

RESOLUTION 21 - 08

A RESOLUTION AUTHORIZING THE VILLAGE ADMINISTRATOR TO EXECUTE A MARKETING AGREEMENT WITH “ALL TOGETHER” AND “THE CLUE GROUP”

WHEREAS, the Village Board directed the Village Administrator and Staff to issue a request for proposals seeking a marketing consultant, and

WHEREAS, the Village Administrator did issue the RFP and received a total of five proposals, and engaged thereafter in a vetting process including, but not limited to, review of the proposals, comparative staff analyses of the same, interviewing and evaluating the candidates for qualities such as their creativity, drive, capability, accessibility and references, and

WHEREAS, the Village Administrator has advised the Board that of the candidates, the groups known as “All Together” and “The CLUE Group” provided the best fit of talent and expertise for the needs of the Village as expressed by the Board over a number of occasions, while keeping within the bounds of a reasonable cost, and

WHEREAS, the Village Board finds that Administrator’s recommendation of these groups are appropriate and a good fit for the Village and the marketing needs of itself and the local businesses that it intends to support through these efforts, all with the intention of providing a vibrant community that provides multiple opportunities for entertainment, shopping and dining throughout the year as well as good jobs for our citizens and the relief of property owners from some of the burdens imposed on them through real estate taxes, and

WHEREAS, attached hereto as Exhibits A and B are a draft agreement and an overall proposal explaining the groups’ marketing plans as well as the overall financial proposals, and

WHEREAS, the Village Board notes that this plan includes elements which cannot be specified with adequate precision at the present time due to the need to commence some amount of work to create and finalize the proposed Strategic Marketing Plan, and

WHEREAS, the Administrator has provided the Board with a proposed budget for this program which the Board finds acceptable, and

NOW THEREFORE, BE IT RESOLVED by the Village of Antioch, Lake County, Illinois, as follows:

SECTION ONE: The Village Administrator is authorized to retain the marketing groups known as “All Together” and “The CLUE Group”.

SECTION TWO: The Administrator is directed to finalize all steps necessary to engage the foregoing marketing groups, and to execute the final contract and proposal attached as Exhibits A and B.

SECTION THREE: The Administrator shall periodically report back to the Board and advise on a timely basis of progress on both the contractual issues and the development of the marketing plans themselves.

SECTION FOUR: This resolution shall take effect immediately upon passage.

PASSED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF ANTIOCH, ILLINOIS,
ON THIS 8th DAY OF MARCH, 2021.

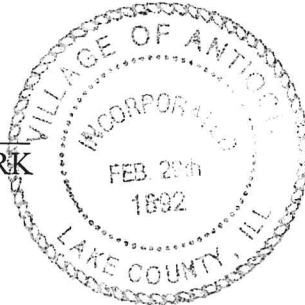
ATTEST:



LAWRENCE M. HANSON, MAYOR



LORI K. ROMINE, VILLAGE CLERK



**All
Together.**

x

**CLUE
Group**

VILLAGE OF ANTIOCH
STRATEGIC MARKETING PROPOSAL

DECEMBER 11, 2020



Table of Contents

BACKGROUND & EXPERIENCE	2
Firm Profile	3
Related Projects & References	4
 QUALIFICATIONS	 13
Bios & Roles	14
Resumes	15
 OUR APPROACH	 19
Project Approach	20
Work Plan	21
 TIMELINE & COMPENSATION	 23
Project Timeline	24
Proposed Compensation	25



December 11, 2020

Lori Romine, Village Clerk
Village of Antioch
874 Main Street
Antioch, IL 60002

Re: Village of Antioch Marketing Proposal

Ms. Romine,

All Together, in collaboration with **Community Land Use and Economics (CLUE) Group**, is excited to submit the following proposal to assist the Village in developing a strategic marketing plan, while strengthening the essence of what makes Antioch unique.

Why us? Our combined experience in community and destination branding, communications, urban design, planning, economic development, and market research reaches far beyond traditional branding and marketing firms. We understand that Antioch's identity doesn't live in a vacuum—it is part of a much larger ecosystem of organizations, businesses, places, and people that make Antioch unique. We connect the dots of how each of these pieces come together to create a truly vibrant community. For us, that starts with the stories of the place and how those stories are creatively but consistently told through various channels, because the long-term success of the Village's image rests on the thousands of influences and influencers that make up the community.

Throughout this process, we will work closely with the Village staff, the Board, and the Economic Development Task Force to understand what stories about Antioch currently exist, how are they told, and what can we do to improve on them and/or change the narrative. We will then build on both qualitative and quantitative analysis, key marketing objectives, and target audience profiles to create a comprehensive but easy-to-navigate marketing plan. The plan will serve as a road map for the Village and its communication partners to help them create future marketing content, wayfinding and signage, and events and programs—all while ensuring the story of Antioch remains true to self.

With us, you get what you see. We're a tight-knit team that has worked together successfully and dedicates 100% to each and every client, with our principals leading the work and involved in every step of the project. Our multi-disciplinary experience in marketing, communications, design, engagement, and planning ensures our final deliverables are visionary, achievable, and built upon what makes Antioch "Authentic by Nature."

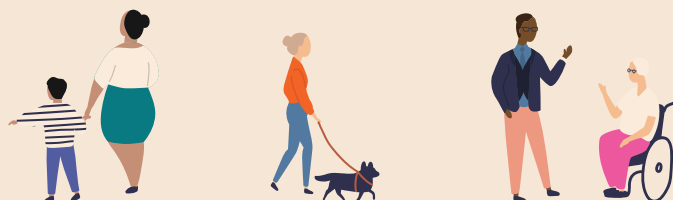
We look forward to discussing our submittal with you and your selection committee. Please feel free to contact me with any questions you may have.

Warmest regards,

Marisa Schulz
Principal, All Together
mschulz@alltogetherstudio.com
(847) 261-4046
alltogetherstudio.com

FEIN: 84-3531346

BACKGROUND & EXPERIENCE



All Together.

is a design studio focused on

community engagement, branding, and placemaking. Our engagement results in joyful experiences for communities and their stakeholders through the built environment, branded communications, or programming that captures the spirit of the place.

We combine the best of design, planning, engagement, and marketing under one roof. As a community-oriented studio, we understand that a one-size-fits all approach to design and engagement doesn't cut it. All Together works to form an authentic understanding of a place and its people. We connect with clients, residents, and other stakeholders every step of the process to create joyful experiences and people-filled places.

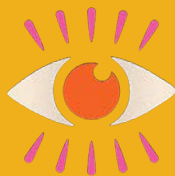


Our services include:



COMMUNITY ENGAGEMENT

From the very beginning of each project, we craft a strategic and fully inclusive engagement process—from one-on-one conversations to engaging group discussions to broad-reaching online platforms.



BRANDING & COMMUNICATIONS

We work to instill pride in a sense of place. All of our project deliverables capture the essence of a place and its people through powerful narrative, creative messaging, and beautiful design.



PLACEMAKING

We ensure communities tell their story through programming and the built environment.



CALUMET HERITAGE AREA BRAND & IDENTITY*

CALUMET REGION
(ILLINOIS & INDIANA)

The Calumet Collaborative engaged us to craft an identity and brand for the Calumet Heritage Area, which extends from southeastern Chicago to the Indiana Dunes and beyond. Here, the compelling landscape mixes extraordinary natural areas with scenes of technological wonder. The branding for the area tells the story of the region's national significance, both visually and through strategic messaging. The process began by identifying a wide variety of stakeholder groups to inform the character of the area, ranging from local historical societies and environmental groups to industries and chambers of commerce. A series of focus groups were facilitated to better understand what makes people proud of this place, and how they envision it in the future.

Through both qualitative and quantitative analysis, the team developed target audience profiles that analyze the ways various perceptions, future needs, and connections to the region converge and diverge. A series of mood boards representing different aesthetic directions for the brand were assembled and presented for community feedback through in-person meetings and an online survey. Once all feedback had been gathered, logo, tagline, and brand story development and refinement began. The final brand and the strategies for its implementation were assembled into a comprehensive and easy-to-use toolkit for all users of the Calumet Heritage Area brand.

"The process around crafting the story of this place and the implementation of a regional brand was truly seamless. We have so many communication partners and each are now equipped with the tools and messaging they need to promote this region."

Sarah Coulter, Calumet Collaborative

*Completed by Rachael Smith and Marisa Schulz while employed at The Lakota Group

DISCOVER THE UNEXPECTED.

After meeting with many different groups in the Calumet Region, Target Audience Profiles were developed to better understand the personalities of residents and visitors who would be interested in all that the region has to offer, and how to best reach them through various communication channels.



Details:

Start Date: December 2018

Completed: August 2019

Reference:

Sarah Coulter

Executive Director

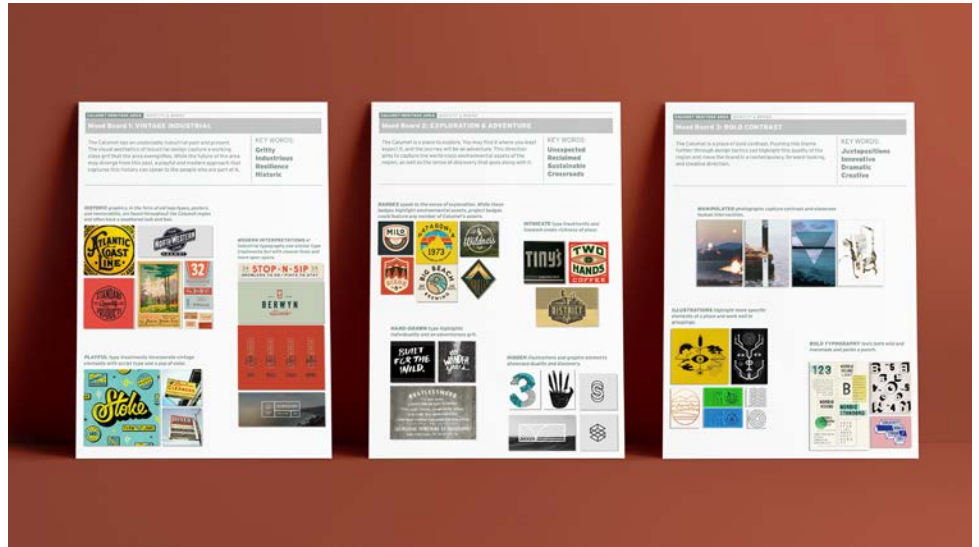
Calumet Collaborative

708-297-9162

sarah@calumetcollaborative.org

Learn More:

[CLICK TO SEE THE BRAND TOOLKIT](#)



A series of mood boards were developed to provide direction from a wide group of stakeholders on the look and feel of the brand before design development began.



GREATER VIRGINIA AVENUE MARKETING MASTER PLAN

INDIANAPOLIS,
INDIANA

The GVAC Marketing Master Plan will provide a multi-year design and funding strategy to better communicate the district and enhance the built environment. All Together is leading communications research and analysis for the historic cultural district. As a part of the process, we facilitated several stakeholder conversations with residents, artists, and business and property owners to better understand existing perceptions of the district and its identity. In addition to the focus groups, a survey was distributed to the community at large. Comparable cultural districts—both within Indy and around the country—were analyzed from a marketing, branding, and communications perspective.

While the project is in process, Phase 1 culminated with a Strategic Direction presentation, which outlined communications assets, challenges, and priorities for the district. The presentation also addressed one of the district's biggest challenges—what to call itself. Based on the input received from stakeholder interviews and surveys, a name that honored the heritage of the neighborhoods within its boundaries without losing its existing name recognition was proposed—the Fountain Fletcher District.

"We have been struggling for years with the challenge of what we call our district, and how to better manage district-wide communications. While the plan is still in progress, the team has done the research and legwork to truly understand what makes this place special and how to better communicate who we are without losing who we've been."

Kelli Mirgeaux, Greater Virginia Avenue EID Board

the FOUNTAIN FLETCHER district



LEFT: The proposed new name for the district is designed to capture brand awareness from both neighborhoods while allowing for one cohesive voice.

RIGHT: A digital marketing campaign for the project promoted opportunities for community involvement in order to understand how residents and visitors learn about events in the district.

Details:

Start Date: June 2020

Completed: Ongoing

Reference:

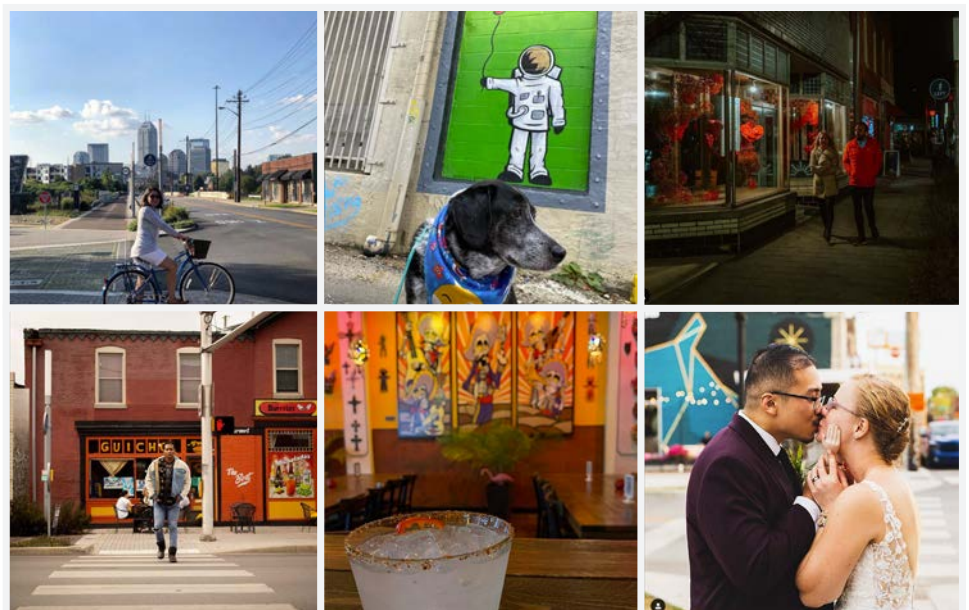
Brad Vogelsmeier

Greater Virginia Avenue EID Board

brad.vogelsmeier@milhaus.com

Learn More:

www.GVAC.info



Social media accounts were analyzed—both of the comparable cultural districts, as well as local businesses and influencers to understand how people talk about and share their experience of the district.

CLARK

Rogers Park



CLARK ROGERS PARK BRAND GUIDE* & STREET BANNERS

ROGERS PARK,
CHICAGO

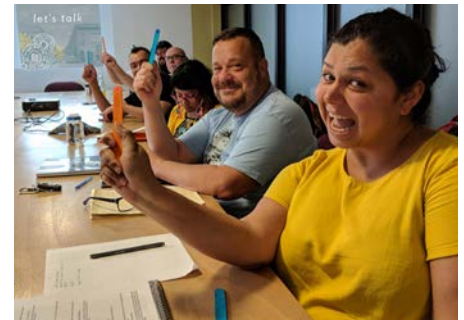
Following the Vision Clark Street Corridor Master Plan (in partnership with CLUE Group), Implementation Crews got to work bringing the plan to life. Our team was engaged by Rogers Park Business Alliance to design a brand guide for Clark Street that celebrates the vibrancy and authenticity of the corridor in a down-to-earth aesthetic. Exercises were designed to help stakeholders find common ground around the essential elements of the corridor, and to capture the words that describe it in a way that is both honest and aspirational. The style guide outlines key audiences, guidelines around messaging, and how to design communications with bilingual and multilingual content. The final brand tells the story of Clark Street—encompassing a million different people, places, and stories that make it whole. The brand guide is a visual representation of that brand, highlighting the vibrant colors, hand drawn elements, and multilingual messaging that keeps it true to place. The Clark brand has been celebrated and reinvented through murals by local artists, an entrepreneurship hub, and a series of colorful street banners that highlight local businesses. This is Clark, Rogers Park—this is the flavor of the neighborhood.

“All Together is a dream team, delivering honest, quality work with charisma. Their passion for their work shines through on every project we’ve collaborated on.”

Carolina Juarez, Rogers Park Business Alliance

*Completed by Rachael Smith and Marisa Schulz while employed at The Lakota Group

Branded street banners feature local businesses along with the district tagline—"the flavor of Roger's Park"—in many of the languages spoken along the corridor.



The branding process was designed to be interactive and ensure buy in from a variety of stakeholders.

Details:

Start Date: August 2018
Completed: October 2018
Street Banners: November 2020

Reference:

Carolina Juarez
 SSA Manager
 Rogers Park Business Alliance
 773.508.5885
 cjuarez@rpba.org

Learn More:

[CLICK TO SEE THE BRAND GUIDE](#)



The final report outlines key audiences, guidelines around messaging, and how to design communications with bilingual and multilingual content.

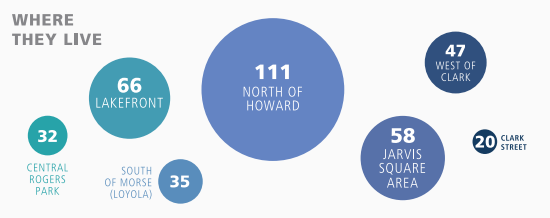


ROGERS PARK CORRIDOR DEVELOPMENT INITIATIVE COMMUNICATIONS STRATEGY

ROGERS PARK, CHICAGO

All Together has partnered with the Metropolitan Planning Council, the 49th Ward Alderwoman, and a number of community partners and organizations to develop a strategic communications plan for the Rogers Park Corridor Development Initiative. This community-led visioning process in the midst of COVID has required a creative spin on traditional outreach methods and extensive coordination with all partners to ensure word of the project gets out. Social media and SMS text updates, extensive flyer, interactive polling, virtual workshops, and socially-distanced in-person workshops are all elements of the communications strategy. Additionally, a series of videos were created to communicate what this project was about and what role community members have to play in the process.

Who Participated



Details:

Start Date: August 2020
Completed: Ongoing

Reference:

Angel Leveston
Director of Marketing & Communications
Metropolitan Planning Council
312.863.6008
aleveston@metroplanning.org



LINCOLN PARK WAYFINDING + DISTRICT BRANDING*

LINCOLN PARK, CHICAGO

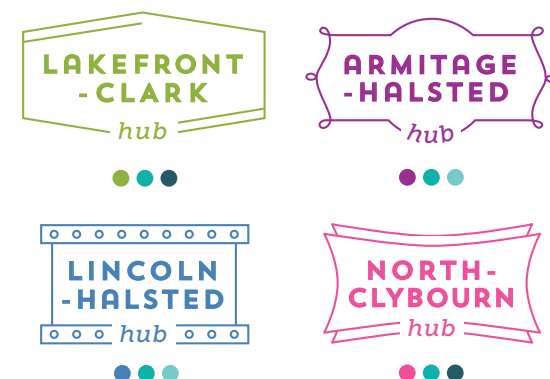
We worked with the Lincoln Park Chamber of Commerce to develop a custom wayfinding system for Clark Street in Lincoln Park, a vibrant neighborhood and destination in the heart of Chicago. Through this process, we helped the chamber define identity hubs for different areas within Lincoln Park, using "Lakefront Clark Street" as the test case. Logos and identities were developed for each hub that highlight the specific character of each area, but still link to the greater identity of Lincoln Park, with its teal arch as a unifying element. From these identities, signage concepts were developed—ranging from pedestrian kiosks to vertical and horizontal gateway options to custom crosswalk options.

Details:

Start Date: March 2017
Completed: October 2017

Reference:

Kim Schilf
CEO + President
Lincoln Park Chamber of Commerce
(773) 880-5200
kim@lincolnparkchamber.com



*Completed by Rachael Smith while employed at The Lakota Group

The Future of Retail (2019)



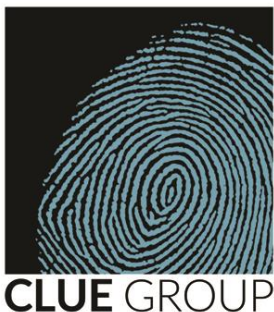
The seers look into their crystal balls and say, “The retail apocalypse is coming.” The retail analysts say, “It’s already here.”

CLUE Group’s Josh Bloom authored a publication titled *The Future of Retail* for the National Main Street Center. The piece has been adapted and presented by CLUE Group at conferences and as keynotes.

CLUE Group believes four concepts will be core to the successful adaptation by traditional commercial districts in the era of online retail and streaming entertainment:

- Experience. Businesses and business districts will need to offer an experience in addition to a product or service. Many are already doing this. For example, your barber now offers you a whiskey.
- Local. The shift to local has become a movement. Local sourcing, local food, local manufacturing, and local businesses are more valued than ever.
- Connection. People will come for connection more than transaction. The rising importance of coworking, “third places”, and public events leverages an innate need for people to emerge from the isolation of their screens.
- Social consciousness. Doing well by doing good is driving entrepreneurship and customer loyalty.

All of these serve to differentiate the real-life experience of coming to a traditional downtown or business district.



The Community Land Use and Economics Group, LLC
www.cluegroup.com

State Street, Chicago (2020)



State Street, Chicago’s “Great Street”, was once the premier retail corridor in downtown Chicago. Anchored by department stores, theaters, and educational institutions, State Street has always been at the center of Chicago’s office market and an attractor for shoppers from throughout Chicagoland.

Today, State Street and the Loop are experiencing rapid residential growth – a new use and a recent phenomenon, as empty-nesters and Millennials choose downtown living – and also new competition for office and retail. The competition for office is coming from trendier neighborhoods like the West Loop (a former meat-packing district), where the major tech industries have built their Chicago headquarters, from nine new mixed-use “megadevelopments” being built in and around the Loop, and from online retail.

State Street continues to have some of the highest foot traffic in Chicago and in the country, but it no longer commands the highest retail or office rents. The task of the current plan is to define State Street’s next evolution. Part of that plan will be to re-envision ground-floor commercial uses, better leverage State Street’s anchor institutions, grow residential, and incorporate more interactivity and engagement on the street level.



The Community Land Use and Economics Group, LLC
www.cluegroup.com

QUALIFICATIONS



BIOS & ROLES



MARISA SCHULZ LEED NCI

PRINCIPAL • STRATEGY

ROLE: As head of strategy, Marisa will manage research and analysis, lead workshops and focus groups, and craft the brand story, marketing strategies and campaign messaging.

Marisa is an urban designer and writer with over 15 years of experience in community branding, communications, and outreach. While at the City of Austin and through her work in neighborhoods from Detroit to Santiago, Chile, Marisa has worked closely with communities to ensure the public plays a vital role in creating enduring brands and people-centric places.

RELEVANT MARKETING & BRANDING PROJECTS:

Calumet Heritage Area, Clark Street, Rogers Park Corridor Development Communications, Airport Boulevard Development Initiative



RACHAEL SMITH AICP

PRINCIPAL • DESIGN

ROLE: As project manager and design director, Rachael will oversee day-to-day communications and project coordination, as well as lead the creative process, from conceptualization to final design of campaign assets.

Rachael is a designer and planner whose experience ranges from crafting brand identities for Fortune 500 clients to designing downtowns, neighborhoods, Main Streets, and sites for people. Because of her unique background, she understands the full process of engagement, brand development, placemaking, and implementation.

RELEVANT MARKETING & BRANDING PROJECTS:

Calumet Heritage Area, Clark Street, Greater Virginia Avenue Communications Master Plan, Lincoln Park Branding & Wayfinding, Rogers Park Corridor Development Communications



JOSH BLOOM

FOUNDER • MARKET

ROLE: As head of market research, Josh will analyze qualitative and quantitative results, benchmark characteristics of survey respondents, and present comparative demographic and lifestyle data for adjacent and competing communities.

Josh is a leader in the revitalization of historic commercial districts and a principal at the Community Land Use and Economics Group. He uses local data to craft market-based strategies that help cities and communities build economically differentiated, dynamic places.

RELEVANT MARKET POSITIONING PROJECTS:

State Street Economic Development Plan, and Market Analyses for communities around the country. In Illinois, project highlights include Highland Park, Geneva, Rockford, Moline, Springfield, and Hardin County

All Together.



MARISA SCHULZ

LEED NCI

PRINCIPAL • STRATEGY

Contact

- 847.261.4047
- mschulz@alltogetherstudio.com
- /marisaschulz
- alltogetherstudio.com

Education

- University of Texas - Austin
Master of Community and Regional Planning
- University of Michigan - Ann Arbor
Bachelor of Arts in English
Minor in Spanish

Affiliations

- Adjunct Faculty Member —
DePaul University, Sustainable
Urban Development Program
- Lambda Alpha International —
Ely Chapter
- Congress for New Urbanism
- American Planning Association
- Urban Land Institute
- CNU Central Texas —
Former Board Member

About

Marisa is an urban planner and writer with 15 years of experience working on a broad range of community outreach, planning, and branding projects within the public, private, and political sectors. From Detroit to Austin to Santiago, Chile, Marisa has worked closely with communities to ensure the public plays a vital role in shaping planning and design initiatives. She has successfully written and branded studies that have been covered by such outlets as Bloomberg, the New York Times, USA Today, and Next City. Marisa has taught both undergraduate and graduate courses in sustainability, planning, and design in Chicago. She is a certified facilitator through the National Charrette Institute.

Work Experience

PRINCIPAL & CO-FOUNDER

All Together | Evanston, IL | 2019-present

All Together is a design studio focused on placemaking, community branding, and engagement. Our process results in joyful experiences for communities and their stakeholders—whether through the built environment, branded communications, or programming that captures the spirit of the place.

VICE PRESIDENT

The Lakota Group | Chicago, IL | 2016 - 2019

- Managed large-scale design and planning projects—from engaging communities in downtown master plans to branding nationally-recognized historic areas.
- Led the facilitation of numerous public meetings, interviews, and focus groups, including bi-state engagement of a regional branding initiative, which included more than 40 different entities and over 100 individuals.

ASSOCIATE DIRECTOR + FACULTY MEMBER

DePaul University's Chaddick Institute for Metropolitan Development | Chicago, IL | 2011 - 2016

- Organized and conducted technical and mobile workshops to advise municipalities throughout on issues related to land use, economic development, and transportation.
- Served as liaison between the Institute and over 100 municipalities throughout the region, coordinating programming, thought leadership initiatives, Plan Commission Trainings program, and the Municipal Design Review Network.

POLICY ADVISOR: COMMUNITY ENGAGEMENT

City of Austin | Austin, TX | 2009 - 2011

- Analyzed issues related to land use, transportation, and economic development; recommended policy initiatives.
- Analyzed zoning cases; worked with developers, agents, neighborhoods, local businesses, and City staff to understand issues and recommended denial or approval.



RACHAEL SMITH AICP

PRINCIPAL • DESIGN

Contact

- 847.261.4047
- rsmith@alltogetherstudio.com
- /rachaelkelsey
- alltogetherstudio.com

Education

- DePaul University
Master of Sustainable Urban Development
- University of Wisconsin - Madison
Bachelor of Fine Arts
Minor in Business

Affiliations

- Adjunct Faculty Member —
DePaul University, Sustainable Urban Development Program
- CNU IL Board Member
- American Planning Association
- AIGA Chicago
- Center for Neighborhood Technology Young Innovators
- SEGD Chicago

About

Rachael is a designer and planner whose experience ranges from crafting brand identities for Fortune 500 clients to designing neighborhoods, communities, and sites for people. Because of her unique background, she understands the full process of engagement, brand development, placemaking, and implementation. Rachael has an innate ability to visualize a process and make it fun and accessible for people to participate. Her gorgeous deliverables inspire implementation and her ability to organize a project to the Nth degree ensures each client gets the attention and presence they deserve. Rachael is trained on ICA's Technology of Participation engagement methods.

Work Experience

PRINCIPAL & CO-FOUNDER

All Together | Evanston, IL | 2019-present

All Together is a design studio focused on placemaking, community branding, and engagement. Our process results in joyful experiences for communities and their stakeholders—whether through the built environment, branded communications, or programming that captures the spirit of the place.

COMMUNITY BRANDING MANAGER

The Lakota Group | Chicago, IL | 2017 - 2020

- Managed and served as the client liaison to community engagement and branding projects throughout the Midwest.
- Leveraged planning projects into design and branding initiatives, including the implementation of a Chicago neighborhood corridor master plan into a comprehensive brand guide, design guidelines, and signage design.

PROGRAM MANAGER

DePaul University's Chaddick Institute for Metropolitan Development | Chicago, IL | 2015 - 2017

- Assembled panels of experts to speak on topical planning issues, and planned study trips to cities such as Madison, WI and Grand Rapids, MI to meet with city planners and tour innovative structures.
- Managed the brand presence of the Institute to ensure that all reports and materials produced maintained a high quality of design.

PRINT PRODUCTION ARTIST

McGarrah Jessee | Austin, TX | 2013 - 2015

- Develop designs in collaboration with art directors, account managers for Fortune 500 clients and work with printers to ensure flawless execution of print work.

GRAPHIC DESIGNER

Cricket Design Works | Madison, WI | 2012 - 2013

- Worked with environmental & educational non-profits, public libraries, local small businesses, and national retailers to develop and carry out their brand identities.
- Created logos, websites, environmental graphics, poster, and annual reports.



Joshua Bloom

Josh is a leader in the revitalization of historic commercial districts and a principal at the [Community Land Use and Economics Group](#). He uses local data to craft market-based strategies that help cities and communities build economically differentiated, dynamic places. He also has deep interest in social enterprise and community-owned businesses and he is immediate past president of the board of Weavers Way Cooperative, a \$32 million retailer in Philadelphia with three grocery stores, a pet supplies store, two health-and-beauty-aid stores, and a “Mercantile” gift shop.

In 2016, Josh co-led the National Main Street Center’s “Main Street Refresh” initiative, a national redesign and relaunch of the Main Street revitalization model, including pilots in Detroit; Lexington, KY; Miami; Philadelphia; and three small Colorado communities.

In the Chicagoland area, Josh has completed market analyses and economic strategies as part of neighborhood corridor plans for Clark Street in Rogers Park (2017) and Greektown (2018). He is currently working on a corridor design and economic development plan for State Street in the Loop (2020). In the past, he has completed market analyses for Highland Park and Geneva, as well as communities in the western, central, and southern parts of the state (e.g., Rockford, Moline, Springfield, Hardin County, and others).

Josh began his career in revitalization as the downtown manager in South Orange, NJ, his hometown, in 1992. Later, as a program officer at the National Main Street Center, he led the Center’s urban expansion efforts, establishing [Boston Main Streets](#), the nation’s first citywide Main Street initiative. He launched other urban pilots for the Main Street Center in neighborhoods of Washington DC, Baltimore, Miami, St. Louis, Los Angeles, and others.

Josh received his B.A. from Columbia University and a master's in historic preservation from the University of Pennsylvania. In 2007 he graduated from the preservation carpentry program at the [North Bennet Street School](#), a historic trades school in Boston.





Joshua Bloom

CAREER

2005 +	Principal, Community Land Use and Economics Group, LLC, Arlington, VA
2003 - 2005	Program Officer, National Main Street Center, National Trust for Historic Preservation (NTHP)
1999 - 2003	Sr Program Associate, National Main Street Center, NTHP
1995 - 1999	Program Associate, National Main Street Center, NTHP
1992 - 1995	Executive Director, Main Street South Orange, Inc., South Orange, NJ

EDUCATION

2007	North Bennet Street School, Boston, MA. Two-year Certificate in preservation carpentry.
1992	Graduate School of Design, Univ. of Pennsylvania, Philadelphia, PA. M.S., Historic Preservation; Thesis: The savings and loan crisis of the late 1980s and its impact on historic buildings
1985	Columbia College, Columbia University, New York, NY. B.A. Art and architecture history

SELECTED RECENT ENGAGEMENTS

2020	Ventura, CA: Downtown economic development strategy
2020	Cheyenne, WY: Keynote, "The Future of Downtowns", Wyoming Economic Development Assn
2020	Chicago, IL: State Street Plan for the Chicago Loop Association
2020	West Palm Beach, FL: Placemaking economic impact study, "Musical Seesaws"
2020	National Main Street Center webinar: "The Future of Retail"
2019-20	New Jersey: Downtown economic development strategies for 11 NJ towns/cities
2019	Miami, FL: Neighborhood assessments of Little Havana and Allapattah
2019	Lake City, CO: Recording studio + performance space feasibility
2019	Denton, TX: Preservation Plan (economic development component)
2019	Berkley, MI: Downtown plan
2018	Valentine, NE: Citizens' Institute on Rural Design (team lead)
2018	Chicago, IL: Market analysis and strategy for Greektown
2017	Chicago, IL: Market Analysis and strategy for Clark Street corridor, Rogers Park
2017	Rock Springs and Green River, WY: Main Street "Refresh" workshops + strategic planning
2017	Harrisonburg, VA + Rockingham County: Retail market analysis
2017	Louisburg, KS: Market analysis for community master plan
2017	Florida (Cocoa Beach, Quincy, Stuart): Main Street "Refresh" workshops + strategic planning
2016	Tulsa, OK: Retail and housing market analyses for proposed Bus Rapid Transit station areas
2016	Tulsa, OK: Development feasibility analyses for priority parcels
2015 - 2016	National Main Street Center, "Main Street Refresh": 10 pilots, including Detroit, Lexington (KY), Miami (Little Haiti), Philadelphia (Tacony); and Steamboat Springs, Brush, and Lake City, Colorado.

Community Land Use + Economics Group, LLC
Philadelphia, PA | Arlington, VA

OUR APPROACH



PROJECT APPROACH

A cohesive marketing strategy is an essential component of economic development. The images that come to mind when a Village's name is heard have enormous implications on who visits, who chooses to live and stay in the community, and which businesses invest in locating there. Antioch is ahead of many of its peers in creating a brand and recognizing the importance of a strategic communications process as it relates to its regional reputation and health of its local economy. Our strategy is to build on the momentum of the Village's existing amenities and brand—including past planning efforts, such as the Lifestyle Corridor Plan, recent residential growth, proximity to the Chain O' Lakes, quaint downtown, plentiful natural amenities, and growing Corporate Center—and develop a plan to effectively communicate and market the Antioch brand as a regional destination. Our commitment to and experience in communications, market research, brand development, placemaking, and storytelling will shape each phase of our approach.

During Phase 1: Community Research & Analysis, our team will immerse ourselves in all that is Antioch to identify what sets the Village apart from its peers and the authentic character of Antioch that must come across in all Village communication. We will analyze competitor marketing strategies and the current logo and creative elements of the brand, as well as how the Village currently uses social media and digital marketing.

In addition to site visits, we will conduct in-depth interviews and focus groups with key stakeholders, such as Village staff and Board members, chambers and visitor bureaus, residents and neighborhood associations, local businesses, and industry

representatives. A community survey will seek stories from residents about the character of Antioch, as well as perceptions compared to surrounding communities.

In Phase 2: Strategic Marketing Plan, we will build upon the research and priorities developed in the previous phase to create guidelines for consistent brand application, develop marketing strategies that promote Antioch as a destination, and craft branded collateral to guide future marketing efforts. We believe that photography is essential in communicating place, which is why we have included a line item in our budget for a photographer. We will work with the Village to identify the photographer who will help us tell the story of Antioch through photographs that can be used for years to come. These elements come together to create the Strategic Marketing Plan and Implementation Guide, which will outline next steps, timeline, budget requirements, and potential funding sources for all marketing initiatives. This phase is designed to ensure that the branding and marketing campaign developed through this project is immediately celebrated, strategically implemented, and routinely evaluated.

While the work plan outlined on the following pages was designed to accomplish the tasks included in the RFP, we are happy to work with the Village to adjust the scope as needed.

Throughout each stage, our team will ensure we are strong partners with the Village, organizing check-ins, deliverable and feedback loops, and efficient communication. We recognize that our Clients and project partners are busy and so we respect time while ensuring we stay in step.



Phase 1: Community Research & Analysis

February - April 2021

Task 1.1: Kick-Off Meeting

Our team will conduct a Kick-off Meeting with Village of Antioch staff to review timeline, scope of work, and relevant background materials. We will also begin to discuss high-level perceptions of the existing Village branding and its implementation to-date, as well as current communications challenges that should be addressed through this process. We recommend that the Village create a Marketing Working Group of 4-6 people, made up of Village of Antioch staff and Village Board liaisons, to review deliverables throughout this process.

Task 1.2: Current Brand & Communications Analysis

We will conduct a thorough analysis of the current Antioch brand, including messaging, logo and collateral use, and communications materials and strategy. It is anticipated that the Village will provide relevant visitation data, previous brand audits, and existing website and social media analytics.

As a part of the analysis, our team will tour Antioch and the surrounding area to better understand the qualities that make it unique and can be built upon in marketing, communications, branding, and campaign development.

Task 1.3: Community Research & Market Position

CLUE Group will analyze qualitative and quantitative results from the surveys and focus groups, summarizing data in a visual format for presentation and identifying themes. Quantifying word frequency and resident/visitor perceptions will serve as an objective resource in guiding the marketing campaign. We will also benchmark demographic characteristics of survey respondents and compare them with the relevant Census geography to determine how the surveyed population may differ from the reference population.

We will present comparative demographic and lifestyle data for adjacent and competing communities. There are a couple of caveats related to updating demographic information: Though we are hopefully nearing the end of the Coronavirus pandemic, the crisis has upended many of the data resources typically used in market analysis, as standard sources like ESRI and the Census do not yet accurately reflect the extent of job and business losses, or changes to household income. CLUE Group will note potential discrepancies and how to interpret them.

Task 1.4: Community Character Survey / Story Collection Campaign

Our team will create a digital campaign to share stories of Antioch. While this may take the format of a survey, the ultimate goal is to find authentic stories about this place—why people moved here, why they've stayed, and how this place impacts their sense of self and community. In addition to stories past and present, we want to know the story people wish they could tell about Antioch—the Village's future story. We will compile and analyze community input to further inform unique selling position, core messages, target audiences, and optimal communications channels.

Task 1.5: Stakeholder/Focus Group Interviews

We will conduct 4-6 virtual interviews/focus groups with key stakeholders. Our team will work with Village staff to identify internal and external community participants for these groups, which could include Village staff and Board members, the Antioch Chamber of Commerce, the Lake County Convention and Visitors Bureau, residents/community associations, local businesses, industry representatives, and others.

Using the current brand analysis as a starting point, these sessions will help our team understand existing perceptions of the Village and its brand, as well as how information about the Village and its events are shared and consumed. The sessions will also focus on the values and words people associate with Antioch to inform the key character elements that are most important to capture in Village communications. Focus group meetings could be conducted online to ensure greater stakeholder participation. Village staff will be responsible for scheduling these meetings.

Task 1.6: Strategic Direction Presentation

Building on the research and analysis in Tasks 1.2-1.5, our team will outline Antioch's unique selling proposition and brand story. Based on analysis of the current brand, a design direction will be presented, including potential refinements of the existing logo. The presentation will identify marketing and communications priorities to drive the strategic direction of the brand. Target audience profiles will also be developed to help bring to life who future marketing campaigns should reach and speak to. Together, the brand story and design direction, communication priorities, and target audience profiles will guide us into Phase 2 of the process. The presentation to the Marketing Working Group will be followed by a workshop discussion to confirm the strategic direction of the plan.

Phase 2: Strategic Marketing Plan

April - June 2021

.....

Task 2.1: Brand Photography

As the seasons change and Antioch comes back to life, our team will photograph the community in a way that highlights the identified brand story and unique selling proposition, defining 4-6 key locations. Photography of the community will be utilized throughout the marketing plan and will be provided as a resource for all future communications and marketing initiatives.

Task 2.2: Brand Guidelines & Applications

Based on analysis of the current use of the brand and recommendations for refinement, we will develop a set of brand guidelines to consistently promote the brand among various agencies. These Brand Guidelines will showcase different variations of a refined logo, including how the logo can be used in coordination with different organizations to provide greater flexibility while staying within the umbrella of the brand. Appropriate typefaces, color codes, and uses of brand messaging will be outlined. Once a draft is created, our team will send the Brand Guidelines to the Working Group for feedback and refinement.

Task 2.3: Marketing Strategies & Initiatives

Our team will develop marketing strategies to elevate Antioch as a regional destination. We will define markets and promotional avenues to promote brand awareness among the identified target audience, including traditional, earned, and influencer media. Once drafted, our team will send the Marketing Strategies & Initiatives to the Working Group for feedback and refinement.

Task 2.4: Collateral Design Development

We will develop preliminary designs, concepts, and templates for certain print and digital brand assets identified as priority initiatives. These could include email templates, social media content, and website updates. Our team will include concepts for strategic print and digital marketing campaigns that build on the brand story. Once drafted, our team will send Collateral Design to the Working Group for feedback and refinement.

Task 2.5: Implementation Matrix

Our team will develop a scannable matrix aligning objectives with target audiences and optimal marketing/communications tactics to provide a road map for the Village to create future content and maintain consistency in all communications. The Matrix will include proposed timelines, estimated costs for implementation, and potential funding sources.

Task 2.6: Strategic Marketing Presentation

We will present the Strategic Marketing Plan—consisting of the Brand Guidelines & Applications, Marketing Strategies & Initiatives, Collateral Designs, and Implementation Matrix, to the Working Group and full Village Board for feedback.

Task 2.7: Brand Toolkit

Our team will package all final brand assets, design collateral, photography, and presentation files developed throughout the process and organize them into a marketing toolkit of source files to be utilized by Village Staff and their communication partners through implementation.



TIMELINE & COMPENSATION



PROJECT TIMELINE



	FEB				MAR				APR				MAY				JUN			
PHASE 1																				
Current Brand & Communications Analysis																				
Community Research & Marketing Position																				
Community Character Survey / Story Collection Campaign																				
Stakeholder / Focus Group Interviews																				
Strategic Direction																				
PHASE 2																				
Brand Photography																				
Brand Guidelines & Applications																				
Marketing Strategies & Initiatives																				
Collateral Design Development																				
Implementation Matrix																				
Strategic Marketing Presentation																				
Brand Toolkit																				

PROPOSED COMPENSATION

Antioch Strategic Marketing Plan

Friday, December 11, 2020

Work Scope/Phases/Tasks/Hours/Fees

All Together		CLUE Group
Staff Hours		Staff Hours
A	B	A

PHASE 1: Community Research & Analysis	Task 1.1: Kick-Off Meeting	4	4	2
	Task 1.2: Current Brand & Communications Analysis	6	10	0
	Task 1.3: Community Research & Market Position	2	4	12
	Task 1.4: Community Character Survey / Story Collection	4	6	0
	Task 1.5: Stakeholder/Focus Group Interviews	10	12	8
	Task 1.6: Strategic Direction Presentation	8	6	4
	Subtotal Phase 1 Hours	34	42	26
	Subtotal Phase 1 Fees	\$5,780	\$5,460	\$4,550
	Total Phase 1 Fee: \$15,790			
PHASE 2: Strategic Marketing Plan	Task 2.1: Brand Photography*	0	2	0
	Task 2.2: Brand Guidelines & Applications	2	12	0
	Task 2.3: Marketing Strategies & Initiatives	12	8	6
	Task 2.4: Collateral Design Development	2	14	0
	Task 2.5: Implementation Matrix	8	6	4
	Task 2.6: Strategic Marketing Presentation	12	16	4
	Task 2.7: Brand Toolkit	2	6	0
	Subtotal Phase 2 Hours	38	64	14
	Subtotal Phase 2 Fees	\$6,460	\$8,320	\$2,450
	Total Phase 2 Fee: \$17,230			

Total Hours by Staff	72	106	40
Subtotal Fee by Staff	\$12,240	\$13,780	\$7,000
Total Fee by Firm	\$26,020		\$7,000

		Staff Categories	
Project Fee Total =	\$33,020	A. Schulz \$170	A. Bloom \$175
5% Expense Estimate =	\$1,651	B. Smith \$130	
*Photography Budget =	\$4,500		
Total Project Budget =	\$39,171		

all the best,

**All
Together.**





February 8, 2021

Professional Services Agreement between All Together, LLC (Consultant) and the Village of Antioch (Client) for marketing communications services.

SERVICES & WORKPLAN

See Attachment: *All Together_Proposal*

TIMELINE

All Together will work to complete the marketing communications scope of work by July 2021, or as determined by the Client.

FEES

The above professional services will be provided for a fee of **\$37,520**, based on the current approved scope of work. An additional **\$1,651** is estimated for reimbursable expenses directly related to performance of the services. Eligible expenses include travel, printing, job supplies, and design assets such as typefaces, web domains, stock photos, etc. The total contract amount including professional services and reimbursable expenses is **\$39,171**.

Any additional services requested of the All Together team beyond those listed in the workplan will be conducted on an hourly basis and billed according to current billing rates listed below. If requested, a fee estimate will be provided for a task or an assignment based on a defined work scope.

Marisa Schulz	\$ 170
Rachael Smith	\$ 130
Josh Bloom	\$ 175

ADDITIONAL TERMS

Invoicing: The project will be billed monthly through project completion.

Termination: Either party may terminate this agreement 15 days after written notice. All Together shall be compensated for all services performed up to this date.

Ownership of Work Product: All Materials developed or prepared by All Together or its employees or Subcontractors for Client hereunder shall become the property of Client and deemed "Work Product" provided that (i) the Materials are produced in final form (i.e., ready to be disseminated to the public) by All Together for Client; and (ii) Client has paid to All Together all fees and costs associated with creating and, where applicable, producing the Materials. All title and interest to Work Product shall vest in Client as "works made for hire" within the meaning of the United States Copyright Act.

Trademarks: All Together may create or develop trademarks for Client, in the form of taglines, slogans, logos, designs, or product and brand names (collectively, the "Marks"). Client shall ultimately be responsible for confirming availability and registering such Marks.

Marketing: Client hereby grants All Together the right to use the name and service marks of Client in its marketing materials or other oral, electronic, or written promotions, which shall include naming Client

as a client of All Together and a brief scope of services provided. In addition, Client hereby grants All Together the right to display the final Work Product created through this scope of work on All Together's website and in promotional materials.

Compliance with Laws: All Together shall give notices and comply with laws, ordinances, rules, regulations, and orders of all public authorities applicable to these services and shall comply with all federal, state, and local tax laws and social security, unemployment compensation, and workers compensation acts applicable to the performance of these services.

Equal Opportunity: Each party represents that it is an equal opportunity employer and will operate to comply with all applicable federal, state, and local laws relating to equal employment opportunities, and if required, with the rules or regulations enforced by the Office of Federal Contract Compliance or any similar federal or state agency monitoring employment practices or government contracts.

Conflicts of Interest: All Together certifies that no employee or officer of any agency with an interest in the Agreement has any pecuniary interest in the business of the Client or this Agreement, nor does any employee or officer have an interest that would conflict in any manner or degree with the Consultant's performance of this Agreement.

Entire Agreement: This Agreement contains the full understanding of the parties with respect to the subject matter hereof, and it supersedes all prior proposals, agreements, memoranda, statements and representations, written or oral, between the parties.

Please indicate acceptance of this agreement by signing one copy and emailing it to mschulz@alltogetherstudio.com. All Together will begin work after receiving written authorization to proceed via email.

All Together appreciates the opportunity to provide the Village of Antioch with marketing communications services.



Marisa Schulz
Principal
All Together

2/8/2021

Date

Signature

Printed Name

Title

Date