 2018 complete with an 83,500 sq ft casino floor offering 2,000 slots along with 24 gaming tables.

The federally-recognized Soboba Band Of Luiseño Indians opened its Soboba Casino some 85 miles east of downtown Los Angeles in 1995 and celebrated the Riverside County venue's 20th birthday by announcing plans to move about one mile north to a larger 410-acre site they had purchased a year earlier.

As well as an expanded gaming floor, the plan for the replacement casino calls for the construction of a 200-room hotel, a 15,000 sq ft conference center, a sports bar and six food outlets as well as a spa and fitness center. The tribe previously stated that the finished development could employ up to 800 people.

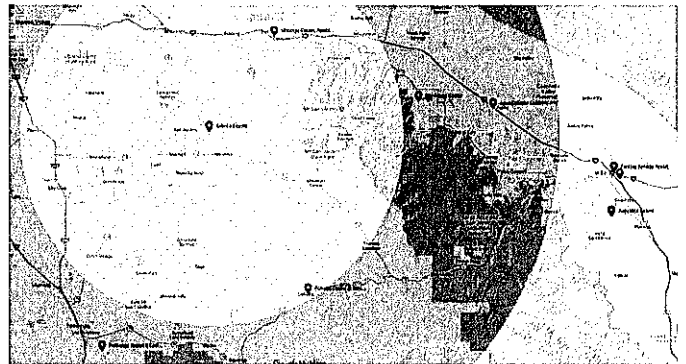
"The improved facility promises to capitalize on what the tribe already has by adding more amenities such as a hotel, shops and an entertainment venue," reads a statement from the Soboba Band Of Luiseño Indians. "This will not only bring more visitors to the beautiful San Jacinto Valley but will create hundreds of jobs for locals [and provide] a huge economic boost for the area."

When it opens just outside the city of San Jacinto, the replacement Soboba Casino will sit approximately 32 miles from the Lake Elsinore Hotel And Casino while the Morongo Casino Resort And Spa from the Morongo Band Of Mission Indians will be 24 miles away near the village of Cabazon.

soboba.com

### Competitive Analysis

- Morongo Casino
- Cabulla Casino
- Pechanga Resort & Casino
- Spa Resort Casino
- Agua Caliente Casino
- Fantasy Springs
- Spotlight 29 Casino
- Augustine Casino



### Media Tactics

#### Overall Objectives & Strategy

Create awareness and generate buzz around Soboba's Grand Opening by highlighting specific offerings targeting a variety of segments.

- Local and Feeder Casino Players
- Transient and Tourist
- Asian VIP
- Business Travelers
- Conventions and Meetings Business
- Hotel Business
- Leisure/Amenity Seekers

soboba.com



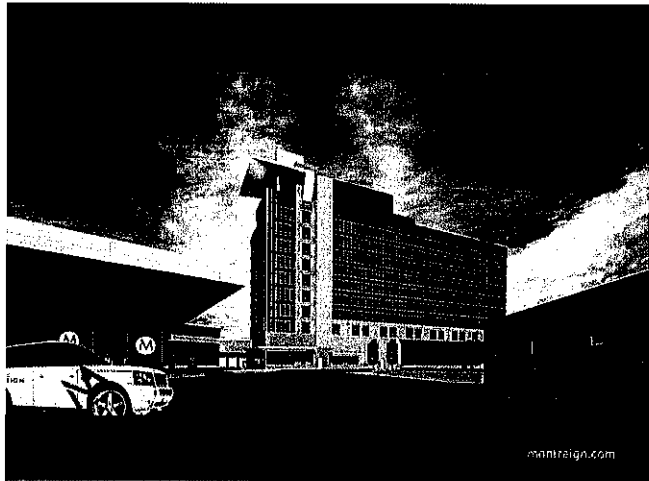


# Marketing Plan

## MONTREIGN

In helping redefine the re-imagined Monticello Raceway, Magnum created one of the most compelling and intriguing gaming brands to hit the marketplace in years... Montreign.

With the daunting task of helping redefine the Catskills region of upstate New York, Montreign is the harbinger of an exciting lifestyle destination resort community that will attract patrons for local gaming and getaway visitors from Manhattan and the surrounding markets.



MONTREIGN CASINO | MARKETING PLAN

MONTREIGN

MONTREIGN CASINO  
Marketing Plan

- Executive Summary
- Situation Analysis
- Market Analysis
- SWOT Analysis
- Goals & Objectives
- Strategic Overview
- Playable Tourism Trends
- Positioning Manifesto
- Advertising Strategies & Tactics
- Target Consumer Segments
- Digital Strategies & Tactics
- Media Strategies & Tactics
- Advertising Components
- Promotional Strategies & Tactics
- Special Events
- Timeline
- Budget Overview

MONTREIGN CASINO | MARKETING PLAN

MONTREIGN

Market Analysis

The once bustling vacation community north of New York City has been in steady decline since the 1980s.

New York's tourism industry brought in \$4 billion, and fell accounts for 85 percent of that sum.

The Catskills comprise 2% of New York State traveler spend.

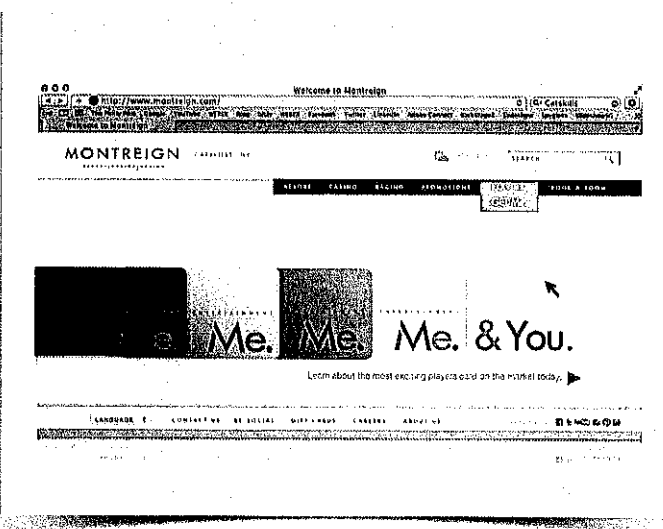
Tourism in the Catskills is a \$1.1 billion industry, supporting more than 17,000 jobs. Tourism is most important to the Adirondacks and Catskills, generating 16% and 15% of total employment, respectively.

Bullivan County is the most dependent upon tourism with 18.8% of all labor income generated by visitors.

The unemployment rate in Catskill (pop 124,453, NY) is 6.30%, with job growth of 1.02%. Future job growth over the next ten years is predicted to be 36.70%.

There are 4 counties that make up the Catskills region of New York. These counties make up the local target market.

County	Population	Change	Value
Bullivan	73,943	-2.1%	\$40,000
Delaware	46,561	-2%	\$44,470
Greene	47,007	-3.6%	\$49,550
Ulster	130,445	-1.1%	\$50,590







# Marketing Plan

## Resorts World Bimini Bahamas

Magnum launched a small boutique gaming property 48 nautical miles off the coast of Miami, Magnum had to start to construct a marketing plan and campaign strategy across all channels.

The result was a fully integrated marketing plan, stunning creative, message development and collateral that will not only increase room occupancy, but build the Bimini and Resorts World brand in a compelling and engaging manner.



### The Segmented Strategy

Buckets and Communications Platforms

<b>Segment 1</b>	<b>Segment 2</b>	<b>Segment 3</b>
BIMINI DAY-CATION	BIMINI PLAY-CATION	BIMINI VACATION

**Target Audience**  
18-54+ Broad with HH income of Lower Middle Segment

Day Trip casual recreation party market that would fill the boat to and from Bimini at a price point that would generate trips in mass.

**Target Audience**  
25-54+ Broad with HH income of Upper Middle Segment

Midweek and weekend packages would be an attraction to this segment and introduce them to the Bimini and the RW experience plus be work well for the AEP segment. The Destination Wedding Market fits this segment as well.

**Target Audience**  
25-54+ Broad with HH income of Middle to Upper Segment

This segment opens up the resort to broader vacation seekers looking for a unique way to enjoy the Bahamas they might not have heard about.

**Situation Analysis**  
**Current Site Traffic Trend**

We can estimate the traffic for the current site, [biminibayresort.com](http://biminibayresort.com) using third party tools such as [Compete.com](http://Compete.com). The site averages 5,000 visits per month, but we are not able to detect a true seasonal trend from the data provided.

**Situation Analysis**  
**Search Volume Trend**

Regional Interest	Related terms	Top	Area
United States	Resorts World Bimini	100	
Florida	Resorts World Bimini	95	
Georgia	Resorts World Bimini	85	
Alabama	Resorts World Bimini	80	
South Carolina	Resorts World Bimini	75	
North Carolina	Resorts World Bimini	70	
Virginia	Resorts World Bimini	65	
West Virginia	Resorts World Bimini	60	
Mississippi	Resorts World Bimini	55	
Arkansas	Resorts World Bimini	50	
Louisiana	Resorts World Bimini	45	
Texas	Resorts World Bimini	40	
Oklahoma	Resorts World Bimini	35	
Kentucky	Resorts World Bimini	30	
West Virginia	Resorts World Bimini	25	
Alabama	Resorts World Bimini	20	
Georgia	Resorts World Bimini	15	
Florida	Resorts World Bimini	10	

Google Trends also shows us that search volume is primarily originating from the east coast with the strongest interest coming from Florida. We also see searches for the top related terms. This helps when selecting our keyword strategy for SEO and Paid Search.

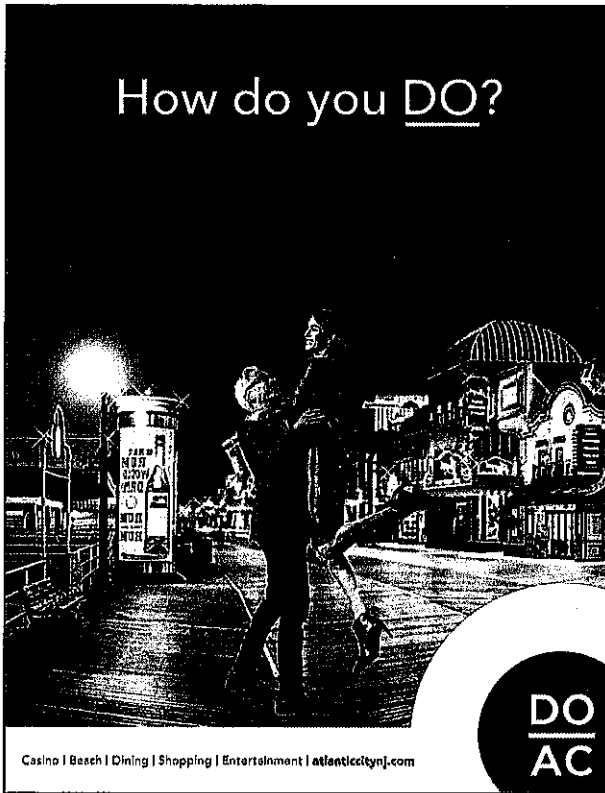
**Situation Analysis**  
**Search Volume Trend**

Google Trends shows us the search trend for the term "Bimini Bahamas" versus "Vacations in Bahamas." Searches for Bimini have declined significantly since 2000. We also see seasonal trends for user interest spiking in the summer months.

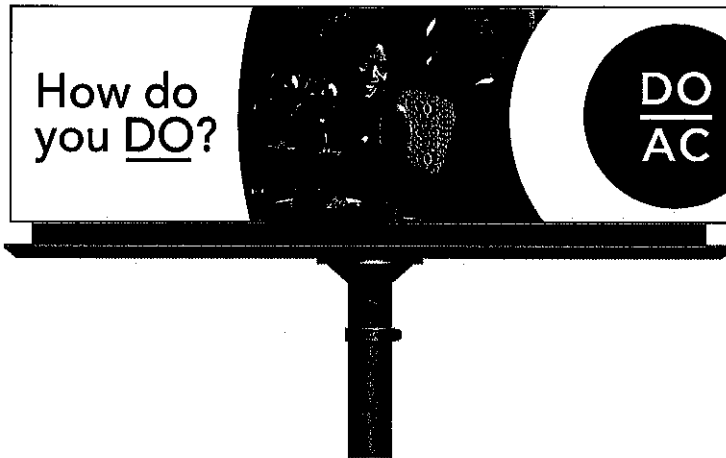


# Tourism Experience

CRDA (Atlantic City)



Wildwood (New Jersey)





Palace Resorts Mexico Brochure

**MAKE SOME CRAZY, FUN FRIENDS**

When trying to describe spending time in the water with a Sea Lion, a few words come to mind: wet, zhy and crazy fun! Join us for this up-close experience in a protected, enclosed environment that lets you participate in the morning care, exercise and playtime of both our California and South American Sea Lions.

**PADDLE BOARD WITH DOLPHINS**

Perfect your balance and improve your technique while you paddleboard in our peaceful 14-acre, private bay and enclosed dolphin habitat. Learn how to improve your paddleboard techniques and even make a new friend as our resident dolphins get in their morning stretches too!

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PARADISE ISLAND, BAHAMAS

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1-800-833-8333  
PARADISE ISLAND, BAHAMAS

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Adventure and memories await! Discover hidden gems of The Bahamas in comfort and style. Pieces of 8 Charters offer magnificent excursions to nearby islands from Atlantis to complete your perfect trip to Paradise.

\*See terms and conditions.

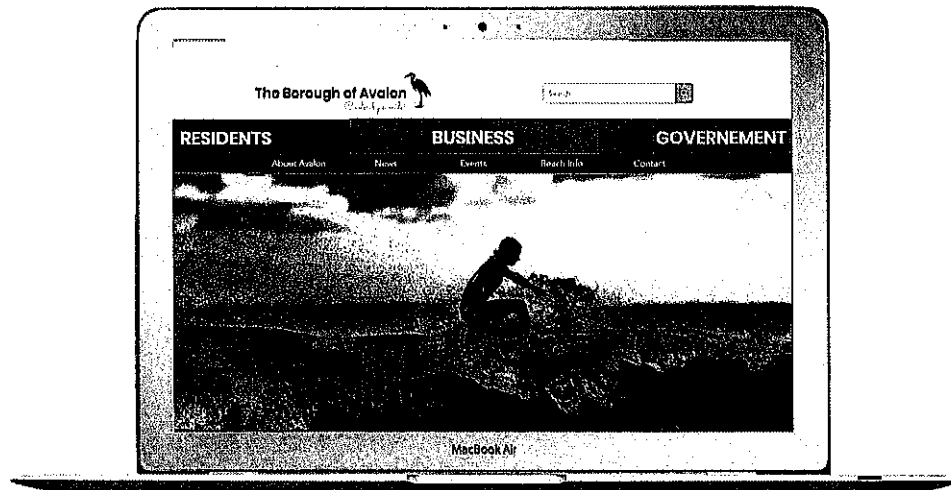
**COME PLAY IN PARADISE**

**ATLANTIS**  
PARADISE ISLAND, BAHAMAS

Atlantis Bahamas Direct Mail



New Jersey Tourism Ad



Avalon NJ Website



# Tourism Experience

## Resort World Bimini

**Resort World Bimini**

### PLAY IN STYLE

AMERICA'S LATEST DESTINATION RESORT  
YOUR EXPERIENCE STARTS IN MIAMI

Our Bimini Island Resort experience starts in Miami. Choose the Super 8 for your stay, the view of Bimini from our resort, and our staff. We'll take care of you from the moment you arrive. We'll take care of you from the moment you arrive. We'll take care of you from the moment you arrive. We'll take care of you from the moment you arrive.

For details and booking info visit [www.RWBimini.com](http://www.RWBimini.com) or call 877-465-5374

## Palace Resorts Punta Cana Mexico

All-Incredible. All-Indulgent. All-Inspiring. All-Inclusive.  
ALL YOURS.

**PALACE RESORTS**

WISH YOU WERE HERE

Grand Ocean Riviera Maya Ella Mujeres Casitas Riviera Nayabo Punta Cana

Call 1.800.997.2289 or visit us at [palaceresorts.com](http://palaceresorts.com)

THE 405.  
THE 101.  
THE 10.

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Make a move to higher ground — Pechanga Resort & Casino. Non-stop gaming action. Luxurious accommodations. World-class amenities. Majestic vistas. Yeah, you want this.

Isn't It Time... to Break Away?

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45000 Pechanga Parkway, Temecula, CA 92591 | 977-711-2WIN | [www.pechanga.com](http://www.pechanga.com)

Pechanga Casino

**WAY BEYOND WINNING...**

Sure, everyone loves a big win. But at Seneca we believe it's our excellent service and attention to detail that truly hits the jackpot.

**SENECA ALLEGANY**  
CASINO & HOTEL

Seneca Allegany



Social Media Ads

LOVE WHAT YOU DO.  
LOVE WHERE YOU DO IT.

Be a Teacher in Philadelphia!

**APPLY NOW**

**THE SCHOOL DISTRICT OF PHILADELPHIA**

HAVE AN EXTRAORDINARY  
**VALENTINE'S DAY**

**MOUNT AIRY**  
CASINO • RESORT • SPA

LOVE WHAT YOU DO.  
LOVE WHERE YOU DO IT.

**KIMBERLY SMITH**  
*7th & 8th Grade Math Teacher*

Be a Teacher in Philadelphia!

**APPLY NOW**

**THE SCHOOL DISTRICT OF PHILADELPHIA**

**AMAZING'S INCLUDED**

**\$1999**

**4 NIGHTS | FAMILY OF 4 INCLUDES:**  
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MEAL PLAN  
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PARADISE ISLAND, BAHAMAS

Let's Get  
**TROPICAL**

**\$2,800 CASH Giveaway**

**Hard Rock**

**\$745 MILLION**  
for education

All figures are estimates based on 2010 Census data. Figures subject to revision.

**NEVADA CENSUS 2020**

Be Counted at  
[census.nv.gov](http://census.nv.gov)

Websites



City of Vineland, NJ  
[www.vinelandcity.org](http://www.vinelandcity.org)



Alliance for Decision Education  
[www.alliancefordecisioneducation.org](http://www.alliancefordecisioneducation.org)



Vineland Public Schools  
[www.vineland.org](http://www.vineland.org)



Borough of Avalon  
[www.boroughofavalon.com](http://www.boroughofavalon.com)



# Cost Proposal

<b>Services</b>	<b>Description</b>	<b>Amount</b>
Business & Marketing Plan	INCLUDES: Interview with Stakeholders, Marketing Plan, Media Strategy, Social Media Strategy.	\$15,000
Logo Redesign	INCLUDES: Logo Concepts, Final Logo Digital Files, Style Guide, Artwork for Signage.	\$5,000
Brand Identity Material	INCLUDES: Business cards, envelopes, letterhead, social media templates, ad templates, billboard templates.	\$3,500
<b>TOTAL</b>		<b>\$23,500</b>

# **AVANT MARKETING**



Proposal:  
Brand Identity Consultant



West Deer Township  
109 East Union Rd.  
Cheswick, PA 15024

Proposal Deadline: 13 May 2021

Avant Marketing Group  
1982 Concourse Drive, Suite 150  
St. Louis, MO 63146  
[www.avantmarketing.com](http://www.avantmarketing.com)

## Executive Summary

When implementing new branding, communities totally focus on their marketing objectives and ignore the most important target audience, current residents, and businesses. Unlike a brand for a product or service, the brand for a community cannot be dictated from the top down – it requires the contribution of its stakeholders to be accepted and successful.

The Avant Marketing **Living the Brand** process ensures the engagement of your community throughout the entire process. Our approach gains input, feedback, and consent from internal stakeholders. In this way, both residents and businesses gain ownership of the brand identity and have potential of becoming **Brand Fanatics** – who are your best and most cost-efficient means of promoting your community.

And when the brand identity is based on the shared values of the community, the brand becomes a driving compass point that generates “**propulsive energy**” for the entire community.

In addition, many firms that compete for community branding assignments focus on creating an advertising slogan versus truly defining the community and its values. Though the slogan may seem unique, it lacks identifying brand values that form the cornerstone of the community’s identity.

Avant Marketing focuses on defining the shared values of the community and then develops key messages, slogans and taglines that translate those values relevant to the different audiences that are defined in our marketing plan.

*West Deer Township is seeking a consultant for the following tasks:*

- *Determine a business and marketing plan for the Township through interviews with stakeholders*
- *Redesign the Township logo, and associated artwork for signage, etc.*
- *Creation of brand identity materials*

**Based on the above scope, Avant Marketing Group is uniquely qualified for this assignment. Our proposal provides for both a comprehensive brand design process and while also gaining authorship from the community through market research. From the initial research to final creative development - we offer a turn-key solution for community branding that is both cost effective and comprehensive.**

## Firm Profile

Avant Marketing Group is a Market Planning firm located in St. Louis, Missouri. Our specialization is focused on brand development and management for enterprises – including townships and counties. Branding is what we do and is our core expertise. Our clients utilize our market research to both develop and to grow brand equity for their communities, improve their economy and to attract visitors.

We have a long list of clients who have benefited from our branding process including Cabarrus County, North Carolina; Florence, South Carolina; Bayfield, Colorado; Salinas, California; University City, Missouri; Medford, Oregon; DeWitt, Michigan; and Humboldt, Saskatchewan. We have recently completed the branding project for Ferguson, Missouri – which was one of the most challenging projects in our brand portfolio.



*City of Salinas, City of University City and Downtown Medford all have unique attributes, but they have all employed the Avant Marketing Living the Brand development process to identify their communities and to engage economic development.*

Avant Marketing was established in 2004 and has conducted both quantitative and qualitative brand equity research in the United States as well as in 38 countries internationally.

Our research is the basis of our **Living the Brand** approach to brand management and brand equity development that is practiced by communities ranging from 2,400 to 220,000 in population as well as diversified corporations and companies conducting business around the globe. We are a small firm by design, with 10 employees headquartered in St. Louis.

Questionnaire  
Response

**1. What is your experience in the development of business and marketing plans?**

As a market planning firm, business and market planning are at the core of our expertise. Mark Vogel, Senior Partner leads the planning efforts based on his 35 years of business and marketing leadership with category-leading companies including Kohler Co., Andersen Windows, and Louisiana Pacific. He established Avant Marketing Group in 2004 and has developed planning for clients in the government, agriculture, finance, and technology categories.

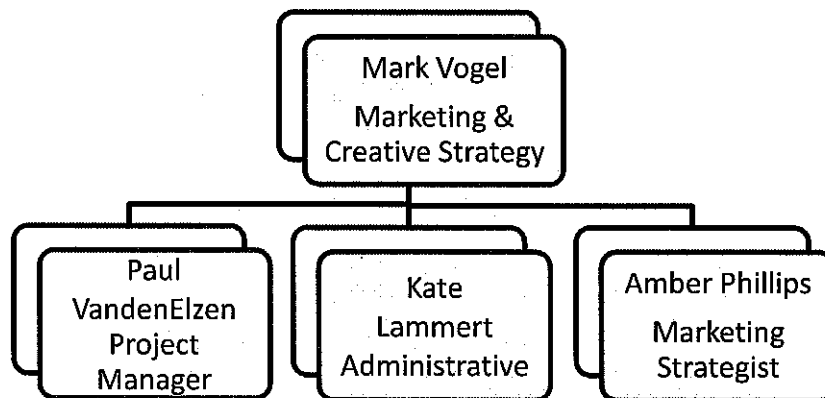
**2. What is your philosophy in the creation of artwork to support such plans?**

Offering fully integrated branding services, all our work, including creative execution is based on our research with stakeholders. While some creative departments tend to ignore research, we see it as vital in developing a brand that will truly resonate and assist in meeting the business and marketing plan objectives.

**3. Do you have any experience providing similar service to municipal and/or governmental entities?**

As mentioned in our firm profile, we have over 16 years of experience in providing brand development services for municipalities and counties across the country from California to South Carolina. In addition, we have developed branding for federal government agencies including the U.S. Treasury, Department of the Interior, and USDA Rural Development.

**4. Provide the name and title of everyone who would be providing professional services to the Township – including the firm’s advisors and subcontractors – along with a description of the responsibilities of everyone performing work and information about their qualifications.**



### **Mark Vogel - Senior Partner**

Mark will lead the brand creative, strategy, and market plan development. He will design all research and moderate all focus group meetings. He will also oversee creative direction for the graphic elements of the new brand identity.

Mark is responsible for the platform development of Cabarrus County, DeWitt, Bayfield, Salinas, University City, Florence, and Medford. He began his career leading corporate strategic plans and marketing activities. Most notably, he was Director of Advertising for the Kohler Company and Director of Marketing for Minnesota-based Andersen Windows. In those positions, Mark developed the brand positioning for both brands that is still used today. He is recognized as a leading branding expert with extensive international branding experience.

Mark received his B.S. in Communications from the University of Illinois, Champaign/Urbana.

### **Paul VandenElzen – Project Manager**

Paul will manage this project. He will be responsible for research recruitment, managing the brand research process and assist with interviews. He has five years of experience project managing for municipal branding including efforts for Bayfield, Florence, DeWitt, and Cabarrus County along with the current effort for Ferguson, Missouri.

He received his B.S. in Marketing and Psychology from the University of Wisconsin Whitewater and serves on the board of directors for the local area non-profit, Launch St. Louis.

### **Kate Lammert - Associate**

Kate is a founding partner of the Avant Marketing Group and has over 20 years of market planning experience. She has filled a critical role in all previous community branding projects. As part of her responsibility for this project, Kate will monitor schedules and provide general office support.

Kate received her B.S. Degree from Lake Forest College in Lake Forest, Illinois.

### **Amber Phillips – Associate**

Amber is the newest member of the Avant Marketing Group and will provide background research and project support for this assignment. Amber received

her B.S. in Liberal Arts and a Business Administration Minor from Southern Illinois University – Edwardsville.

We are a small firm by design which ensures that senior management is “hands-on” with every project.

**5. Provide a detailed description of proposed fees and costs. These should be clearly broken down and shall include all direct and indirect fees.**

Avant Marketing provides branding services based on a fixed price project cost. In this way, there is no additional cost surprises or need to manage our firm’s hours against objectives.

In addition, we do not charge for reasonable travel or out-of-pocket costs.

Project Phase	Deliverables	Funding
<b>Stage I – Research</b>	20 In-Depth Interviews with West Deer Township leaders  Two focus groups with community organization members	\$8,500
<b>Stage II – Branding</b>	Development and approval of the West Deer Township Brand Platform  Deliver Three Logo and Brand Essence Options	\$18,000
<b>Stage III – Marketing</b>	Brand Style Guide & Collateral Designs  Business and Marketing Implementation Plan	\$3,500
<b>Project Total</b>		<b>\$30,000</b>

**6. Provide a list of at least five references and their contact information of clients for whom you provide services like those being requested in this RFP.**

Client	Contact	Contact Information
Cabarrus County, North Carolina  <i>Brand Development            and Marketing Plan</i>	Kasia Thompson Communications & Outreach Manager	65 Church Street SE Concord, NC 28025  Ph: 704.920.2336  Email: <a href="mailto:kthompson@cabarruscounty.us">kthompson@cabarruscounty.us</a>
City of Florence, South Carolina  <i>Brand            Development,            Market Planning            and Brand Launch</i>	Tim Norwood Downtown Development Committee Leader	324 West Evans St. Florence, SC 29501  Ph: 843.519.0803  Email: <a href="mailto:tnorwood@med-enroll.com">tnorwood@med-enroll.com</a>
Town of Bayfield, Colorado  <i>Brand Development            and Market            Planning</i>	Chris LaMay Town Manager	1199 Bayfield Parkway Bayfield, CO 81122  Ph: 970.884.9544 Email: <a href="mailto:clamay@bayfieldgov.org">clamay@bayfieldgov.org</a>
City of University City, Missouri  <i>Brand            Development,            Market Planning            and Brand Launch</i>	Shelley Welsch Former Mayor of University City	6801 Delmar Blvd. University City, MO 63130  Ph: 314.505.8608 Email: <a href="mailto:shelleywelsch@ucitymo.com">shelleywelsch@ucitymo.com</a>

## Additional Responses

**Answer the following question pertaining to any individuals who will be providing services under the proposed contract.**

**1. Are any of them current or former officials or employees of West Deer Township?**

No

**2. Are any a registered federal or state lobbyist?**

No

**3. Have any contributed in the past two years to a municipal official or candidate for office in West Deer Township?**

No

**4. Do any have a direct financial, commercial, or business relationship with any official or employee of West Deer Township?**

No

**5. Disclose any gifts given by you or an "affiliated entity" to an official or employee of the municipality.**

None

**6. List any additional potential or actual conflicts of interest that may exist relative to contracting of services with West Deer Township.**

None



## Project Approach

In developing the messaging recommendations for the new brand, Avant Marketing will employ its proprietary **Living the Brand** development process for this project. The **Living the Brand** process has several direct benefits:

- It connects people to your brand
- It generates ownership of township, business, and developmental strategies among community leadership
- It gives West Deer Township a clearer sense of purpose and common direction
- It guides the way your community sells and promotes its image
- It provides criteria for business priorities and community decisions
- It crystallizes what is great about your community tied together under a common theme

If properly developed, the new West Deer Township brand will not only instill a strong sense of pride with existing residents and businesses but will act as a strong “calling card” for potential residents, businesses, and visitors to the community.

The developed comprehensive Brand Identity Platform is made up of four components:



These four components are then distilled into memorable shorthand that becomes the internal “Battle Cry” and external tagline that we refer to as the **Brand Essence – To Distill**. Through our approach, we ensure that your community, including community leadership, businesses and residents are fully engaged.

## Project Action Plan

Following is the recommended action plan.

### **Stage I – Brand Research**

As a market planning firm, market research is the basis of all brand development projects.

Avant Marketing Group will then meet and interview leadership and community leaders. Our plan includes a minimum of 20 in-depth interviews.

We will also organize and conduct 2 community town hall meetings/focus groups with participants recruited from community organizations.

#### In-Depth Interviews

Critical to our brand development approach is the engagement of the internal audiences in the process. To do so, we are recommending at least 20 members of Township and community leadership be recruited to participate in an in-depth interview concerning the brand identity and messaging. Participants can include elected leadership, business leaders, and community leaders (non-profit as well as faith-based leadership).

Each interview will be designed for 30 minutes in length and will focus on the following:

- Visionary input to define the community in 5-10 years
- Identification of shared values of the community
- Identification of both positive and negative current assets of the community, including:
  - What is great about living in West Deer Township?
  - What would you like to see changed in the community?
  - What do people outside of West Deer Township perceive about the community?
  - What is the community's greatest asset?
  - When someone is visiting, what attractions do you recommend experiencing?

#### Focus Groups

The focus groups will be organized to gain similar information as in the in-depth interviews but will also provide an extended focus on the shared values of the community and review of potential positioning statements derived from the in-depth interviews. Each session will be scheduled for 90 minutes in length and can be held at a convenient community center.

## **Stage II – Branding**

Based on the above research Avant Marketing Group will deliver a comprehensive Brand Platform and Logo for review and approval.

### Brand Platform

Once we have completed the research input, we will then construct our recommended Brand Platform for approval. The brand platform will serve as the foundation for all messaging components. The Platform will consist of our proposed Mission, Vision, Shared Values and Brand Positioning. Finally, the brand platform will include a Brand Essence – a memorable shorthand statement that sums up the Brand Positioning and can also be used as a tagline.

### Logo Development

Based on the approved Brand Platform, including Brand Positioning, Avant Marketing will create three (3) logo options for client review and approval. Each unique logo will feature a recommended Brand Essence (tagline or slogan) as well as color palette specifications.

## **Stage III – Marketing**

To complete the branding process, Avant Marketing Group will deliver the West Deer Township Brand Style Guide – including collateral marketing materials along with the Brand Business and Marketing Plan.

### Brand Style Guide & Collateral Designs

Avant Marketing will develop the complete West Deer Township Brand Style Guide based on the approved logo and research conducted. This will be a comprehensive style guide including usage and non-usage standards for all communications components such as photographic standards for print materials.

Collateral designs to be provided with the Brand Style Guide will include all required designs to represent the Township in print, in signage and online. The style guide will include all variations of the logo such as white and grayscale applications, and iterations for light and dark backgrounds.

### Business & Marketing Plan

Avant Marketing will complete a Brand Implementation Plan with priorities and brand launch strategy focused on engaging residents and stakeholders. This plan will include a recommended approach to the Brand Launch Event, strategies for communications to both internal and prioritized external audiences and a comprehensive promotion plan.

The plan will dictate how the messaging established in the brand platform will be applied to all potential audiences and stakeholders. This will include:

- West Deer Township community

- Businesses
- Community organizations
- Elected officials
- Visitors
- Other Governmental Agencies
- Developers & Investors

## Case Studies

With over 15 years of experience in developing and deploying brands, here are several municipalities that have benefited from Avant Marketing's work.

### **Cabarrus County, North Carolina**

As one of the fastest growing areas in the Charlotte metro area, Cabarrus County enlisted the Avant Marketing Group to develop a new brand identity for its county.

Avant Marketing utilized one-on-one interviews, focus groups, and surveying to gain insight into the community and its shared values. The Brand Positioning developed for the County is:

***Cabarrus County respects tradition with a focus on progress. We enjoy a strong collaboration among our businesses, government, and our communities in meeting our challenges.***

***We are united by our shared values of family, faith, collaboration, and strong traditions that instill our exceptional work ethic and great sense of community pride.***

The new brand identity was launched in October 2017. The following link provides a full detail of the branding process, and is an example of how we suggest communications be managed to keep the public informed:  
<https://www.cabarruscounty.us/resources/america-thrives-here-the-story-of-cabarrus-countys-brand>



**CABARRUS COUNTY**  
*America Thrives Here*

## Florence, South Carolina

Florence, South Carolina recently enlisted the services of Avant Marketing to develop its new economic development brand identity. In the region, Florence's progressive development has been nearly unnoticed. Through both private and public funding, Florence has substantial improvements to its community including a revitalized downtown area, library, performing arts center, medical school investments as well as being home to two of South Carolina's best medical care institutions.

Through our research, we identified that the most valuable assets to Florence is its progressive attitude as well as the friendliness of its residents. This led to the following Brand Positioning:

***A beacon of progress, Florence is one of South Carolina's most future-oriented communities. We are focused on being a model for growth and prosperity while ensuring a quality of life that is supported by exceptional education opportunities, superior healthcare services, and an enjoyable social environment. Progress, investment, and a strong sense of community define Florence – a place full of life.***

The "Full Life. Full Forward." slogan emphasizes both the quality of life and progressive attitude of the community. Florence conducted its official Brand Launch under our recommendations and Living the Brand Training was conducted with business and community leaders.

It should be noted that the Downtown Economic Development Committee initiated the branding activity. Based on the strength of the branding, it is being adopted by the City of Florence, Florence County, and the key public venues – including the Florence Civic Center.

FULL LIFE. FULL FORWARD.  
**FLORENCE**  
SOUTH CAROLINA 

## Medford, Oregon

The City of Medford, Oregon has had to redefine itself. Where Medford once thrived as the central trading area for timber and agriculture, it has now repositioned itself with investment in the service and educational sectors.

The general perception of Downtown Medford followed the decline in commerce that occurred a decade ago. Businesses closed and both regional residents as well as tourists had no reason to visit the urban center of the community. In the past few years, through joint efforts between the City government and private investment, Downtown Medford is once again thriving with restaurant, theater, government, and education districts.

Medford selected the Avant Marketing Group to re-brand its downtown area to reflect the upgraded environment. By doing so, the marketing effort will have a branding "flagship" that will assist in increasing awareness, traffic, and revenues for the area business.

Through our research, we developed the following Medford Brand Positioning:

*Downtown Medford is both old and new, offering an authentic eclectic environment of restaurants, shops, services, and activities that thrive on the respect for history while focused on meeting the cultural, entertainment and social needs of today's Southern Oregonian.*

**METRO**  
*medford*  
Historically centered. Progressively inspired.

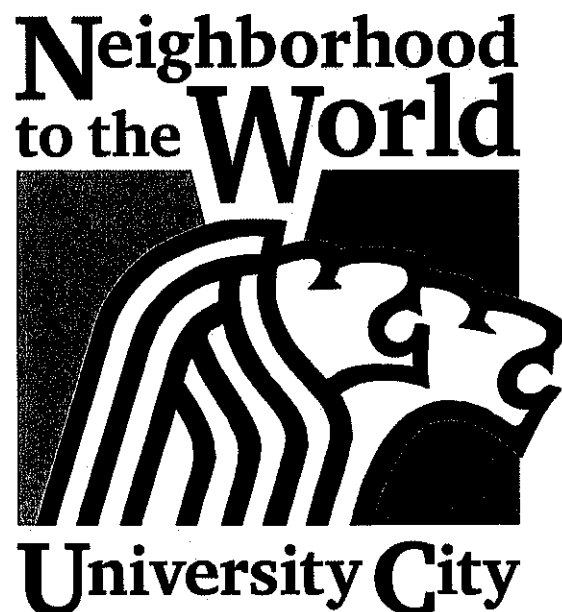
## City of University City, Missouri

University City is an inner-ring suburb in St. Louis County, Missouri. With a population of 35,000 residents, it is one of the oldest suburbs in the county and was one of Missouri's first planned communities. It is adjacent to St. Louis City and Washington University.

The community is extremely diverse with activist residents. Unfortunately, in recent years, several misconceptions of the community have been established. The perceptions of crime and a weak school system have influenced external audiences from visiting or considering the community for relocation.

Through a formal selection process, Avant Marketing was selected for the brand research and development assignment and to manage the public communications marketing program. Our process developed the following University City Brand Positioning:

*University City is a diverse and forward-thinking global community that offers a better quality of life for those seeking a vibrant environment in which to work, play, or to call home.*





## Bayfield, Colorado

Bayfield is a small community located on the Colorado western slope and in the Four Points southwestern region of the state. Near Durango, it is commonly known as a “bedroom community” for the larger city and lacked its own brand identity.

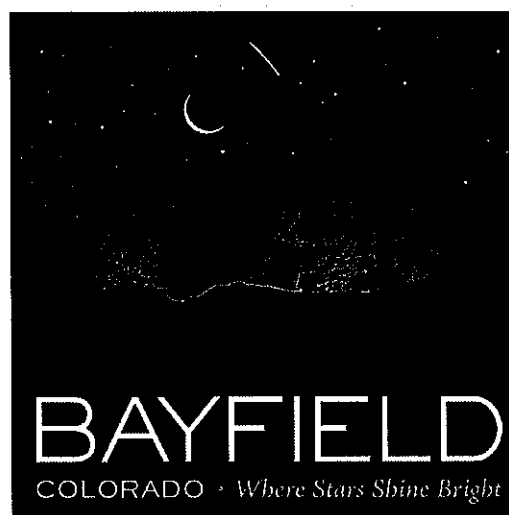
Through a formal competitive process, Avant Marketing was selected to develop a new community brand identity and brand marketing plan. Interviews with community and business leaders and a well-attended focus group were conducted as part of the market research.

Though the community is viewed as “rural”, there was opportunity to recognize many of the achievements of the community and its people. A strong school system, nationally-recognized library, state champion football team and growing industries – all happening within the scenic beauty of the Pine River Valley, provided an excellent platform for the brand development.

The developed Brand Positioning for Bayfield is as follows:

***Bayfield is a welcoming community that values diverse growth in our schools, residents and businesses which enhances our cultural fabric. We respect independence, foster education, and value our natural scenic environment. We are a community family focused on the quality of life for every resident – an authentic small-town experience in the Heart of the Pine River Valley.***

As an added brand communication, Avant Market wrote and produced Bayfield's brand anthem, “Back in Bayfield” – which can be heard at:  
<https://www.youtube.com/watch?v=4z9f2WuMh90>



## City of Salinas, California

### Need/Opportunity

Salinas, California is a city of approximately 150,000 residents located in Monterey County of Central California. Home of John Steinbeck, its history is well documented in several of his novels. The community is agriculturally based – supplying over 85 percent of the country's leafy produce.

In recent times, increased crime and gang activity have distorted the image of the community. As Monterey County's largest city, this image has been detrimental to both resident and business development growth. Avant Marketing was selected through a national search to research and develop a new brand identity for the community.

Included in the brand development was creation of the brand song, *My Salinas*. The brand anthem, along with accompanying community visuals, can be viewed at: <https://www.youtube.com/watch?v=mqRYSWrSOAY>

Please note that the visuals do not constitute a promotional video and are intended only to accompany the song for presentation context.

### Intended Audiences

Primary: Salinas Residents

Secondary: Prospective Residents and Businesses; California Tourists

### Goals & Objectives

Define a true brand for the community that resonates with residents, potential residents and businesses that unifies all stakeholders to a common identity.

### Salinas Overview and Branding Process

Avant Marketing conducted focus groups and one-on-one interviews with over 80 residents that included both civic and business leaders of the community. In addition, over 180 residents participated in an online survey for brand development input. Finally, a validation online survey was initiated with 45 previous research participants.

### Brand Platform Formation

Avant Marketing developed the following brand platform for Salinas:

#### BRAND VISION:

A progressive and diverse community focused on the quality of life and prosperity of all residents.

#### BRAND MISSION:

We embrace our history, values, and diversity, while promoting prosperity of our land and people.

**BRAND VALUES:**

- We respect and value our land and resources
- We take pride in the strong work ethic of our people
- We honor our history, heritage, and diversity
- We are truly committed to family, neighborhood, and community
- We are focused on growth and the quality of life for all residents

**BRAND POSITION:**

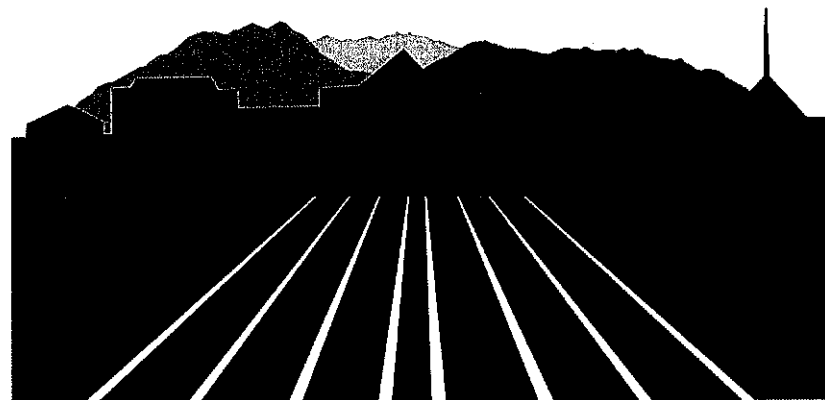
Salinas is a good place with good people...to grow and prosper...with full respect for our land, heritage, and diversity.

**BRAND ESSENCE:**

Salinas – Rich in Land. Rich in Values.

**BRAND MARKETING SLOGAN:**

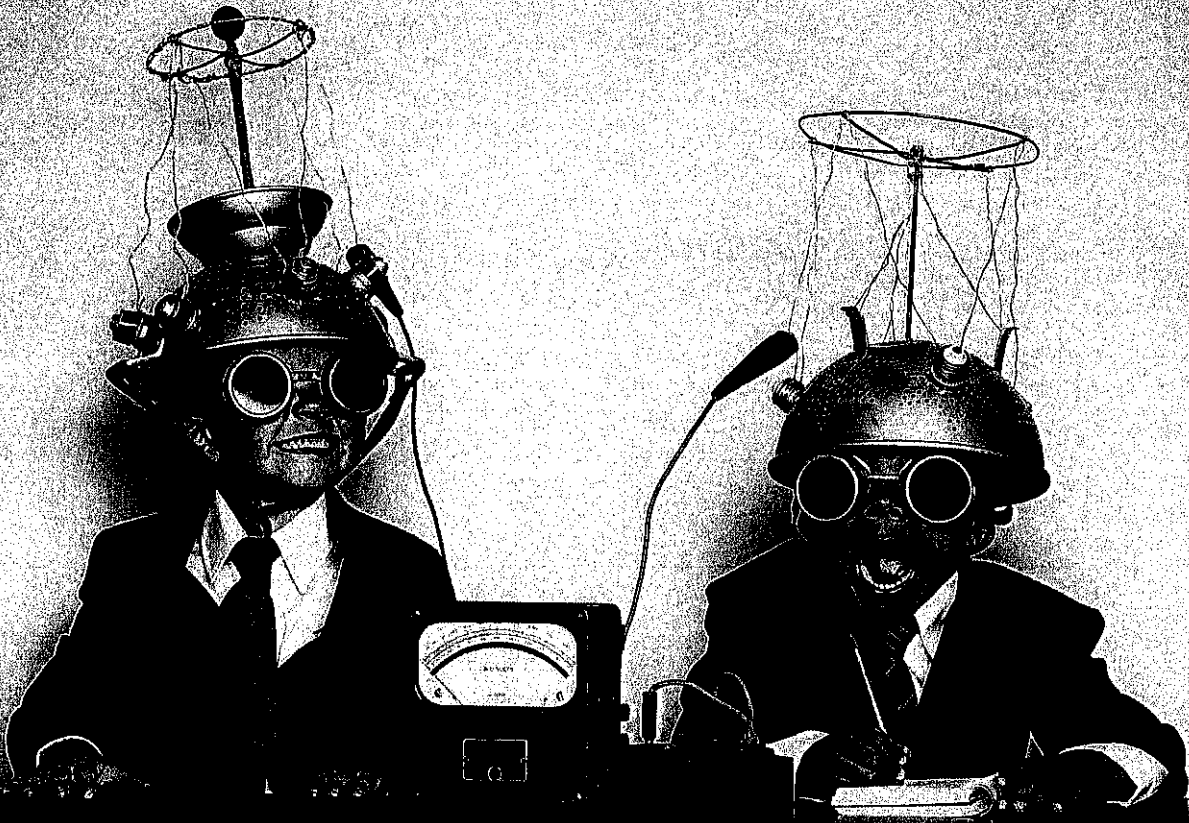
El Sabor de la Vida (The Flavor of Life)



**SALINAS**  
RICH IN LAND | RICH IN VALUES

# **THE IMPACT GROUP**

**THINK. CREATE. *excite.***



THINK |

Are you out of ideas?  
We have some

**West Deer Township**

**Proposal of Service**

**Mr. Daniel Mator, Township Manager**

*West Deer Township*  
109 East Union Road  
Cheswick, PA 15024

RE: Request for Proposal

Dear Mr. Mator,

It is with great excitement that we submit the following proposal to West Deer Township for brand identity and comprehensive marketing and communications support. We believe our track record of positive collaboration and market execution in this space will serve you well as we partner together to provide West Deer Township with a full-service solution to your current needs. The Impact Group's dynamic and innovative approach to the marketing and communications process will deliver results driven by extensive collaboration with the West Deer Township team and a critical examination of your community.

Based in Hudson, Ohio, our firm offers a host of capabilities featuring a talented team of professionals with diverse backgrounds and one thing in common: results. We have a successful history of driving results for clients with a strong emphasis on government branding, community engagement, and government support. Our services encompass a wide range of strategies, including those needed to carry out a highly tactical and targeted economic developmental plan. These include hyper-targeted message development, speed to market delivery, proprietary content generation and actionable implementation strategies.

Since 2000, The Impact Group has assisted townships, local governments, corporate clients, K-12 education, state agencies, boards of developmental disabilities, higher education and non-profits in developing and strengthening their marketing and public relations strategies, specializing in a holistic approach to communications and planning. We are at our best while helping others reach their goals and believe in the tremendous power of relationships as a driving force with our clients and stakeholders.

Please contact me at 330-329-5680 or [tspeaks@igpr.com](mailto:tspeaks@igpr.com) if you have any questions regarding our proposal or qualifications. Thank you in advance for your consideration.

Sincerely,

**Tom Speaks**

Principal and Co-Founder  
The Impact Group

# Project Overview

West Deer Township has a need for a strategic partner to assist with developing content and design that supports but is not limited to logo design, social media content development and marketing, brand collateral development and digital marketing strategy. This partnership would provide alignment of all brand materials, while also laying the strategic foundation for executing tactics to effectively raise awareness of the organization's history, mission and overall goals. By partnering with The Impact Group, West Deer Township will have an entire team dedicated to executing and managing all projects.



## ***West Deer Township has a need for:***

Rebranding - Logo

Graphic Design

Strategic Planning

Public Relations

Advancement & Growth Strategy

Comprehensive Communications Services

# CREATE

Are you in the dark?  
Let us light the way.

# Why Choose The Impact Group?

The Impact Group is a full-service integrated marketing agency based in Northeast Ohio, serving a full range of clients across the country. We have been helping clients achieve their goals for more than 20 years.

Team members of The Impact Group are regularly sought out as experts in innovative marketing tactics, pushing the limits to drive traffic, generate excitement and create awareness for government clients. The Impact Group is constantly looking for new and distinct ways to get the message of its clients to the right audience in the right place at the right time.

Our company's key differentiator is an approach to marketing communications that is rooted in the political campaign methodology (speed to market, hyper-targeted audiences, buying seasons, strategic messaging and use of creative technologies). Our Intellectual property resides in our ability to apply a proprietary messaging methodology to any and all forms of media – new and traditional.

What sets us apart from other agencies, is our people. Our team at The Impact Group are fun, professional, creative, know the government space and have a great success rate with clients.



EXCITE

Look at you.  
You just got noticed.



# Available Services

## Capabilities

We want our clients to be aware of the full scope of capabilities that our team can provide. The Impact Group is a team of experts who work with multiple local governments and understand the government world. From providing excellent marketing communications strategies engaging residents to providing extra help with your communication and branding needs. The Impact Group has the experience and staff you need. We can provide monthly marketing and communications services within your budget that encompass tactics, such as (but not limited to):

### ***Strategic planning***

### ***Content development***

### ***Social media strategy and updates***

***Content calendars***

***Increased followers/audience***

***Targeted interaction and communication with digital audience***

### ***Digital marketing***

### ***Brand awareness***

### ***Event promotion***

### ***E-newsletters***

### ***Crisis communications support***

***Messaging***

***On-site coordination and support***

***Press releases***

***Social media monitoring***

### ***Marketing collateral design***

***Logo***

***Event flyers***

***Posters***

***Signage***

### ***Public Relations***

***Press releases***

***Training***

***Content pitching***

### ***Website audit and update recommendations***

***Audits***

### ***Content development***

### ***Video/drone***

### ***Photography***

***Conduct monthly and/or as needed with in-person communications meetings***

# Meet your team!

The Impact Group is a talented team of full-service marketing professionals with diverse backgrounds and one thing in common: results. The Impact Group has a successful track record of driving results for townships, local governments, school districts, municipalities, corporate clients, business-to-business clients and nonprofits through community engagement, messaging, branding, staff training and market execution.

Our team is composed of individuals that specialize in areas such as **Strategic Planning, Rebrands, Website Development, Digital Lead Generation Campaigns, Community Engagement Projects, Social Media, Organizational Development, Public Relations, Professional Speaking and more!**



**Tom Speaks, Principal and Co-Founder**

Co-founder of The Impact Group, Tom is a strategic thinker, professional speaker, pollster and recognized expert in community engagement. No matter the problem or question that arises, he knows how to guide you through even the toughest of challenges. If Tom's involved, you're going to get results and achieve success.

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**Don Polyak, Principal and Co-Founder**

Co-founder of The Impact Group, Don is the architect for your campaign strategy. He is the person to go to whenever you need market insight. His approach to marketing provides a winning strategy for your campaigns.

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**Krista Rodriguez, Vice President of Client Fulfillment**

Krista is the brand guru. She has an incredible eye for the right look and feel to meet all of your needs. Her attention to detail is also conveyed in her approach to ensuring our content is appropriate for your goals and meets your expectations.

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**Aurora Wilson, Account Coordinator**

Aurora is responsible for supporting Account Leads with client projects, assisting with writing and proofing content and working on strategic planning initiatives. With expertise in client relations and special project management, Aurora brings a high level of organization to her work and is dedicated to meeting client needs.

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**Joe Sausaman, Art Director**

Joe is a builder. He sees each new project as an empty canvas and then hits the ground running. With expertise in design, Joe brings an air of enthusiasm to the group and can always lighten the mood. That, paired with his lightning fast turnaround, makes for an impressive combination for the benefit of all your design projects.

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**Roger Hoover, Creative Director**

Roger's vision for clients has helped to grow businesses and nonprofits, revitalize city blocks and inspire communities. Roger has dedicated himself full-time to a career in photography and videography. His genre-bending portfolio touches the worlds of art, advertising, portraiture and community activism.

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**Tyler Whidden, Copy Editor/Content Strategist**

Tyler is Copy Editor and Content Strategist for The Impact Group, bringing a wide range of experience in creative and professional writing. A produced playwright and former comic, he adds the creativity and flair IGPR clients look for when adding a distinctive voice to their content. Tyler specializes in education, management, promotional development, and community engagement. He's a dedicated partner who gets excited helping clients achieve their goals.

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**Fernanda Frazier, Controller**

Fernanda is our financial guru. She is in charge of anything that has a monetary impact, including billing and client audits. As a jack-of-all-trades, she will ensure your account is accurately managed and can answer any question relating to the finances and execution of each project.

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# Creative Process

Our creative process is simple; we collaborate with clients to initiate the foundation of content development, messaging and overall creative design and then take the lead in development, creative revisions and finalizing of all materials for the client's needs. Upon outlining tactics for execution, The Impact Group design team will create an overall brand standard and then execute options of marketing designs. Options are presented for the client's review and approval. Upon approval, The Impact Group will finalize assets.



# Statement of Work

The Impact Group will partner with Ucoq BccpFmu l of gn to develop ` p\_l b dcl rgwk \_rcpgjq \_l b nprt dpc marketing campaigns that generate brand awareness and support across multiple marketing channels. All campaigns will approach marketing efforts holistically - developing content, graphic designs, messaging, strategic tactics and execution of tactics - always remaining on brand and focused on target markets as outlined by the client.

## **Deliverable #1: Economic Development Plan**

**Step 1:** Meet with city officials from West Deer Township for a discovery session

**Step 2:** Interview key stakeholders identified from the discovery session

**Step 3:** The Impact Group team will construct recommendations, organize a practical plan to execute and create a GANTT chart of prioritized and innovative tactics to execute the proposed plan.

**Step 4:** The Impact Group will reconvene with West Deer Township's leadership team to present the resources and recommendations developed in Step 1. An organized game plan will be implemented so The Impact Group and West Deer Township may execute the agreed-upon marketing plan accordingly.

## **Deliverable #2: Rebranding - Logo**

**Step 1:** Discovery session with key stakeholders for background information

**Step 2:** Design and develop options based on information

**Step 3:** Set up 5 focus groups with community members

**Step 4:** Take feedback back to design to develop two final options

**Step 5:** Present options to decision maker and decide on the #1 option

## **Deliverable #3: Creation of brand identity materials**

**Step 1:** Identify the needed brand identity materials through another discovery meeting

**Step 2:** Develop brand guidelines that will include: color code, fonts, alternative fonts, proper usage of the logo, etc.

**Step 3:** Creation of materials needed based on the townships needs

***We offer the following examples to spotlight our work in action.***

# Statement of Work

## Key Campaign Summary

Please see below for an example of a key strategy campaign we produced for the State of Ohio's Anti-human Trafficking Campaign. Our keys to success are the relationships we build with our clients and understanding their needs. With West Deer Township, we will have room meetings or come to you if needed, once a month to be sure we are all on task. Our account and design teams are always available. Whether it is for brainstorming strategies or simple creative changes, we turn projects around fast, creative and efficient.

### OHIO'S STATEWIDE ANTI-HUMAN TRAFFICKING CAMPAIGN



**THE BACKGROUND:** Human trafficking – the illegal trade of human beings for commercial sexual exploitation and forced labor – is one of the fastest growing criminal enterprises worldwide, and is on pace to surpass the drug trade in less than five years. Ohio is not immune to this tragedy. Each year, an estimated 1,078 Ohio children become victims of human trafficking and 9,016 more are at-risk. Recognizing the gravity of this problem, Governor John Kasich signed an executive order forming The Ohio Human Trafficking Task Force in March of 2012. The scope of its mission is broad: to marshal the resources of the state of Ohio to coordinate efforts to identify and rescue victims, to create a coordinated law enforcement system to investigate these crimes, and to provide the services and treatment necessary for victims to regain control of their lives.

**THE CHALLENGE:** One of the first things that the task force recognized was the reality that public knowledge about human trafficking is low. For the small portion of the general population that does understand human trafficking, the perception is that it is a problem that exists elsewhere, not right here in our own backyards. It became evident that a public awareness campaign needed to be launched to help the general public understand the issue.

The goal was not to duplicate efforts where passionate, abolitionist Ohioans were already doing the hard work of freeing victims. Rather, the goal was to supply a unifying, compelling message that the State of Ohio can use to raise awareness about human trafficking.

**THE PROCESS:** In January of 2013, The Impact Group submitted an RFP with a plan that was designed with a three-pronged goal:

- 1) Educate the general public across the state, with a specific focus on large metropolitan cities, to recognize the signs of human trafficking;
- 2) Promote the appropriate method for reporting human trafficking situations and concerns; and
- 3) Direct victims of human trafficking to available services and treatment options.

Throughout the process, The Impact Group stayed in regular communication with the Human Trafficking Coordinator through bi-weekly reports and conference calls. A high level of collaboration had to take place throughout the process in order for the statewide Human Trafficking Awareness Campaign to be successfully implemented.

**OHIO'S TRAGIC REALITY – MAKE IT STOP!**

West Deer Township

Proposal of Service

## PHASE ONE | BASELINE RESEARCH

The Impact Group won the contract and submitted a plan of work in May of 2013. Phase One began with an executive whiteboard session in Columbus and resulted in clear, baseline research. This initial meeting with key personnel from The Ohio Human Trafficking Task Force helped to establish clear goals and expectations and provided a deeper understanding of the issues facing the state.

## PHASE TWO | INITIAL MEDIA AND MESSAGE CREATION

Utilizing the information collected from the Executive Whiteboard Session, The Impact Group then created a timeline for the project, as well as initial written messaging and visual identity for all multi-media pieces that could potentially be used throughout the campaign. These messages and visual pieces were used as the basis for discussion during focus group meetings held throughout the state. These pieces were then honed, refined and revised at the completion of all focus groups.

With regard to the creation of written messaging, The Impact Group utilized its 3-30-3 Messaging Strategy. 3-30-3 Messaging is a strategy that breaks up messaging into three separate attention-grabbing components that work in conjunction to effectively embrace any target audience. The three messages that make up 3-30-3 are: a 3-second message, a 30-second message and a 3-minute message. Each message is strategically crafted to motivate an audience to act in a predetermined way.

By the end of the project, the components of the messaging would include: a Human Trafficking Commission logo, three different human trafficking PSAs, three awareness posters, press outreach and three fact sheets regarding human trafficking.

## PHASE THREE | FOCUS GROUPS AND INTERVIEWS

Phase Three was a research-intensive phase, involving many discussions and interviews with various people throughout the state. The Impact Group conducted several individual interviews with local activists and non-profit groups to gain background and knowledge from people at the heart of this issue. The Impact Group also completed a series of focus groups in key regions across the state of Ohio. These focus groups were used to gather feedback and evaluate the final messaging and design of all the pieces that would be used in a statewide human trafficking awareness campaign.

By already starting the creation of the visual brand identity and message in Phase Two – and then testing various options among the Ohio Human Trafficking Task Force's defined target audiences – The Impact Group was then able to move forward to complete an identity that had been tested and proven to be the most relatable, powerful and strategically moving visual brand identity possible.

The Impact Group completed regional focus groups in:

- Cleveland
- Columbus
- Toledo
- Cincinnati/Dayton

As participants in these focus groups, The Impact Group targeted general Ohio residents, local activists and parents.

# OHIO'S TRAGIC REALITY – MAKE IT STOP!

The Impact Group also conducted one focus group with sex trafficking survivors. The Impact Group worked in conjunction with Franklin County Judge Paul Herbert to conduct these smaller, more intimate focus groups. These were invaluable in understanding how to craft a message that might reach at-risk youth.

In order to get the most out of these focus groups, The Impact Group took extensive notes during discussion and gathered data from participant workbooks. This approach allowed The Impact Group to synthesize its findings and make strong message recommendations.

## PHASE FOUR | FINAL REVISIONS AND PLAN IMPLEMENTATION

Upon the completion of Phase Three, The Impact Group regrouped, reevaluated and refined all messages, visual pieces and scripts required to complete the outreach plan outlined in Phase Two. Sometimes this included throwing out an earlier, potential message in order to incorporate its findings and settle on the best message. Several revisions and brainstorming sessions were then conducted in order to develop the perfect messaging mix that would incorporate the Phase Three findings.

At this time, The Impact Group produced a written report of its focus group findings and submitted all final message and creative pieces to the Human Trafficking Coordinator for final approval. In addition to their use by the Human Trafficking Commission, these pieces were made available in an open source format on the human trafficking website (<http://humantrafficking.ohio.gov>) for use by local agencies and activists throughout the state. The various elements included are as follows:

- Human Trafficking Commission Logo:** The Impact Group created an updated and appropriate logo to be used for the statewide Human Trafficking Commission. This logo was vetted through the focus groups and eventually used on all the visual materials created. Through the creation of an updated, fresh look, the logo was designed to resonate with all members of the project's targeted audience.
- Public Service Announcements:** With assistance from the Office of the Governor, The Impact Group scripted three PSAs designed for television and three PSAs designed for radio. The Impact Group also designed billboards to complement the PSA campaign. The PSAs were designed to be played on television, radio and on all closed circuit televisions within state agencies with the goal of achieving the widest distribution possible.
- Print Media:** The Impact Group created three Human Trafficking Awareness posters to be placed in all public state buildings, with the recommendation to also place posters in all state managed highway rest stops. These posters were designed to bring a face to the campaign and serve as a valuable tool to ensure that the general public is aware of the signs of human trafficking and to educate potential victims on ways to receive assistance.

# OHIO'S TRAGIC REALITY – MAKE IT STOP!

West Deer Township

Proposal of Service



d. **Press Outreach:** In coordination with Ohio Human Trafficking Awareness Month, The Impact Group developed and pitched two press releases. Utilizing an extensive database of Ohio journalist contacts and through the assistance of the Ohio Human Trafficking Task Force, The Impact Group secured premium placement in traditional publications, periodicals and on television news for The Human Trafficking Commission.

The Impact Group created the press releases in accordance with the stated goals of the Statewide Human Trafficking Awareness Campaign. Using Ohio Human Trafficking Awareness Month as a catalyst, the press releases focused on Governor Kasich's commitment to addressing human trafficking in Ohio, as well as warning signs and advice for potential victims.

e. **Human Trafficking Fact Sheets:** The Impact Group developed two fact sheets regarding human trafficking: one regarding labor trafficking and one focusing on sex trafficking.

The fact sheets were distributed to all state agency offices and made available for educational uses, in conjunction with other collateral material.

At the conclusion of the project, The Impact Group joined the Governor's Office and the Human Trafficking Commission in Columbus in January of 2014 to unveil the campaign on Human Trafficking Awareness Day.

**LESSONS LEARNED:**

The value of solid research cannot be underestimated. Some of the messaging that was created in Phase Two changed significantly after Phase Three, as The Impact Group considered the information and impressions gathered from the focus groups and interviews. This strategy enables information to be gathered on the perceptions, beliefs and values of a group's participants.

It is important to sometimes step away and get an outside perspective on the issues that are close to your heart. As an outside agency, The Impact Group was uniquely positioned to take the passionate responses of local activists, the stories of victims and the perspectives of educated professionals and synthesize all the information into a simplified message that would reach the entire state of Ohio.


**OHIO'S TRAGIC REALITY – MAKE IT STOP!**



Te roban tu DINERO.  
Te roban tu VIDA.

HUMAN TRAFFICKING LLAME AL 911 o 888-3737-888  
TEXTE DE FROD 31 #233733


www.pdhs.org/trafficking



They Take Your MONEY.  
They Take Your LIFE.

HUMAN TRAFFICKING CALL 911 or 888-3737-888  
TEXT HELP to #233733

www.pdhs.org/trafficking



**Human Trafficking: Ohio's Tragic Reality**

**MAKE IT STOP!**

Human trafficking is a crime that affects people of all ages, genders, and ethnicities. It is a form of modern-day slavery that forces people to work or perform services against their will. In Ohio, human trafficking is a serious crime that is often overlooked. The Polaris Project is a national organization that provides support and resources for victims of human trafficking. We are committed to making it stop.

www.polarisproject.org

**HUMAN TRAFFICKING OHIO'S TRAGIC REALITY MAKE IT STOP!**

**CALL 911 or 888-3737-888**  
**TEXT HELP to #233733**



**Tráfico de humanos: Una Trágica Realidad en Ohio**

**LLAME AL 911 o 888-3737-888**  
**TEXTE BeFree al #233733**

Human trafficking is a crime that affects people of all ages, genders, and ethnicities. It is a form of modern-day slavery that forces people to work or perform services against their will. In Ohio, human trafficking is a serious crime that is often overlooked. The Polaris Project is a national organization that provides support and resources for victims of human trafficking. We are committed to making it stop.

www.polarisproject.org

**HUMAN TRAFFICKING OHIO'S TRAGIC REALITY MAKE IT STOP!**

**FORCED LABOR**



**LABOR TRAFFICKING – MAKE IT STOP!**



**HUMAN TRAFFICKING OHIO'S TRAGIC REALITY MAKE IT STOP!**

**CALL 911 or 888-3737-888**  
**TEXT HELP to #233733**  
[www.polarisproject.org](http://www.polarisproject.org)

**EL TRABAJO FORZADO**



**TRÁFICO DE TRABAJO – DETENGALO!**




**HUMAN TRAFFICKING OHIO'S TRAGIC REALITY MAKE IT STOP!**

**LLAME AL 911 o 888-3737-888**  
**TEXTE BeFree al #233733**  
[www.polarisproject.org](http://www.polarisproject.org)

West Deer Township

Proposal of Service





- GET INFORMED  
 - KNOW HOW TO HELP  
**MAKE IT STOP**

**NO ONE SHOULD BE SOLD FOR SEX**



**CALL 911 or 888-3737-888**  
**TEXT HELP to #233733**  
[www.polarisproject.org](http://www.polarisproject.org)

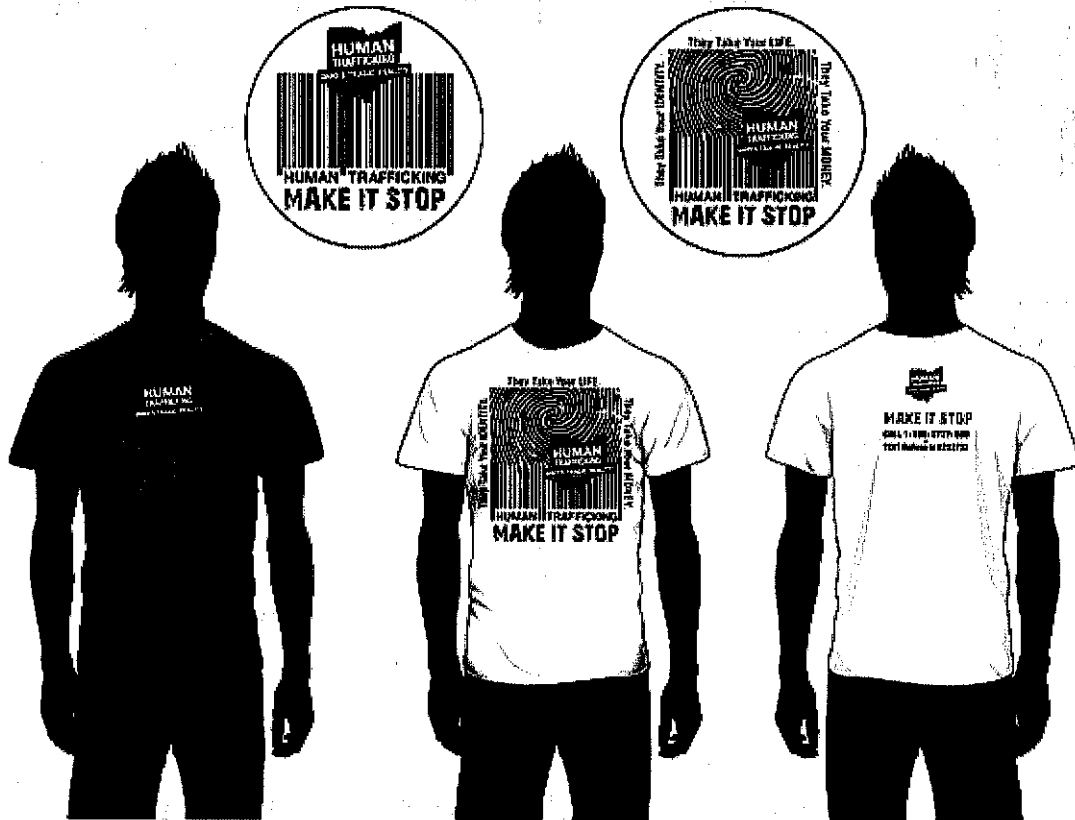


- INFORMATE  
 - COMO AYUDAR  
**DETENGALO**

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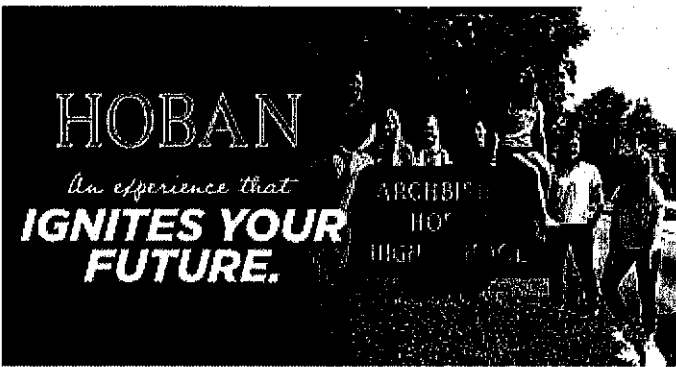


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**TEXTE BeFree al #233733**  
[www.polarisproject.org](http://www.polarisproject.org)



# Social Media Campaign Examples

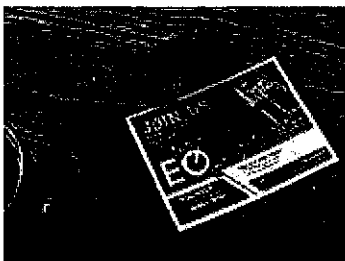
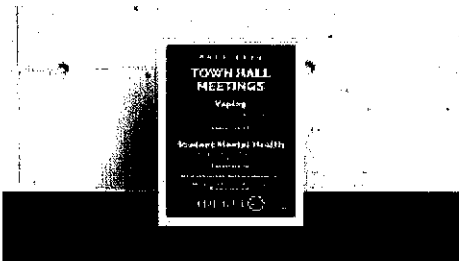
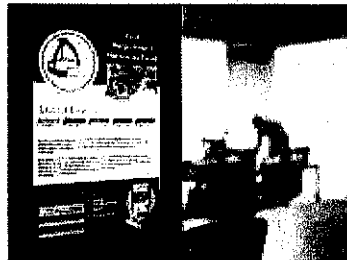
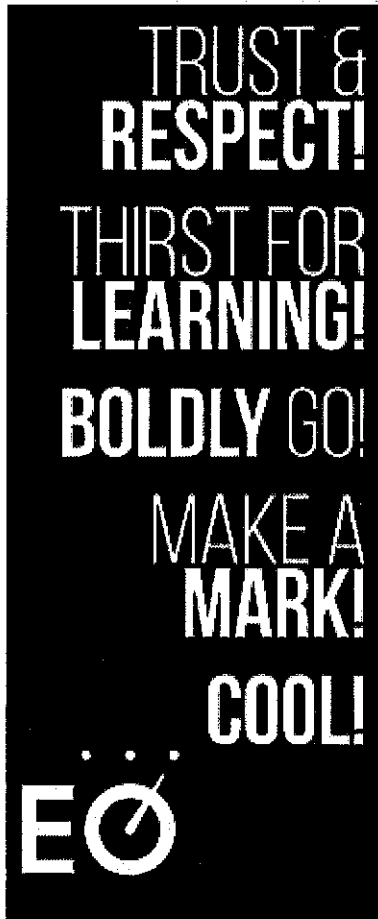
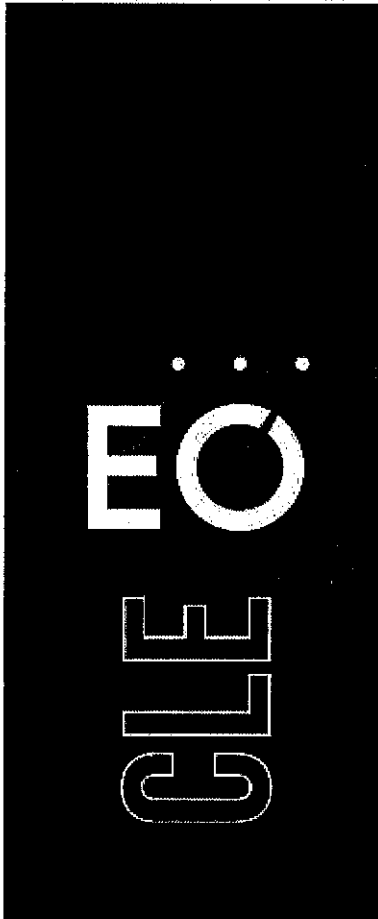
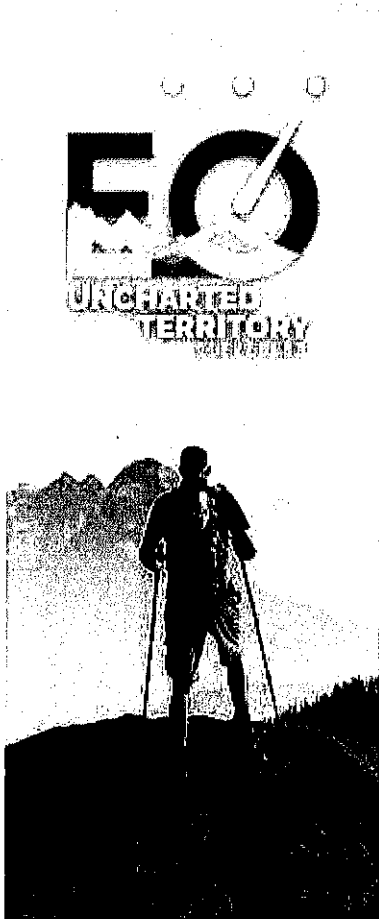
## Instagram Posts



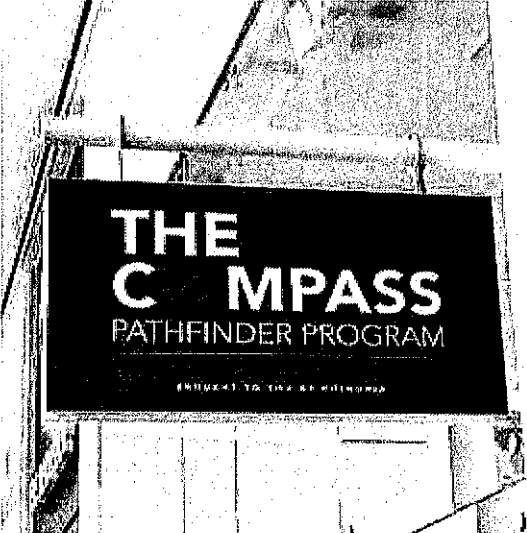
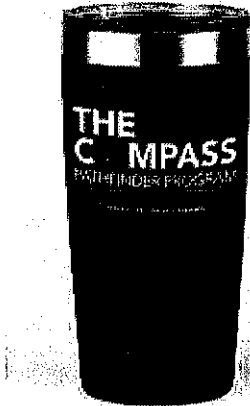
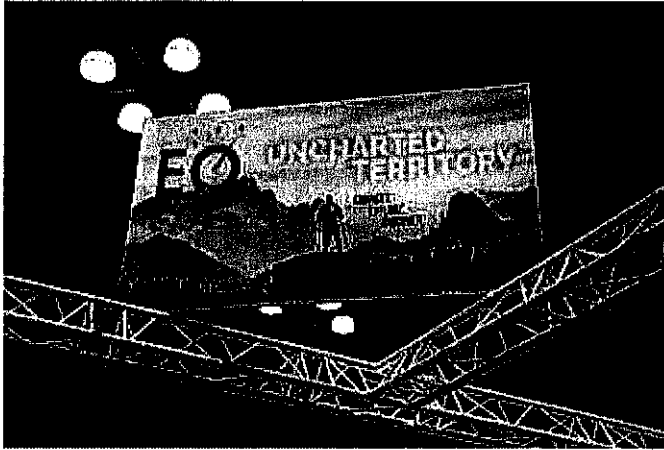
## Facebook Banner and Post



# Promotional Advertising Examples



# Promotional Advertising Examples



# Food and Beverage Examples

www.maltedmeeples.com

# The Malted Meeple

Hobby Gaming, Mega Milkshakes & Craft Beer

## MENU

MONTH OF MAY



MENU	SALTY TREATS	\$1.00 - \$2.00		DRINKS	NON-ALCOHOLIC	\$2.00 - \$3.00		CRAFT BEER	BOTTLE	\$3.00 - \$5.00	SEPTEMBER PUBLISHER'S SPOTLIGHT	
	French Onion	\$1.50	\$2.00		Specialty Sodas	\$2.00 - \$3.00	Rowdy		\$3.00	Booze		\$4.00
	Cheddar Bacon	\$1.50	\$2.00		Liquor	\$3.00 - \$5.00	Bottle		\$4.00 - \$5.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$2.00	\$2.50		Star Wars Chocolates	\$1.50 - \$2.50	Half Pint		\$2.00 - \$3.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$2.50	\$3.00		Star Wars Chocolates	\$1.50 - \$2.50	Pint		\$3.00 - \$4.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$3.00	\$3.50		Star Wars Chocolates	\$1.50 - \$2.50	Half Pint		\$2.00 - \$3.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$3.50	\$4.00		Star Wars Chocolates	\$1.50 - \$2.50	Pint		\$3.00 - \$4.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$4.00	\$4.50		Star Wars Chocolates	\$1.50 - \$2.50	Half Pint		\$2.00 - \$3.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$4.50	\$5.00		Star Wars Chocolates	\$1.50 - \$2.50	Pint		\$3.00 - \$4.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$5.00	\$5.50		Star Wars Chocolates	\$1.50 - \$2.50	Half Pint		\$2.00 - \$3.00	Beer		\$3.00 - \$5.00
	Cheddar Bacon	\$5.50	\$6.00		Star Wars Chocolates	\$1.50 - \$2.50	Pint		\$3.00 - \$4.00	Beer		\$3.00 - \$5.00

a \_\_\_\_\_ **3** \_\_\_\_\_ b

# Marc's

Candy/Gum  
Peanuts/Popcorn  
Fruit Snacks  
Salty Snacks



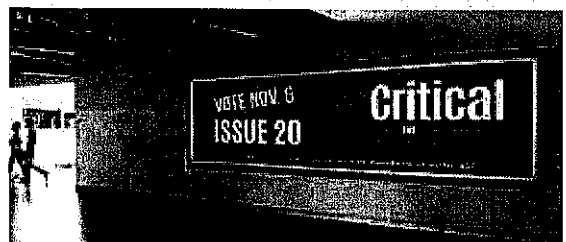
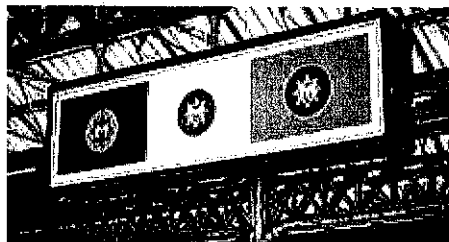
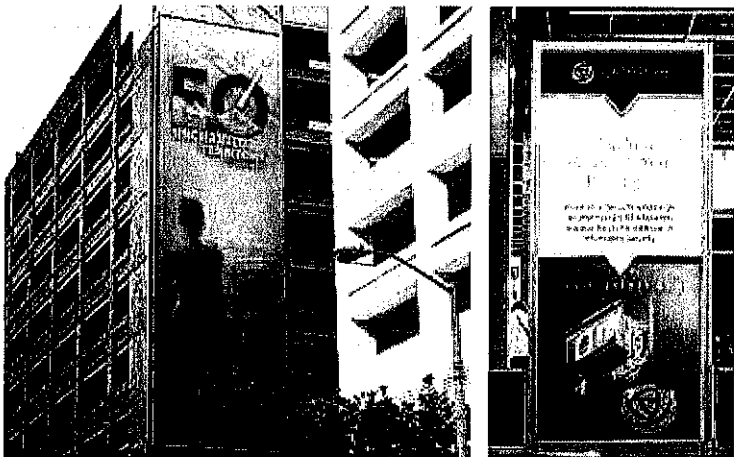
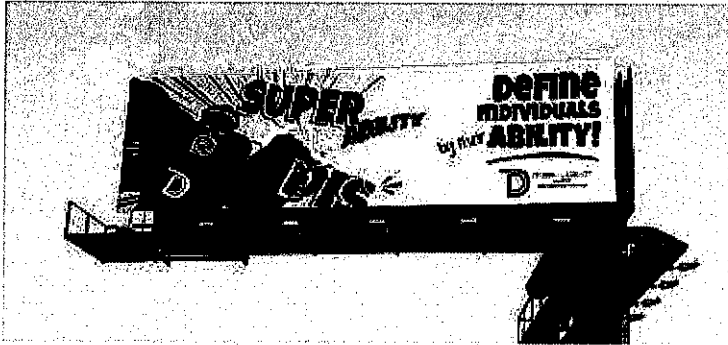
www.maltedmeeples.com

JOIN US AND ENJOY THE FINEST BOARD GAMES, CRAFT BEER & HAND CRAFTED MILK SHAKES

5100 Dorrew Rd., Hudson, OH 44236  
330.655.6919 | www.maltedmeeples.com

West Deer Township  
Proposal of Service

# Outdoor Collateral Examples



# Don't take our word for it, ask our clients.

**William White, Township Manager**

Radnor Township  
610-688-5600  
wwhite@radnor.org

**Kevin Yaughner, President**

Marc's Industries  
216.265.7700  
kyaughner@marcs.com

**Amy Jordan, President**

Hudson Community Foundation  
330.655.3580  
amyjordan@myhcf.org

**Phil Herman, Superintendent**

Hudson City Schools  
330.653.1200  
HermanP@hudson.edu

**Mike Mallis, City Manager**

City of Bedford  
440.232.1600  
mmallis@bedfordoh.gov

**Gerard Neugebauer, Mayor of Green**

The City of Green  
330.858.5052  
mayorneugebauer@gmail.com

**Nancy Foglesong, Superintendent**

Morrow County Board of DD  
419.947.9222  
nfoglesong@morrowdd.com

**Matt Montgomery, Superintendent**

Revere Local School District  
330.523.3202  
mmontgomery@revereschools.org

**Lori McCleese, Executive Director**

Junior Achievement  
330.620.1302  
lori.mccleese@ja.org

**Ed Kraus, Mayor of Solon**

The City of Solon  
440.349.6720  
ekraus@solonohio.org

**Edward Stark, Superintendent**

Trumbull County Board of  
Developmental Disabilities  
330.652.9800  
edwardstark@tcbdd.org

**John Price, President & CE**

Subrosa Cyber Solutions  
330.474.9318  
john.price@subrosacyber.com

# Extra References

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10075 Ravenna Rd.  
Twinsburg, OH 44087  
tyates@twinsburg.oh.us

David Basil  
Mayor, City of Hudson  
115 Executive Parkway  
Hudson, OH 44236  
dbasil@hudson.oh.us

Todd Younkin  
Director, Fairfield County Parks  
407 E. Main St.  
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Andrew Brown  
Director, Sandusky County Parks  
1970 Countryside Place  
Fremont, OH 43420  
abrown@sanduskycountyparks.com

Arnie Biondo  
Director, Centerville-Washington Park District  
221 N. Main St.  
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abiondo@cwpcd.org

Larry Collins  
City Manager, City of Louisville  
215 S. Mill St.  
Louisville, OH 44641  
citymanager@louisvilleohio.org

Anthony DiCicco  
Mayor, City of Mayfield Heights  
6154 Mayfield Rd.  
Mayfield Heights, OH 44124  
anthonydicicco@mayfieldheights.org

Pat Moeller  
Mayor, City of Hamilton  
345 High St.  
Hamilton, OH 45011  
pat.moeller@hamilton-oh.gov

John Pribonic  
Mayor, City of Stow  
3760 Darrow Rd.  
Stow, OH 44224  
JPibonic@stow.oh.us

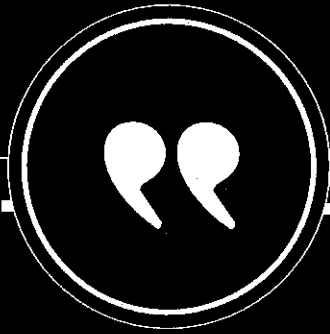
Ben Garlich  
Mayor, Village of Middlefield  
14860 N. State Ave.  
Middlefield, OH 44062  
bgarlich@middlefieldohio.com

Bill Goncy  
Mayor, Village of Boston Heights  
45 E. Boston Mills Rd.  
Boston Heights, OH 44236  
b.goncy@bostonheightsvillage.com

Nicholas Molnar  
Mayor, City of Macedonia  
9691 Valley View Rd.  
Macedonia, OH 44056  
nmolnar@macedonia.oh.us



# Testimonials



"The Impact Group has a fantastic, high energy, creative staff who are a pleasure to work with. They are responsive and truly care about their clients. The work they have done for my organization has truly been invaluable and I highly recommend them."

**President, Hudson Community Foundation - Amy Jordan**

"The Impact Group is a great resource for public relations, strategic planning and crisis communication. The Impact Group employs a cadre of professionals skilled in all aspects of public relations."

**Superintendent, Trumbull County Board of Developmental Disabilities - Ed Stark**

"The Impact Group took our ideas and created an amazing brand for our business. They continue to come up with great ideas all the time. Would recommend their services to anyone!"

**Owner, Mohr Stamping - Amber Mohrman**

Without the Impact Group being part of our organization, the community would not have seen the growth and success it has in recent years. The Impact Group brought core competencies to the table at a time when our community was in critical need. Their facilitation and plans provided the tools to implement a reshaped vision that brought financial stability and growth to the City.

**Former City Manager, City of Huber Heights - Rob Schommer**

EXCITE

Look at you.  
You just got noticed.



Impact Group  
A Division of

# Budget Considerations

## **Job #1: Economic Development Plan**

Determine and deliver business marketing strategy plan for the township through community engagement

Time Frame: Occurs in months 1-6

Total Investment: \$22,500

## **Job #2: Branding Campaign Creation**

Rebranding the township with a logo design and associated artwork for signage and other materials.

Time Frame: Occurs in months 4-9

Total Investment: \$18,500

## **Job #3 Design Support Materials**

Continued creation of brand identity materials in support of previous deliverables

Time Frame: Occurs in months 9-12

Total Investment: \$13,000

## **Optional: Extra Capabilities**

Extra initiatives to coincide with or follow up client work above. obs could include: community engagement, support outreach, social media posting, building business databases, media, business spotlight campaign, promotional strategies, crisis communication support, etc.

Time Frame: After initial contract

Total Investment: TBD

***\$4,500/month for 12 months (July 1, 2021- June 30, 2022)***

**Total Investment - \$54,000**

\*This budget does not include additional hard costs. For example: printing, postage, boosting ads on social media, etc. The allotted time per month is 34 hours. If additional time is required beyond the scope of this project, The Impact Group will first seek client approval, then bill at an hourly rate of \$135 per hour.

## West Deer Township RFP Questionnaire

### **#1: What is your experience in the development of business and marketing plans?**

We have a 20-year history in developing community engagement, marketing plans, branding, and strategic messaging for government communities. Our experience goes beyond our work with our clients. Our principals here at The Impact Group are seen and recognized as experts within the space, speaking at statewide organizations, colleges, and for professional groups on the subject matter.

Please refer to attached proposal for additional experience information

### **#2: What is your philosophy in the creation of artwork to support such plans?**

We have a trademarked strategic messaging approach called, "3-30-3." With this approach, it allows for our client's strategic message to meet their audience and their audiences preferred messaging preferences. This includes a visual strategy as well as a written strategy.

Our team has a deep expertise and experience in everything from web, social, print, advertising, and working with the media.

Our creative process is simple; we collaborate with clients to initiate the foundation of content development, messaging and overall creative design and then take the lead in development, creative revisions and finalizing of all materials for the client's needs. Upon outlining tactics for execution, The Impact Group design team will create an overall brand standard and then execute options of marketing designs. Options are presented for the client's review and approval. Upon approval, The Impact Group will finalize assets.

### **#3: Do you have any experience providing similar services to municipal and/or governmental entities?**

Yes. It is actually our area of expertise. For 20 years, The Impact Group has been well known for its expertise in government. This is one of our core competencies. We work with everyone from townships, governments, boards of health, statewide departments, county departments, cities, and schools.

Please refer to attached proposal for additional experience information

### **#4: Provide the name and title of everyone who would be providing professional services to the Township – including the firm's advisors and subcontractors – along with a description of the responsibilities of everyone performing work and information about their qualifications.**

Please see attached

### **#5: Provide a detailed description of proposed fees and costs. These should be clearly broken down and shall include all direct and indirect fees.**

Please see attached

### **#6: Provide a list at least five references and their contact information of clients for whom you provide services like those being requested in this RFP.**

Please see attached

West Deer Township Conflict of Interest Questionnaire

**Answer the following questions pertaining to any individuals who will be providing services under the proposed contract.**

**#1: Are any of them current or former officials or employees of West Deer Township?**

No.

**#2: Are any a registered federal or state lobbyist?**

No.

**#3: Have any contributed in the past two years to a municipal official or candidate for office at West Deer Township?**

No.

**#4: Do any have a direct financial, commercial, or business relationship with any official or employee of West Deer Township?**

No.

**#5: Disclose any gifts given by you or an "affiliated entity" to an official or employee of the municipality.**

N/A.

**#6: List any additional potential or actual conflicts of interest that may exist relative to contracting of services with West Deer Township.**

N/A.

