

Request For Board Action

REFERRED TO BOARD: September 8, 2021

AGENDA ITEM NO: 9

ORIGINATING DEPARTMENT: Administration

SUBJECT: Consideration and approval of a Resolution authorizing the Village Administrator to execute an agreement for the Village Placemaking Proposal - GHOSTED: Bringing History to Downtown Antioch with the All Together Group in an amount not to exceed \$47,700

SUMMARY AND BACKGROUND OF SUBJECT MATTER:

In the marketing plan presented by The All Together Group, item 4.3 proposed that the Village “Invest in programs that celebrate Antioch’s character”. Included in that initiative are various placemaking ideas to deepen the connection to Antioch and celebrate its history and culture.

One of the placemaking initiatives recommended by the Village’s Marketing Consultant “All Together Group” is GHOSTED: Bringing History to Downtown Antioch. As stated in their proposal, “**GHOSTED** is an initiative to refresh Antioch’s existing ghost signs, and design new signs inspired by Antioch’s past to adorn additional Downtown Alleys and beyond. A ghost sign is an old hand-painted advertising sign that has been preserved on a building for an extended period of time. This initiative will restore and create ghost signs in five locations throughout Downtown Antioch.”

The proposal includes signage design, planning and coordination, event branding and marketing and sign painting. Total costs for both phases of the budget may range from \$31,700 to \$47,700 depending on the sizes and sample artwork provided. The total project will take 14 weeks to complete.

FINANCIAL IMPACT:

\$31,700 to \$47,700

DOCUMENTS ATTACHED:

1. Resolution
2. Agreement and Proposal
3. Proposed locations and sample artwork

RECOMMENDED MOTION:

Motion to approve a Resolution authorizing the Village Administrator to execute an agreement for the Village Placemaking Proposal - GHOSTED: Bringing History to Downtown Antioch in an amount not to exceed \$47,700

RESOLUTION 21 - _____

A RESOLUTION AUTHORIZING THE VILLAGE ADMINISTRATOR TO EXECUTE AN AGREEMENT FOR THE VILLAGE PLACEMAKING PROPOSAL – GHOSTED: BRINGING HISTORY TO DOWNTOWN ANTIOCH WITH THE ALL TOGETHER GROUP IN AN AMOUNT NOT TO EXCEED \$47,700

WHEREAS, The Village Board has been presented with a marketing strategy and brand guide from The All Together Group, and

WHEREAS, within the proposed marketing strategy includes an initiative to invest in programs that celebrate Antioch’s character, and

WHEREAS, one of the recommended placemaking ideas is an initiative to refresh Antioch’s existing ghost signs and to design new signs which are inspired by the history of Antioch, and

WHEREAS, the proposal includes design, planning and coordination, event branding and marketing, and painting,

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

SECTION ONE: The Village Administrator is authorized to execute an agreement with The All Together Group for the placemaking proposal “GHOSTED: Bringing History to Downtown Antioch”.

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

PASSED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF ANTIOCH, ILLINOIS,
ON THIS ____ DAY OF _____, 2021.

ATTEST:

Scott J. Gartner, Mayor

Lori K. Romine, Village Clerk

VILLAGE OF ANTIOCH: PLACEMAKING PROPOSAL



GHOSTED: Bringing History to Downtown Antioch

Themes: Storied by Nature / Nostalgic by Nature

GHOSTED is an initiative to refresh Antioch's existing ghost signs, and design new signs inspired by Antioch's past to adorn additional Downtown Alleys and beyond. A ghost sign is an old hand-painted advertising sign that has been preserved on a building for an extended period of time. This initiative will restore and create ghost signs in five locations throughout Downtown Antioch.

PHASE 1:

Signage Design:

- Work with the Lakes Region Historic Society to source old advertising and imagery to serve as inspiration for four "ghost signs". The "Gambles" sign at 952 Main Street will be restored (no new artwork needed, see Attachment A).
- Design eight options for new "ghost signs" (two for each new location). Work with Village staff to finalize design options. Conduct a resident survey via social media to vote on top four concepts to move forward with.
- Provide artwork to signage fabricator.
 - 30 hours

Planning and Coordination:

- Work with the Village to identify existing signs to restore, as well as locations for additional signs.
- Communicate with property owners of walls identified for ghost signs.
- Provide Village with renderings and specifics to acquire permits for murals, as needed.
- Coordinate with Sign Painters on logistics and timing
 - 18 hours

Event Branding & Marketing:

- Design of promotional materials to advertise the Ghosted initiative.
- Marketing assistance to help the Village, Chamber, Township and other entities promote the initiative via social media and e-newsletter, including 8-10 social images with messaging.

- Design & production of 11x17 event posters. The Village will be responsible for distributing print material.
- Work with Communications staff to put out press release/media outreach to garner media attention for the mural installation.
 - 16 hours
 - Expense Estimate: \$200 (100 11x17 posters)

PHASE 1: All Together Hours: 64 @ \$150 = \$9,600

PHASE 1: Estimated Expenses: \$100 (travel, fonts, surveys)

PHASE 1: TOTAL BUDGET= \$9,700

LEAD TIME TO IMPLEMENT PHASE 1:

8 WEEKS

PHASE 2:

Sign Painting:

- Cost of painting five new ghost signs, some in the location of past signage. See signage locations and sizes in Attachment A.
- Include materials, equipment, labor and coordination
 - *Sign Painting Estimate:*

PHASE 2: ESTIMATED BUDGET= \$22,000 - \$38,000, based on sizes and sample artwork provided*

**Final costs to be confirmed once artwork is finalized in Phase 2*

LEAD TIME TO IMPLEMENT PHASE 2:

6 WEEKS

August 19, 2021

Professional Services Agreement between ALL TOGETHER, LLC (Consultant) and Village of Antioch (Client) for marketing and design services.

SERVICES & WORKPLAN

See services outline for “Ghosted” on pages 1-2.

TIMELINE

All Together will work with the Village of Antioch to launch the activations within the lead times provided.

FEES

All Together services for **Phase 1** of the Ghosted placemaking activation will be provided for a total fee of **\$9,700** based on the current approved scope of work, which includes an estimated \$100 of expenses. Phase 2 will be a separate, direct contract with the sign painter, Right-Way-Signs, once the artwork is complete.

Any additional services requested of the All Together team beyond those listed in the workplan above 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.

All Together Hourly Rate: \$ 150

ADDITIONAL TERMS

Invoicing: Each project will require 50% deposit upon project kickoff. The remaining budget 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 rsmith@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 design and placemaking services.



Rachael Smith
Principal
All Together

8/19/2021

Date

Signature

Printed Name

Title

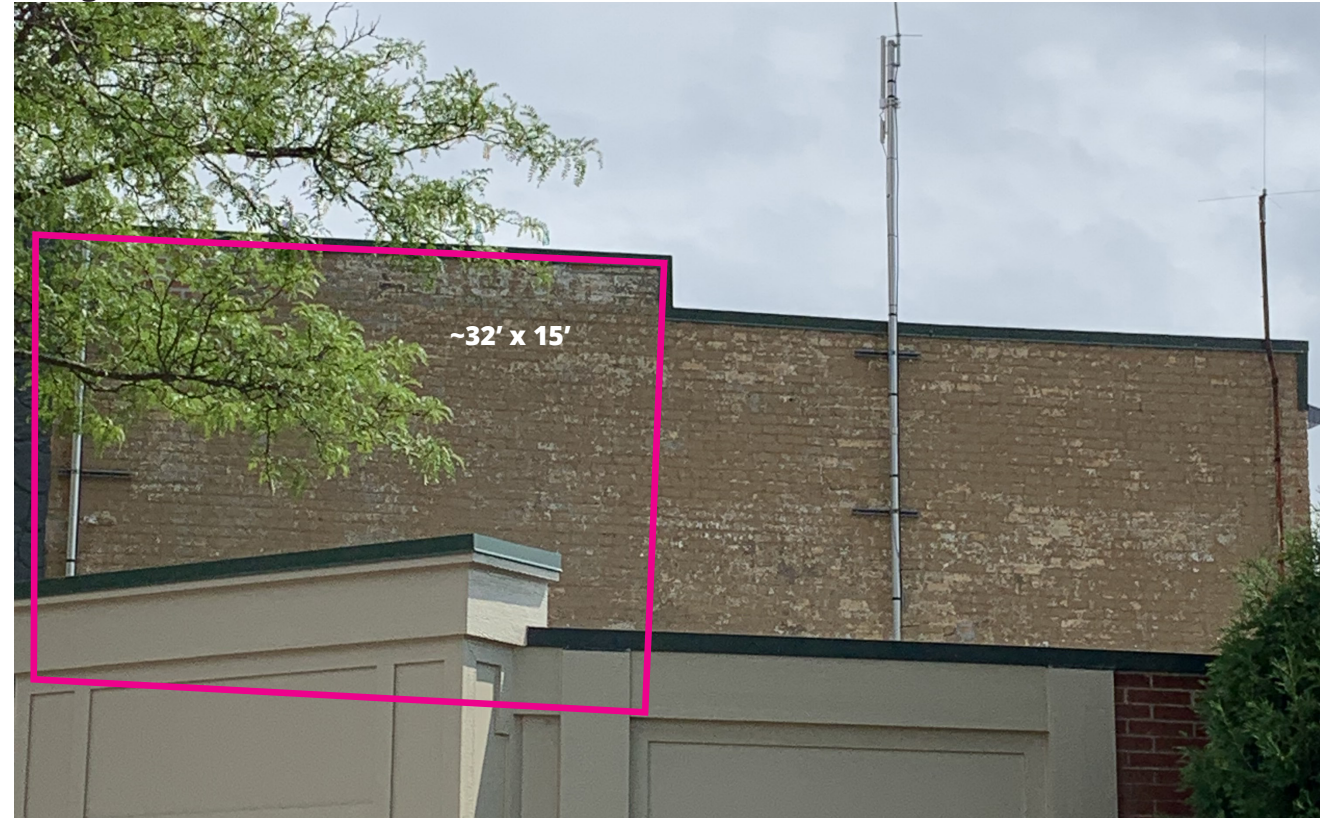
Date

ANTIOCH GHOST SIGN LOCATIONS

Gambles- 952 Main Street



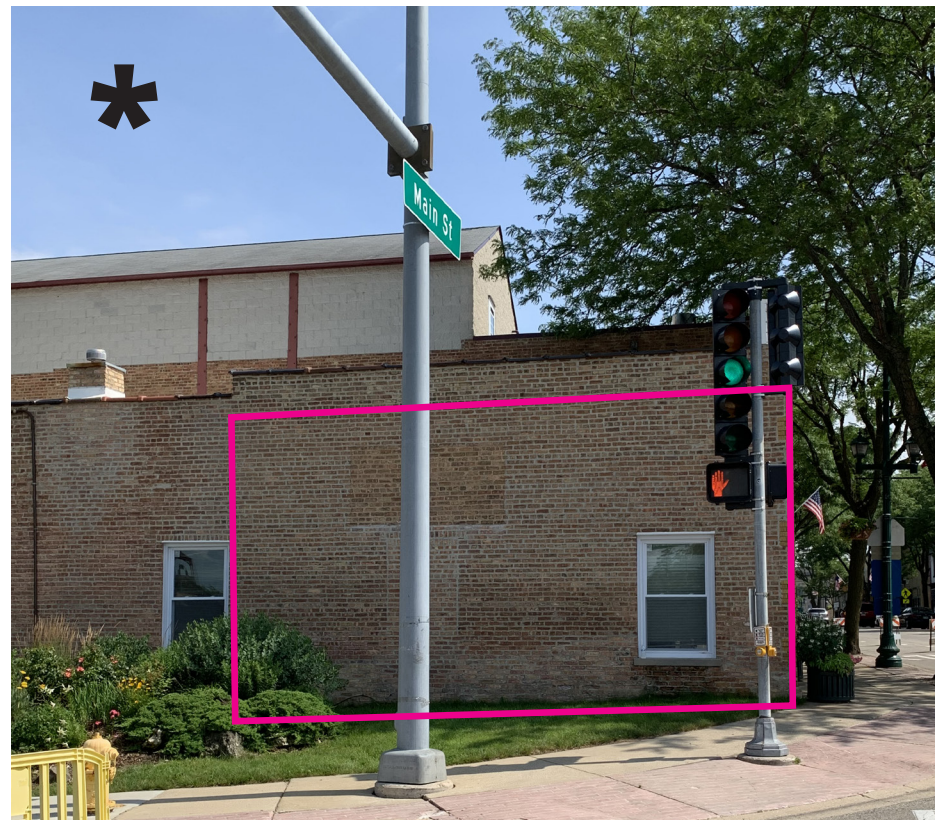
Village Hall - 884 Main



891 Main Street



875 Main Street



Back of 877 Main St



SAMPLE ARTWORK

