

AGENDA
Cascade Charter Township
Downtown Development Authority Board of Directors
July 18, 2017
5:30 p.m.
Cascade Library Wisner Center
2870 Jacksmith Ave. SE

- ARTICLE 1.** Call the Meeting to Order
Record the Attendance
- ARTICLE 2.** Approval of the Agenda
- ARTICLE 3.** Approval of the Minutes of May 16, 2017 Meeting
- ARTICLE 4.** Acknowledge visitors and those wishing to speak to non-agenda items *(Comments are limited to five minutes per speaker)*
- ARTICLE 5.** Discuss and Consider Branding/Marketing Proposals
- ARTICLE 6.** Discuss Future Projects
- ARTICLE 7.** Any Other Business
a. Update on Planning Activities
b. Tree Cutting in Village
- ARTICLE 8.** Adjournment

MINUTES
Cascade Charter Township
Downtown Development Authority Board of Directors
Tuesday May 16, 2017
5:30 P.M.
Cascade Library – Wisner Center

ARTICLE 1. Chairman Huhn called the meeting to order at 5:30 P.M.
Members Present: Huhn, Beahan, Kingsland, Puplava, Ridings, Rowland, Stephan
Members Absent: Siegle and Smith
Others Present: DDA Director Sandra Korhorn, and those listed on the sign in sheet.

ARTICLE 2. Approve the current Agenda.

Motion was made by Member Beahan to approve the Agenda. Supported by Member Stephan. Motion carried 7 to 0.

ARTICLE 3. Approve the Minutes of the March 21, 2017 Meeting.

Motion was made by Member Rowland to approve the Minutes as presented. Supported by Member Beahan. Motion carried 7 to 0.

ARTICLE 4. Acknowledge visitors and those wishing to speak to non-agenda items.

No one came forward.

ARTICLE 5. Discuss and Consider Branding/Marketing RFP

Director Korhorn stated that discussion began last fall with regard to future project for the DDA District. Completing a marketing plan had been discussed, as the DDA is now sponsoring events and it was thought that a logo specifically for the DDA for marketing/advertising purposes would be useful, as well as a branding/marketing initiative for the downtown district. She put together an RFP to start the process. It would help the DDA develop a branding/marketing plan with the goal of creating a coordinated image and associated campaign for Cascade DDA. The goal of the plan is to highlight the features of our community with the result of attracting citizens, businesses and other entities to the different areas of our Township and to enhance Cascade's overall quality of life.

The brand will be suitable for multiple applications, including, but not limited to: economic development marketing, professional recruitment and retention and tourism marketing.

This project was budgeted in the 2017 DDA budget. Director Korhorn passed out a draft RFP to be sent out in the next couple of weeks with proposals due back in mid-June.

Discussion followed centered mostly around the amount of money designated to spend for the rebranding/marketing. Is it enough? Too much? Should the amount be stated up front in the RFP?

Motion was made by Member Puplava move forward with the marketing RFP. Supported by Member Kingsland. Motion carried 7-0.

ARTICLE 6. Discuss Tree Cutting/Replacement in the District

Director Korhorn stated that there are some trees located in the district that are dead or in bad shape. She would like the DDA to approve removing these trees and asked them to decide what, if anything, should replace these trees.

A general discussion followed specifically concerning what would replace the trees which would be removed. Should they be replaced with new trees, and, if so, what size? There was discussion about putting in some type of potted plants (which may be difficult cost wise to maintain) or, thinking outside the box, with some ornamental sculptures.

Motion was made by Member Rowland to approve the removal of bad trees and wait to see which trees need to come down before deciding what to put in their place. Supported by Member Puplava. Motion carried 7-0.

ARTICLE 7. Discuss Future Projects

Director Korhorn stated that the Community Gathering Space Plan did not pass at the April board meeting.

Looking at the project list from the joint meeting in 2015 of potential DDA projects, the Gateway entry signs are high on the priority list. While not specifically listed, a couple of sidewalk/streetscape projects should be considered:

1. Centennial Park – Orchard Vista loop;
2. Patterson Avenue – 28th St. north to Patterson Ice Arena; and
3. Cascade Road – 28th Street to Cascade Villas (this project would be best completed with the Township Board to finish this walk from Cascade Villas to Burton Street).

Discussion followed concerning reasons why the Community Gathering Place Plan did not pass and if, in the future, it might come up again.

Discussion also included which of the three options above made the most sense to pursue at this time. There seemed to be more issues with the Cascade Road option than the others. The Board seemed to agree that the Orchard Vista loop would definitely get the most use.

Motion was made by Member Puplava to obtain pricing for the Patterson and Orchard Vista loop and to table for now the Cascade Road sidewalk. Supported by Member Beahan. Motion carried 7 to 0.

ARTICLE 8. Any other business.

- a. Update on Planning Activities.
- b. DDA Business/Property Owner meeting – Interchange Area

ARTICLE 10. Adjournment.

**Motion was made by Member Beahan to adjourn. Supported by Member Kingsland.
Motion carried 7 to 0. The meeting was adjourned at 6:40 p.m.**

Respectfully submitted,
Diana Kingsland, Secretary

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss and Consider Branding/Marketing Proposals

Meeting Date: July 18, 2017

At the May meeting I presented a RFP for a branding/marketing plan for the DDA district. The RFP's were mailed and we received two proposals for review.

I asked a small group of staff and DDA board members to review the proposals. While one company seemed to come out ahead of the other, I thought I would present both proposals to the entire board for review and discussion.

The proposals are included in the packet. Please read through them and be ready to discuss them at the meeting. My goal is to place this item with a recommendation to the Township Board on their July 26 agenda. However, if more time is needed or if we want to interview the firms, doing so will obviously push back our timeline.

What's Your Vision?

New Moon Visions Place Branding & Marketing

Michigan | California

Cascade Township Branding/ Marketing Plan

Sandia Korhorn, JDA/Economic Development Director
Cascade Charter Township
2865 Thornhills Ave. SE.
Grand Rapids MI 49546
(616) 949-1500

595 Forest Ste 5B, Plymouth, MI 48170 | 134 Las Flores, Aliso Viejo, CA 92656
NewMoonVisions.net
248-214-4491



NEW MOON
VISIONS

June 19, 2017

Sandra Korhorn, DDA/Economic Development Director
Cascade Charter Township
2865 Thornhills Ave SE.
Grand Rapids MI 49546
(616) 949-1500

Dear Ms. Korhorn,

Thank you for considering New Moon Visions to develop a refreshed brand and comprehensive marketing plan for the Cascade Downtown Development Authority. Creating a distinctive brand to highlight the community's features, attract new residents, recruit business, and development is just the kind of forward-thinking concept that we get excited about - and we have the tools, personnel, and passion to take it from the idea stage all the way through launch.

New Moon specializes in marketing places. In fact, we have done speaking engagements on place branding for the Michigan Downtown Association, the Michigan Chamber of Commerce, the Michigan Local Government Management Association, Central Michigan University, and the California Main Street Alliance. Through our experience with various communities, we have developed the necessary skills and methods for working effectively with municipal administration teams, committees and volunteer boards. We've had the honor and honed our experience working with a variety of places, from small villages, to Main Street communities, to cities and major corridors, to tourist destinations, as well as business associations. We've worked with wide range of community sizes from 16 square miles and 2,000 population to 42 square miles and 167,000 population and everything in between. Most of the communities have been approximately 7,000 to 20,000 population. We understand what it takes to gather input from the various stakeholders and guide the process in a productive direction toward consensus. The end result is a comprehensive brand that resonates with people and draws them to a place.

It would be an honor to work together for the ongoing success of the Cascade Downtown Development Authority. We are honored and appreciate the invitation to discuss the possibilities. We look forward to the opportunity to serve you.

Sincerely,

Kim Rivera



Principal, Senior Creative Director

595 Forest Ste 5B Plymouth, MI 48170 | 134 Las Flores, Aliso Viejo, CA 92656 | NewMoonVisions.net
t: 248-214-4491 | f: 248-502-0964 | e: krivera@NewMoonVisions.net



NEW MOON
VISIONS
Place Branding & Marketing

NewMoonVisions.net

THE PROJECT

We understand the need for the Cascade Downtown Development Authority to develop a brand and marketing campaign for economic development, professional recruitment and tourism. We understand the challenges Cascade faces with two major thoroughfares running through the heart of the DDA and the confusion of businesses identifying with Grand Rapids as their location. We also see the beautiful natural resources, community spirit and potential for Cascade, and we appreciate the opportunity to work with the DDA and uncover a new identity and strategic plan to promote Cascade's amenities and clearly present your message locally and beyond.

OUR APPROACH

Branding is about so much more than a logo and tagline. It's the promise of your community's distinct essence or experience and how you tell your story to the world. It's everything you do to deliver the promise of your brand experience, from place making, design and economic development, to signature events and consistent marketing. To promote a place, one must dive in and learn what makes it unique in order to find the true personality and distinctive qualities. New Moon views a community with a fresh outside visitor's perspective. Branding is about what you are, not about what you aspire to be. Taking an honest look at what the leaders, merchants, community and visitors say about a destination gives a clear focus of what identifies a place. Based on our experience, research is essential to the process of uncovering the true brand essence. We work closely with members of the community to determine the "promise" of a brand; taking great care to represent the community's experience with authenticity. We assess the research findings and develop a brand strategy tailored to your community. Next, we can progress to the creative stage to help tell your story. The concepts presented for your logo and tagline come with rationale that is directed by the research. Once the logo and tagline are selected, refined and approved, we continue to move forward and develop a brand style guide, an ad campaign and collateral templates and train you how best to use them (and how not to as well). Now to tell the story... with a plan of who to tell it to, and how to most effectively reach them.

Here's how we do it:

- Get to know the community, the people, and the competition
- Identify and convey the niche
- Develop the brand identity, guidelines and collateral
- Develop a plan

OUR PHILOSOPHY

"Our goal is to make a powerful, sensory impression that conveys the look, feel, and experience of your "place" in a personal and interactive way for each target market."

- New Moon Visions



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NEW MOON, A HIGHLY EFFECTIVE AND QUALIFIED TEAM FIRM HISTORY & PERSONNEL

New Moon, established in 1990, is an innovative marketing firm located in Downtown Plymouth, Michigan, with recent expansion to southern California. Our business is flexible; we fine-tune the size and composition of our team of highly qualified independent professionals to meet the specific needs of your project. We provide the personal attention that some larger firms simply cannot give. With over 100 years of collective experience, we bring fresh ideas and a most sincere commitment to respect your needs and to exceed your expectation and satisfaction with the final package. New Moon Visions is an agency dedicated exclusively to creating brand identity and generating awareness for places.

Our team of creative professionals is easy to work with and accommodating throughout the process. You will see in the enclosed samples from our body of work that we are passionate about what we do. Over the past 27 years, we have maintained an excellent reputation for dependability and working within timelines while keeping an eye on cost efficiency. We have the support and capacity to handle the workload, and we are dedicated to completing the project on time and on budget. Assuring the process stays on track, our team collaborates with Google Docs and shared Calendars to track tasks, deadlines, and quality control.

Our Services include:

- Brand Identity
- Marketing
- Graphic Design
- Photography
- Illustration
- Magazine Publishing
- Cooperative Advertising Sales
- Merchant Outreach
- Print, Billboard and Broadcast Advertising
- Media Planning and Placement
- Video and Radio Production
- Mapping and Signage
- Web Design
- Web Content Updates
- Social Media
- Online Marketing
- Public Relations
- Event Promotion
- Consultation
- Facilitation

We've produced audience-grabbing materials for multiple organizations and communities including: Michigan Downtown Association, Michigan Local Government Management Association- Next Gen, Milford, St. Louis, Allen Park, Plymouth, Brighton, Northville, Petoskey, Canton Township, Fenton, Highland Township, South Lyon, Oscoda, Pinckney, Milan, Monroe, Vista Village, CA, Oceanside CA, and Monterey Park CA.



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ALISO VIEJO CALIFORNIA STAFF



Kim Rivera

Principal, Senior Creative Director

- 29 years marketing and advertising design experience
- Associate's Degree, Design - Oakland Community College
- Associate's Degree, Illustration - Oakland Community College
- Past board member, Milford Downtown Development Authority for 7 years
- Served as president of the Milford Business Association for 2 years
- Award winning advertising design

Her grass roots experience, in addition to her countless hours of volunteer involvement with hometown events and community non-profits made it possible to understand what a town really needs to promote itself. From identity, to print, web design, and social media to community-inspired events - Kim relates to communities from every perspective in order to convey their true essence consistently in every medium.

PLYMOUTH MICHIGAN STAFF



Sandra Hornyak

Associate Creative Director, Design

- 30 years marketing and advertising design experience
- Bachelor of Science, Art/Graphic Communication - Eastern Michigan University
- High-profile and results-generating work in the nonprofit sector, with clients including Beaumont Hospitals, St. John Health System, Henry Ford Health System and University of Michigan Health System
- Extensive regional and county nonprofit client base, including Creating a Healthier Macomb County, Lighthouse of Oakland County and Lutheran Social Services of Michigan
- Strong automotive background, including the Detroit Auto Dealers Association, North American International Auto Show and Cadillac

Sandra's dynamic energy and results-driven design work have made her the go-to resource for organizations seeking to exceed donation goals or building image and awareness. Her work blends smart, attention-getting design with unmatched elegance and is always on strategy, on time and on budget. She's the recipient of numerous health care marketing awards and the prestigious Scarab Club award.


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Sharman Lamka

Advertising, Strategic Communications and Events Director

- Over 30 years professional advertising and event promotion experience
- President of The FACES Foundation, a non-profit organization since 2006
- General Sales Manager WWWW 106.7FM Radio in Detroit
- Station Manager WNIC 100.3FM Radio in Detroit
- Bachelor of Arts from Michigan State University - Journalism/French/
- Secondary Education - Masters of Arts - Business from Central Michigan University

Sharman loves retail. She's worked with retailers and service industries for over 30 years. She recognizes their need to reach potential customers with results oriented, cost effective and creative advertising.



Jennifer Thomas

Associate Creative Director, Writer

- 27 years of copywriting, advertising and marketing experience
- Rich experience in the travel and tourism sector, with clients including AAA Travel, Continental Airlines, Holiday Inn, Crowne Plaza Hotels, and the City of Detroit
- Seven years at Campbell-Ewald Advertising, Warren, MI including serving as Vice President, Associate Creative Director over Continental Airlines account
- Author of "Motor City Memoirs," a collection of stories from notable people from in and around Detroit
- Numerous national and international copywriting awards

Years of experience and research into what motivates business and leisure travelers at home and abroad have given Jennifer unique insight and perspective. Her recognized abilities to identify and promote the aspects of locations and services that will draw travelers have earned her loyal clients and international recognition.



2 RELATED EXPERIENCE
NEW MOON WORK PORTFOLIO

Fenton
Brand Identity and
Marketing Plan Implementation
Event Promotion/Coordination

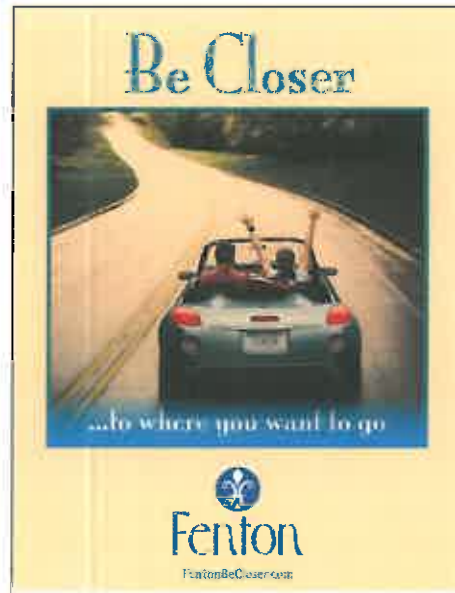
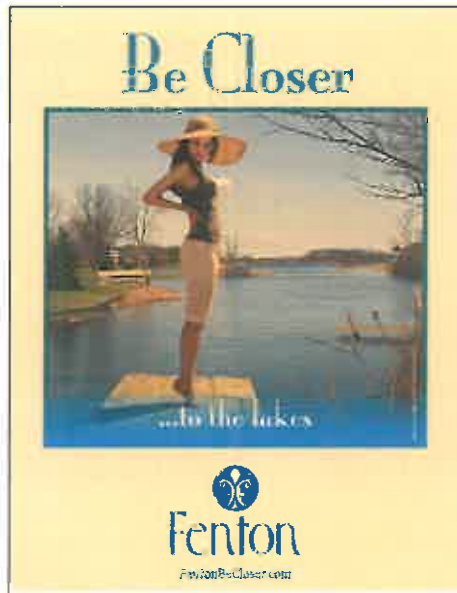
Designers:
Kim Rivera
Sandra Hornjak

Writers:
Kim Rivera
Sharmen Lamka
Jennifer Thomas

Plan:
Sharmen Lamka
Kim Rivera

Website:
Kim Rivera
Sherrie Brindley

Events:
Sharmen Lamka
Kim Rivera



**Petoskey
Brand Identity and Marketing Collateral
and Plan**

Designers:
Kim Rivera
Sandra Hornyak

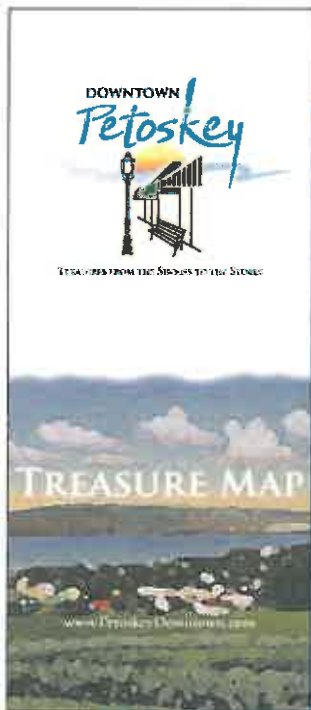
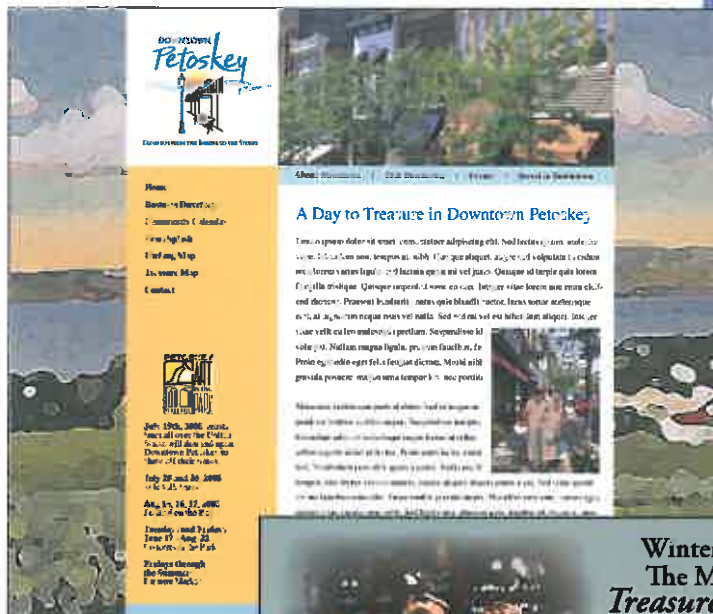
Writers:
Kim Rivera
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera

Website:
Kim Rivera



TREASURES FROM THE SHORES TO THE STORES



www.PetoskeyDowntown.com



**Vista Village
Brand Identity and
Marketing Focus Group**

Designers:
Kim Rivera
Sandra Hornjak

Writers:
Kim Rivera
Jennifer Thomas

Focus Group:
Kim Rivera



Cool Place. Warm Welcome.

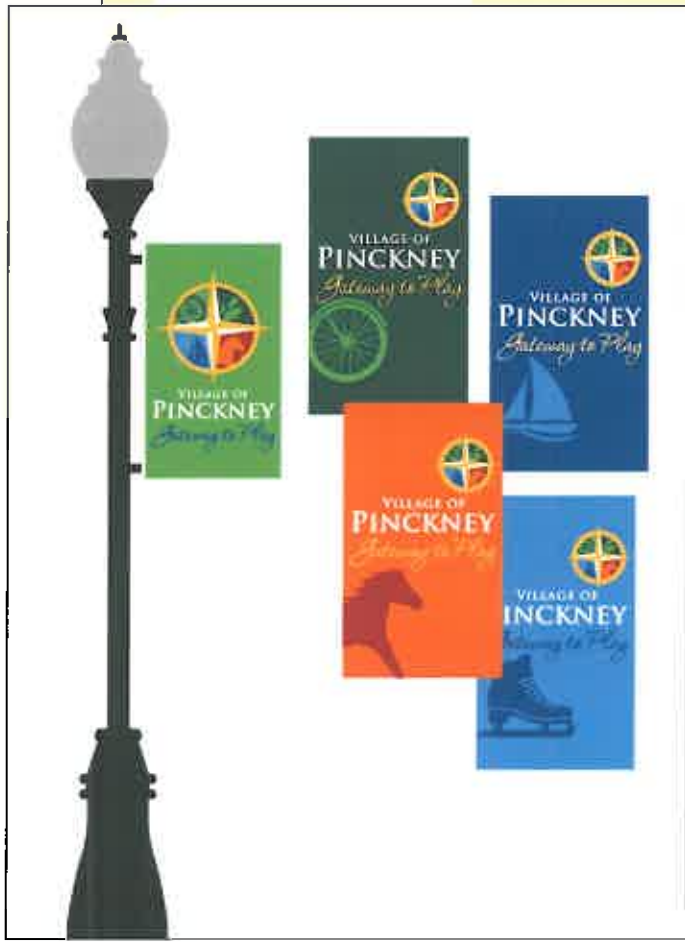
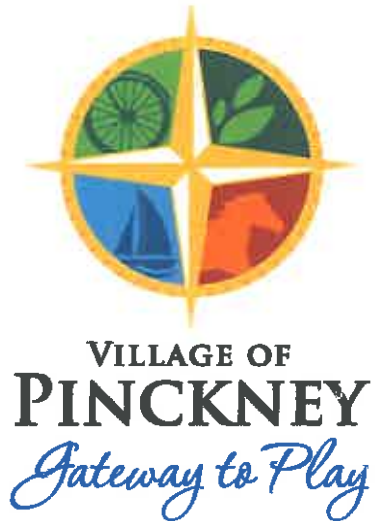


**Pinckney
Brand Identity, Collateral,
Website**

Designers:
Kim Rivera
Sandra Hornjak

Writers:
Kim Rivera
Jennifer Thomas

Website Template:
Sandra Hornjak



...nding and more, the natural recreational areas and beauty surrounding Pinckney allow visitors to relax and enjoy the outdoors. Pinckney is a village with a distinct character and a relaxed way of life. Whether you need a cup of coffee or a delicious meal to sustain you for the active day ahead, all...

...d in 1855 and recently celebrated its 175th anniversary in 2010. Through the years, it's peaceful, family-friendly atmosphere. It's a community that cares and is open to the individual's entrepreneurial search of their true path.

...ing become increasingly obvious. The village recognizes that this little village is truly the center of the community in the quiet village square and central, located senior center in Pinckney that becomes obvious at first glance.

...at parks and play happens with the village. The people of Pinckney are doing it in a more traditional manner. The village community was built upon. Though not far from Ann Arbor and Lansing, Pinckney is a refreshing alternative to a high-pressure...

...y's relaxed outlook is not to be mistaken with the quietness. The village loves the environment of city life for another kind of energy. The recreation possibilities are a special culture and keep as busy as any city-dweller - just with a...

...e activities and more make for an active community that cares about their lives in a spirit of nearby cities, but they choose to take their way...

...typically be found in Pinckney, long-time residents and passers-through. Both visitors enjoy the events and enjoy the events, like Art in the Park and holiday celebrations. Pinckney is the ideal rest stop, where they can pick up fresh baked goods, locally sourced...

...it, he'll become a resident for the long haul. Where else would one love to settle, to live, with family? Pinckney is both a perfect resting place along the way, and the town roots and be peacefully active for life.

to play!

**Northville
Brand Identity, Marketing Collateral
and Plan**

We teamed up with IMI and
the community brand is well received!

Designer:
Kim Rivera

Writer:
Kim Rivera

Plan:
Kim Rivera
IMI



Time to...

Play with us.

Shop with us.

Dine with us.

Isn't it time you experienced everything your downtown has to offer - unique shops, exquisite dining, and year-round entertainment? Exciting changes are happening in the downtown, visit us and see for yourself. Downtown Northville, timeless...with a twist!

Visit us at www.downtownnorthville.com

Time to...

Play with us.

**The Northville Downtown Development Authority
and Northville Chamber of Commerce present:**
Movies at the Marquis
January 19 - March 29

Be our guest and enjoy watching a classic movie on the big screen at the historic Marquis Theatre located in Downtown Northville. Show times are 7:00 p.m. each Saturday. There are a limited number of complimentary tickets available for each performance, so pick up your tickets now! Tickets for each week's movie are available only at the sponsoring merchant location.

Visit us at www.downtownnorthville.com

sponsored by
TOM HOLZER

downtown
Northville

timeless...with a twist

timeless...with a twist

Visit Downtown

Welcome to Downtown

Downtown Northville (Map)

Seven classic movies will be shown during the 2010 Movies at the Marquis Classic Movie Series, which runs January 16 - March 27, 2010.

Quick Links

Northville Town Newsletter

Walking Map

City Website

Visit our Facebook Page

City of Northville

185 E. Main
13872010
Cafe Cook Off
Service Center
803 W. Main
Movies at the Marquis
The Thomas Crown Affair
Marquis Theatre
135 E. Main
Bazzard Restaurant
Cordis Hotel-in-the-Well
408 E. Main
2/5/2010
Northville Arts
Commission
4th Annual Member
Reception

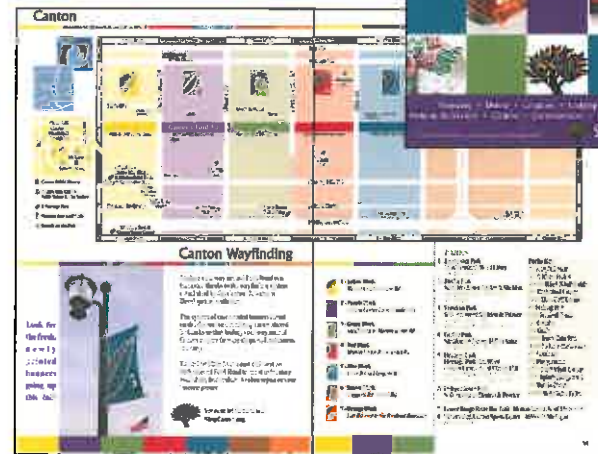
**Canton DDA
Brand Identity Update,
Marketing Plan Implementation
Event Promotion/Coordination**

Designers:
Sandra Hornjak
Kim Rivera

Writers:
Sharman Lamka
Kim Rivera

Plan:
Sharman Lamka
Kim Rivera

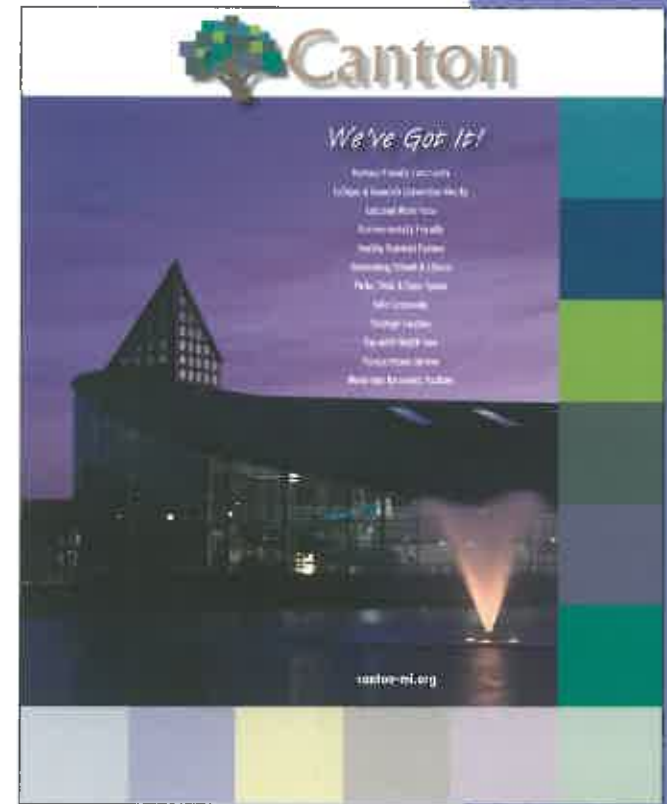
Events:
Sharman Lamka



**Canton Township
Brand Identity Update, Brand Guide
and
Marketing Collateral**

Designers:
Sandra Homyak
Kim Rivera

Guide:
Sandra Homyak
Kim Rivera



NEW MOON
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Place Branding & Marketing
NewMoonVisions.net

Plymouth Brand Identity, Marketing Collateral and Plan

We teamed up with North Star and the community brand is well received!

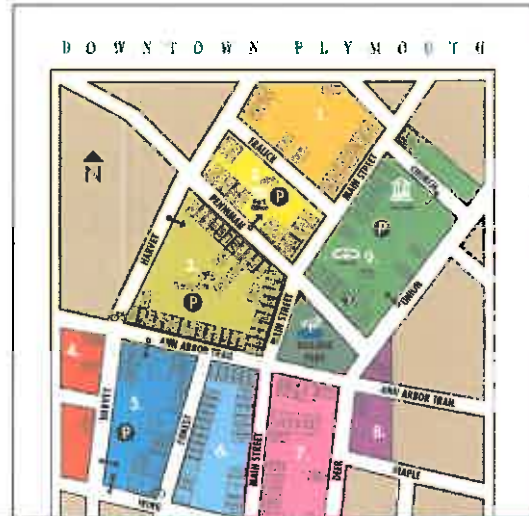
Designer:
Kim Rivera

Plan:
Kim Rivera
Sherrie Brindley

DOWNTOWN
PLYMOUTH



Not Just a Walk in the Park



Downtown
PLYMOUTH



Not Just a Walk in the Park

- Downtown Events
- Shopping
- Dining
- Pull-Out Walking Map

www.downtownplymouth.org

Winter 2006 Edition

There's Always Something Going On In Downtown Plymouth!

- January 19-21** Plymouth International Festival...
April Spring Sale...
May 18-19 Art Fair...
May - October Farmers Market...
June 16 Plymouth Fall Festival...
June - August Concerts in the Park...
July Art in the Park...
August 21 Plymouth Beer Derby...
September 7-8 Plymouth Fall Festival...
September 13 Labor Night...
September 30 Chili Cook Off & John Compton...
October Soccer in the Park...
October 26 Great Pumpkin...
November 23 Santa's Annual Tree Lighting...
December The Walk of Trees & Santa River Walk...



It's Events

It's Nightlife

It's Dining

It's Relaxing

It's Family

www.downtownplymouth.org

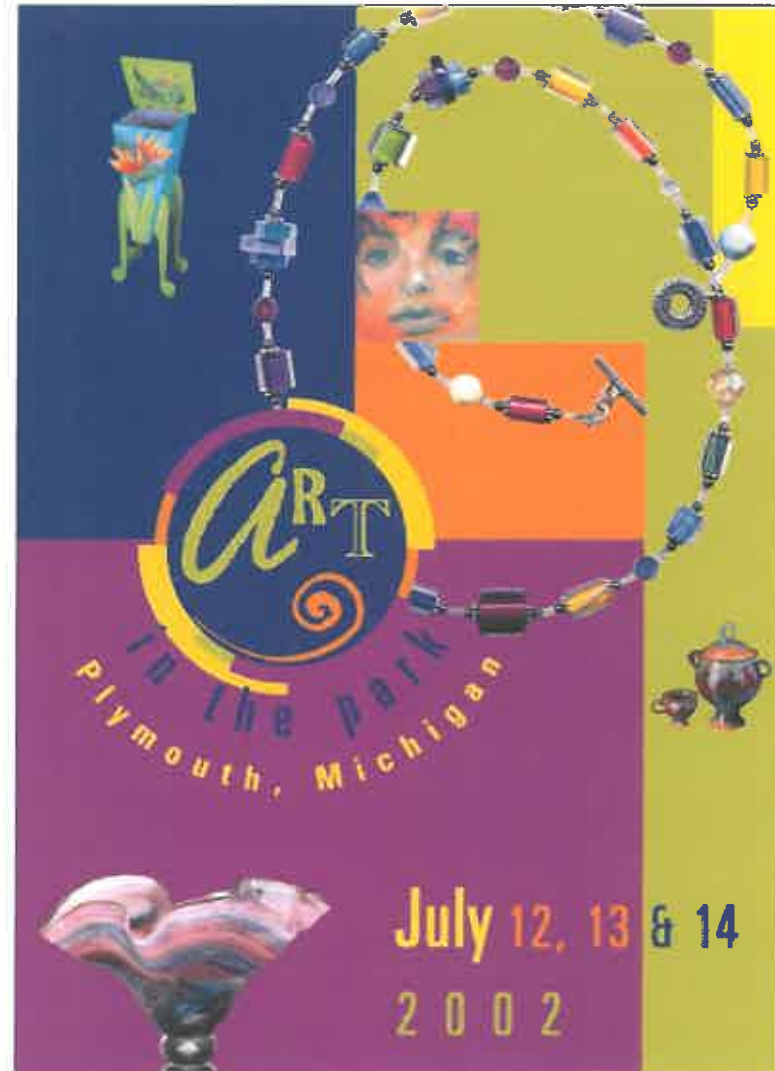


Not Just a Walk in the Park

Walking Map

Plymouth Art in the Park
Brand Identity and Marketing
Collateral

Designer:
Kim Rivera



Milford
Brand Identity and Marketing Collateral

Designer:
Kim Rivera

Meet Me in Milford



Meet Me in Milford

Home
What's New?
Contact Us
Site Map

Shopping Dining Business Guide For the Visitor Events Calendar For the Investor About the DDA Contact Us

Shopping, Dining, Business

Shopping / Dining and Business Guide

[Printer Friendly](#) [Email to a Friend](#) [Bookmark & Share](#)

[Click Here for Downtown Map](#)

Downtown; an epicurean experience...
Regionally known chefs offer gourmet cuisine and family style restaurants still make your favorites.

Main Street is home to coffee shops, bakeries, delicatessen, a butcher and a wine shop.

[Restaurant Guide](#)

Downtown Walking Map
Business Directory
Shopping Guide

**Milford Memories Summer Festival
Brand Identity and Marketing Collateral**

Designers:
Sandra Hornjak
Kim Rivera

Writer:
Jennifer Thomas



MILFORD
Memories
summer festival



MILFORD
Memories
summer festival

August 12 & 13, 2000

Legend:

- First Aid
- Public Parking
- Handicap Parking
- Restrooms
- Food
- Entertainment
- Information Booth / Lost & Found
- Kid Central
- Art in the Village
- Central Park Beer Tent
- Community Booth

Parking available on public streets

Milford Memories Summer Festival 2004 Events Schedule
August 13, 14, & 15, 2004

Friday, Aug. 13, 2004

- 10 a.m. - 6:30 p.m. Free Shuttle Bus Service
- 10 a.m. - 8 p.m. Art in the Village
- 1 p.m. - 8 p.m. Civil War Encampment
- 11 a.m. - 4 p.m. Kid Central
- 10:30 a.m. - 6:30 p.m. Center Street Gazebo Entertainment
- 10:30 a.m. - 6:30 p.m. Mill Pond Pavilion Entertainment
- 7 p.m. - midnight Friday Night Dance
- Central Park Beer Tent
- Entertainment by: Mr. Moody

Saturday, Aug. 14, 2004

- 7 - 10 a.m. Pancake Breakfast
- 10 a.m. - 7:30 p.m. Free Shuttle Bus Service
- 10 a.m. - 7 p.m. Art in the Village
- 9 a.m. - 9 p.m. Civil War Encampment
- 10:30 a.m. - 6:30 p.m. Center Street Gazebo Entertainment
- 10:30 a.m. - 6:30 p.m. Mill Pond Pavilion Entertainment
- 11 a.m. - 4 p.m. Kid Central
- Noon - 4 p.m. Central Park Beer Tent
- Entertainment by: The Ismen
- Noon - 2:30 p.m. Cold Built Euchre
- 2:30 p.m. Remote Control Car Races
- 3 p.m. Registration
- 3 p.m. - 11 p.m. Remote Control Car Races
- 7 p.m. - 11 p.m. Teen Dance
- 7 p.m. - midnight Saturday Night Dance
- Central Park Beer Tent
- Entertainment by: The Shin Dig

Sunday, Aug. 15, 2004

- 7 - 10 a.m. Pancake Breakfast
- 7:15 - 8 a.m. 5K Run Registration
- 8 a.m. One mile run/walk
- 8:30 a.m. 5K Run
- 10 a.m. - 5:30 p.m. Shuttle Bus Service
- 10 a.m. - 5 p.m. Art in the Village
- 10:30 a.m. - 5:30 p.m. Center Street Gazebo Entertainment
- 10:30 a.m. - 3:30 p.m. Mill Pond Pavilion Entertainment
- 9 a.m. - 3 p.m. Civil War Encampment
- 11 a.m. - 3 p.m. Kid Central
- 12:30 p.m. Blind Canoe Race
- 1 p.m. Sunray's Birthday Bash
- 12 - 4 p.m. Central Park Beer Tent
- Entertainment by: The Goove Kings
- 5 p.m. Festival Closes

No pets on festival grounds please.

2Milford Times
WMA
NEW MOON VISIONS
NEW MOON VISIONS

**City of Milan
Brand Identity and Marketing Collateral and Plan**

Designers:
Sandra Hornjak
Kim Rivera

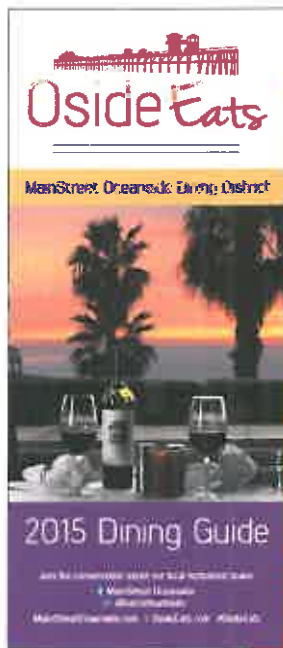
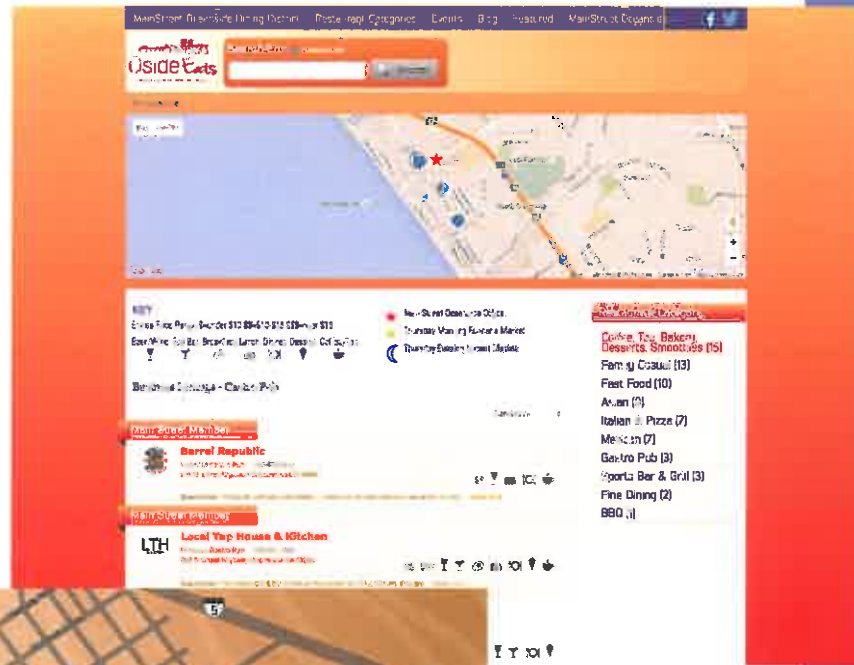
Writer:
Jennifer Thomas

Plan:
Sharman Lamka
Kim Rivera



**MainStreet Oceanside CA
Downtown Dining District
Brand Identity Merchant Outreach,
Printed and Webside Map/Directory,
Blog**

Designer:
Kim Rivera



City of Monroe

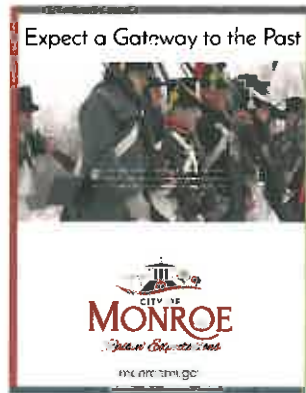
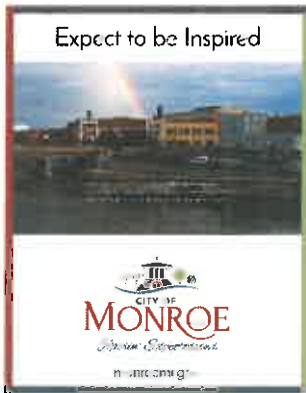
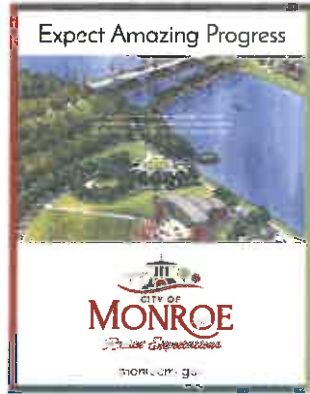
NOTE: Preliminary Work (Confidential)
Roll-out scheduled for Summer 2017

Brand Identity, Marketig Collateral and Plan,

Designers:
Kim Rivera
Sandra Hornjok

Writer:
Jennifer Thomas

Plan:
Sharma Lamka
Kim Rivera



City of St. Louis
 Brighton
 South Lyon
 Oscoda Township

Website Design

Designers:
 Kim Rivera
 Sandra Hornjak

Writer:
 Sherrie Brindley



3. REFERENCES

Allen Park Michigan DDA
Annette Knowles, Formerly DDA Director, Allen Park
Currently: Downtown/Economic Development Coordinator
City of Monroe MI
120 East St. Monroe MI 48161
734-384-9146

Canton Twp Michigan DDA
Amy Hamilton, DDA Director, Canton Twp
1150 Canton Center S, Canton, MI 48188
734-394-5186

Kathleen Salla, Formerly DDA Director, Canton Twp
Retired as of Dec. 31, 2012
Can be reached at kesalla@aol.com 734-560-6002

Canton Twp Michigan
Kristen Thomas, Marketing Analyst
and Economic Development Director,
1150 Canton Center S, Canton, MI 48188
734-394-5229

Charter Township of Oscoda Michigan DDA
Ann Richards, DDA Director,
110 State St. Oscoda Township MI 48750
989-739-6999

City of Fenton Michigan DDA
Michael Burns, Formerly Asst City Manager, DDA Director, Fenton
Currently: City Manager, City of Lowell
301 East Main Street, Lowell, MI 49331
616.897.8457

City of Milan Michigan
Jade Smith, City Administrator
147 Wabash, Milan, MI 48160
734-439-1501

City of Monroe, Michigan
Jody Egen, Director of Communications,
Culture and Community Promotion
120 East St.
Monroe MI 48161
734-384-9134

City of St. Louis Michigan
Phil Hansen, DDA Director
108 W. Saginaw Street, St. Louis, MI 48880
989-681-3017

Michigan Downtown Association
Sheila Stamiris, Past President, MDA
240 West Genesee Street, Frankenmuth, MI 48734
989-652-3430

Milford Michigan DDA
Ann Barnette, DDA Director,
1100 Atlantic Street, Milford, MI 48381
248-684-9719

Milford Memories Summer Festival
Jennifer Hill, Formerly Event Coordinator
Can be reached at 248-736-0532

Northville Michigan DDA
Lori M. Ward, AICP DDA Director,
215 W. Main Street, Northville, MI 48167
248-349-0345

Petoskey Michigan DMB
Becky Goodman, Downtown Director,
216 Park Avenue, Petoskey, MI 49770
231-622-8501

Plymouth Art in the Park
Diane Quinn and Rachel Rork
PO. Box 702490 Plymouth, MI 48170
734-454-1314

Plymouth Michigan DDA
Sherry Pryor Brindley, Formerly DDA Director, Plymouth
Currently Marketing Director Plymouth Historical Museum
734-740-0606

South Lyon Michigan DDA
Kristen Delaney, Formerly DDA Director, South Lyon
Assistant to the CEO,
Michigan Municipal Services Authority,
PO. Box 12012 Lansing, MI 48901-2012
517-618-9616

Village of Pinckney Michigan DDA
Amy Salowitz, Village Clerk,
220 South Howell Street, Pinckney, MI 48169
734-878-6206

Vista Village Business Association,
Main Street Program California
Gumaro Escarcega,
Formerly Executive Director, Vista Village
Currently: Main Street Program Manager, Oceanside CA
701 Mission Avenue, Oceanside, CA 92054
760-754-4512 x102

MainStreet Oceanside
Rick Wright Executive Director
701 Mission Avenue, Oceanside, California 92054
760-754-4512

4. TESTIMONIALS

I have worked with the dynamic New Moon Visions team for over six years as they assisted the Canton Downtown Development Authority with a highly effective ShopCanton brand. While much of their expertise features marketing the charm of traditional downtowns, they successfully rose to the unique challenge of promoting Canton's Ford Road- a very busy and vibrant 3-mile corridor with a wide mix of both national chain and independent stores and restaurants. We couldn't be happier with the results! The New Moon Visions team members are creative, professional, and responsive, and their services are always provided with the highest integrity.

- Kathleen Salla, Director, Canton MI DDA

New Moon's tremendous creativity and outstanding marketing skills provided us with exactly what we needed for our branding campaign. I am continually impressed by their customer service, dedication and professionalism.

- Kristen Thomas, Economic Development and Communications, Canton Township MI

I hope you will be pleased to know that I was very happy with your services. You are just a peach to work with, very eager to please and accommodating. I thought there were many times that you were put to the extra test of having to dig deeply into my mind to figure out exactly what I meant or was thinking and that was my fault, but you persevered and always figured me out. And I will always be grateful for the patience you had with my committee and its members. Your experience with downtowns and how they work was invaluable in the process. I would recommend you highly and without reservation.

It is obvious that you care about your work.

- Becky Goodman, Petoskey MI DMB

Kim Rivera and New Moon Visions are such an integral part of how people see and feel Milford. Beginning with the creation of our logo and tagline 16 years ago, and throughout all of our branding, New Moon has helped us tell the world who we are and what we're about in a way that is uniquely us. Their service has always been thoughtful, timely and finished. It's a pleasure working with them.

- Ann Barnette, Director, Milford MI DDA

With the help of Kim Rivera and her creative staff at New Moon, the City of Northville launched an impressive marketing and promotional campaign for Downtown Northville. New Moon provided excellent client service that went above and beyond contract services. They were able to bring a diverse group of players together to find a common vision for the community. The Downtown Development Authority, Chamber of Commerce, and merchants association are now all speaking with one consistent voice. The marketing and public relations campaign has been wildly successful. My only regret, is that we did not contract with New Moon years ago for help. Their professional advice has made all the difference!

- Lori M. Ward, Northville MI DDA

I think that what sets Kim Rivera and New Moon Visions apart, as a vendor and as a creator, is the ability to really listen to what the client, or in this case community, is saying and to translate that vision into beautiful, lively, vibrant graphics. Her enthusiasm, down-to-earth approachable demeanor, and a genuine desire to provide the best work possible stood out as we interviewed several firms. She has a gift for balancing her professional guidance with the input from the client/community. Above all she has the professionalism, integrity, flexibility, and talent that made her the best fit for our project. This year, due to the momentum that we have created with the implementation of the various aspects of the marketing plan, our merchants reported sales that met or exceeded last year's sales. In the current economy, that is quite a feat. We heard feedback that credited the comprehensive marketing plan for this.

- Sherrie Pryor Brindley, Plymouth Michigan DDA

5. WORK PLAN & TIMELINE

PHASE 1: BRAND RESEARCH

GREEN LIGHT Weeks 1-2

- Conference call with DDA point person/leaders
 - Discuss any questions about branding process
 - Review approval process- Lead contact, committee, final approval and direction
 - Confirm vision
 - Review goals
 - Discuss key dates and/or events that could affect the project
 - Determine Date for community two-day visit
 - **DDA point person to provide New Moon Visions with:**
 - Links to download recent studies, DDA and Township plans, designs, maps, tourism plan, and market analysis
 - Mission Statement
 - Community Marketing Samples- Tourism/Business Recruitment/History/Events etc
 - Events Calendar etc
 - All available archived professional photography of community
 - Schedule guided tour of the City on day one in the morning
 - Schedule back-to-back 20 min. private interviews every half hour with anchor destination retailers/restaurant owners, recent investors, leaders/officials, historians, active residents on day one in the afternoon and day two in the morning
 - Contact list- phone & email for phone interviews (leaders/stakeholders who can't attend in person)
 - Schedule visioning session with leaders on day one in morning & community day one in evening

DISCOVERY Weeks 3-5

- Assess existing plans and studies, etc
- Confirm mission and vision
- Evaluate identity and branding needs
- Facilitate visioning session meeting with leaders to identify elements of community pride as well as future vision
- Take guided tour of community with DDA point person
- Visit community "hot spot" destinations (popular gathering places, community highlights and amenities)
- Weather permitting, professionally photograph key locations
- Conduct staff, leader, stakeholder, resident, and recent investor interviews
- Facilitate visioning session with community to identify elements of community pride as well as future vision
- Provide press release regarding branding initiative and community survey
- Provide link to on-line survey utilizing Survey Monkey
- Provide flyer with QR code to survey link/random prize drawing
- Conduct online survey of leaders, stakeholders, merchants, community, & visitors
- Conduct phone interviews



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- **DDA point person to spread the word about the branding & marketing initiative:**
 - Share survey link online- community website, social media, Enews, and network with Township boards/staff, parks & recreation, visitors bureau, major employers, partner organizations ie Chamber of Commerce, community clubs, business associations, arts council, schools, etc
 - If approved, offer a gift card for random prize drawing of survey participants (incentive for increased engagement)
 - Distribute flyers with QR code to survey link/random prize drawing to visitors at events, hotels, destinations, restaurants, coffee shops, museums, library etc
 - Distribute Press Release to local news media announcing the project, survey and drawing (New Moon to provide sample press release)

DISTILL DATA Weeks 6-8

- Analyze data from discovery process
- Summarize findings
- Uncover community's core essence
- Write brand core essence statement, convey in a new light
- Develop brand strategy/direction
- Provide ways to embrace brand theme as a community
- Present research and strategy to client for input prior to creative (in-person or via Go-to meeting conference call)
 - **DDA point person to:**
 - Schedule branding research/strategy meeting with leaders (in-person or via Go-to meeting conference call)

PHASE 2: BRAND DEVELOPMENT

CREATE Weeks 9-24

- Creative inspiration and reflection, brainstorm
- Develop tagline and message concepts
- Develop logo concepts
- Provide preliminary trademark search for taglines at uspto.gov
- Refine strongest ideas
- Review concepts and rationale via phone call with DDA point person for input
- Professional photo shoot
- Create website home page design
- Create banners, poster, and directional signage design
- Create event icons
- Create municipal vehicle graphics, apparel, and promotional items
- Create brand advertising campaign concept
- Create sample trifold brochure and business recruitment brochure design
- Create letterhead, business cards, envelopes, memorandum, fax, press releases, report covers, note cards, labels, and other print related materials
- Create Power Point cover and sample slide design, Email signature, social media icons, Enews, newsletter, poster, etc

- Work with DDA point person to present creative solutions to leaders for input (in-person or via Go-to meeting conference call)
- Determine any changes
- Provide revisions as needed until client is completely satisfied
- Designs are created in the industry standard, Adobe Create Cloud- Illustrator, InDesign & Photoshop
 - **DDA point person to:**
 - Schedule creative solutions meeting with leaders (in-person or via Go-to meeting conference call)
 - Consult Attorney re Trademark on selected tagline

GUIDE Weeks 25-28

- Develop brand standards guide
- Review with DDA point person via email/phone call and determine any changes
- Provide up to 2 rounds of customary revisions
- Organize and package all digital branding files

PHASE 3: MARKETING PLAN

STRATEGIC MARKETING PLAN Weeks 29-34

- Review position and competition
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- Identify target markets
- Determine proper messaging/media outlets for each target market
- Create a year-long media plan/schedule/Budgets
- Website/social media recommendations
- Public Relations recommendations
- Events/promotions recommendations
- Benchmark recommendations
- Provide final report, branding package and roll-out plan and strategic marketing plan to DDA point person
- Train key DDA staff to implement branding message
 - **DDA point person to:**
 - Schedule training session (in-person or via Go-to meeting conference call)

Time Line is an estimate and will vary depending on Client's schedule, cooperation, and adopted plan.



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6. PROJECT INVESTMENT FIXED FEE

(Please refer to Work Plan & Timeline and Scope of Work & Deliverables on pages 24,25, 26 & 28)

PHASE 1: BRAND RESEARCH.....\$8,000

PHASE 2: BRAND DEVELOPMENT.....\$9,000

PHASE 3: MARKETING PLAN.....\$5,000

GRAND TOTAL..... (not to exceed) **\$22,000**

- Fees: New Moon Visions bills at \$100 per hour.
- Project Investment includes travel expenses
- Work can begin immediately after contract award.
- Full proprietary rights for use of graphics/materials will belong to the Cascade Downtown Development Authority.
- Costs represent New Moon Visions team marketing services. Outside costs for media advertising, printing and distribution, radio or TV spot production etc to be determined.

ASSUMPTIONS

At New Moon, we aim to please! The following will help the process run smoothly:

- In order to be most productive, New Moon presentations to community will be with a steering committee of 5 to 7 members. All members of this committee should remain the same for the duration of the project.
- New Moon will provide preliminary trademark (wordmark) search for final tagline at usptagov. Once brand is approved, we recommend community consult an attorney regarding copyright/trademark
- Community staff will coordinate logistics, ie setting up meetings, conference calls etc.
- Print collateral will be designed in the industry standard- Adobe Creative Cloud.
- It is understood that community staff attending the training will have different skill sets, but will have a basic understanding of computers. community will provide a venue with WiFi access and audio/visual equipment.
- If any additional services outside of the scope of this proposal are needed by the community, New Moon would be delighted to supply estimates for such work.



Principal, Senior Creative Director

6-19-17

Date



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7 SCOPE OF WORK & DELIVERABLES

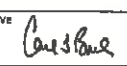
We understand the scope of services.

DEVELOP A BRAND AND MARKETING PLAN

- Uncover brand story and message through in-depth research
- Review the existing plans and studies, conduct additional research, and engage with various members of the community
- Present report revealing brand research findings, core essence statement, strategy and conclusions derived from public input, with ways to embrace brand theme as a community
- Create agreed upon logo, slogan, color scheme and graphical style guide/manual with production specifications
- Design templates to promote the DDA district, including but not limited to web home page, directional signage, banners, event icons, municipal vehicle graphics, apparel, promotional items, advertising campaign, trifold brochure and business recruitment brochure, letterhead, business cards, envelopes, memorandum, fax, press releases, report covers, note cards, labels, and other print related materials, Power Point cover and sample slide design, Email signature, social media icons, Enews, newsletter, poster, etc.
- Organize and package all digital branding files including logo in black & white, Pantone (PMS), RGB and CMYK
- Final report with brand roll-out plan and cost effective marketing plan with schedule and budgets
- Training of key staff and stakeholders to implement the branding message

8. INSURANCE

COMMERCIAL GENERAL LIABILITY COVERAGE

ACORD		CERTIFICATE OF LIABILITY INSURANCE			DATE (MM/DD/YYYY) 06/19/2017	
<p>THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.</p> <p>IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).</p>						
PRODUCER Hiscox Inc. d/b/a Hiscox Insurance Agency in CA 520 Madison Avenue 32nd Floor New York, NY 10022				CONTACT NAME: PHONE (A/C No., Ext.): (888) 202-3007 FAX (A/C No.): E-MAIL: contact@hiscox.com		INSURER(S) AFFORDING COVERAGE INSURER A: Hiscox Insurance Company Inc NAIC # 10200 INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:
INSURED New Moon Visions, Inc. 134 Las Flores Aliso Viejo, CA 92656						
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:		
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
INSURER	TYPE OF INSURANCE	DATE (MM/YY)	POLICY NUMBER	POLICY EFF. (MM/DD/YYYY)	POLICY EXP. (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GENL AGGREGATE LIMIT APPLIES PER <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PER-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER	Y	UDC-1849613-CGL-18	11/04/2016	11/04/2017	E/CHC - SURRENDRANCE \$ 2,000,000 DAMAGE TO RENTED PREMISES (Per occurrence) \$ 100,000 MED EXP (As term per contract) \$ 5,000 PERSONAL & AD. INJURY \$ 0 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP ASG \$ S/T Gen. Agg \$ COMBINED SINGLE LIMIT (Per occurrence) BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per occurrence) \$ \$ UMBRELLA LMB OCCUR EXCESS LMB CLAIMS-MADE DED RETENTIONS WORKERS COMPENSATION AND EMPLOYERS' LIABILITY (APPROPRIATE OFFICERS/EXECUTIVES/OFFICER/MEMBER EXCLUDED? (Mandatory in MI) If yes, please indicate DESCRIPTION OF OPERATION/LOCATION) Y/N N/A
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 161, Additional Remarks Schedule, may be attached if more space is required) Cascade Charter Township its elected officials, officers, employees, boards, commissions, authorities, voluntary association, and any other units operating under the jurisdiction of the township and within appointment of its operating budget, including Cascade Charter Township are named as additional insured. And said coverage shall be considered to be the primary coverage rather than any policies and insurance or self insurance retention owned or maintained by Cascade Charter Township.						
CERTIFICATE HOLDER				CANCELLATION		
Cascade Charter Township 2885 Thornhills Ave, SE Grand Rapids, MI 49546				SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 		

ACORD 25 (2014/01)

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WORKERS COMPENSATION COVERAGE

ACORD		CERTIFICATE OF LIABILITY INSURANCE		DATE (MM/DD/YYYY) 6/16/2017		
THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.						
IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).						
PRODUCER Michigan Community Insurance Agency Inc. 49357 Pontiac Trail Ste 101 PO Box 930599 Wilcox MI 48393-0599		CONTACT NAME: Christi Schreiber PHONE: (248) 926-1444 FAX: (248) 926-9889 EMAIL ADDRESS: Cschreiber@MichiganCommunity.com		INSURER(S) AFFORDING COVERAGE INSURER A: Sentinel Insurance 11000 INSURER B: Hartford Accident & Indemnity 22357 INSURER C: INSURER D: INSURER E:		
INSURED New Moon Visions Inc 334 Union St Milford MI 48361						
COVERAGES			REVISION NUMBER:			
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.						
CLASS	TYPE OF INSURANCE	FORM NUMBER	POLICY NUMBER	POLICY EFF. DATE (MM/DD/YYYY)	POLICY EXP. DATE (MM/DD/YYYY)	LIMITS
A	GENERAL LIABILITY					EACH OCCURRENCE \$ 1,000,000
	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY					CHANGE TO RENTED PREMISES & SIGNAGE \$ 1,000,000
	<input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR		3588MI80340	5/12/2017	5/12/2018	MED EXP (Any one person) \$ 10,000
						PERSONAL & ADV INJURY \$ 1,000,000
						GENERAL AGGREGATE \$ 2,000,000
						PRODUCTS - COMP/OP AGG \$ 2,000,000
B	AUTOMOBILE LIABILITY					OWNERS & WHITE LIMIT \$
	<input type="checkbox"/> ANY AUTO					BODILY INJURY (F. covered) \$
	<input type="checkbox"/> ALL OWNED AUTOS					BODILY INJURY (Part covered) \$
	<input type="checkbox"/> RATED AUTOS					TOTALITY DAMAGE (Part covered) \$
	<input type="checkbox"/> SCHEDULED AUTOS					
	<input type="checkbox"/> NON-RES. MED AUTOS					
	UMBRELLA LIAB					EACH OCCURRENCE \$
	EXCESS LIAB					AGGREGATE \$
	DED					
	RETENTION \$					
	WORKERS COMPENSATION AND EMPLOYERS LIABILITY					<input checked="" type="checkbox"/> WC STAT/L <input type="checkbox"/> OTHER
	BY PRO-TEMPORARY/CONTINUATIVE OFFICE-MEMBER EXCLUDED (Mandatory in MI)					E.L. EACH ACCIDENT \$ 1,000,000
	IF YES, CHECK IN UNDER DESCRIPTION OF OPERATIONS BELOW					E.L. DISEASE - EA EMPLOYEE \$ 1,000,000
			35WECJL9037	5/12/2017	5/12/2018	E.L. DISEASE - POLICY LIMIT \$ 1,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)						
CERTIFICATE HOLDER			CANCELLATION			
Cascade Charter Twp, its elected officials, officers, employees, boards, commissions, authorities, voluntary Assoc 2865 THORNHILLS AVENUE SE GRAND RAPIDS, MI 49546			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.			
			AUTHORIZED REPRESENTATIVE James Powers			
ACORD 25 (2010/05)		© 1988-2010 ACORD CORPORATION. All rights reserved.				
INS025 (2/1/99)		The ACORD name and logo are registered marks of ACORD				



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AUTOMOBILE LIABILITY COVERAGE



Interinsurance Exchange of the Automobile Club Automobile Insurance Policy Coverages and Limits Renewal Declarations

We are pleased to offer you a renewal for your automobile insurance policy. To renew your policy, send at least the minimum payment on or before the due date. Insurance is in effect only for the vehicles, coverages, and limits of liability shown on this declarations page and as set forth in the insurance policy and endorsements. These declarations, together with the contract and the endorsements in effect, complete your policy. If any change to your policy or to the information we have on file results in a premium decrease during the policy period, the Interinsurance Exchange reserves the right to apply any refund due to your outstanding balance.

NAMED INSURED (Item 1)		AUTO POLICY NUMBER: GAA 082864878	
RIVERA, DARIN 134 LAS FLORES ALISO VIEJO CA 92656-5231		POLICY PERIOD (PACIFIC STANDARD TIME)	
		POLICY EFFECTIVE DATE: 08-18-17 12:01 A.M.	
		POLICY EXPIRATION DATE: 08-18-18 12:01 A.M.	

VEHICLES									
VEH. NO.	YEAR	MAKE	MODEL	IDENTIFICATION NUMBER	VEHICLE USE	GARAGE ZIP CODE	ANNUAL* MILES	VERIFIED RELEASE	SALVAGE
1	2010	HARL	ROAD KING	1HD1FW487ABE23033	PLEASURE	92858	1 - 500	NO	
3	2011	MINI	COOPER CONV	WVWVZ18C08BT18028	PLEASURE	92858	7,501 - 10,000	NO	NO
8	2014	VEEP	LXV190	ZAPM688F0E820272	PLEASURE	92858	1 - 500	NO	
7	2015	MINI	COOPER HARDTOP	WVWXSCE3FT630857	COMMUTE	92858	4,501 - 5,500	NO	NO

COVERAGES AND LIMITS		ANNUAL PREMIUMS				
Coverage is not in effect unless a premium or the word "Included" is shown.						
COVERAGES	LIMITS OF LIABILITY	Vehicle 1	Vehicle 3	Vehicle 6	Vehicle 7	Vehicle 8
Liability						
Bodily Injury	\$1,000,000 each person/ \$1,000,000 each occurrence	\$ 140	\$ 382	\$ 88	\$ 383	
Property Damage	\$1,000,000 each occurrence	\$ 32	\$ 281	\$ 18	\$ 188	
Medical						
		No Coverage	No Coverage	No Coverage	No Coverage	
Physical Damage Annual Cash Value unless otherwise stated. See endorsement.						
	Vehicle 1	Vehicle 3	Vehicle 6	Vehicle 7	Vehicle 8	
Comprehensive (Less Deductible)	ACV \$250	ACV \$250	ACV \$250	ACV \$250	ACV \$250	\$ 85 \$ 87 \$ 34 \$ 88
Collision (Less Deductible)	ACV \$600	ACV \$750	ACV \$500	ACV \$750	ACV \$750	\$ 129 \$ 445 \$ 122 \$ 432
Car Rental Expense (Per Day)	No Coverage	\$35	No Coverage	\$35	No Coverage	\$ 80
Uninsured Motorist						
Bodily Injury - Uninsured & Underinsured Vehicles	\$100,000 each person/ \$200,000 each accident	\$ 84	\$ 192	\$ 88	\$ 89	
Uninsured Discutable Waiver		Included	Included	Included	Included	
Uninsured Collision		No Coverage	No Coverage	No Coverage	No Coverage	
Total Premium		\$ 630	\$ 1171	\$ 329	\$ 1088	

PREMIUM DISCOUNTS
Please refer to the enclosed document entitled "Premium Discounts Applied to Your Automobile Policy."
* If at any time you choose to pay less than the full balance outstanding, finance charges of up to 1.8% per month of the balance outstanding will apply as explained in your billing statements, which are part of these declarations.
** To see the annual mileage for your expiring policy, please refer to the "Notice of Annual Mileage" page contained in your renewal package.

No Coverage indicates coverage not purchased.	
Total Annual Premium* (includes all applicable discounts)	\$ 3128
Less Policyholder Savings Dividend	\$ 303
Net Premium**	\$ 2825



PROCESS DATE 04-11-17

PLEASE ATTACH TO YOUR POLICY

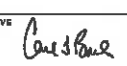
(SEE REVERSE)

NEW MOON
VISIONS

Place Branding & Marketing

NewMoonVisions.net

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INSURED New Moon Visions, Inc. 134 Lea Flores Aliso Viejo, CA 92656		INSURER A: Hiscox Insurance Company Inc NAIC # 10200 INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:					
COVERAGES		CERTIFICATE NUMBER:		REVISION NUMBER:			
<p>THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.</p>							
TYPE	TYPE OF INSURANCE	ADDITIONAL CODES (IND. / UNID.)	POLICY NUMBER	POLICY EFF. (MM/DD/YYYY)	POLICY EXP. (MM/DD/YYYY)	LIMITS	
COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT (PER POLICY / PER SUBJECT / LOC) <input type="checkbox"/> OTHER AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTO <input type="checkbox"/> NON-OWNED AUTO UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> RETENTIONS <input type="checkbox"/> CLAIMS-MADE WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR, PARTNER, EXECUTIVE OFFICER MEMBER EXCLUDED (Mandatory in MI) If yes, describe under DESCRIPTION OF OPERATIONS / VEHICLES	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT (PER POLICY / PER SUBJECT / LOC) <input type="checkbox"/> OTHER AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTO <input type="checkbox"/> NON-OWNED AUTO UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> RETENTIONS <input type="checkbox"/> CLAIMS-MADE WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR, PARTNER, EXECUTIVE OFFICER MEMBER EXCLUDED (Mandatory in MI) If yes, describe under DESCRIPTION OF OPERATIONS / VEHICLES					EACH OCCURRENCE \$ DAMAGE TO RENTED PREMISES (Excl. umbrella) \$ MED EXP (Any one person) \$ PERSONAL & AD INJURY \$ GENERAL AGGREGATE \$ PRODUCTS - COMP UP AGG \$ \$ UNINSURED SINGLE LIMIT (Per insured) BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ EACH OCCURRENCE \$ AGGREGATE \$ PER STATUTE / OTHER E.L. CH - OCCIDENT \$ E.L. DISB - SE - EA EMPLOYEE \$ E.L. DISB - SE - POLICY LIMIT \$	
	A	Professional Liability	Y	UDC-1849613-EO-16	11/04/2016	11/04/2017	Each Claim: \$ 1,000,000 Aggregate: \$ 1,000,000
	DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required) Cascade Charter Township its elected officials, officers, employees, boards, commissions, authorities, voluntary association, and any other units operating under the jurisdiction of the township and within appointment of its operating budget, including Cascade Charter Township are named as additional insured. And said coverage shall be considered to be the primary coverage rather than any policies and insurance or self insurance relation owned or maintained by Cascade Charter Township.						
	CERTIFICATE HOLDER			CANCELLATION			
	Cascade Charter Township 2885 Thomhills Ave. SE Grand Rapids, MI 49546			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 			
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Place Branding & Marketing

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Cascade Township

BRANDING / MARKETING PLAN

Letter of Transmittal

Q+M is excited to present this proposal to Cascade Charter Township. Enclosed you will find detailed information about our experience providing branding, marketing and communication services for public and private sector clients for over a decade. Q+M's combination of experience, fresh ideas and efficiency make us uniquely qualified to exceed your expectations.

With offices in Los Angeles and Ann Arbor, Q+M bridges the gap between the public and the private. We're just as comfortable writing a script for a cartoon as we are putting together an Annual Report for a public transit agency. Our strength is our agility, our passion for learning, and our commitment to innovation.

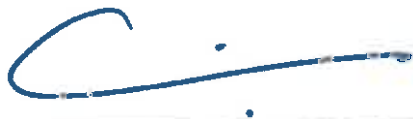
As a vertically integrated agency, we perform all branding, design, photography and video production services in-house. We have a strong understanding of the needs of public agencies when it comes to collecting input, gaining stakeholder buy-in, promoting awareness and agency benefits.

OFFERING FIRM

Q+M
A division of American Eagle Co. Inc.
Michigan Corporation
Established: 2003
EIN: 382152616

320 S Main Street
Suite A
Ann Arbor, MI 48104
Phone: (734) 769-4929

Al McWilliams, President
320 S Main Street
Suite A
Ann Arbor, MI 48104
Phone: (734) 769-4929
Email: al@qandm.agency



Authorized Signature

Executive Summary

Cascade's DDA has the unique challenge of place-making in the shadow of Grand Rapids, and Grand Rapids mailing addresses. With a sincere, measured approach to brand building, Cascade can establish a tone and aesthetic that serves the community into the future. Q+M has extensive experience creating and communicating brands for cities, DDAs and other public agencies. Since each place is unique, we have developed a process (detailed in this proposal) to ensure community buy-in and a successful brand and marketing plan.

Goals

- Engage the business community in the brand and marketing process.
- Engage Township boards, commissions, staff and other groups in the brand and marketing process.
- Create a sincere and cohesive brand and identity package for Cascade Township.
- Create a detailed marketing and communication plan including execution and production budgets.
- Develop marketing materials for the Cascade Charter Township DDA.

Work Plan

Research and Strategy: Q+M's approach to creating an actionable plan is to take the time to really get to know your agency, your key stakeholders, your audience and your goals. During an initial kick-off meeting, Q+M will come with a detailed agenda and list of questions to inform our process. We will discuss specific goals for the near and long term.

- 1. Meeting with your team:** We will ask questions of your team to fully understand the key issues and opportunities surrounding this community, key stakeholders and influencers, and where Cascade fits into the larger community. This meeting typically takes at least half a day in order to gather as much information as possible.
- 2. Meeting with other stakeholders:** Stakeholder engagement will be an extremely important part of this project. Our current and past experience working with DDAs, municipal governments and business stakeholders means we have a firm understanding of the right questions to ask. Our process typically involves setting up hour-long focus groups with no more than 12 stakeholders at a time and grouping stakeholders by affiliation so they can build off of and support each other. For example, we might bring together a group of just employers of the Centennial Business Park Association to get their unique perspective. For these meetings, we bring two staff members so one can take notes and one can ask the questions. We find that this approach is an effective way to get two perspectives on the answers to the questions and means that one person can be fully present and engaged with stakeholders at all times. We will bring open-ended questions that don't lead to a specific answer and ask follow-up questions to delve as deep as possible into each question. Our commitment to seeing the big picture means we will ask questions and collect data with an eye for larger themes and messages being shared that will inform our strategies and tactics. Depending on the number of stakeholders we need to reach, we will gather the information and perspectives from key partners and stakeholders in this project through focus groups, questionnaires, and on site meetings.
- 3. Researching existing information:** We will conduct a thorough review of existing documents on this project, stakeholder comments, guiding principles, mission, existing market research and core values. We'll evaluate the effectiveness of the current graphic, visual and message elements, if any. Our familiarity working with public agencies means we can get the most out of Master Plan documents and other documents provided by the Cascade DDA.

DELIVERABLES

- **Kick-off meeting and notes**
- **Stakeholder meetings and notes**

Marketing and Communications Plan: Based on the information collected above, we will develop an extensive Marketing and Communications Plan.

- 1. Marketing and Communications Plan contents:** This plan will include audience profiles (including primary and secondary stakeholders), analysis of our takeaways from the information we have collected, key messages, suggestions for events and activities to conduct, marketing and media recommendations, and initial direction for creative concept development. This plan will also include a more detailed timeline for launching different aspects of the campaign. We will leave you with an understanding of the tactics you (or Q+M) can execute to best meet the goals laid out in the plan. This plan is intended to be a working document that will be revisited again and again as we move forward with the project. We've included our Marketing and Communications Plan for the City of Midland in Appendix A so you can see the type of plans we have created for similar clients.
- 2. Marketing materials and media recommendations:** Our Marketing and Communications Plan will include recommendations for the type of marketing materials that should be created or media purchased to begin communicating the brand. These recommendations may range from creating print materials to a digital media plan and will include recommended budgets and costs.
- 3. Marketing materials and media execution:** Once we have presented our marketing materials and media recommendations, you can hire us to execute the marketing materials and media tactics, hire someone else, or do them yourself. We have included a line item in our budget for marketing materials execution to address your interest in developing "marketing material to specifically promote the Downtown District."

DELIVERABLES

- **Marketing and Communications Plan**
- **Marketing materials and media recommendations**
- **Marketing material and media execution**
- **Updated project timeline**

Brand and Identity

1. **Creative concepts development:** To accompany the Marketing and Communications Plan, we will present a minimum of three (3) visual mark (logo) and messaging concepts to help guide the marketing and communications for Cascade Township. These will represent a range from straightforward to more out there. At this point you're welcome to chose one that you love or a combination of a couple.
2. **The "why" behind each concept:** Each visual and messaging concept will be accompanied by a description of the decisions we made to arrive at the concept.
3. **Final concept creation:** Once you have chosen a visual direction, we'll work with you to refine it into a final version. There is no limit on rounds of revisions, but a final must be selected and approved within 30 days of the first round of presentations (this keeps everyone focused and moving forward).
4. **Style guide creation:** Once you have selected a visual and messaging concept, we will create a style guide and any accompanying guidelines.

DELIVERABLES

- A minimum of (3) different visual and messaging concepts will be presented
- Final delivery of concept elements
- Style guide and accompanying documents

Proposed Budget

CASCADE TOWNSHIP BRANDING/MARKETING PLAN	
Research and strategy	NTE \$4,000
Marketing and Communications Plan	NTE \$4,000
Marketing materials and media recommendations	NTE \$2,000
Creative concepts development	NTE \$10,000
Marketing materials and media creation and execution	NTE \$5,000
Total Agency Fees:	\$25,000

Estimated Timeline

ESTIMATED TIMELINE (estimated based on our past experience with similar projects)	
Initial kick-off meeting to marketing materials execution	4-6 weeks

This includes completion of all deliverables in the work plan.

Methodology & Approach

ONE POINT OF CONTACT

Q+M's approach to all projects starts with connecting you with an account manager. We like to provide one point of contact for each client so that you always know who to come to with questions, concerns and ideas. Your account manager will direct the work of internal staff, ensuring that any work provided to you is on time and on budget. Every email you receive from your project manager will contain the next steps for the project to ensure you know where your project stands at all times.

KICK-OFF MEETING

As described in our plan above, we always like to start off meeting with your team and any other relevant stakeholders to gain a full understanding of the project. The knowledge we gain from this meeting will inform the decisions we make related to marketing and communications plans and graphical concepts. Depending on the project, we will involve our graphic designers, social media manager, content director and videographer.

IN PERSON REVIEW

Once we create a first draft, we will set up an in person meeting to go over the creative materials and strategy documents with your team. We emphasize in person meetings unless this is a very small project, as we feel that the best way to get your feedback and for you to understand why we took the direction we did is to talk to you in person.

FEEDBACK AND EDITS

Once we receive your feedback, we will take it back to our team to provide you with a next draft. We will produce as many drafts as it will take to provide you with a final product that you will love.

We have developed both an internal and external routing process for creative projects that ensures we don't miss any needed changes to creative materials. Our routing process also ensures that you fully approve of the proof before we move forward.

FINAL DELIVERY AND EVALUATION

Once we have the final version of the deliverable for your project, we will conduct both internal and external debriefs of the project to determine its success and figure out how we can improve our service to you in the future.

We will make all final and draft materials (when needed) available to you in your client folder at work.qandm.agency, which will make it easy for us to collaborate on our projects with you.



Personnel

AL MCWILLIAMS
PRESIDENT / CONTENT AND STRATEGY DIRECTOR

NANCY SHORE
VP CLIENT SUCCESS

KIELEY HOPPE
ACCOUNT MANAGER

JAMES BATES-REICH
GRAPHIC DESIGNER

CATHERINE BELLETINI
GRAPHIC DESIGNER

MICHAEL KOSCH
VIDEO PRODUCER

KATIE PRZYGOCKI
DIGITAL MEDIA MANAGER

AL MCWILLIAMS, PRESIDENT

Current location: Ann Arbor and Los Angeles
Proposed Role: Content and Strategy Director
Current Assignment: New Business, Midwestern Consulting, Swisher Commercial, Mighty Good Coffee, City of Ferndale, Forever Labs
Length of time with agency: 14 years

JAMES BATES-REICH, GRAPHIC DESIGNER

Current location: Ann Arbor
Proposed Role: Graphic Designer
Current Assignment: Cranbrook Schools, City of Danville, Tiffany's Pizza, Swisher, City of Midland, City of Ferndale, Forever Labs
Length of time with agency: 3 years

KIELEY HOPPE, ACCOUNT MANAGER

Current location: Ann Arbor
Proposed Role: Account Manager
Current Assignment: Tiffany's Pizza, Cranbrook Schools, City of Danville, City of Midland, Ypsilanti District Library and many more!
Length of time with agency: 5 years

CATHERINE BELLETINI, GRAPHIC DESIGNER

Current location: Ann Arbor
Proposed Role: Graphic/Production Designer
Current Assignment: Tiffany's Pizza, City of Midland, City of Ferndale, Ypsilanti District Library
Length of time with agency: 1.5 years

NANCY SHORE, VP CLIENT SUCCESS

Current location: Ann Arbor
Proposed Role: Client Success
Current Assignment: Oversees all clients, manages City of Ferndale account
Length of time with agency: 1 year

KATIE PRZYGOCKI, DIGITAL MEDIA MANAGER

Current location: Ann Arbor
Proposed Role: Digital Media Manager
Current Assignment: City of Midland, City of Danville, City of Ferndale, Forever Labs
Length of time with agency: 2 months

MICHAEL KOSCH, VIDEO PRODUCER

Current location: Ann Arbor
Proposed Role: Video Producer, Cameraman
Current Assignment: Cranbrook Schools, City of Danville, City of Ferndale
Length of time with agency: 3 years

Related Experience

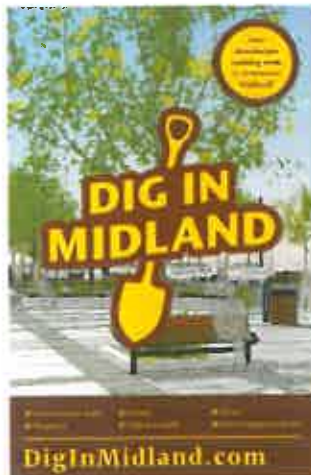
CITY OF MIDLAND AND THE MIDLAND DDA

This summer, the City of Midland embarks on a transformative Streetscape Project with far reaching benefits. This project will enhance the downtown, make it a more desirable place to gather, free up space for outdoor dining and events, and have huge safety benefits.

Midland approached Q+M to help communicate the benefits of the project to all stakeholders (residents, business owners, visitors). Q+M conducted stakeholder focus groups with business owners, meetings with city staff and the Streetscape Committee and reviewed information both relevant to the community and to the project.

In May, Q+M delivered the Marketing and Communications Plan to the City of Midland and the Midland DDA. We also provided a name and identity—Dig In Midland—that fully captured the small town spirit and partnerships that made the project possible. We created DigInMidland.com and all collateral print and digital materials.

While Dig In Midland just launched in June, the results are already very encouraging. Hundreds of people are visiting DigInMidland.com every day and media outlets are adopting the name and brand to communicate about the great things happening in the community.



DETROIT RED WINGS

Professional sports teams subscribe to a simple theory: win games, sell tickets. In 2007 The Detroit Red Wings won the Stanley Cup. In 2008 they went to Game 7 of the finals. Despite it being nearly impossible to win more games, they still weren't selling out. They also noticed a specific lack of young people in the arena. There were children and grandparents, but they were weak in 18-35.

Q+M was hired to develop a three-year plan to fix that. First, we determined that they were selling the wrong product. We needed to change "come watch the Red Wings win a hockey game," to "come have a good time in Detroit." In addition, we found that the demographic had been overlooked for so long that many folks who had been big fans as kids felt neglected and taken for granted. Things as simple as merchandise not being made in small sizes alienated younger fans.

To engage these future season ticket holders, while simultaneously preserving the current bread-and-butter, Q+M created a separate brand with a special section in the arena. The Open Skate program tied going to a Red Wings game to things our demographic was already doing in Detroit: going to rock shows, DIY fairs and dive bars. Anchored by an ambassador program, Open Skate was a striking aesthetic, music festivals presented by the Red Wings, party buses from popular neighborhoods, away-game watching parties and a line of merchandise that brought a new level of art and style to the pro-sports world.

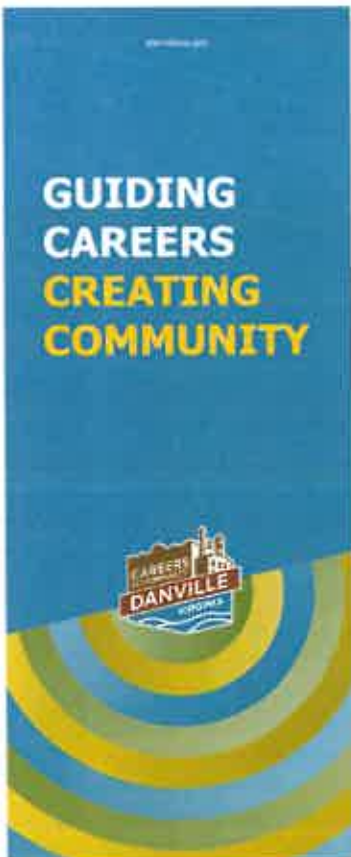
The program was so successful it achieved our three year goal after only six months.



Contact: Sara Weller
Director of Human Resources
Sara.weller@danvilleva.gov
(434) 799-5241

THE CITY OF DANVILLE, VA

The City of Danville had an image problem. While the former manufacturing town was doing a great deal to revitalize the City, the City was having a hard time getting qualified job applicants for its open positions. Q+M presented the City of Danville with an updated look and recruitment campaign aimed at attracting more qualified job applicants. The recent digital campaign we executed on behalf of Danville did just that. Danville saw an increase in the number of qualified job applicants and also received an extremely positive community response to the campaign.

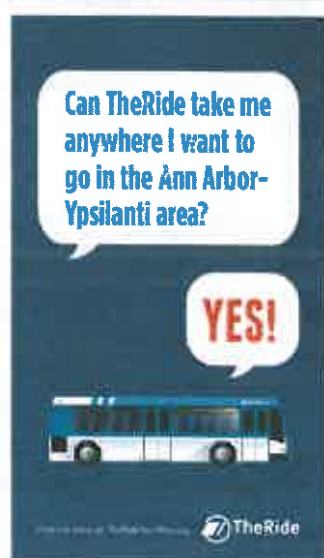


ANN ARBOR AREA TRANSPORTATION AUTHORITY (THERIDE)

In October of 2012, in the midst of an uncertain political climate, TheRide refocused planning and service improvement efforts on the “urban core” of Ann Arbor, Ypsilanti and Ypsilanti Township. Through the county-wide planning and engagement process, and continuing into the urban core engagement and other projects, it was clear that more, accurate information needed to get to more people, more often. TheRide could plan and function more effectively when constituents, community and business leaders were up to date on services, benefits, challenges and operations of the transportation system.

In order to ensure that these groups were fully engaged, we didn’t want to just pump out more information. We decided to take the time and properly engage the community and, over the course of the next year and a half, introduce more specific information and services as people began to open up and engage with TheRide.

Our campaigns remained focused on positive, accurate information delivered in a way that people would engage with. First we reminded folks how great it is to be here, and that TheRide is a part of that. We created an unassailable image that the Ann Arbor area is a great place to live. We moved media dollars from large, national corporations to local sponsorships where possible, and we actually made life even better by installing big, beautiful photographs as part of the initiative.



Contact: Lisa Hoeing
 Executive Director
 lisa@ypslibrary.org
 (734) 482-4110x1350

YPSILANTI DISTRICT LIBRARY

Our work with the Ypsilanti District Library includes print materials, newsletter design, brand collateral, and bookmobile design.



Passenger Side



Front



CITY OF ANN ARBOR

We created a number of videos for the City of Ann Arbor to bring awareness to environmental issues.



OTHER PUBLIC AGENCY AND NON-PROFIT CLIENTS

- The Port of Long Beach
- City of Ferndale, MI
- Ann Arbor District Library
- Ann Arbor Symphony Orchestra
- The Michigan Theater
- University of Michigan Center for Entrepreneurship
- Eastern Michigan University

APPENDIX A:

Marketing Plan Example

City of Midland
DOWNTOWN MIDLAND STREETSCAPE REDEVELOPMENT PROJECT

Marketing Plan

3/22/2017



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Executive Summary

This summer, the City of Midland embarks on a transformative Streetscape Project with far reaching benefits. The Streetscape Redevelopment Project will enhance the downtown, make it a more desirable place to gather, free up space for outdoor dining and events, and have huge safety benefits. The Midland DDA has done an excellent job involving key stakeholders to shape the project and address initial concerns. All key stakeholders in Midland are behind the project including the Foundation heads, residents and downtown business owners.

As with any major construction project, there will be challenges in the short term. The scope of the project will result in street closures and the relocation of several events. In addition, businesses are concerned that this summer's construction may deter customers from coming downtown and shopping at Main Street stores.

Rather than dread the oncoming construction, Midland should see it as a great opportunity to bring the community together and demonstrate the future benefits of the Streetscape Project.

In the short term, we must focus our marketing and communications efforts on ensuring we don't lose the summer to construction. In the long term, our efforts will ensure everyone understands that this Streetscape Project is will make downtown Midland an even better place to shop, play, dine, live and work.

In March of 2017, Q+M spent a day in Midland meeting with key stakeholders, asking questions, and gaining insights into the Streetscape Project. We also reviewed project documents, researched comparable projects and interviewed the project manager from Smithgroup JJR. This document pulls together all of our efforts into a marketing plan focused on allowing Midland to effectively communicate about the project and the benefits of the Streetscape Project to key stakeholders and the larger community.

Major Takeaways

Keep it positive: It's important to keep the messages about the construction positive. No one likes construction, but by providing effective communication and fun events, we can make the construction as positive as possible.

Involve partners: Midland has a tremendously engaged community. Residents, business owners, The DDA, The MDBA, and The Foundations should all be involved in making the construction a success. This is especially true with Momentum Michigan, who has already brought some interesting and innovative events downtown (can you say Shipping Container bar?). Their expertise should definitely be used to build out the events before, during and after construction.

These changes are needed: In order to make the downtown safer and to create the kind of amenities people want (such as space for outdoor dining and events) the Streetscape Project is needed. There was a robust public process to ensure the majority of the community is on board.

Success and celebration every step of the way: It's important to show success and celebration for every step of the construction process, from pre-launch, to launch, to milestones along the way, to end of construction celebration and beyond. The communication, marketing and events should follow all steps in the process and celebrate every milestone and achievement along the way.

Don't "lose" this summer: There is concern that this summer may be "lost" because of construction. The Midland DDA and their partners are already creating some potential strategies such as moving Main Street events to other locations downtown and strategizing with business owners. The marketing, communications and events should continue to make the downtown a desirable place to work, dine, shop and play even during construction.

Careful promises: Communication of timelines, dates and milestones should be conservative. It is always better to be early than to be late. We should minimize the need to apologize for missing a construction deadline by keeping timelines conservative.

Project Goals

• Short Term

- » **Ensure EVERYONE knows what's going on with the Streetscape Project**
 - › Provide a centralized hub of communication about the construction so that people always know what's going on and the next steps.
 - › Create a foundation brand, look and feel for the Streetscape Project that will make it easy for all stakeholders to get behind the project and be able to share the information with their constituents.
- » **Don't "lose" this summer**
 - › Ensure that the downtown remains exciting and fun even during the construction. Make sure people know that events are still happening, and where they are happening.
- » **Continually engage stakeholders** for input, especially on the brand and communication end. Especially in the case of business owners they need to feel like their voice is heard, and that they are part of the process.

• Long Term

- » Ensure business owners see the construction as a successful project from day one.
- » Ensure the community feels good about the construction, how it went, and the results.
- » Demonstrate that the Streetscape Project is a catalyst for the future success and prosperity of the town.

Target Audiences

There are several audiences we should keep in mind when communicating about the Streetscape Project:

Residents of Midland

• Older Residents

- » **Identifying Features:** Smart, engineers, Midwestern, pragmatic, down to earth, professional, practical, enjoy outdoor dining and outdoor events.
- » **How they feel about the Streetscape Project:** Mostly on board with the project, but as with any group who has been around awhile, are a bit wary of change, especially when it comes to changing their town.
- » **Sources of information:** local news, Facebook, community, email.

• Families

- » **Identifying Features:** Enjoy outdoor sports, family and team sports, family-oriented
- » **How they feel about the Streetscape Project:** Would love to see the downtown offer more activities and events and dining opportunities for a range of budgets
- » **Sources of Information:** local news (paper and online), Facebook, community, email.

- **Young professionals (20 somethings) without kids**
 - » **Identifying Features:** Enjoy outdoor sports, looking for things to do later in the evenings and weekends, educated. This is the demographic that would be great to have more of in Midland, but shouldn't be the focus of the marketing and communication efforts
 - » **How they feel about the Streetscape Project:** Want events, dining opportunities in the downtown. On board and excited about the changes
 - » **Sources of Information:** local news, Facebook and friends

- **Visitors to downtown Midland (includes residents)**
 - » **Identifying Features:** Love the outdoor events, arts and culture, sports.
 - » **How they feel about the Streetscape Project:** Want more events and dining opportunities downtown
 - » **Sources of Information:** local news, Facebook, friends

- **Businesses**
 - » **Identifying Features:** Small business owners, older, Midwestern, like outdoor sports, part of the MDBA (Midland Downtown Business Association)
 - » **How they feel about the Streetscape Project:** Want to know "what's in it for me," fearful that construction will hamper business and make it hard for businesses to succeed during the summer. Want to be heard as a valuable voice/stakeholder
 - » **Sources of Information:** Facebook, speaking with other business owners, local paper

Key Messages

- Messages and communications should convey that the **construction is making way for something even better**. We need to turn the construction into an opportunity. People are (for the most part) ok with it so we need them to be involved and invested in it.
- Messages should be **positive and fun**. Any messages should reassure the community that the changes that are coming will make the community better for all and give them the kind of things they've been asking for (more outdoor event space, dining space, a safer downtown, etc.). Messaging should amplify who Midland already is, not vastly change to character of the town.

Messaging by Marketing Segment

Market Segment	Suggested Messaging
Residents	<ul style="list-style-type: none">• Speak about the pride in the finished project, from the beginning.• Focus on the benefits• Messages about getting there together as a team with businesses, the city and the residents. We're building something for everyone, together!
Visitors	<ul style="list-style-type: none">• Focus on specific draws, events and businesses. Visitors still need and want the same things they do when there's not construction. Our focus should be on reminding them of those great reasons to come to town. The construction then becomes irrelevant.
Businesses	<ul style="list-style-type: none">• This is their project. They have input.• Focus on the benefits. Eye on the prize.• Use good business language – this is an investment.

Strategic Recommendations

An effective marketing and communication campaign for the Midland Streetscape Project will inform residents, businesses and visitors about the construction and engage all of these audiences to be active participants in the construction process both before, during and after. Every phase of the construction will present unique challenges.

The marketing and communication campaign will be multi-channel and find interesting and innovative ways to involve and encourage residents, visitors and businesses to enjoy the construction. This means having a centralized place where people can go to for information and make it easy to have partners share that information with their constituents. It will mean creating events to celebrate every phase of the construction and partnering with key stakeholders to do so. In addition the strategy will help the businesses and events most impacted by the construction have a successful summer.

STRATEGY 1: MULTI-CHANNEL COMMUNICATION

Communication about the Streetscape Project should use as many channels as possible to ensure everyone is kept in the loop about the project. These channels will also be used to share messages about ongoing events to ensure everyone knows that the events are happening and where they will be located.

Dedicated Microsite

Before, during and after construction, Midland DDA will need a centralized hub of information in order to communicate about how the Streetscape Project is impacting downtown Midland. This website will bring all communications together in an easy to access location.

E-Newsletter

The Microsite should include a newsletter sign up feature to allow interested residents to receive weekly updates on the Streetscape Project as this is a way many residents get their information on the project.

Print Materials

Traditional print materials such as posters and postcards will be a useful and easy way to allow all businesses to display messages about the project. Changing up the posters during the duration of the project or creating posters with multiple messages will ensure people don't become blind to the posters. Posters and/or postcards should also be created to promote existing events that are happening during the project.

Social Media and Digital Promotion

Facebook and other social media channels should be used to amplify and enhance the messages being shared on the microsite and in print materials to encourage people to be part of what is happening downtown. Messages will be targeted to each particular audience for maximum engagement. If Midland has the budget, digital ads

on ourmidland.com should also be considered.

On-Street Signage

To make it easy for residents to find entrances to businesses, colorful on street-signage should be used to communicate the location of businesses and special events (as they happen).

STRATEGY 2: INVOLVE PARTNERS TO AMPLIFY THE MESSAGE

Promotional Toolkit

Q+M can provide a promotional toolkit to all partners in the Streetscape Project to make it easy for them to share information and resources about the Streetscape Project. The Promotional Toolkit would include: suggestions for social media promotion, information on where to find information on the Streetscape Project, posters and postcards, information on the downtown Ambassador Program (see below), and ideas for fun games, contests and incentives partners could provide during the Streetscape Project.

Downtown Ambassador Program

The Midland DDA can engage downtown businesses and other partners through creating a downtown Ambassador Program during the duration of the Streetscape Project, especially during events and busy times. Downtown business owners and volunteers can take turns walking the streets of Downtown Midland during busy times to talk to people about the great things happening downtown and provide information about the Streetscape Project. These Ambassadors can have special shirts or buttons to make them stand out, and carry special incentive items to hand out as an unexpected treat. Ambassadors can meet monthly to get information on the Streetscape Project and offer insights into what strategies are working on which should be revised.

Regular Feedback from Business and Other Partners

Businesses and Other partners should be encouraged to give feedback on how their summer is going through online surveys and other methods.

STRATEGY 3: MAKE THE STREETScape PROJECT FUN WITH SPECIAL EVENTS AND INCENTIVES

Coupon Booklet

The Midland DDA can work with downtown business owners to provide a coupon booklet with special discounts and incentives to encourage visitors and residents to visit downtown stores. These coupon booklets can also offer time or quantity limited coupons to give people a reason to visit the downtown during certain times of the week.

Games and Contests

Games and contests can be run throughout the Streetscape Project to generate more fun and interest. Suggested games and contests include giveaways for visiting a certain number of businesses (a passport), trivia and quizzes about the Streetscape Project or downtown Midland that can be conducted online, social media contests where participants can submit pictures, and more.

Partnering with Momentum Midland

The Midland DDA should work with Momentum Midland to host several events during the Streetscape Project and celebrate successful milestones. These “block parties” could be held after the completion of each block of the Streetscape Project and feature music, fun games (think giant Connect Four, giant Jenga, etc., street vendors, and lots of comfortable lawn furniture).

Creative Concepts

CREATIVE CONCEPT 1



This concept addresses the construction directly, but has great positive uses. Digging in reminds us of good things like getting involved, becoming stable & sure-footed, and indulging. It also of course reminds us of the Big Dig. It also functions as a request for participation, encouraging the community to dig in and be a part of what makes Midland great.

The rich textures will help the overall identity be recognizable wherever it appears, and the simple graphics allow this logo to function in any space we need it to.

THE BIG OPEN

**THE BIG
OPEN**

The Big Open has a sense of grandeur and importance. This title communicates a community event, and the word 'open' works on many levels. The pavement is literally being opened up, Mainstreet is still open for business, and the street is opening up by getting wider and flatter. *The Big Open* sounds inviting and positive while imposing its presence.

The simple typography in stark black and white keeps this logo flexible. It is easily interpreted and applied to any medium or outlet, and will work well alongside other events and sub-brands of *The Big Open*.



FORGE AHEAD
MIDLAND

The reference to metalworking implies a strong and long-lasting result- but we have to go through some fire to get there. The project is a new and better thing that needs time and effort to be shaped and brought to fruition. *Forge Ahead* also encourages the community to forge on through the difficulties presented by the project.

Upwards motion and a trail-blazing arrow encourage the interpretations of improvement and "Forge On," and fits in nicely with "the City of Modern Explorers." The striking look will keep this noticeable on any variety of promotional materials.

Strategy Timeline

March

- Determine creative concepts/direction (Midland DDA)
- Determine final tactics (Midland DDA)

April

- Develop microsite, print materials, on-street signage, e-news template, promotional toolkit, Ambassador Program, and coupon booklet template (Q+M)
- Launch microsite (Q+M)
- Meet with Momentum Midland to discuss block party ideas/concepts (Q+M and Midland DDA)
- Meet/Talk with downtown business owners to develop offers for coupon booklet (Midland DDA)

May

- Materials printed (Vendor), on-street signage printed (Vendor), promotional toolkit printed (Vendor), promotional items and Ambassador Program items created and delivered (Vendor and Q+M), coupon booklet printed (Vendor)
- Conduct meetings with partners and downtown business owners to provide promotional toolkit (Midland DDA)
- Recruit volunteers for Ambassador Program and hold first Ambassador Program meeting (Midland DDA and partners)

June

- Begin distributing all materials and start social media engagement (Midland DDA, ambassadors and partners)

Monthly

- Report back from ambassadors on how outreach efforts are going (Midland DDA)
- Conduct contests and games (business and partners)
- Provide email updates on project (Midland DDA)
- Survey businesses to find out what's working and what's not (Midland DDA)
- Communicate about existing events through posters and other materials (Midland DDA)

During the completion of each block of project

- Conduct block party events (Midland DDA and Momentum Michigan)

MIDLAND STREETScape TACTICS RECOMMENDATIONS

OVERVIEW AND ADDITIONAL IDEAS

DIGITAL TACTICS

STRATEGY	TACTIC	DESCRIPTION	ROLES
Multi-Channel Communication	Dedicated Microsite	<ul style="list-style-type: none"> Central hub of information about the Streetscape project 	<ul style="list-style-type: none"> Q+M to design Midland to manage content
Multi-Channel Communication	E-Newsletter	<ul style="list-style-type: none"> Sign-up form on microsite Provides information about project in email form 	<ul style="list-style-type: none"> Q+M to design Template and set up email list (if needed) Midland to manage content and distribution
Multi-Channel Communication	Social Media Promotion	<ul style="list-style-type: none"> Targeted messages on Facebook and other social channels about the project and events 	<ul style="list-style-type: none"> Q+M to provide suggested messages and posts Q+M can work with Midland on finding assets (images) for social media posts
Multi-Channel Communication	Digital Promotion	<ul style="list-style-type: none"> Digital ad(s) on ourmidland.com 	<ul style="list-style-type: none"> Q+M to design ad(s) and can help set up ad with vendor Midland to provide budget for ad campaign

PRINT TACTICS

STRATEGY	TACTIC	DESCRIPTION	ROLES
Multi-Channel Communication	Poster and Postcards	<ul style="list-style-type: none"> Used for messages about project and about events Multiple versions should be considered 	<ul style="list-style-type: none"> Q+M to design Vendor to print Midland to distribute
Multi-Channel Communication	On-Street Signage	<ul style="list-style-type: none"> provide wayfinding signage to businesses On-street signage to promote specific events as they happen 	<ul style="list-style-type: none"> Q+M to design Vendor to print Midland to distribute/install
Make the Streetscape Project fun	Coupon Booklet	<ul style="list-style-type: none"> Coupon booklet with special discounts and incentives to encourage visitors and residents to visit downtown stores 	<ul style="list-style-type: none"> Q+M to design Vendor to print Midland to collect discounts/incentives and distribute
Make the Streetscape Project Fun	Passport	<ul style="list-style-type: none"> Visitors stop by each business listed on the passport, get a stamp or other item, and submit the passport to win a prize Passport could be downloadable from microsite or printed and made available at businesses downtown 	<ul style="list-style-type: none"> Q+M to design Vendor to print Midland to distribute/promote

OUTREACH TACTICS

STRATEGY	TACTIC	DESCRIPTION	ROLES
Involve Partners	Promotional Toolkit	<ul style="list-style-type: none"> Toolkit would include: suggestions for social media promotion, resources, posters and postcards, Ambassador program description, suggestion list for games, contents and incentives 	<ul style="list-style-type: none"> Q+M to design Vendor to print Midland to distribute
Involve Partners	Downtown Ambassador Program	<ul style="list-style-type: none"> Volunteers (business owners and partners) who can be a presence downtown to communicate about the Project and downtown events Wear special shirts or buttons to designate themselves Carry special incentives Monthly meeting to provide feedback 	<ul style="list-style-type: none"> Q+M to design materials Vendor to print Midland to conduct meetings/distribute information/manage volunteers
Involve Partners	Feedback from Business Owners and Partners	<ul style="list-style-type: none"> Provide online surveys and other methods to get feedback from business owners on a regular basis 	<ul style="list-style-type: none"> Q+M can provide suggested survey questions Midland distribute and collect responses

EVENT TACTICS

STRATEGY	TACTIC	DESCRIPTION	ROLES
Make the Streetscape Project fun	Games and Contests	<ul style="list-style-type: none"> Trivia and quizzes about the Streetscape project and downtown Midland Social media contests to encourage sharing pictures Could be conducted over social media and via email and the website 	<ul style="list-style-type: none"> Q+M can provide additional suggestions for this tactic, if needed Midland to promote
Make the Streetscape Project fun	Partner with Momentum Midland	<ul style="list-style-type: none"> Partner to host "block parties" to celebrate the completion of each block/ area of the project Parties could feature music, games (giant Connect Four, Jenga, etc), street vendors, comfortable lawn furniture 	<ul style="list-style-type: none"> Q+M can provide additional suggestions as needed Midland to meet with Momentum Midland and determine next steps for parties

DDA MEMORANDUM

To: Cascade Township DDA Board

From: Sandra Korhorn, DDA/Economic Development Director *SKK*

Subject: Discuss Future DDA Projects

Meeting Date: July 18, 2017

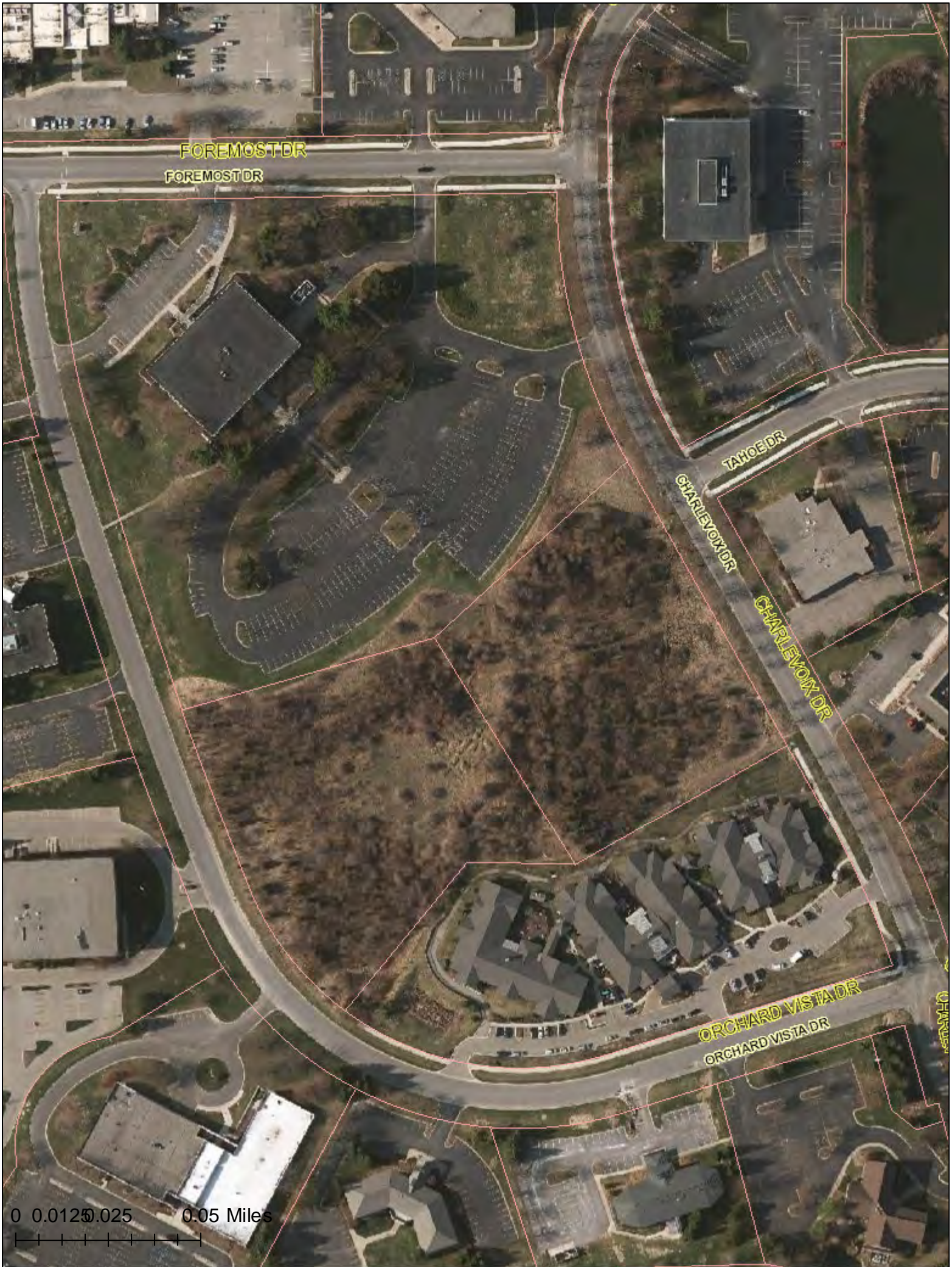
At the May meeting, we discussed some potential future projects. Again, the project list from our joint meeting in 2015 revealed that the gateway entry signs ranks high on the priority list as a DDA project and the purchase of riverfront property ranked very high on the list as a joint project between the DDA and Township Board.

We also discussed some sidewalk/streetscape projects that were not included in the project list. They are:

1. Centennial Park – Orchard Vista loop
2. Patterson Ave. – 28th St. north to Patterson Ice Arena
3. Cascade Rd. – 28th St. to Cascade Villas (this project would be best completed with the Township Board to finish this walk from Cascade Villas to Burton St.)

I received some pricing from the Township Engineer regarding the Centennial Park and Patterson Ave. sidewalks. We'll discuss these at the meeting to determine if we'd like to move forward with one of these or another project.

TITLE



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