

Memorandum



Date: June 2, 2026
To: Buchanan Downtown Development Authority
From: Tony McGhee
Subject: Responses to Marketing Services RFP

Background

The purpose of this memorandum is to present the responses received for the marketing request for proposals for the DDA Board's review and consideration. The DDA issued the RFP as part of its broader effort to increase the visibility, vibrancy, and economic vitality of Buchanan's Central Business District. Buchanan is located in a region that sees significant tourism activity, especially during the spring, summer, and fall months. While the community is near several regional visitor destinations, Buchanan is not currently capturing a proportionate share of that visitor traffic and spending. The intent of this effort is to help close that gap through targeted marketing, stronger downtown promotion, and a more coordinated strategy for drawing people into the Central Business District.

The RFP requested proposals from qualified firms or consultants to provide a combination of market analysis, marketing strategy, and media services. The overall goal is to better understand the regional visitor market, identify target audiences, and develop a practical strategy to convert regional tourism activity into more visits and spending in downtown Buchanan.

The engagement is intended to include several key components. First, the selected firm would assist the DDA with market analysis to better understand regional tourism patterns, visitor behavior, target audiences, and opportunities for Buchanan's downtown business mix. The RFP requested pricing for both a high-level market assessment and a more in-depth market assessment so the DDA can evaluate the appropriate level of analysis based on cost, value, and need.

Second, the selected firm would help develop a comprehensive marketing strategy for downtown Buchanan. This would include promoting downtown businesses, experiences, and events; targeting both local residents and regional visitors; helping define a

differentiated identity for downtown Buchanan; and recommending specific strategies to convert regional tourism traffic into actual visits to the Central Business District.

Third, the RFP contemplated implementation of marketing and promotional activities. These could include development and operation of a dedicated promotional website, identification and negotiation of media placement opportunities, use of social media platforms, content development, advertising, and brand messaging to support the positioning of Buchanan's downtown.

Finally, the RFP requested an approach to performance tracking and reporting. This is an important part of the engagement because the DDA will need to understand what is working, what is not working, and how strategies should be adjusted over time.

Performance metrics may include audience reach, engagement levels, website activity, visitor interaction, and feedback from downtown businesses.

A total of six responses to the RFP were received. The firms that submitted proposals are:

- KZoom
- Duneland Media
- Paxton Media Group
- JV Studios
- LKF Marketing
- Destination by Design

Each proposal is being provided to the DDA Board for review. In evaluating the responses, the Board should consider the criteria identified in the RFP, including the firm's demonstrated experience and qualifications, creativity and effectiveness of the proposed strategy, understanding of Buchanan's market and tourism potential, scope and value at each price tier, clarity and completeness of the proposal, references, and past performance.

This decision is important because the selected firm will help shape how Buchanan presents itself to residents, visitors, businesses, and the surrounding region. The right partner should be able to help the DDA move beyond one-off promotions and toward a coordinated, measurable, and sustainable approach to downtown marketing. The goal should not simply be more advertising, but rather a strategy that better connects Buchanan's downtown assets with the people most likely to visit, shop, dine, attend events, and spend time in the district.

Recommendation

Staff recommends that the DDA Board review the six proposals and discuss which firms best align with the goals of the RFP. Following discussion, the Board may choose to narrow the list for interviews, request additional information from selected firms, or proceed with selecting a preferred firm for contract negotiations.

Attachment A: Marketing Services RFP

Attachment B: Responses to DDA Marketing RFP

Attachment A



Request for Bids



Project Name: Discover Buchanan
Project Location: City of Buchanan – Central Business District
Issue Date: April 24, 2026
Bid Due Date: May 27, 2026 10:00am

GENERAL OVERVIEW

The Buchanan Downtown Development Authority (DDA) is seeking proposals from qualified firms or consultants to provide market analysis, marketing strategy, and media services intended to drive targeted foot traffic to Buchanan’s Central Business District (CBD). This initiative is part of a broader effort to enhance the visibility, vibrancy, and economic vitality of downtown Buchanan.

Buchanan is located in a region that experiences substantial tourism, particularly during the spring, summer, and fall months. Despite being in close proximity to several popular destinations within the region, the community is not currently capturing a proportionate share of visitor activity and spending. The DDA’s goal is to close this gap by leveraging targeted marketing strategies and coordinated promotional efforts to draw highly targeted visitors to the CBD and encourage them to engage with local businesses, events, and experiences.

The DDA seeks a partner that can assist in understanding the regional visitor market and develop a practical marketing strategy that converts regional tourism into increased visitation and economic activity within Buchanan’s downtown.

SCOPE OF WORK

The selected firm or consultant will work collaboratively with the DDA to complete the following components.

1) Market Analysis

Conduct a market analysis to better understand regional tourism patterns, consumer behavior, and business mix opportunities in Buchanan’s Central Business District.

Respondents must provide pricing and scope for two levels of market analysis services.

- **High Level Market Assessment**
This assessment should provide a general overview of regional tourism trends, visitor demographics, and potential visitor markets that may be targeted for Buchanan’s downtown. The analysis may utilize existing regional data sources and publicly available tourism information to provide a high level understanding of opportunities for increasing visitation and engagement in the CBD.
- **In Depth Market Assessment**
This assessment should include a more detailed analysis of regional visitor behavior, target market segmentation, competitive positioning, and specific opportunities for Buchanan’s downtown businesses. This level of analysis may include deeper data analysis, stakeholder engagement, consumer surveys, comparative community analysis, or other research methods that would provide actionable insights to inform marketing strategy and future business recruitment efforts.

Respondents shall provide a separate scope of work and cost estimate for each level of market analysis so the DDA may evaluate and select the appropriate level of service.

2) Marketing Strategy Development

Develop a comprehensive marketing strategy designed to:

- Promote Buchanan’s downtown businesses, experiences, and events
- Target both local residents and regional visitors
- Identify and establish a differentiated brand identity for Buchanan’s downtown
- Recommend specific strategies for converting regional tourism traffic into visits to the CBD

3) Marketing and Promotional Campaign Implementation

Execute marketing and promotional activities which may include, but are not limited to:

- Designing, developing, constructing, and operating a dedicated promotional website titled DiscoverBuchanan.com, (*THIS IS A PLACEHOLDER NAME UNTIL BOARD SELECTS WHAT THEY WANT IT TO BE*) including content highlighting businesses and experiences located within the CBD
- Identifying and negotiating opportunities for internet, print, radio, television, and outdoor media placements that direct targeted visitors to the Discover Buchanan website

- Utilizing social media platforms as appropriate, including content development, posting, monitoring, and responding to interactions related to Discover Buchanan messaging and promotions
 - Developing and deploying brand messaging that supports the identity and positioning of Buchanan's downtown
- 4) Performance Tracking and Reporting
- Track key performance indicators such as audience reach, engagement levels, website activity, visitor interaction, and feedback from downtown businesses. Utilize available analytical tools to evaluate the effectiveness of marketing strategies and adjust campaign approaches as necessary.

PROPOSAL REQUIREMENTS

Proposals must include:

- 1) Firm Background & Qualifications
- Overview of the firm or consultant, including history, team, and core competencies.
 - Experience with marketing, media purchases, promotions, website development and general business experience;
 - Relevant examples of similar work.
- 2) Approach & Methodology
- Description of your approach to conducting both the high level and in depth market analysis
 - Description of your approach to marketing strategy development, digital content strategy, platform selection, and advertising placement
 - Explanation of how your strategy will capture regional tourism traffic and convert it into visits and spending within Buchanan's downtown
 - Identification of the tools, data sources, and performance metrics that will be used to evaluate effectiveness
- 3) Market Analysis Pricing
- Provide separate pricing and scope descriptions for:
- High Level Market Assessment
 - In-Depth Market Assessment
- 4) Tiered Budget Options
- Proposals may outline deliverables and level of service provided at any of the following tiers:
- Tier 1: \$1,500 per month

- Tier 2: \$3,000 per month
- Tier 3: \$5,000 per month

Each budget tier should specify:

- Scope of work
- Frequency of social media content and engagement
- Extent of advertising or boosted content
- Reporting and analytics provided
- Additional services within the tier

REFERENCES

At least two references from previous clients for whom similar work has been completed.

TERM OF CONTRACT

The initial contract term shall be one year, with the option to renew for up to two additional one year terms based on satisfactory performance and mutual agreement between the parties.

EVALUATION CRITERIA

Proposals will be evaluated on:

- Demonstrated experience and qualifications
- Creativity and effectiveness of proposed strategies
- Understanding of Buchanan’s market and tourism potential
- Scope and value at each price tier
- Clarity and completeness of proposal
- References and past performance

SUBMISSION REQUIREMENTS

- **Deadline for submission:** May 27, 2026 at 10:00am
- Bids must be sealed and delivered to City Hall
- **Subject line:** “DDA Discover Buchanan Proposal – [Firm Name]”

Please submit your sealed bid by to:

Kalla Langston-Weiss, City Clerk
302 North Red Bud Trail
Buchanan, MI 49107

**For any questions regarding the project,
please contact:**

Tony McGhee, City Manager
tmcghee@cityofbuchanan

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL

SUBMISSION PROPOSAL SUBMITTED BY: _____

Company Name

Phone Number

Address

City, State Zip code

Contact Person/Person Submitting Proposal

Email

Signature of Person Submitting Proposal

Date

Attachment B



May 27, 2026

Discover Buchanan Downtown District Marketing

Buchanan Downtown Development Authority

PREPARED BY:

Destination by Design Planning LLC
136 Furman Rd, ste 6 Boone, NC 28607
Zach Hoffman, Operations Manager
(828) 263-7933 | zach@dbdplanning.com

Cover Letter

Dear Members of the Selection Committee,

Destination by Design (DbD) is pleased to submit our proposal to partner with the Buchanan Downtown Development Authority on the Discover Buchanan downtown marketing initiative. Buchanan has a strong foundation to build from: a walkable downtown, local businesses, events, nearby regional tourism traffic, and a distinct community character that can be translated into a more visible and compelling visitor experience. We are excited by the opportunity to help the DDA turn those strengths into a practical marketing program that increases awareness, drives targeted foot traffic, and supports greater economic activity within the Central Business District.

We understand that this effort is about more than simply posting on social media or placing a few advertisements. Buchanan is seeking a partner that can help understand the regional visitor market, define what makes downtown Buchanan different, and create a coordinated strategy that encourages people already traveling through the region to choose Buchanan as part of their trip. Our approach is built around that exact goal.

Our team brings extensive experience helping communities tell their story in a way that is both authentic and marketable. In Harney County, Oregon, we have supported long-term destination and community marketing efforts for a rural region with strong outdoor, cultural, and local business assets. That work has included brand strategy, destination storytelling, website development, campaign planning, content development, and ongoing marketing support designed to help a lesser-known destination stand out in a competitive visitor market. The challenge in Harney County is similar in many ways to Buchanan's opportunity: helping a community with real character and strong local assets capture more attention, encourage more exploration, and turn awareness into economic benefit.

DbD also brings deep experience in community branding, downtown marketing, wayfinding, and public-sector communications across the Midwest, including work in Michigan and Illinois. Our team understands how to position communities that are close to larger destinations but need a stronger identity of their own.

For Buchanan, our work would begin with understanding the market and the audience. We would look at regional tourism patterns, nearby destinations, visitor behavior, local business mix, and the types of travelers most likely to respond to

Buchanan's downtown experience. From there, we would help the DDA identify the strongest messages, best promotional channels, and most realistic opportunities to convert regional tourism activity into actual downtown visits.

We believe the best downtown marketing feels true to the place. It should not make Buchanan sound like every other nearby destination. Instead, it should highlight what is specific and appealing about Buchanan: its local businesses, historic character, events, creative energy, nearby visitor traffic, and sense of place. Our role would be to shape those assets into clear, consistent messaging and campaign materials that help people quickly understand why downtown Buchanan is worth their time. Our approach includes regular reporting, transparent recommendations, and ongoing adjustments so that the DDA can see what is working and make informed decisions over time.

At the same time, good marketing must be practical. The DDA needs a partner that can help with strategy, but also with implementation. Our in-house team brings together brand strategy, graphic design, website development, content planning, social media, media buying, and reporting. This allows us to move from planning into action without losing consistency.

Destination by Design would be honored to help the Buchanan DDA build the Discover Buchanan initiative into a stronger platform for downtown visibility, visitor engagement, and business support. We see this as an opportunity to create marketing that is approachable, memorable, and grounded in the real character of Buchanan while giving the DDA practical tools to attract more people, encourage more spending, and strengthen the long-term vitality of the Central Business District.

Thank you for the opportunity to submit this proposal.



Matt Powell
Communications Director, Destination by Design
matt@dbdplanning.com, (828) 386-1866
136 Furman Rd. Boone, NC 28607
www.destinationbydesign.com

Executive Summary

UNDERSTANDING THE PROJECT:

The Buchanan Downtown Development Authority is seeking a marketing partner to help make downtown Buchanan more visible, more active, and more competitive within the broader regional visitor market. Buchanan is located near several popular destinations and benefits from strong seasonal tourism in the surrounding area, but downtown is not yet capturing its full share of that visitor activity. The goal of the Discover Buchanan initiative is to close that gap by using market research, clear positioning, coordinated promotion, and targeted media to bring more people into the Central Business District.

Buchanan needs a partner that can help the DDA understand who its best potential visitors are, what motivates them, how they are already moving through the region, and what messages or experiences would encourage them to spend time downtown. The work should help identify opportunities for local businesses, events, restaurants, shops, and experiences to be presented as part of a stronger and more unified downtown destination. The final result should be a clear, manageable marketing program that helps the DDA promote downtown Buchanan consistently, track what is working, and make smart adjustments over time.

APPROACH:

Destination by Design's approach begins with understanding Buchanan as both a downtown district and a visitor destination. We would start by reviewing the community's existing assets, regional tourism patterns, current marketing tools, business mix, events, and audience opportunities. This early work would help establish a strong foundation for identifying the types of visitors most likely to respond to Buchanan's downtown experience and the messages most likely to convert awareness into actual visits.

From there, our team would develop a marketing strategy that is grounded in Buchanan's real character and focused on practical results. Rather than creating generic small-town messaging, we would help define what makes downtown Buchanan distinct, appealing, and worth a stop. This could include its local businesses, walkable setting, events, dining and shopping, historic character, creative energy, and proximity to other regional destinations. The strategy would organize these strengths into clear campaign themes, audience priorities, promotional channels, and recommendations for turning regional tourism traffic into downtown foot traffic.

Our implementation approach is designed to connect strategy with action. Depending on the selected budget tier, DbD can support campaign planning, social media content, business and event promotion, digital advertising, media coordination, website content, and reporting. Each component would be developed to work together, so that the Discover Buchanan website, social channels, paid media, and brand messaging all reinforce the same downtown identity and visitor invitation.

Because this is a public-sector marketing effort, we also place a strong emphasis on transparency, communication, and measurable value. We would provide clear scopes of work, realistic deliverables, and regular reporting tied to metrics such as reach, engagement, website activity, campaign performance, and feedback from downtown businesses. Our goal would be to give the DDA a dependable marketing partner that can help strengthen downtown visibility, support local economic activity, and build a flexible platform for long-term promotion.

Place Branding & Destination Storytelling

Destination by Design (DbD) is a multi-disciplinary placemaking and marketing firm. We specialize in economic development strategies that increase visibility and enhance quality of life. Our team collaborates to create the places you love by developing and promoting vibrant Main Streets and destination-quality parks, trails, and recreation areas.

For nearly 15 years, we have partnered with communities to develop and leverage assets for sustainable growth, while providing branding solutions to tell their stories.

Our Communications division takes a hands-on approach, working closely with communities and facilitating a process to help them discover their authentic identity. Beginning with boots-on-the-ground, we engage stakeholders, perform market research, and extract insights to shape a community-led vision for the brand.

Using what we discover, our creative team develops a strategy to serve as the cornerstone for all marketing and communication efforts. By crafting intentional brand language—including positioning, promise, voice, and taglines— we ensure a cohesive identity and messaging.

Building on this framework, we translate the brand visually through logo designs, photography, videos, websites, signage and marketing collateral. Our designers provide comprehensive art direction to ensure that the visual brand remains consistent with the strategy, and recognizable in diverse environments.

Our collaborative, multidisciplinary approach results in distinctive visual solutions, increased public engagement, and innovative end-products for communities and destinations nationwide.



Project Team

Erin Welsh, Marketing Director at Destination by Design, will serve as the primary point of contact and lead day-to-day coordination for the Buchanan Downtown Development Authority's Discover Buchanan marketing program. She will help keep the project organized, responsive, and aligned with the DDA's goals for increasing downtown visibility, attracting targeted visitors, and supporting local businesses within the Central Business District.

Creative direction will be led by Senior Art Director Matt Wagoner, with design support from Dylan Connell, to develop clear, cohesive, and engaging marketing materials that can be used across the Discover Buchanan website, social media, digital advertising, print materials, and other visitor-facing communications. Their work will help ensure that downtown Buchanan is presented with a consistent look, feel, and message that reflects the character of the community.

Strategic oversight will be provided by Matt Powell to help ensure that the overall marketing approach remains focused, practical, and adaptable over time. Together, this team will work closely with DDA and City staff to support market analysis, campaign strategy, creative development, media coordination, website content, social media planning, and ongoing reporting throughout the contract term.

Supported by Destination by Design's broader team of strategists, designers, content specialists, and digital marketing professionals, this structure provides Buchanan with a responsive and well-managed process.



Matt Powell

Communications Director

A multi-award-winning Creative Director, Matt leads all of DbD's branding and marketing-related projects, directs multimedia and web campaigns, and develops targeted brand strategies to promote quality of life. With a Masters in Communications and an undergraduate in Recreation & Tourism Management, Matt is passionate about helping communities discover authentic brand stories that increase their visibility, visitation, and economic vibrancy.



Erin Welsh

Marketing Director

With over three years at Destination by Design, Erin brings a wealth of expertise in brand strategy, marketing, and project management. A proud Elon University alumna and longtime resident of the NC High Country, Erin has led impactful projects for municipal, county, and destination marketing organizations. Her strategic insights and storytelling skills foster strong connections with communities, driving successful outcomes for clients. Outside of work, she enjoys exploring the region's scenic beauty and staying active in the local community.



Matt Wagoner

Senior Art Director

Matt has been a designer for 15+ years, and has built brands for communities, non-profit organizations and startups big and small. He especially loves taking communities through a discovery process, the branding journey, and helping them uncover the unique attributes that will make them stand out. Matt is a graduate of University of South Carolina with a Fine Arts degree in Graphic Design. His favorite activities include long walks on the beach, camping with the fam, and mountain biking- just don't ask him to ride a skinny.



Megan Biddix

Social Media and Brand
Communications Strategist

Megan built her career in hospitality and nonprofit leadership, supporting small businesses and downtown development and sparking a passion for place-making and the stories that connect people to community. She holds a degree in cultural anthropology with a minor in sustainable development from Appalachian State University. Outside of work, she enjoys exploring back roads with her dog, tending her growing plant collection, traveling, skiing, and diving into a good book.



Jon Black

Visual Content Director

Jon Black is a photographer & director with 15 years experience in the field. Curious about the wide-ranging human experience Jon is always learning from the communities and institutions he documents. Jon currently has his eye on innovation and sustainable development. From small organizations to enterprise scale operations, witnessing people work towards a common-good goal keeps him inspired. Jon loves jumping on the trampoline with his family, traveling abroad and learning to cook.



Sarah Pinnix

Paid Media Specialist

With more than 17 years of experience in the digital space, Sarah witnessed the advent of the social media era, helping brands and organizations. Sarah Pinnix is a seasoned digital marketing expert with over 16 years of experience helping businesses and organizations achieve real, measurable growth. Known for her data-informed approach, Sarah's core focus is on getting results with paid advertising and social media, managing campaigns on platforms like Google Ads, Meta (Facebook and Instagram), TikTok, and YouTube. An avid hiker and kayaker, Sarah has a passion for exploring the outdoors, cooking with fresh local produce, and checking out the culinary landscapes of the places she visits.

Project Approach

TASK 1-A:

Option A: High Level Market Assessment

DELIVERABLES:

High-Level Market Assessment Summary; review of existing marketing and promotional materials; digital and social media audit findings; priority audience overview; downtown asset and experience assessment; initial marketing opportunities and strategic direction.

TASK 1.1: PROJECT INITIATION AND KICKOFF

Destination by Design will begin the engagement with a kickoff meeting with DDA and City staff to confirm project goals, priority audiences, communication protocols, available information, reporting expectations, and overall workflow. This meeting will establish roles, review the project schedule, clarify decision-making procedures, and create a shared understanding of how the Discover Buchanan initiative will move from discovery into strategy and implementation.

TASK 1.2: REVIEW OF EXISTING MARKETING, CONTENT, AND PROMOTIONAL MATERIALS

Our team will review existing materials provided by the DDA and City, which may include prior marketing content, event promotions, downtown business information, social media activity, website content, photography, brand materials, and related planning or economic development documents. This review will help identify current strengths, gaps, and opportunities while giving our team a clear understanding of how downtown Buchanan is presently presented to residents, businesses, and visitors.

TASK 1.3: HIGH-LEVEL REGIONAL TOURISM AND VISITOR MARKET REVIEW

Destination by Design will conduct a high-level review of regional tourism trends, nearby destination activity, seasonal visitation patterns, and publicly available data sources that may help identify potential visitor markets for downtown Buchanan. This assessment will focus on understanding how Buchanan can better connect with travelers already visiting the broader region during spring, summer, and fall travel seasons. The review will help identify likely audience groups, visitor motivations, and opportunities to position downtown Buchanan as a worthwhile stop, day trip, or repeat destination.

TASK 1.4: DIGITAL AND SOCIAL MEDIA AUDIT

To ensure recommendations are informed by existing marketing activity, Destination by Design will conduct a focused review of Buchanan's digital and social media presence, including available account insights, current content patterns, audience engagement, and consistency of messaging. This audit will identify what types of content appear to be working, where there may be missed opportunities, and how digital channels can better support the Discover Buchanan initiative.

TASK 1.5: DOWNTOWN ASSET AND EXPERIENCE ASSESSMENT

Our team will complete a high-level assessment of Buchanan's downtown assets and visitor experiences, including local businesses, restaurants, shops, events, public spaces, cultural assets, and other features that contribute to the Central Business District's appeal. This assessment will help identify the experiences and themes that should be elevated through marketing and will provide direction for future content, website storytelling, social media, and advertising.

TASK 1.6: AUDIENCE AND OPPORTUNITY DEFINITION

Using insights from the kickoff, material review, digital audit, and high-level market assessment, Destination by Design will define priority audiences and near-term marketing opportunities for downtown Buchanan. This may include local residents, regional day-trippers, weekend visitors, travelers already visiting nearby destinations, event attendees, and niche audiences connected to shopping, dining, arts, heritage, or seasonal experiences.

TASK 1.7: HIGH-LEVEL MARKET ASSESSMENT SUMMARY

At the conclusion of Option A, Destination by Design will prepare a concise High-Level Market Assessment Summary outlining key findings, audience priorities, downtown positioning opportunities, marketing considerations, and recommended next steps. This summary will serve as a practical guide for the marketing strategy, campaign framework, media recommendations, website content, and performance tracking that follow.

TASK 1-B:

Option B: In-Depth Market Assessment

DELIVERABLES:

In-Depth Market Assessment and Strategic Direction Report; stakeholder and business engagement summary; consumer or visitor input summary; competitive and comparative community analysis; digital, website, and social media audit findings; downtown asset and business mix opportunity assessment; audience segmentation; visitor conversion opportunities; recommended strategic direction for marketing implementation.

TASK 1.1: PROJECT INITIATION AND KICKOFF

Destination by Design will begin with a kickoff meeting with DDA and City staff to confirm goals, audiences, available data, communication protocols, reporting expectations, and workflow. This meeting will establish roles, review the schedule, clarify decision-making, and align the team on how Discover Buchanan will move from research into strategy and implementation.

TASK 1.2: REVIEW OF EXISTING MARKETING, CONTENT, AND PROMOTIONAL MATERIALS

Our team will review materials provided by the DDA and City, including marketing content, event promotions, downtown business information, social media activity, website content, photography, brand materials, downtown plans, event calendars, and relevant tourism resources. This review will identify how Buchanan is currently positioned, where the downtown experience is strongest, and where Discover Buchanan can create

greater consistency and appeal.

TASK 1.3: IN-DEPTH REGIONAL TOURISM AND VISITOR MARKET ANALYSIS

Destination by Design will review regional visitor patterns, seasonal travel behavior, nearby destination activity, target markets, and opportunities to convert existing tourism traffic into downtown Buchanan visits. This may include tourism reports, available visitor data, drive-market information, regional attraction patterns, and travel behavior trends.

TASK 1.4: STAKEHOLDER AND BUSINESS ENGAGEMENT

Destination by Design will conduct targeted engagement with DDA representatives, City staff, downtown business owners, event organizers, tourism partners, and other stakeholders as appropriate. These conversations will explore current challenges, visitor perceptions, promotional needs, business mix opportunities, event alignment, and ideas for strengthening downtown as a visitor destination.

TASK 1.5: CONSUMER OR VISITOR INPUT

bD may develop a brief online survey or visitor-facing input tool to gather feedback from residents, regional visitors, downtown customers, or target audiences identified with the DDA. The survey may explore awareness of downtown Buchanan, reasons for visiting, barriers to visitation, preferred experiences, event interests, and media habits.

TASK 1.6: COMPETITIVE AND COMPARATIVE COMMUNITY ANALYSIS

Our team will review a select group of nearby or comparable downtown destinations to understand how Buchanan can stand out within the regional market. This analysis may consider positioning, visitor messaging, website content, social media activity, event promotion, business mix, and tourism-facing experiences.

TASK 1.7: DIGITAL, WEBSITE, AND SOCIAL MEDIA AUDIT

Destination by Design will review Buchanan's digital presence, including current social media channels,

website or landing page content, search visibility, business information, event promotion, visual consistency, and available analytics. Findings will inform recommendations for the Discover Buchanan website, content priorities, social media management, paid media strategy, and reporting.

TASK 1.8: DOWNTOWN ASSET, EXPERIENCE, AND BUSINESS MIX OPPORTUNITY ASSESSMENT

Our team will assess Buchanan's downtown assets and visitor experiences, including shops, restaurants, events, public spaces, arts and culture, historic character, walkability, nearby attractions, and complementary experiences. This task will also consider business mix opportunities or experience gaps that may strengthen downtown's appeal over time.

TASK 1.9: AUDIENCE SEGMENTATION AND VISITOR CONVERSION OPPORTUNITIES

Using the full set of research findings, Destination by Design will define priority audience segments for Discover Buchanan. For each audience, we will identify likely motivations, recommended messages, content needs, and potential marketing channels, with a focus on converting regional tourism traffic into downtown visits and spending.

TASK 1.10: IN-DEPTH MARKET ASSESSMENT AND STRATEGIC DIRECTION REPORT

At the conclusion of Option B, Destination by Design will prepare an In-Depth Market Assessment and Strategic Direction Report summarizing findings from the material review, stakeholder engagement, visitor input, comparative analysis, digital audit, downtown assessment, and audience segmentation. The report will provide clear recommendations for positioning, audiences, messaging, promotional priorities, website content, campaign development, media strategy, and performance measurement.

TASK 2:

Marketing Strategy Development

DELIVERABLES:

Discover Buchanan Marketing Strategy Summary; marketing goals and performance measures; priority audience profiles; downtown positioning and brand identity framework; core messaging and visitor conversion strategy; seasonal campaign and content framework; recommended channel and media approach; downtown business and event promotion framework; reporting and strategic tracking framework.

TASK 2.1: MARKETING GOALS, AUDIENCES, AND PERFORMANCE MEASURES

Destination by Design will work with the DDA to define clear marketing goals tied to downtown visitation, business engagement, resident participation, regional awareness, website traffic, and campaign performance. Priority audiences will be refined based on the selected market assessment and may include local residents, regional day-trippers, weekend visitors, nearby destination travelers, event attendees, families, arts and culture visitors, culinary visitors, and shopping-focused audiences. We will also identify practical performance measures such as reach, engagement, website activity, click-through rates, content performance, event promotion response, and business feedback.

TASK 2.2: DOWNTOWN POSITIONING AND BRAND IDENTITY FRAMEWORK

Destination by Design will develop a positioning framework that defines what makes downtown Buchanan distinct, appealing, and worth visiting. This framework will establish the tone, personality, and key themes for the Discover Buchanan initiative and guide how downtown is presented across the website, social media, advertising, business features, event promotions, and visitor-facing materials. The goal is to identify a specific and memorable identity that reflects Buchanan's businesses, experiences, character, and place within the regional tourism market.

TASK 2.3: CORE MESSAGING AND VISITOR CONVERSION STRATEGY

DbD will develop a practical messaging framework that helps move potential visitors from awareness to action. This will include key messages, supporting storylines, calls to action, and content themes that encourage people to visit downtown, explore local businesses, attend events, and spend more time in the Central Business District. Particular attention will be given to converting regional tourism traffic by giving nearby visitors a clear reason to add downtown Buchanan to their trip.

TASK 2.4: SEASONAL CAMPAIGN AND CONTENT STRATEGY

Destination by Design will create a seasonal campaign framework organized around key travel periods, local events, business district activity, and regional visitor behavior. This framework will identify when to emphasize experiences such as dining, shopping, live music, arts and culture, seasonal events, weekend getaways, family activities, and holiday promotions. It will also guide content planning by identifying priority storylines, campaign themes, business features, and creative needs throughout the year.

TASK 2.5: CHANNEL STRATEGY AND MEDIA APPROACH

This task will outline how major marketing channels can work together to support Discover Buchanan. Recommendations may address the promotional website, social media, paid digital advertising, boosted content, email marketing, local and regional media, print, radio, outdoor advertising, and partner cross-promotion. The strategy will identify which channels are best suited for awareness, engagement, event promotion, and conversion, while recognizing that implementation will be scaled based on the selected monthly service tier and any separately approved media, website, or production budgets.

TASK 2.6: DOWNTOWN BUSINESS AND EVENT PROMOTION FRAMEWORK

Destination by Design will establish a practical approach for promoting downtown businesses, events, and experiences throughout the year. This framework will identify how individual businesses can be featured within a broader downtown story, how event promotion can be coordinated in advance, and how partner content can be incorporated into the Discover Buchanan marketing system while maintaining a consistent downtown identity.

TASK 2.7: DISCOVER BUCHANAN MARKETING STRATEGY SUMMARY

Task 2 will conclude with a Discover Buchanan Marketing Strategy Summary that brings together the goals, audiences, positioning, messaging, seasonal campaign direction, channel recommendations, business and event promotion approach, and performance tracking framework into one clear working document. This strategy will guide the selected monthly service tier and provide a foundation for future website content, social media planning, media placement, creative development, and ongoing marketing management.

TASK 3:

Social Media and Campaign Support

DELIVERABLES:

This task will support ongoing Discover Buchanan marketing through scalable social media planning, content development, light campaign coordination, and partner communication. Services will be tailored to the selected monthly tier and will rely on existing, DDA-provided, or approved source content unless original content capture is separately authorized.

TASK 3.1: SOCIAL MEDIA PLANNING AND CONTENT CALENDAR

Destination by Design will develop monthly content calendars for Discover Buchanan based on campaign priorities, seasonal themes, events, and available business or downtown content. The content calendar will organize planned posts, general themes, source content needs, and coordination items for DDA or City review.

TASK 3.2: COPYWRITING AND CREATIVE DEVELOPMENT

DbD will develop social media copy and simple social graphics using existing, DDA-provided, or approved materials. Content may highlight downtown businesses, events, seasonal experiences, visitor tips, and campaign themes. The number of posts developed each month will be based on the selected service tier.

TASK 3.3: PUBLISHING AND CHANNEL SUPPORT

Depending on the selected service tier, DbD may support publishing, light monitoring, and coordination with DDA or City staff on comments or messages. Lower tiers assume DDA or City staff will publish posts and manage direct community engagement, while the highest tier includes a greater level of publishing and light channel management.

TASK 3.4: CAMPAIGN CREATIVE AND BOOSTED CONTENT COORDINATION

DbD may develop light campaign creative and coordinate boosted content or paid social activity when approved by the DDA. Paid media spend, boosted content budgets, and more complex campaign development will be approved separately and are not included in the monthly service fee unless specifically identified in the selected tier.

TASK 3.5: COORDINATION WITH DDA, CITY STAFF, AND DOWNTOWN PARTNERS

DbD will coordinate with DDA and City staff to gather event information, identify content opportunities, confirm business features, and maintain an organized content workflow. DDA or City staff will assist with timely source content, business updates, approvals, and local response needs.

TASK 4:

Discover Buchanan Promotional Website / Landing Page

Destination by Design can plan, design, and launch a dedicated promotional website or landing page for the Discover Buchanan initiative using the final name selected by the DDA. This service would be scoped as a separate one-time project and may include site structure, visitor-facing content, mobile-friendly design, basic SEO, accessibility best practices, analytics setup, and launch coordination. Ongoing website updates after launch would be provided hourly or under a separately approved support arrangement.

TASK 5:

Performance Tracking and Reporting

DELIVERABLES:

This task will help the Buchanan Downtown Development Authority understand how the Discover Buchanan marketing program is performing and where adjustments may be needed over time. Destination by Design will track key metrics across applicable social media, website, paid campaign, and related marketing activities based on the selected monthly service tier. Reporting frequency and level of detail will correspond with the selected tier and any separately approved media or campaign activities.

TASK 5.1: PERFORMANCE TRACKING SETUP

Destination by Design will confirm the tools and metrics needed to track campaign activity, website performance, social media engagement, and paid media results. This may include Google Analytics, social media platform insights, paid advertising dashboards, website traffic reports, and other available tracking tools. The goal is to establish a simple reporting structure that captures the information most useful to the DDA.

TASK 5.2: MONTHLY PERFORMANCE REPORTING

DbD will prepare regular performance reports summarizing marketing activity, campaign reach, engagement, website traffic, top-performing content, paid media results, and other relevant metrics. Reports will be designed to be easy to understand and useful for DDA staff, board members, and community partners.

TASK 5.3: CAMPAIGN REVIEW AND OPTIMIZATION

Based on performance results, Destination by Design will provide practical recommendations for improving future marketing activity. This may include adjustments to content themes, posting schedules, audience targeting, ad creative, media placement, website content, or campaign timing. The intent is to ensure the Discover Buchanan program remains responsive and improves over time.

TASK 5.4: DOWNTOWN BUSINESS FEEDBACK

DbD will work with the DDA to incorporate feedback from downtown businesses when practical. This may include informal input, short check-ins, or simple feedback tools to help understand how businesses are experiencing campaign activity, event promotion, and visitor interest. This feedback will help connect marketing performance with the on-the-ground experience of the Central Business District.

TASK 5.5: YEAR-END SUMMARY AND RECOMMENDATIONS

At the end of the contract year, Destination by Design will prepare a year-end summary highlighting major activities, campaign performance, audience trends, website and social media results, and recommendations for the next year of Discover Buchanan marketing. This summary will help the DDA evaluate progress and plan future investment.

Schedule

While the proposed schedule provides a clear framework for implementation, we recognize that timelines may shift as DDA coordination, City review, downtown partner input, and campaign needs evolve over the course of the contract. Destination by Design will work collaboratively with the Buchanan Downtown Development Authority and City staff to maintain momentum, communicate proactively, and make thoughtful adjustments as needed to support the timely and effective delivery of services.

END MONTH 2

Discovery Summary / Market Assessment Delivery

- High-Level Market Assessment Summary or In-Depth Market Assessment and Strategic Direction Report delivered, outlining key findings, audience opportunities, visitor conversion opportunities, and early strategic direction

MONTH 2

Field Visit / Stakeholder Engagement

- Field visit completed;
- Stakeholder and business input gathered;
- Downtown assets and visitor experience reviewed

END MONTH 3

Marketing Strategy Delivery

- Discover Buchanan Marketing Strategy Summary delivered and reviewed with DDA/City staff

MONTH 4

Website Launch

- Discover Buchanan promotional website or landing page launched with analytics tracking in place

END OF YEAR

Website Launch

- Annual performance summary delivered with key results, lessons learned, and recommendations for the next contract year

QUARTERLY

Ongoing Performance Reporting

- Performance reports delivered;
- Campaign activity reviewed;
- Recommendations made for content, targeting, media, and seasonal adjustments

MONTH 1 - 2

Discovery and Market Assessment

- Review of existing materials completed;
- Regional tourism and visitor market review completed;
- Digital/social media audit completed

MONTH 1

Project Initiation

- Kickoff meeting completed;
- Communication protocols, schedule, and project workflow confirmed

MONTH 2 - 3

Marketing Strategy Development

- Marketing goals, priority audiences, downtown positioning, messaging framework, seasonal campaign direction, and channel strategy developed

MONTH 3 - 4

Website Planning, Design, and Content Development

- Website structure approved;
- Initial content developed;
- Business/event/experience content drafted

MONTH 4 - 5

Campaign Creative and Media Planning

- Initial campaign creative developed;
- Social media content calendar prepared;
- Media recommendations and paid campaign setup completed

MONTH 5 - 12

Campaign Implementation

- Social media, website updates, business/event promotions, paid campaigns, and media placements implemented according to selected service tier

01

MONTH

02

MONTH

03

MONTH

04

MONTH

05

MONTH

06

MONTH

Budget & Cost Proposal

Destination by Design has structured the budget to respond directly to the DDA's requested monthly service tiers while keeping foundational startup work separate from ongoing implementation. The market assessment, marketing strategy, and promotional website are one-time services that establish the foundation for Discover Buchanan. The monthly tiers are intended to support scalable levels of organic social media planning, content development, publishing, coordination, and reporting. Paid media, website updates, content shoots, and third-party expenses are handled separately so the DDA can control costs based on need and available budget.

ONE-TIME STARTUP COSTS

The DDA may select either Option A or Option B for the market assessment. Marketing Strategy Development and the Discover Buchanan Promotional Website / Landing Page are presented as separate one-time services because they are front-end deliverables that establish the foundation for ongoing campaign implementation.

SERVICE	FEE
Option A: High-Level Market Assessment	\$10,000
Option B: In-Depth Market Assessment	\$25,000
Marketing Strategy Development	\$10,000
Discover Buchanan Promotional Website / Landing Page	\$20,000

TIER 1: CONTENT PLANNING AND CREATIVE DEVELOPMENT

\$1,500/month | \$18,000 annually

This tier provides a focused level of support for keeping Discover Buchanan active with planned, consistent content. Services include one monthly coordination meeting, a basic monthly content calendar, creative direction, copywriting, visual selection, and development of up to four social media posts per month using existing or DDA-provided content. This level supports content planning and creative development, while DDA or City staff would remain responsible for publishing posts, responding to comments and messages, managing community engagement, providing source content, and supplying timely business or event updates.

Does not include: paid media management, boosted content budgets, original photography or video, short-form video editing, website development, website updates, major campaign creative, or detailed business-by-business content development.

TIER 2: ORGANIC SOCIAL MEDIA SUPPORT

\$3,000/month | \$36,000 annually

This tier provides a more active level of organic social media support for Discover Buchanan. Services include one monthly coordination meeting, a monthly content calendar, copywriting, visual selection, development of up to eight social media posts per month, basic social graphics, seasonal messaging, business and event promotional content, and a monthly performance snapshot. This level provides stronger support for maintaining a consistent social media presence while still relying on DDA or City staff for direct community management, message responses, and source content.

Does not include: paid media management, boosted content budgets, original photography or video, short-form video editing, website development, website updates, full community management, large campaign creative packages, or extensive business-by-business content development.

TIER 3: FULL SOCIAL MEDIA MANAGEMENT AND CAMPAIGN COORDINATION

\$5,000/month | \$60,000 annually

This tier provides the most complete level of ongoing support within the requested monthly structure. Services include monthly or biweekly coordination, a monthly content calendar, copywriting, creative development, publishing of up to twelve social media posts per month, light monitoring of comments and messages, coordination with DDA or City staff on responses, business and event feature planning, monthly analytics reporting, and quarterly strategy check-ins. This tier may also include coordination for boosted content or limited paid social activity, but all media spend would be approved and billed separately.

Does not include: ad spend, full-scale media buying, original photography or video shoots, short-form video editing, new website development, website updates, large printed collateral packages, or major campaign creative unless separately authorized.

ASSUMPTIONS AND PRICING TRANSPARENCY

The one-time startup costs are separate from the monthly service tiers. Market assessment, marketing strategy development, and website development require concentrated planning, creative, and technical effort before ongoing campaign implementation begins.

Monthly service tiers are focused on social media and campaign support. They do not include paid advertising costs, boosted content budgets, website updates, media placement costs, printing, photography, video production, specialty illustration, third-party software subscriptions, hosting fees, or other outside vendor expenses unless specifically authorized in writing by the DDA.

Photography, videography, and on-site content shoots are not included in the monthly service tiers or one-time startup costs unless specifically identified in the approved scope. If the DDA requests original content capture, including professional photography, video production, b-roll, interviews, event coverage, or seasonal downtown shoots, those services will be scoped and priced separately.

Website updates after launch are not included in the core social media tiers and may be provided on an hourly basis depending on the type, frequency, and volume of updates requested.

Paid media and boosted content budgets will be approved separately by the DDA before any funds are committed. Destination by Design does not mark up media placements unless otherwise agreed upon in advance.

OPTIONAL / AS-NEEDED SERVICES:

SERVICE	FEE
Website Updates After Launch	Hourly, based on type and volume of updates
Paid Media / Boosted Content Management	Scoped separately or billed hourly, depending on campaign complexity
Paid Media Spend	Direct pass-through, approved by the DDA in advance
Photography, Video, or Content Shoots	Scoped and priced separately
Printing, Outdoor, Radio, Print Ads, or Other Media Placements	Direct pass-through or separately approved vendor costs
Additional Creative or Campaign Development Beyond Tier Limits	Hourly or fixed fee upon approval

Case Studies

Harney County, OR

Project Timeline: 2022 - Ongoing
Services Provided: County Branding, Chamber Branding, Content Production, and Marketing Plan

Harney County, located in remote eastern Oregon, may appear as one of the emptiest areas in the continental US, but it conceals a resilient community and diverse ecosystem. Amidst the expansive high desert, mountains, and meadows, the Burns Paiute Tribe's influence fosters reverence for the land. With our branding and marketing experience, we are positioning Harney as an innovative steward of its natural resources, developing an authoritative brand voice, crafting a land ethos, promoting a new natural resource and restoration economy, while amplifying community voices, and embracing the frontier identity. The essence of the brand revolves around the elements of land, water, sky, and soul, with a focus on becoming an example of stewardship within the region and the United States.

REFERENCE

Marla Polenz
 Communications Coordinator
 High Desert Partnership
 (541) 573-7820
marla@highdesertpartnership.org

[Click for Link](#)



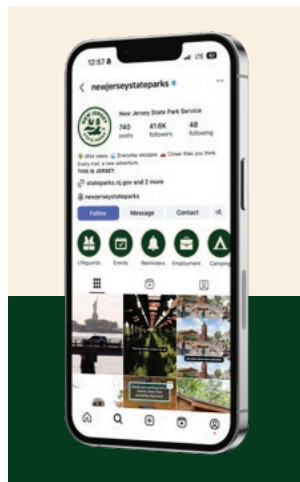
New Jersey State Parks, NJ

Destination by Design partnered with the New Jersey Division of Parks and Forestry to lead a transformative rebranding initiative for the entire New Jersey State Park System. The project began with the development of a unified brand identity for the Division—one that honors the state's natural beauty, ecological diversity, and deep cultural heritage while creating a more engaging and accessible experience for the public.

Following the successful launch of the organizational brand, the partnership expanded to include the rebranding of every individual state park, forest, and historic site across New Jersey. Through in-depth research, stakeholder engagement, and field visits, Destination by Design developed custom logos, visual identities, and signage-ready brand systems tailored to the unique story and environment of each location.

This system-wide rebranding effort ensures consistency across all communications and touchpoints while celebrating the distinct character of each park. The result is a modern, cohesive, and flexible brand family that invites all visitors to explore, connect, and discover the best of New Jersey's natural and historic treasures.

[Click for Link](#)



Visit Bath County, VA

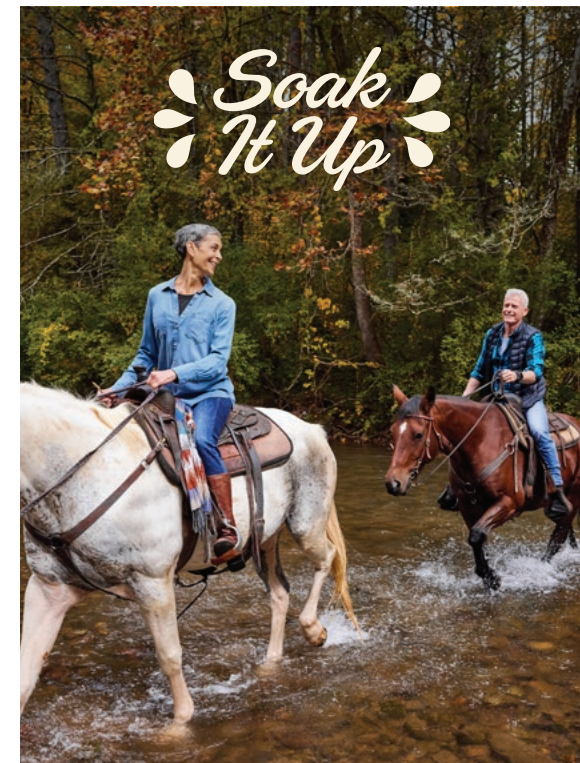
Project Timeline: 2022–2023

Services Provided: Destination Branding,
Marketing Plan, Campaign Photography, and
Community Engagement

Bath County offers a wide range of experiences—from outdoor adventure to quiet restoration—set within the Allegheny Mountains. In partnership with Visit Bath County, Destination by Design helped shape a destination identity that balances the region’s natural beauty, historic character, and long-standing tradition of wellness.

Anchored by the enduring appeal of the County’s natural springs, the identity positions Bath County as a restorative destination where nature, heritage, and unhurried experiences come together—inviting visitors to reconnect, recharge, and return.

[Click for Link](#)



DeSoto County, FL

Project Timeline: 2023 - 2024

Services Provided: Destination Brand, Website,
and Marketing Content

Discover the last southern wilderness, where history, landscape, and cultures merge into "FLORIDA WILD." Partnering with DeSoto County, DbD crafted a distinctive destination identity that invites adventurers to explore this inland gem and uncover a new side of Florida. We not only developed the [VisitDeSoto.com](https://www.VisitDeSoto.com) and [GoDeSotoFL.com](https://www.GoDeSotoFL.com) websites but also created the original content that brings them to life. Together with the branding, marketing, and advertising campaigns we produced, these sites serve as the central platforms driving visitors and businesses to experience and invest in DeSoto County.

The Florida Wild campaign earned top honors from Visit Florida, receiving the 2024 Henry Award for Best Integrated Marketing Campaign.

REFERENCE

Sondra Guffey
Economic Development Director
(863) 993-4807
s.guffey@desotobocc.com

Click for Link



New River Gorge Towns, West Virginia

Project Timeline: 2025

Services Provided: Regional Tourism Brand

DbD helped create NRG Towns to unite the communities surrounding New River Gorge National Park and Preserve under a shared identity - "Real Towns. Unreal Adventures." The brand captures Appalachian heritage, outdoor adventure, and small-town connection, inviting visitors and residents to "Feel the NRG." A flexible visual system features adaptable logos, vibrant colors, and playful iconography, supported by a comprehensive style guide. Implementation emphasizes community-led adoption, regional collaboration, and growth through partner toolkits, storytelling campaigns, and events like NRG Towns Day. The result is a cohesive, authentic brand that builds pride, strengthens tourism, and positions the region as a premier Appalachian destination.



City of Cleveland, TX

Municipal Branding, Brand Strategy, Logo,
Messaging, and Community Engagement

Cleveland, Texas—a growing community at the edge of the Texas Piney Woods—sought a unifying brand to strengthen local identity, promote outdoor recreation, and position the city for long-term economic growth. Through an inclusive, research-driven process, we developed a strategic brand platform that reflects Cleveland’s welcoming spirit, bold vision, and deep-rooted pride.

The “All Paths Lead Home” brand captures the warmth of small-town life while highlighting Cleveland’s access to nature, resilient character, and entrepreneurial momentum. Drawing inspiration from its railroad heritage and cultural diversity, the brand evokes a powerful sense of belonging—anchored by the city’s historic downtown, family-focused values, and proximity to Sam Houston National Forest.

The strategy now serves as a foundation for community storytelling, tourism marketing, and business attraction—equipping Cleveland with a distinctive identity that honors its past while confidently embracing the future.

REFERENCE

Emilio Levario, AICP, PCED

Director of Community Development | Cleveland, TX

(832) 599-0899

elevario@cleveland.texas.gov



City of Aiken, SC

Agency of Record, Website, Destination Brand & Marketing Campaign

Nestled in the heart of South Carolina, Aiken is a captivating city that seamlessly blends history, charm, and modern vitality. With roots dating back to the early 19th century, Aiken is steeped in equestrian heritage, cultural diversity, and a strong sense of community—a city where visitors can explore picturesque trails, boutique shopping, diverse culinary delights, and rich history. Destination by Design (DbD) is helping shape Aiken's competitive tourism future through an inclusive brand strategy, visual identity refinement, and extensive marketing initiatives, including the development of a new website ([VisitAikenSC.com](https://www.visitaiken.com)), commercial content and creative production, and a comprehensive digital marketing campaign plus print advertising. These efforts have resulted in a 250% increase in web traffic, demonstrating the power of a strategic, well-executed tourism marketing approach in driving engagement and visitation.

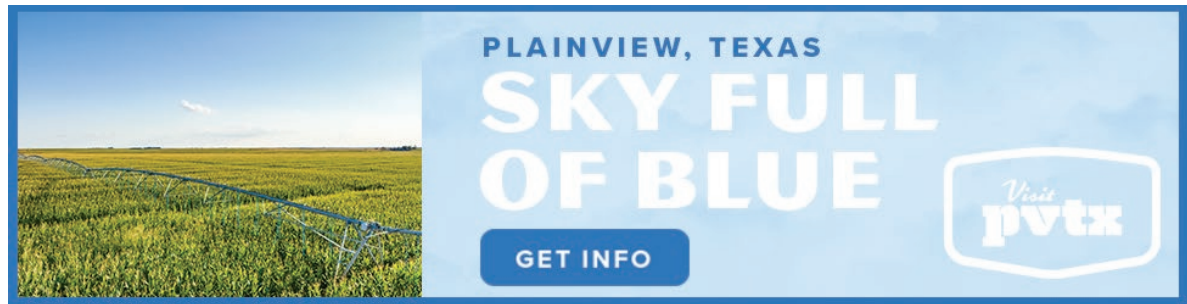


Plainview, TX CVB Brand Marketing

Tourism Branding, Marketing Plan,
and Community Engagement

Plainview, Texas—a community rapidly revitalizing its historic downtown and enhancing quality of life through park investments—sought a modern, future-focused brand to elevate its appeal as a visitor destination and highlight its unique cultural and recreational assets. Through our collaborative, research-driven approach, we developed a comprehensive branding strategy that celebrates Plainview’s rich history and budding downtown arts scene.

The “PVTX” brand identity was crafted to capture the city’s distinct sense of place, using a memorable shorthand to foster local pride and enhance recognition among travelers exploring the Texas Panhandle. The tagline “Sky Full of Blue”—inspired by hometown legend Jimmy Dean- is now a memorable symbol of Plainview’s wide-open landscapes, blue-sky adventures, and limitless opportunities for visitors to experience the Texas Panhandle.



Rockingham County, NC

Blueway Brand, Blueway Guidebook, and Visitors Guide

Among the gentle sloping landscape of the North Carolina/Virginia border lies Rockingham County, NC. In its past the county was an industrial hub of textile manufacturing, largely because of its easy access to waterways as a means of transportation. Today the county's 4 major rivers and 3 large lakes support the economy in another way – Tourism & Recreation. DbD worked with the Rockingham, Co. to develop a brand that could represent the County's blueways which included a printed "passport map" that would help users get out on the water. An invitation was extended for adventurers to "Rock the RoCo." And now the brand has extended to a plethora of signage throughout the county, as well as additional branded assets that can be seen throughout.



[Click for Link](#)



Northville, MI Parks & Recreation

Services Provided: Wayfinding Design, and Branding

Northville's parks and recreation system is a defining part of community life, serving residents across neighborhoods, seasons, and activities. Destination by Design partnered with Northville Parks and Recreation to develop a cohesive brand identity that unifies the system while remaining flexible enough to work across diverse park types and experiences.

Grounded in community context and on-the-ground understanding of how the parks are used, the brand establishes a clear visual and verbal framework that supports recognition, consistency, and long-term adoption. The identity balances approachability with clarity, ensuring it feels welcoming to everyday users while functioning effectively across signage, communications, and program materials.

The result is a parks and recreation brand that strengthens system-wide identity, supports future growth, and creates a consistent foundation for wayfinding, outreach, and engagement—reinforcing Northville's parks as shared community assets.

REFERENCE

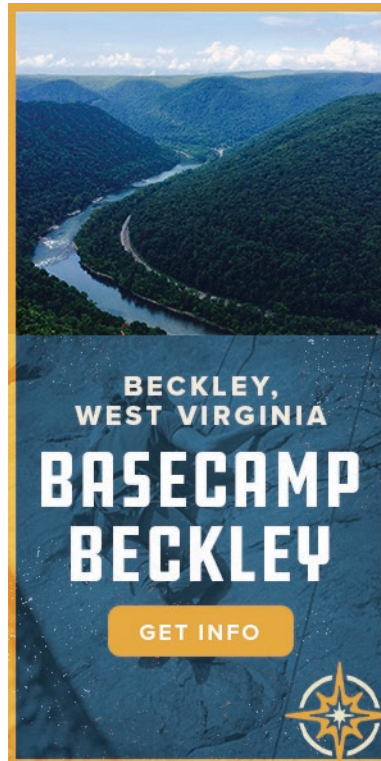
Derek O. Smith
Parks & Recreation Director
Charter Township of Northville, MI
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dsmith@twp.northville.mi.us



City of Beckley, WV

Destination Branding and Outdoor Tourism Plan

The Beckley Outdoors Plan and the Basecamp Beckley brand will establish and promote Beckley, WV as a premier outdoor destination. In addition, the DbD planning team led a tourism master planning effort to develop and improve unique outdoor infrastructure such as trails, greenways, river accesses, rock climbing areas, parks, public art, and multi-use public spaces for events and festivals. These projects aim to create a vibrant City that attracts and retains businesses, residents, and visitors.



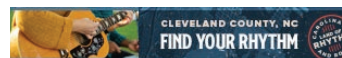
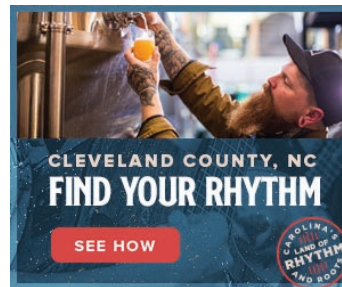
Cleveland County Tourism, NC

Destination Brand, Content Creation,
Web Development, & Marketing Execution

Cleveland County, NC, known to some as an Americana roots-music mecca, is poised for growth as a tourism destination. Until now, they had never undertaken a strategic, holistic evaluation of their tourism product and potential for brand evolution. How could the County begin to leverage what they do have, while broadening their appeal to a wider audience of cultural and outdoor enthusiasts? Enter “The Land of Rhythm”, an innovative brand solution that beckons visitors to “Find Your Rhythm Here”, whatever it may be. Project deliverables also include a new DMO website and content strategy. This project is freshly minted and planning for a 2021 roll-out.



**CAROLINA'S LAND OF
RHYTHM AND ROOTS**



* Digital ad flight used on
the website of Garden &
Gun Magazine



Visit Hickory, NC

Destination Branding

Nestled between the Blue Ridge Mountains and the bustling piedmont, Hickory Metro combines small-town warmth with metropolitan amenities. In partnership with the Hickory Conover Tourism Development Authority, DbD has been instrumental in redefining the Hickory brand, creating a welcoming identity that showcases its vibrant community and boundless opportunities. From family-friendly activities and gourmet dining experiences to top-notch sports facilities and expansive outdoor spaces, Hickory offers an ideal blend of relaxation and adventure. Our efforts highlight the area's cultural vibrancy, connectivity, and appeal as a central hub for business, leisure, and sports tourism, positioning Hickory as a dynamic destination for visitors from near and far.



Talbot County, MD

Tourism Website

Destination by Design recently launched [TourTalbot.org](https://www.tourtalbot.org), a fully custom tourism website for Tour Talbot County, Maryland, showcasing the county's authentic Eastern Shore charm and vibrant mix of history, arts, dining, and outdoor experiences. The new site elevates the destination's digital presence and serves as a centralized planning tool for travelers, inviting them to explore Talbot County's towns and attractions with ease.

Developed through a collaborative process with county tourism leadership, the website features a user-friendly architecture that combines intuitive navigation, smart search functionality, and immersive storytelling. Visitors can easily filter listings for attractions, dining, lodging, and events—all powered by a flexible content management system that allows staff to manage updates and optimize content efficiently.

Built on a fully custom WordPress platform, the site emphasizes performance, ADA/WCAG accessibility, and long-term maintainability. The design features a clean, inviting interface with scalable visual modules, vibrant imagery, and an engaging mobile experience that captures the beauty and personality of Maryland's Eastern Shore.

REFERENCE

Cassandra Vanhooser
Director Economic Development and
Tourism
(410) 770-8000
cvanhooser@talbotcountymd.gov

LINKS



[Click to Website](https://www.tourtalbot.org)



Great Trails State Coalition

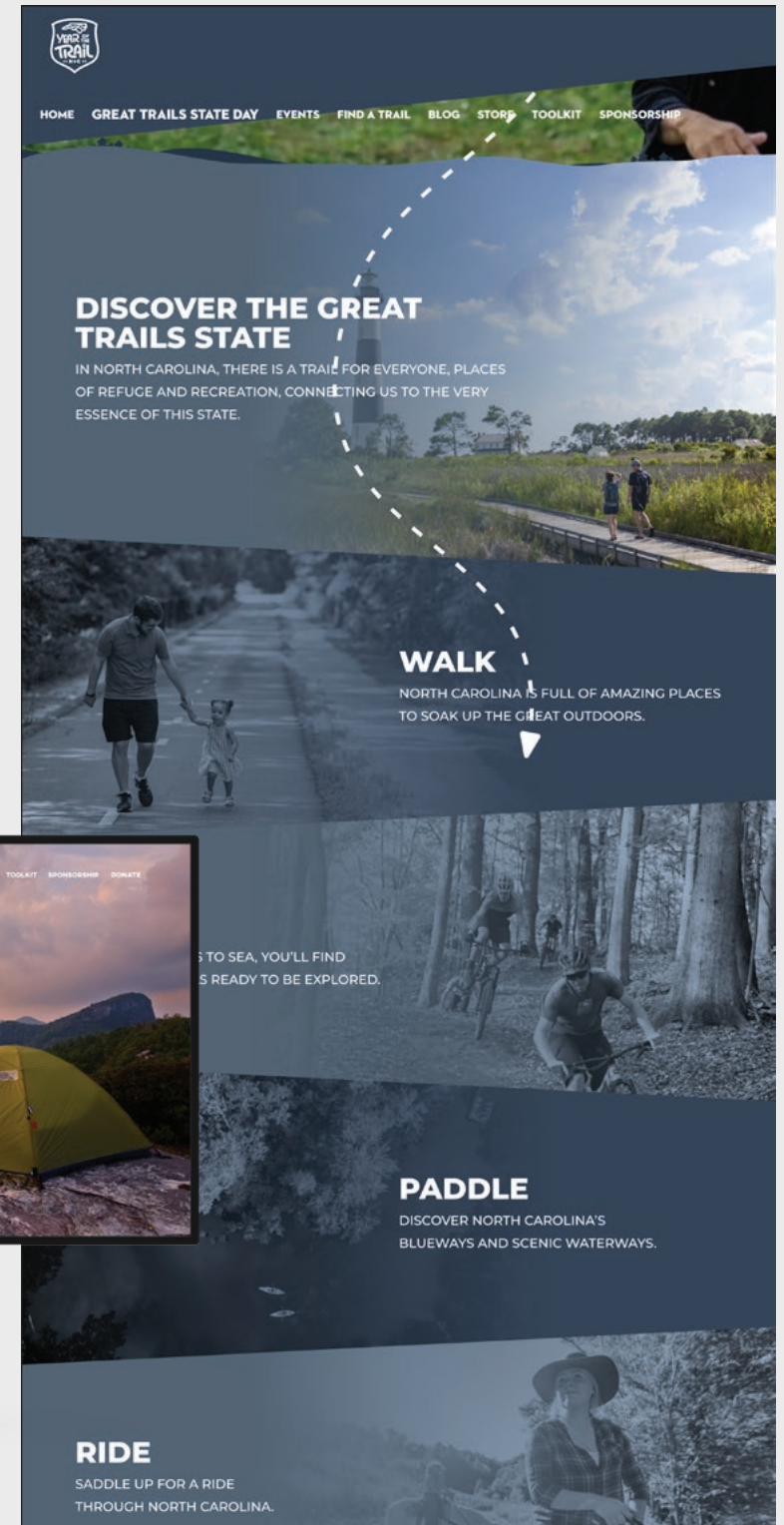
Brand, marketing campaign, and custom website

The Year of The Trail, a campaign showcasing and celebrating North Carolina's trails and diverse trail experiences, aims to elevate trail usage and legislative investment in the state's trail system. Destination by Design crafted an engaging brand for the campaign and the Great Trails State Coalition, the project's overseer. Alongside branding, the team produced original content and creative assets—including photos, videos, and a custom website. [GreatTrailsNC.com](https://www.greattrailsnc.com) stands as a pivotal tool in realizing the campaign's vision, serving as a dynamic hub where trail enthusiasts and curious explorers can engage with trails, share their experiences, find trail events, and actively support trail-related legislation while providing a toolkit for community leaders to promote trails in their own backyards. With its innovative and responsive design, the website contributes significantly to making 2023 the transformative Year of The Trail in North Carolina.

LINKS



[Click to Website](https://www.greattrailsnc.com)



Rutherford County, NC

Tourism Development Website and Public Engagement Marketing Management

The newly redesigned RutherfordBound.com serves as the central hub for communicating the vision, progress, and impact of the Rutherford Bound initiative. With a fresh, modern design and enhanced functionality, this is more than just a website, it is a dynamic storytelling platform that highlights how strategic investments in infrastructure, outdoor recreation, and downtown revitalization are transforming Rutherford County into a premier destination to visit, live, and work.

RutherfordBound.com has played a key role in rallying support for the initiative, helping to secure more than \$23M in funding for transformative projects. The site continues to be a critical tool in shaping a thriving, forward-thinking community—one that welcomes new families, attracts a talented workforce, and strengthens Rutherford County's identity as a vibrant and connected destination.

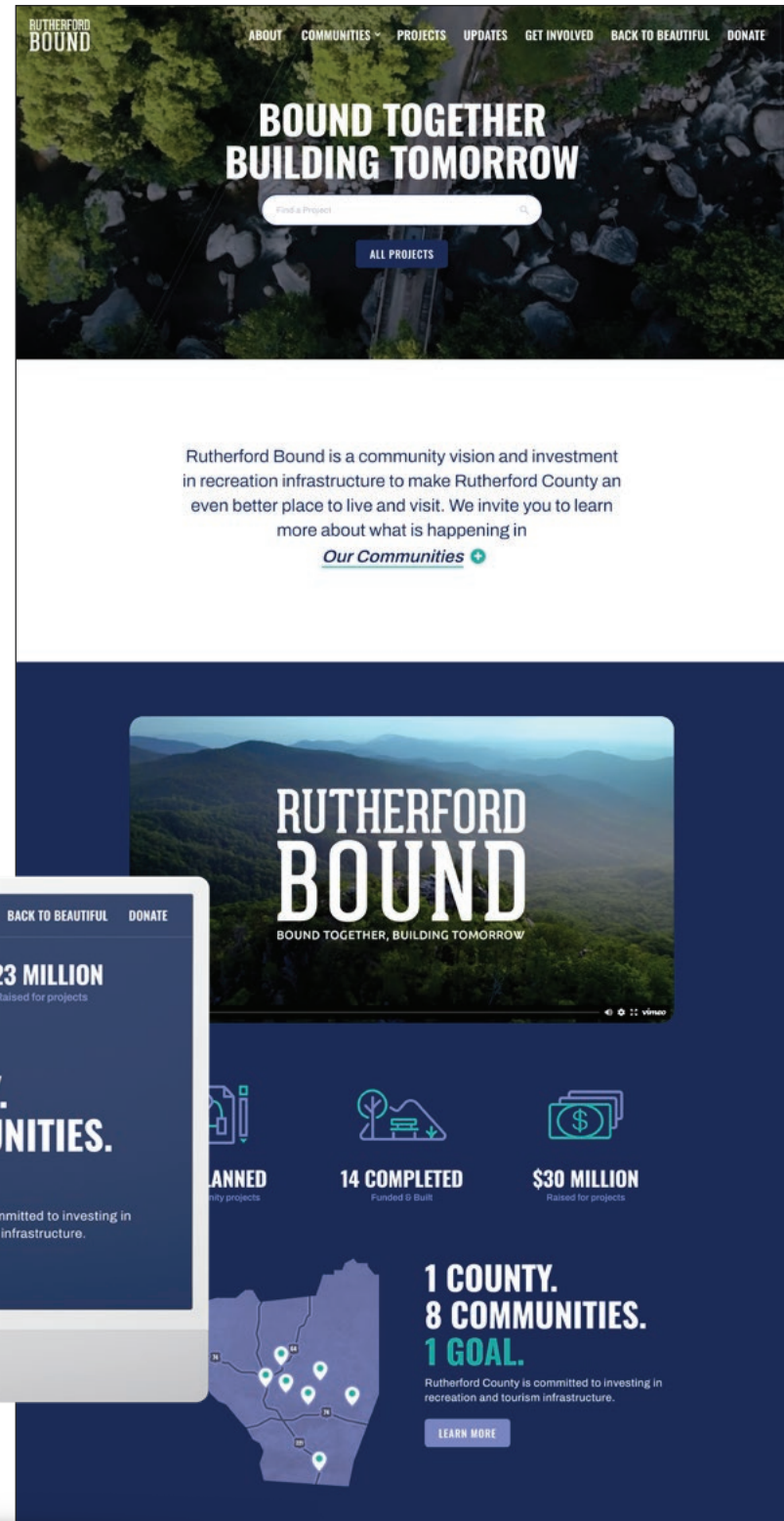
REFERENCE

Don Cason
Executive Director
Rutherford County Tourism
Development Authority
(828) 287-6121
don.cason@rutherfordcountync.gov

LINKS



[Click to Website](https://RutherfordBound.com)



McDowell County, NC

Destination Branding, Marketing Plan, Content Creation, and Social Media Creation

Destination McDowell is a 15-year visionary strategy, masterminded by the McDowell County Tourism Development Authority, aimed at skillfully managing its capital infrastructure program through strategic decision-making and investments. Through an extensive, year-long collaboration with local businesses, government officials and staff, residents, and tourism partners, the plan harnesses the diverse geography of McDowell County – from high peaks to river valleys – to enrich the visitor experience. Recommendations include innovative public venues, streetscapes, expansive trail systems and more, fostering downtown revitalization and outdoor adventure.

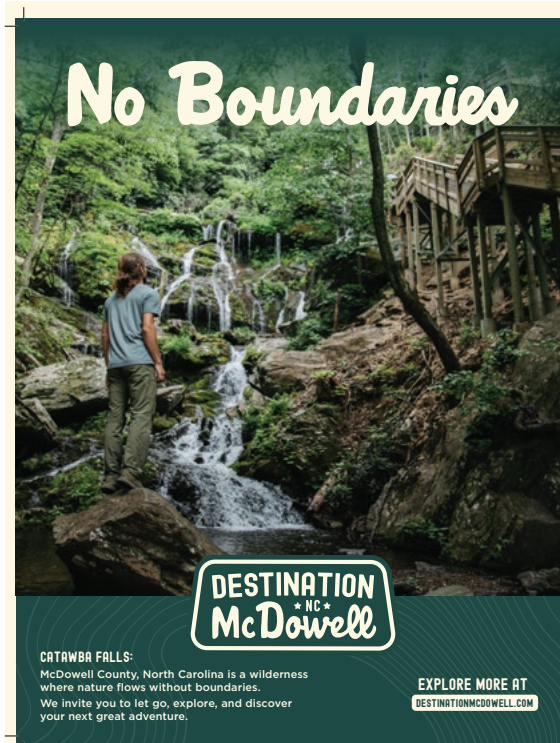
REFERENCE

Shannon Odom
Executive Director
McDowell County
Tourism Development Authority
(828) 668-4282
execdirector@blueridgetravelers.com

LINKS



Click for Link



Town of Boone, NC

Outdoor Recreation Tourism Map Series

Watauga County is one of the most vibrant outdoor recreation destinations in Western North Carolina. To highlight the area's key outdoor recreation assets, the local Tourism Development Authority commissioned DbD to develop a custom map series featuring Rocky Knob Mountain Bike Park, the New River Paddle Trail, premier road cycling routes, and a variety of hiking trails along the Blue Ridge Parkway.

REFERENCE

Wright Tilley
Executive Director
Boone Tourism Authority
(828) 266-1345
wtilley@exploreboone.com



Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL

SUBMISSION PROPOSAL SUBMITTED BY: Destination by Design

Destination by Design
Company Name

(828) 263-7933
Phone Number

136 Furman Rd Ste 6
Address

Boone, NC 28607
City, State Zip code

Zachary Hoffman
Contact Person/Person Submitting Proposal

zach@dbdplanning.com
Email


Signature of Person Submitting Proposal

05/20/26
Date

Let's Get
Started.



828-386-1866

zach@dbdplanning.com

Monday-Friday
9:00am-5:00pm

MAY 2026

DDA Discover Buchanan Proposal

Duneland Media



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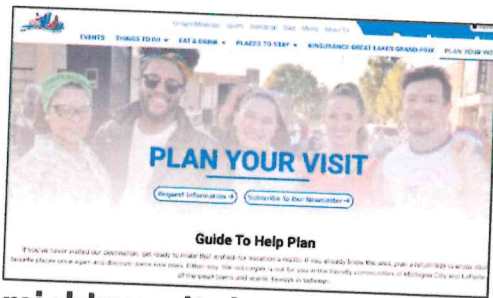
Relevant Experience



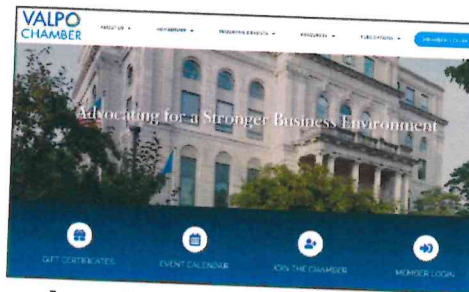
cityoflaporte.com



laportepartnership.com



michigancitylaporte.com



valpochamber.org

References

Jessica Bruder Spolijaric

Director of Communications – City of LaPorte Indiana
(219) 325-8368

Courtney Parthun

Clerk Treasurer – City of LaPorte Indiana
(219) 362-9512

Bert Cook

Executive Director – LaPorte Economic Advancement Partnership



About Duneland Media

Duneland Media is a full service marketing agency focused on helping communities, organizations, and local businesses strengthen their online presence and community engagement through strategic digital marketing and creative content.

We understand that successful downtown marketing is about more than simply posting on social media. It is about promoting local businesses, increasing event participation, encouraging tourism, and creating stronger connections between residents, visitors, and the community.

Our team has experience managing social media campaigns, website content, paid advertising, photography, video production, and analytics reporting for organizations looking to grow awareness and community involvement. We focus on creating professional, consistent, and engaging marketing that reflects the unique identity of each community we work with.

We also understand the importance of transparency and communication. That is why we provide detailed monthly reporting that tracks performance across social media, website traffic, digital advertising, and audience engagement so clients can clearly see how their marketing efforts are performing.

Our goal is to help the Buchanan DDA continue building awareness of downtown events, local businesses, and community initiatives while creating a stronger and more connected online presence for residents and visitors alike.

Duneland Leadership



Adam Konieczny
CEO / CO-FOUNDER



Tim Franke
PRESIDENT / CO-FOUNDER



Marisa Plesac
OPERATIONS MANAGER



Duneland Services Explained

Photo & Video

Duneland Media will create professional photo and video content showcasing Buchanan's downtown, businesses, events, and historic character. This content, including cinematic drone footage, will be used across the Discover Buchanan website, social media platforms, and ongoing promotional campaigns.

Website Redesign

The Discover Buchanan website serves as a central destination for promoting downtown businesses, events, dining, shopping, and community experiences. Our goal is to create a modern, easy-to-navigate website that encourages regional visitors to explore Buchanan and engage with the downtown district.

The website would be mobile-friendly, SEO-focused, and built in WordPress to provide long-term flexibility and scalability for future growth. Duneland Media has experience developing community-focused websites designed to increase visibility, strengthen local engagement, and support economic development initiatives.

Search Engine Optimization

Our SEO strategy is designed to help more visitors discover Buchanan's downtown businesses, events, and experiences online. Through website optimization, local search strategies, and targeted content development, we help drive regional tourism traffic to the Discover Buchanan website and improve visibility across Google Search.

Google Ads

Google Ads helps promote Buchanan's downtown businesses, events, and experiences by placing the Discover Buchanan website in front of people actively searching online for local dining, shopping, tourism, and things to do. Through targeted keywords and location-based advertising, these campaigns help increase website traffic, improve visibility across Google Search, and attract more regional visitors to the area.

Social Posting

Social media plays an important role in promoting Buchanan's downtown businesses, events, and visitor experiences. Our approach focuses on creating consistent, community-focused content designed to increase awareness, encourage engagement, and drive traffic to the Discover Buchanan website.

Duneland Media will develop and manage content across Facebook and Instagram platforms while highlighting local businesses, seasonal events, and destination experiences that help position Buchanan as a regional tourism destination.

Targeted Meta Ads

Targeted social media advertising helps promote Buchanan's downtown businesses, events, and experiences to regional audiences while driving traffic to the Discover Buchanan website and increasing awareness throughout Southwest Michigan, Northwest Indiana, and the Chicagoland region.

Posting example:



Tiered Marketing Budget Options

Essential Plan \$1,500 per month

<p>One social post of Facebook and Instagram each week</p> <ul style="list-style-type: none"> • One custom social media post each week across Facebook and Instagram • Content focused on Buchanan businesses, events, and community highlights • Graphics and messaging aligned with the Discover Buchanan brand • Posts submitted for approval prior to publishing • Basic community engagement included 	<p>\$450/Month</p>
<p>Targeted Meta Ads to the City of Buchanan</p> <ul style="list-style-type: none"> • Duneland Media will create and manage Facebook and Instagram ad campaigns • Facebook and Instagram ad campaigns promoting downtown events and tourism initiatives • Campaigns may utilize custom photo and video content, including drone footage • Ads targeted toward Buchanan • Monthly optimization focused on reach, engagement, and website traffic 	<p>\$600/Month</p>
<p>Search Engine Optimization (Available with Website Development)</p> <ul style="list-style-type: none"> • Basic monthly SEO maintenance for the Discover Buchanan website • Focus on keyword updates, metadata optimization, and improving visibility for Buchanan-related searches • Light monthly performance monitoring and website optimization 	<p>\$450/Month</p>



Growth Plan \$3,000 per month

<p>Two social posts of Facebook and Instagram each week</p> <ul style="list-style-type: none"> • Two custom social media posts each week across Facebook and Instagram • Content focused on Buchanan businesses, events, tourism experiences, and seasonal promotions • Increased posting frequency to support stronger engagement and regional visibility • Graphics and messaging aligned with the Discover Buchanan brand • Posts submitted for approval prior to publishing • Community engagement and comment monitoring included 	<p>\$600/Month</p>
<p>Targeted Meta Ads to the area of Southwest Michigan and Northwest Indiana</p> <ul style="list-style-type: none"> • Facebook and Instagram ad campaigns promoting downtown events, tourism initiatives, and seasonal attractions • Campaigns may utilize custom photo and video content, including drone footage and downtown imagery • Ads targeted throughout Southwest Michigan, Northwest Indiana, and the Chicagoland region • Monthly optimization focused on reach, engagement, event awareness, and website traffic 	<p>\$800/Month</p>
<p>Search Engine Optimization (Available with Website Development)</p> <ul style="list-style-type: none"> • Ongoing SEO optimization for the Discover Buchanan website • Focus on tourism keywords, downtown businesses, events, and local search visibility • Monthly keyword updates, metadata improvements, and content recommendations • Ongoing monitoring and optimization to improve long-term Google visibility 	<p>\$900/Month</p>
<p>Google Ads</p> <ul style="list-style-type: none"> • Google Search campaigns promoting Buchanan events, businesses, dining, shopping, and tourism experiences • Geographic targeting focused on Southwest Michigan, Northwest Indiana, and Chicagoland • Campaigns optimized monthly to improve website traffic and engagement • Monthly advertising spend billed separately from management fees 	<p>\$700/Month</p>



Destination Plan \$5,000 per month

<p>Three social posts of Facebook and Instagram each week</p> <ul style="list-style-type: none"> • Three custom social media posts each week across Facebook and Instagram • Content focused on Buchanan businesses, tourism experiences, downtown events, seasonal campaigns, and community engagement • Increased posting frequency designed to maximize regional visibility and audience growth • Graphics and messaging aligned with the Discover Buchanan brand • Posts submitted for approval prior to publishing • Full community engagement and comment monitoring included 	<p>\$750/Month</p>
<p>Targeted Meta Ads to the area of Southwest Michigan, Northwest Indiana, and the Chicagoland region</p> <ul style="list-style-type: none"> • Larger-scale Facebook and Instagram ad campaigns promoting Buchanan as a regional tourism destination • Campaigns may utilize custom photo and video content, including drone footage, downtown imagery, and event coverage • Ads targeted throughout Southwest Michigan, Northwest Indiana, Chicagoland, and additional regional visitor markets • Ongoing optimization focused on tourism awareness, engagement, website traffic, and event promotion 	<p>\$1,300/Month</p>
<p>Search Engine Optimization (Available with Website Development)</p> <ul style="list-style-type: none"> • Advanced monthly SEO optimization for the Discover Buchanan website • Focus on tourism-related searches, downtown businesses, events, dining, shopping, and regional travel keywords • Ongoing keyword strategy, metadata updates, local SEO improvements, and content optimization • Continuous monitoring and optimization designed to improve long-term Google visibility and website traffic 	<p>\$1,350/Month</p>
<p>Google Ads</p> <ul style="list-style-type: none"> • Expanded Google Search campaigns targeting regional tourism, events, dining, shopping, and weekend travel searches • Geographic targeting throughout Southwest Michigan, Northwest Indiana, Chicagoland, and surrounding visitor markets • Ongoing campaign optimization focused on increasing website traffic, visitor engagement, and tourism awareness • Monthly advertising spend billed separately from management fees 	<p>\$1,600/Month</p>



Marketing Report

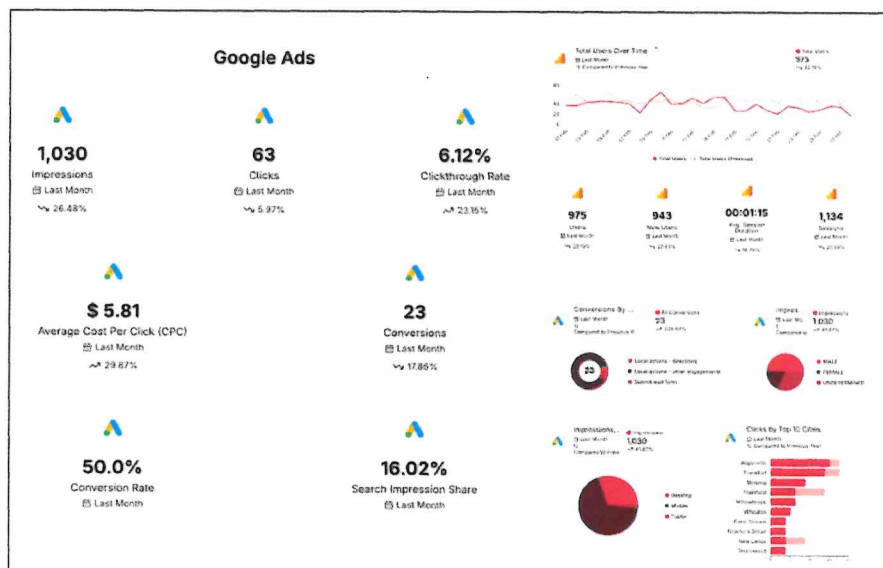
With each plan, at the end of each month, we provide a comprehensive marketing report that gives you a complete view of how your campaigns and digital presence are performing. Our reporting is designed to deliver full transparency, measurable results, and actionable insights so you can clearly see the value of your marketing investment.

Each report includes detailed performance tracking across every marketing service we manage, including:

- Social media performance and engagement (Facebook, Instagram, and other platforms)
- Google Ads and paid advertising metrics
- Website traffic, visitor behavior, and conversion tracking
- Audience reach and engagement trends
- Campaign performance and ad effectiveness
- Content performance and growth analytics
- Lead generation and customer interaction data

We don't just provide numbers, we explain what the data means, what's working, where opportunities exist, and how we are adjusting strategies to improve results month after month. Our reporting process aligns with the City of Buchanan DDA's goals for transparency, measurable outcomes, audience engagement, website activity tracking, and performance evaluation. We utilize industry-standard analytics tools and KPI tracking to monitor campaign effectiveness and ensure marketing efforts are driving meaningful visibility, engagement, and visitor activity for Buchanan's downtown businesses and events.

Below is a sample preview of some of the reporting data included each month. The actual reports provided are far more detailed and customized to reflect the full scope of marketing services being performed for your organization.



Investment

We recommend selecting both the website redesign and photo/video services along with the marketing plan that best fits your goals for promoting and growing Discover Buchanan.

<input type="checkbox"/>	Website Redesign	\$6,000/QTY
<input type="checkbox"/>	Photo & Video	\$1,500/QTY

<input type="checkbox"/>	Essential Marketing Plan	\$1,500/Month
<input type="checkbox"/>	Growth Marketing Plan	\$3,000/Month
<input type="checkbox"/>	Destination Marketing Plan	\$5,000/Month

Terms and Conditions

- The project starts as soon as we receive your initial invoice payment and all assets are collected.
- Delays in providing information and materials requested of the client will result in a delay in the project of at least the same duration (depending on the team's workload).
- Possible causes of delay not attributable to Duneland Media are as follows:
 - Unexpected and unanticipated iterations beyond the initially defined project scope.
 - Potential vulnerabilities detected in the code that require finding alternative solutions to those proposed.
 - Access to the definitive hosting being made available to our systems team.
 - A shutdown of proposed services.

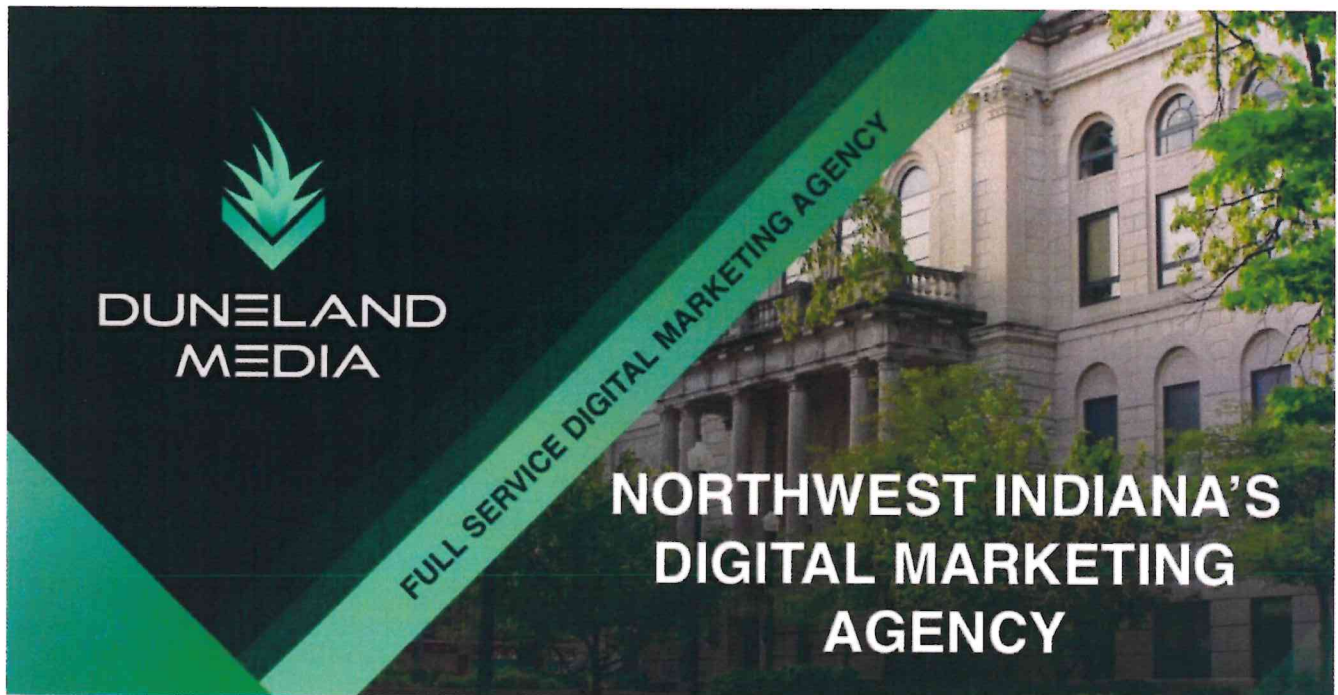
Payment Terms

- For websites, 50% of the website projects are billed at the acceptance of the proposal. The remaining 50% is due 90 days after the initial payment. Hosting and the last 50% of the website is due once the website is live.
- For marketing services, a recurring invoice will be sent to you on the first day of each month.
- For photography, video, and design services, 50% of the project is billed at the acceptance of the proposal. The remaining 50% is due at the completion of the project.
- Duneland Media charges a management fee calculated as a percentage of your total spending.



Contact us at

<https://www.dunelandmedia.com/>
gwen@dunelandmedia.com
219-433-0114



Thank you for reaching out and considering Duneland Media to support the marketing efforts for Discover Buchanan. We look forward to connecting with you soon to answer any questions, learn more about your goals, and discuss how we can help support the continued growth of Buchanan's downtown district.

We would love the opportunity to work with you and believe our experience working with organizations and communities such as the City of La Porte, La Porte County, La Porte Urban Enterprise Association, and other regional businesses and tourism-focused initiatives makes us a strong fit for this project.

Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL
SUBMISSION PROPOSAL SUBMITTED BY: Gwen Walstra

Duneland Media

Company Name

(219) 369-4676

Phone Number

305 Pine Lake Ave.

Address

La Porte, IN 46350.

City, State Zip code

Gwen Walstra

Contact Person/Person Submitting Proposal

gwen@dunelandmedia.com

Email



Signature of Person Submitting Proposal

5/27/2026

Date

MARKETING PROPOSAL

Discover Buchanan

MARKETING PROPOSAL

Prepared for:

**Buchanan Downtown
Development Authority (DDA)**
Buchanan, Michigan

Statement of Confidentiality

Recipient understands and agrees that any Confidential Information shared by the Releaser cannot be used or disclosed to any other person, entity or third party except for the purposes of carrying out business relating to the Project or Releaser. It is the responsibility of the Recipient to safeguard this Confidential Information, disclosing it only to its employees, representatives, consultants and trusted personnel on a "need-to-know" basis. All representatives privy to Confidential Information shall be bound and shall abide by the terms and conditions of this Agreement.

PROJECT DETAILS

The Vision

The Buchanan Downtown Development Authority (DDA) is seeking a partner to drive targeted foot traffic to Buchanan's Central Business District (CBD). Despite substantial regional tourism, the community is not currently capturing its proportionate share of visitor activity and spending. JV Studios is excited to propose a comprehensive media and marketing strategy designed to close this gap by converting regional tourism traffic into increased visitation and economic activity within Buchanan's downtown.

The Production Framework

We have structured this project around a multi-phased approach to ensure both strategic insight and high-impact execution:

- **Market Analysis:** Conduct a general or in-depth review of regional tourism trends and visitor demographics to identify immediate opportunities for the CBD.
- **Marketing Strategy Development:** Establish a differentiated brand identity for Buchanan's downtown and recommend specific tactics for converting regional travelers into local visitors.
- **Campaign Implementation:** Execute high-quality visual content and promotional activities, including the potential development of a dedicated "Discover Buchanan" website and management of social media platforms.
- **Performance Tracking:** Utilize industry-standard analytical tools to track key performance indicators such as audience reach, website activity, and feedback from downtown businesses.

Scalability & Collaboration

While our baseline provides the foundational strategy required for the DDA's goals, our scope is modular and can be expanded based on evolving needs:

- **In-Depth Assessment:** Options to scale up the market analysis to include deeper data segmentation, stakeholder engagement, and consumer surveys for actionable business recruitment insights.
- **Enhanced Media Placements:** Scalable support for identifying and negotiating opportunities across internet, print, radio, television, and outdoor media.
- **Tiered Budgeting:** Modular service tiers designed to provide value at different investment levels, ranging from focused social engagement to comprehensive multi-channel campaign management.

PROJECT DETAILS

Approach & Methodology

Market Analysis Approach

For the High-Level Market Assessment, we can synthesize regional tourism data already in the public record (i.e. Pure Michigan visitation reports, Berrien County and Southwest Michigan tourism analytics, MEDC and Michigan Travel Commission dataset), supplemented by proprietary insights from our network of regional businesses and venue partners. Combined with publicly available demographic and behavioral data on regional travelers, this produces a foundational view of who is already moving through the region, where they spend, and where Buchanan's opportunities sit.

For the In-Depth Assessment, we can go beyond secondary data. Structured stakeholder interviews with CBD merchants and DDA members. A custom consumer survey deployed to regional visitors and Chicago-area weekenders. Comparative analysis of three to five peer downtown destinations (New Buffalo, St. Joseph, South Haven, Three Oaks, Niles) in order to surface what's working in the region and what makes Buchanan distinct. The output is segmented, actionable, and directly tied to messaging and business-recruitment recommendations.

Marketing Strategy & Brand Identity

Our framework moves through three phases: discovery, differentiation, deployment. We don't recommend brand identity work in the abstract; we ground every decision in what the market analysis tells us about who Buchanan can credibly attract. From there, we develop the brand position for downtown Buchanan and translate that position into a content strategy, platform plan, and advertising approach executable within the DDA's budget.

Converting Regional Tourism Traffic

The conversion mechanic is our specialty. Drawing visitors who are already in the region, such as Chicago weekenders heading to Lake Michigan, families exploring Berrien County, or day-trippers from South Bend, requires showing up at the right moments with the right invitations. This includes but isn't limited to: search results when they're planning the trip, social content when they're discovering, geo-targeted display ads when they're already nearby, and event-driven outreach when there's a real reason to make the detour today. The Discover Buchanan website becomes the hub; every other channel feeds it.

Tools, Data, Performance Metrics

Our analytics stack adapts to channel mix and ad spend level. The full suite includes Google Analytics 4 + Search Console for website performance, Meta Business Suite for social and paid social, geo-targeting platforms for foot-traffic-adjacent measurement, and quarterly merchant feedback surveys to capture what businesses are actually seeing on the ground. From day one we will track website sessions and engagement, social reach and follower growth, ad-driven conversions, and qualitative merchant sentiment, synthesized quarterly into a single board-ready scorecard.

WHO WE ARE

JV Studios is a full-service creative production and marketing firm founded in 2012 by brothers John and Vince Pinto. We've spent the past 12+ years helping brands and communities tell their stories through video, photography, web, social, and integrated marketing campaigns that drive measurable results.

OUR ROOTS

Headquartered in Saint Joseph, MI with full-service studios in Chicago & Grand Rapids, we are deeply rooted in the same Southwest Michigan region Buchanan calls home. Our owners live in Saint Joseph. Our local team works the Berrien County market. We've built durable partnerships with neighboring communities. We don't view this proposal as outreach into an unfamiliar region. We view it as work for our backyard.

OUR TEAM

A growing full-time team, we encompass brand strategists, producers, project managers, photographers, videographers, and editors, anchoring a vetted network of 85+ creatives across the country. We scale from intimate boutique projects to multi-camera live event productions, right-sizing our team to match the project without ever passing the cost of unused capacity to our clients.

OUR CORE COMPETENCIES

- Creative production: brand films, commercial photography, event coverage, social-first video content
- Marketing strategy: brand identity, positioning, content strategy, customer-journey design
- Digital execution: website design and development, paid social, paid search, organic SEO, programmatic media buying, email and SMS marketing
- Performance tracking: analytics setup, attribution reporting, optimization cycles

OUR RECENT RELEVANT WORK

- Downtown business storytelling: long-running creative engagements with Merz Apothecary (Chicago) and Serenity Springs, translating small-business identity into compelling regional brand stories
- Tourism and hospitality: collaborations with venue, retreat, and event clients across Michigan and the Midwest, including Petite Acres
- Multi-channel campaigns at scale: recently completed a \$150K national YMCA "Learning Hub" campaign with integrated brand, video, and digital deployment

WHY THIS MATTERS FOR BUCHANAN

You don't need to bring a Chicago or Detroit firm in to get high-end creative work. We're 30 minutes from your Central Business District. We know the region's tourism rhythms, the neighboring downtowns, and the visitor segments the DDA is trying to capture. And we deliver every element of this engagement, from market analysis, website, brand, media, through monthly reporting, all under one roof.

WHY JV STUDIOS



WE MOVE MOUNTAINS

- **We Listen:** We strive to understand your needs and desired outcomes, carefully crafting each production to maximize impact on the target audience
- **We Care:** We are passionate about what we do and we want to bring your passion to life
- **We Deliver:** Our name is our brand, we stop at nothing to ensure a successful project
- **We Educate:** Transparency is a staple of our partnership with our clients
- **We Support:** You ask, we make it happen. Our team prides ourselves on delivering the “JV Experience”, ensuring not only is the project outcome successful, but the process is enjoyable

12

YEARS ESTABLISHED

85+

TRUSTED CREATIVES

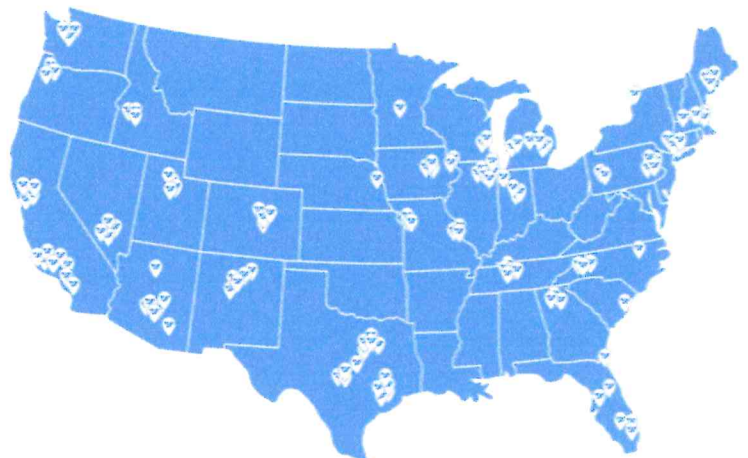
500+

COMPLETED PROJECTS

OUR TRUSTED NETWORK

Midwest roots, globally connected - we complete projects worldwide.

From video production specialists to commercial photographers, expert editors, and marketing gurus, we consistently recruit top talent to elevate our clients' projects.

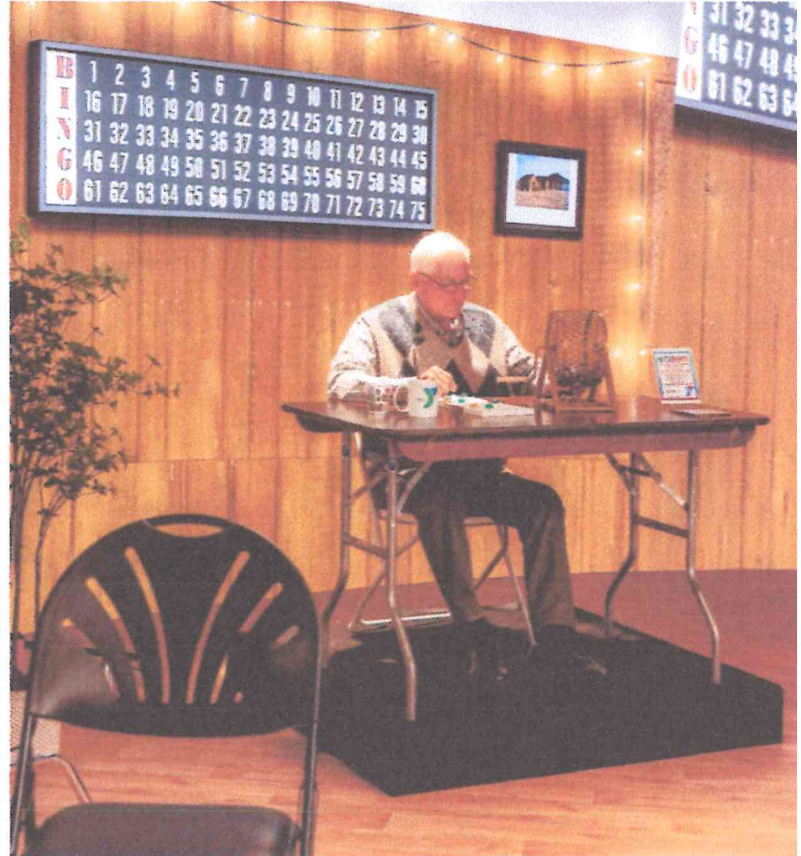




VISUAL REFERENCES

VISUAL REFERENCES

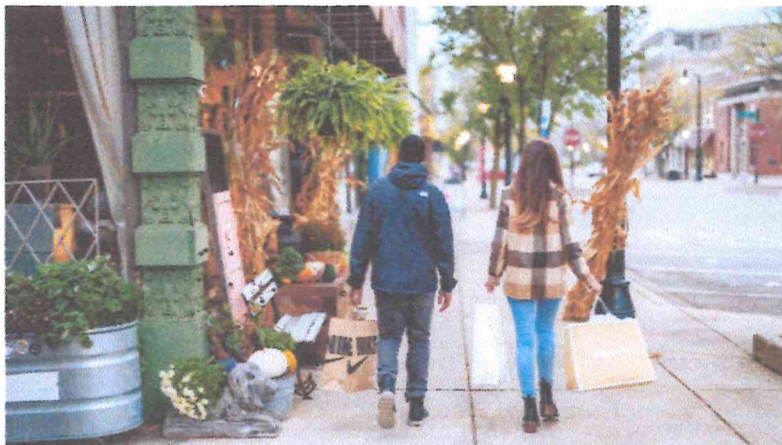
YMCA "Learning Hub"



[VIEW COMMERCIALS](#)

VISUAL REFERENCES

Serenity Springs

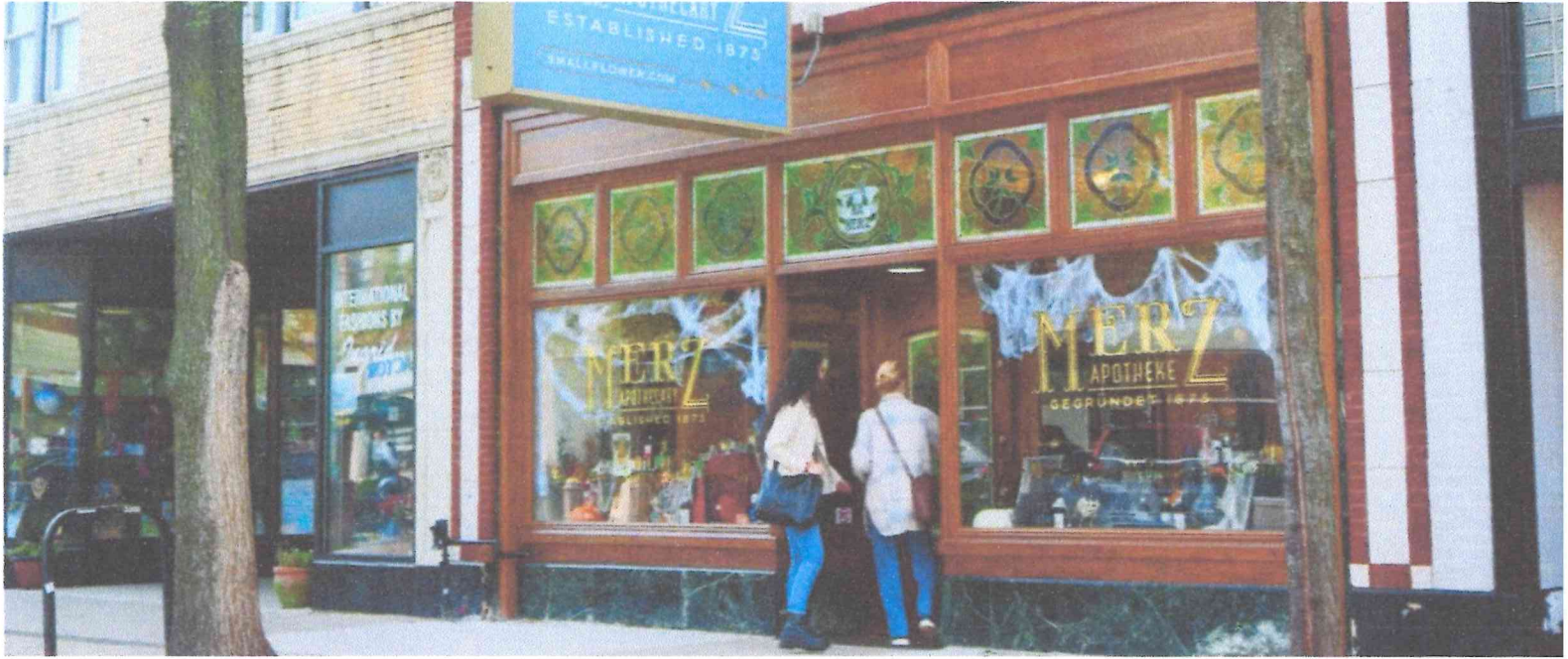


[VIEW GALLERY](#)

[VIEW BRAND STORY](#)

VISUAL REFERENCES

Merz Apothecary



[VIEW BRAND STORY](#)



PROJECT ESTIMATES

MARKET ANALYSIS

JV Studios can provide two levels of market assessment designed to identify exactly where the gap exists between regional tourism and downtown Buchanan's economic capture. Both levels utilize our regional expertise and data-driven strategy to provide actionable insights for the campaign.

<p>OPTION A</p>	<p>Objective: A foundational overview of the regional tourism landscape to identify immediate "low-hanging fruit" for the Central Business District (CBD).</p> <ul style="list-style-type: none"> ● Regional Data Mining: Analysis of existing regional tourism reports and publicly available visitor data. ● Demographic Profiling: Identification of the primary traveler types currently visiting Southwest Michigan. ● Initial Opportunity Mapping: Broad identification of which visitor segments are most likely to convert into downtown Buchanan customers. ● High-Level Reporting: Provide high-level and easy to analyze reporting and key action items for the board to consider. ● Projected Timeline: 2 Weeks. <p>Baseline Investment: \$6,500</p>
<p>OPTION B</p>	<p>Objective: A deep-dive analytical report that provides a roadmap for long-term business recruitment and highly targeted marketing segmentation.</p> <ul style="list-style-type: none"> ● Primary Consumer Research: Deployment of custom consumer surveys to understand visitor motivations and "pain points". ● Stakeholder Engagement: Structured 1:1 interviews with ~10 CBD business owners and DDA members to identify current business-mix opportunities and gather qualitative insights. ● Competitive Positioning: Comparative analysis of neighboring "destination" towns to establish Buchanan's unique brand edge. ● Behavioral Segmentation: Synthesis of regional tourism traffic patterns from publicly available data sources and our survey-derived insights to pinpoint when and where to deploy Discover Buchanan advertising. Optional upgrade to commercial geo-targeting data available on request. ● Business Recruitment Insights: Actionable data to help the DDA attract specific types of businesses that the current market may be missing. ● Estimated Timeline: 4–8 Weeks. <p>Comprehensive Investment: \$19,950</p>

Why this matters for Discover Buchanan:

Choosing the right level of analysis ensures that the Marketing Strategy Development phase is built on facts rather than assumptions. Whether you select the High-Level or In-Depth assessment, the results will directly inform our brand identity and media placement strategy.

BASE PACKAGES

Three retainer tiers structured for graduated engagement. Each tier builds on the prior. Ad spend invoiced separately. Event coverage, merchant spotlight features, and supplemental content production are available as add-ons.

	OVERSIGHT	COLLABORATOR	PARTNER
SCOPE OF WORK	Lean digital management. Website maintenance, brand consistency support, and light social presence. Designed for a DDA that wants a managed baseline while keeping internal control of strategy and execution.	Tier 1 + active paid social management and regular content production. Best fit for a DDA ready to invest in audience growth while reserving budget for scale-up.	Tier 2 + multi-channel paid media, integrated content strategy, and quarterly board-level strategic engagement. Our recommended baseline for a full-year Discover Buchanan campaign.
SOCIAL MEDIA FREQUENCY	4 posts per month (~1 per week) across Instagram/Facebook. Reactive engagement reviewed weekly during business hours. Single-platform creative focus.	8 posts per month (~2 per week) across Instagram/Facebook. Response within 3 business days. Quarterly content calendar collaboratively planned.	12 posts per month (~3 per week) across Instagram/Facebook + one additional platform (LinkedIn or TikTok). Response within 2 business days. Monthly content calendar built with the DDA.
ADS & BOOSTED CONTENT	Optional organic post boosting. DDA covers ad spend at its discretion. JV provides targeting and reporting on boosted content.	Managed Meta paid social campaign targeting regional visitors. DDA covers ad spend at its discretion. JV manages strategy, creative, weekly optimization, and reporting.	Managed paid social media across Meta, targeting Chicago weekenders and Berrien County visitors. DDA covers ad spend at its discretion. JV manages strategy, creative, optimization, and provides quarterly attribution analysis.
REPORTS & ANALYTICS	Quarterly performance summary delivered via email on website sessions, social reach, top organic posts, boosted-content performance. No formal review meeting included.	Quarterly performance report for website, social, and paid-campaign attribution. Quarterly 45-minute virtual review call with DDA leadership.	Quarterly board-ready scorecard on website performance, social reach + engagement, paid-campaign ROI, attribution analysis. Quarterly in-person or virtual board presentation. Annual strategic review informing the renewal decision.
ADDL SERVICES	None included in base tier. Event coverage, photo/video shoots, and merchant content available as add-ons, quoted separately.	Annual photo refresh included (1 day on-site, ~25 edited images for use across channels). Event coverage, video production, and merchant spotlight features available as add-ons, quoted separately.	Quarterly photo and short-form video shoots included (4 per year, on-site in the CBD). Event coverage, full-length brand video production, merchant spotlight features, and stakeholder interview content available as add-ons, quoted separately.
	\$1,500.00 / mo <i>*Excludes Ad Spend</i>	\$3,000.00 / mo <i>*Excludes Ad Spend</i>	\$5,000.00 / mo <i>*Excludes Ad Spend</i>

COMPREHENSIVE SUPPORT

Recommended

The DDA committed to making Discover Buchanan a flagship initiative needs more than a managed retainer, it needs a campaign that produces visible results, generates data you can defend to your board and community, and builds the foundation for a successful renewal conversation in year two. Our Comprehensive tier is the package we'd recommend for the first year: it increases the content velocity of the Partner tier, runs paid media across three major channels, and brings JV's strategic team directly to your boardroom on a quarterly cadence. It is also the package that produces the cleanest year-end story to inform your renewal decision.

<p>PLANNING</p>	<ul style="list-style-type: none"> • Quarterly strategic planning sessions with DDA leadership and board members on calendar key initiatives, review prior-quarter performance, set next-quarter priorities • Annual brand audit and refresh: review brand consistency across touchpoints, evolve creative as the campaign matures • Monthly content and campaign calendar built collaboratively with the DDA, mapped to Buchanan's event schedule, regional tourism seasonality, and merchant moments • Active CBD merchant outreach: quarterly conversations to source content opportunities, gather feedback, and identify emerging promotional priorities
<p>EXECUTION</p>	<ul style="list-style-type: none"> • 16-20 (~4 per week) social posts per month across Instagram, Facebook, LinkedIn, and one short-form video platform (i.e. TikTok), with next-day responsiveness. • Monthly on-site photo and video shoots in the CBD, producing seasonal storytelling, business spotlights, and event content (12 shoot days per year). • Quarterly business spotlight content series (within monthly shoot): short-form video and photo features for merchants, distributed across Discover Buchanan channels. • Active multi-channel paid media across Meta and Google, targeting Chicago weekenders and Berrien County visitors. DDA covers ad spend at its discretion; JV manages strategy, creative, and ongoing optimization • Baseline Search Engine Optimization (SEO), Website maintenance and Brand messaging deployment.
<p>ANALYSIS</p>	<ul style="list-style-type: none"> • Monthly Standard Performance Report + Quarterly KPI scorecards on website performance, social reach and engagement, ad-driven conversions, and merchant feedback consolidated in a single board-ready dashboard • Mid-campaign attribution analysis, including what's driving foot traffic and merchant sales lift, and where to reallocate budget • Monthly In-Person or Virtual Quarterly reviews with the DDA board with recommendations for the next quarter • Year-end strategic review with Board, presenting a comprehensive report with recommendations for the next contract year.
<p>SUB TOTAL</p>	<p>\$10,000/mo <small>*Excludes Ad Spend</small></p>



REVIEWS & REFERRALS

REVIEWS & REFERENCES



Client: DEKit
Contact: Nick Weiner
Email: nweiner@dekit.com

Client: The Garden Ice Arena
Contact: AJ Glowacki
Email: aj@thegardenicearena.com

Scope:

- Website Development,
- Paid Digital Media Oversight,
- Organic Social Media Strategy and optimization,
- Marketing and sales strategy consulting

Scope:

- Web Development,
- Organic Marketing Strategy
- Sales & Operations Consulting



| CASE STUDIES

[VIEW CASE STUDIES](#)

Dig in to challenges, goals, and further details of our some of our previous projects.



Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL

SUBMISSION PROPOSAL SUBMITTED BY: Tim Zwartz
JV Studios, LLC

JV Studios, LLC
Company Name

(708) 525-1229
Phone Number

711 Pleasant St.
Address

St. Joseph, MI 49085
City, State Zip code

Timothy Zwartz
Contact Person/Person Submitting Proposal

tim@thejvstudio.com
Email

Timothy Zwartz
Signature of Person Submitting Proposal

5-27-26
Date



Kzoom

536 E. Michigan

Kalamazoo, MI 49007

kzoom.com

**DDA DISCOVER
BUCHANAN PROPOSAL**

Proposal by Kzoom

OVERVIEW

Based on questions from Kzoom, and answers provided by Tony McGhee, it is Kzoom's understanding that the Discover Buchanan efforts are at the starting line, and not a continuation of past or ongoing marketing efforts. The good news of this is that data collected now will be very clear with results and aren't clouded by multi-campaign sources. In the future, having this pure/actual data will allow us to understand the growth of our efforts.

As Tony described, there have been some hit or miss attempts to tie into people visiting Harbor Country and westward, but not much in the last decade. After the recent reconstruction of the downtown area as well as reactivated DDA (which has been dormant for the last 5-6 years), it is now time to reinforce this foundation and build on efforts.

With the RFP target of attracting both nearby locals as well as tourists, we understand the goal is to reach 30% locals and 70% visitors from out of the area.



Kzoom's Approach & Methodology/Marketing Strategy Development

The primary communications channels identified are internet and social media marketing. With this in mind and the \$18K, \$36K, and \$60K annual budget scenarios prepared, it is Kzoom's position that this first year be focused on quality research and developing content as the foundation, which will spark interest and can be built on in the future.

As a comparative approach, many cities are ready for creative approaches that included Downtown Dollars programs, but without critical assets in place such as a website, and videography/photography, you'd end up driving traffic, but people's first impression of the region is one that is not the quality level you want to establish.

For the initial research phase, we plan to combine a variety of data sources to create both the high-level and in-depth market assessments. With the higher budget options for research of Scenario #2 (\$36K annually) and Scenario #3 (\$60K annually), our capabilities to produce multi-layered, quality data include:

- Existing statistics from the City of Buchanan
- Public regional wide data
- Local Search Traffic (this is retrieved through existing paid software Kzoom uses)
- Primary area websites and traffic (this is retrieved through existing paid software Kzoom uses)
- Lodging data including hotel & short-term rental stays through Key Data Dashboard. Through Key Data Dashboard, we can assess now and in the future real time lodging volumes and profits, see where gaps are in annual event planning, create custom geographic mapping of areas in focus, and customize up to 45+ KPIs measured for specific insights on visitor stays to your region.
- Up to 20 Primary businesses and attraction website traffic volumes and activities monitored (included in Scenario 3, and part of a software Kzoom routinely uses)
- Real-time foot traffic through Placer.ai

Kzoom's Approach & Methodology/Marketing Strategy Development

Placer AI does come at a cost, and does not offer single reports. It must be an ongoing subscription for use. One of the values through this high level software, one that we are familiar with through our collaborative work in Kalamazoo with Discover Kalamazoo (<https://www.discoverkalamazoo.com/>) is that Placer AI can see past metrics and not only present activities. Additionally, Placer AI can produce real data on all of the following and more:

- **Visitor Origins**
- **Travel Distances**
- **Dwell Times**
- **Demographic Breakdowns**
- **Event Impact**
- **Visitor Journeys (routes)**

From the research phase, Kzoom will move into a conversational presentation of the results where we will collaborate together with you to create a specific strategic plan for our content. With Kzoom's 4 full-time videographers and photographers, we produce content quickly for immediate use online and through social media. If your existing team desires to use this content for social media in addition to Kzoom using items for the website or advertising, we have many collaborative online resources such as Vimeo and Pixieset where we can organize and share finished pieces of content that are ready for you to use.



FIRM BACKGROUND & QUALIFICATIONS

With the goal of converting regional tourism stays into trips to Buchanan's CBD, our recommendations will come directly from the combination of research in this area. As an example, we will look at all existing search terms related to regional search online, such as:

- Things to do in Harbor Country Michigan
- Things to do near South Bend, IN
- Things to do in Southwest Michigan
- Things to do in Michigan City, IN
- Local festivals in Southwest, MI
- Wineries near Michigan City, IN
- Wineries near South Bend, IN

(These are just a small example of the vast keyword search data we'll collect.)

From these search results, we'll be able to summarize a list of priorities of how you can connect with the ALREADY EXISTING search traffic from people looking for activities near Buchanan.

When it comes to applying the research results to an ongoing digital advertising campaign, one of the things that comes standard in our in-depth marketing audit is Cost Per Click data. This is a real-time view of what different search terms will cost to run ads for them. Our digital advertising campaign will be a combination of both high search volume as well as low Cost Per Click opportunities. As a specific example, further along in this RFP under the title Search Engine Optimization Research and Report Examples, you will find a Full SEO Audit for Bricks and Minifigs Kalamazoo. On Page 6 of this report, in the bottom right corner is a clickable link to the full list of all keywords researched. In this report, you will find the Cost Per Click data in Column D.

Regarding brand identity, this is included in any and all outcomes included at each tier of Scenarios 1, 2, and 3. If a brand guideline is desired, we have a dedicated full-time designer at Kzoom who creates high-level branding documents and assets.

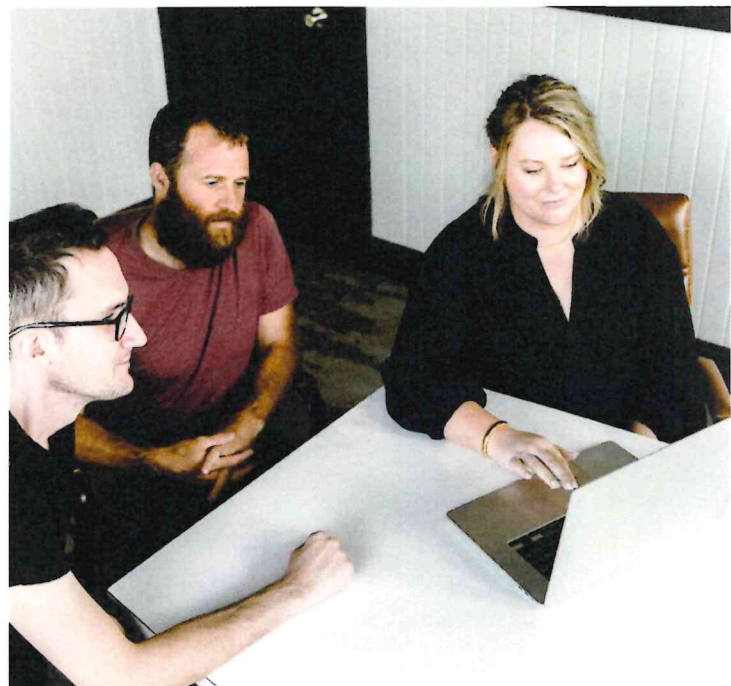
Marketing and Promotional Campaign Implementation

With a content plan in place, we will set in motion the website, content production, as well as digital advertising campaigns to begin driving traffic immediately to DiscoverBuchanan.com. All items here include any meeting or communication time as well as previews and revisions.

Regarding a particular objective in the RFP: "Utilizing social media platforms as appropriate, including content development, posting, monitoring, and responding to interactions related to Discover Buchanan messaging and promotions," based on the budgets given, Kzoom did not find a place to add social media management. This is because in Scenario 3 (\$60K), we placed a higher priority on research. There is a large cost for the Placer AI software and use (\$12,000) in Scenario 3. One option here would be to forgo this part of the research and insights for this year, and use these dollars toward social media management. Based on Kzoom's pricing of complete management of posts, \$12,000 would be the equivalent of 66 posts across any platform (with the exception of TikTok). Kzoom has 3 full-time social media specialists and we operate many organizations' complete content and social media strategies.

Performance Tracking and Reporting

At the close of the first year, Kzoom will provide a final report that will include all statistics from keyword search, website traffic, website traffic sources, digital advertising results, as well as a comparative report from the same softwares employed in the research phase, whether this be Key Data Dashboard or Placer AI. This report will include a meeting to discuss the results and answer any questions about the report.



MEET KZOOM'S TEAM

Kzoom is a professional visual marketing firm of 20 years. Founded in 2003 by Dan Martin, we produce curated media, compwose stunning designs, and execute marketing strategies for companys of all sizes. Our services methodologically drive traffic to your website, build brand awareness, and engage with your target audience to achieve results.

Kzoom's mission is to advance the greatest causes in the city we care about the most. We have provided media support and digital marketing strategy to 300+ companies within a 100-mile radius of Kalamazoo.



DAN MARTIN
Owner & Creative
Team Lead



SANDY KOSCINSKI
Office Manager



JORDAN AVERY
Vice President of
Operations



KIAH MCMEEKAN
Marketing
Manager



ANEESHA JAIN
Digital Marketing
Specialist



JONNY FINCH
Media Lead



LAURA KOSCINSKI
Videographer



NATE CONKEL
Photographer



HANNAH JOHNSTON
Social Media
Specialist



NORA DUNCAN
Design Lead



MATT DAVIS
SEO Specialist



JARED KELLEY
SEO Specialist



GERAH DUTKIEWICZ
Web Lead

Michigan Sports Commission Video

This project had the objective of recording 4 seasons of sports in Michigan, as well as popular things to do in West Michigan. The target audience was groups considering where to host tournaments and sporting events. Kzoom produced the creative concept of this video, merging a sport “motion” with another motion related to tourism activities (picking apples, fishing, going out to eat, etc.)



Scan the QR code to view video

Reference:

Katy Tigchelaar, VP Operations

ktigchelaar@westmisports.com

City of Kalamazoo Business Attraction Video Campaign

Recording for this project began in March 2026, and we’ve recently completed several of the outcomes in the last month. This campaign is connected to the upcoming completion of the Kalamazoo Event Center, and the city has anticipated opportunities for business and real estate growth that are a potential if paired with the incoming influx of visitor traffic to downtown Kalamazoo. We are highlighting a diverse spread of business owners and attractions from the 4 corridors to Kalamazoo’s downtown.



Scan the QR code to view video

Reference:

Bobby Boyd, Economic Development Supervisor

boydb@kalamazoo.org

Otsego Michigan Promotional Video

This 2019 video project was produced to attract locals and others outside of town to Otsego’s downtown. All video clips of festivals, schools, and activities were recorded on a single Saturday. The animated logo at the end was also animated by Kzoom.



Scan the QR code to view video

Reference:

Aaron Mitchell, City Manager

amitchell@cityofotsego.org



PHOTOGRAPHY SAMPLES

State of Economic Development

This sample is to show the quality of Kzoom's photography, as seen here at the annual State of Economic Development event, hosted by Southwest Michigan First in Kalamazoo.



Reference:

Kim Viers, Manager

kviers@southwestmichiganfirst.com



Fore Kalamazoo

Reference:

Mac Ward, Director

mward@ghgkz.com



Pfizer Vaccine

During 2020-2022, Kzoom documented the Covid-19 Vaccine release from Pfizer's Portage, MI facility.



We begin every client engagement at Kzoom with first a high-level audit, followed by an in-depth market assessment (we call this our SEO/Marketing audit). Kzoom has 2 full-time career SEO Specialists, and we conduct over 100 reports like this annually.

The Seo/Marketing audit reveals areas of opportunity and allows for discussion to define our specific marketing approach. In time, having this data on the front-end allows for the client and Kzoom to measure results and progress as the original research becomes a benchmark of our success.

Bricks and Minifigs Research

Bricks and Minifigs sought to have this research completed with a primary focus on what were people in the Kalamazoo and Portage areas searching for and in what volumes for Kids Activities. The results allowed them to realize where to place efforts with digital advertising, and who they were competing with as a new franchise that was launched in 2022.

Reference:

Allison Weiner, Co-owner

kalamazoo.mi@bricksandminifigs.com



2025 Marketing Report for Fleetwoods HVAC

This is a digital report for the 2025 Year impact of marketing across all channels for Fleetwoods HVAC in Paw Paw, MI. The report includes growth across social media platforms, website, and digital advertising, all operated by Kzoom. All photography and videography used for Fleetwoods was produced by the Kzoom team as well. Statistics that use a comparison in green are comparing to the 2024 year. For example, on page 10, we increased website traffic with +275,000 impressions in 2025 as compared to 2024, and +7,800 website visits in 2025 compared to 2024.

Reference:

Nick Fleetwood, Owner Fleetwoods HVAC

nick@fleetwoodsheating.com



WEBSITE & PERFORMANCE SAMPLES

269 Network Website

This website which was launched by Kzoom in 2025 is an example of a component we'd envision for Discover Buchanan, with an event calendar as well as a directory of places to see and things to do.



[View Website](#)

R.W.LaPine Website

This is an example website with a larger video banner on the homepage. Based on the video capture included in the proposals, we would envision a similar video component on DiscoverBuchanan.com.



[View Website](#)

Reference:

Jared Lapine, Marketing Director
jaredlapine@rwlapine.net

West Wind Dental Website

In this recent June 2025 Performance report, you can see on page 4 that we've increased total website traffic 15x since we began work with West Wind in 2023:



[View Website](#)

Reference:

Jolie Hamilton, Co-owner
harleenme1@gmail.com



[View Performance Report](#)



PROCESS & TIMELINE

Discovery Meeting - Scheduled upon acceptance of RFP Award

- Hear selection of budget/package from Buchanan
- Discussion of strategic approach for Options 1, 2 or 3
- Collection of existing research
- Set goals of desired KPIs
- Discuss timeline
- Select creative approach

Research Phase - 1-2 Months

- Kzoom will produce high-level and in-depth reports
- Between 1-2 months, we will schedule a 90 minute meeting to discuss the results and findings.

Content Production - Per date with activity

- Based on when there is a great opportunity for lots of activity, such as existing popular times in Buchanan such as RedBud National in early July, Summer at The Common concerts, or the Memorial Day parade.

Website - 3-6 Months

- Phase 1 of Website: Based on Research, we'll incorporate keyword data into the sitemap and H1 Headers to build this site so it ranks from the very beginning. The primary website can be completed in 3 months time.
- Phase 2 of Website: Because we'll be shooting content to go on the website, in Months 3-6, we'll update pages when new images become available.

Website Updates 3 Months - 12 Months

- Throughout the course of the year, we've built into Scenarios 2 and 3 "unlimited updates to existing pages," so we'll be able to add events and current promotions in real time.

Digital Advertising - To be scheduled

- Based on when events/highlights are, we can run digital advertising campaigns to drive traffic to these area highlights.

SCENARIO 1: \$18,000

Research & Video Based Campaign with Digital Advertising

Services	Description	Cost
High Level Market Assessment	Insights from Buchanan will be combined with regional data, lodging data, and local search.	\$1,500
In Depth Market Assessment	Complete marketing audit of area-wide consumer search volume and web traffic.	\$1,500
Placer AI	-	-
Web Design	-	-
Web Maintenance	-	-
Videography	5 hours of shooting onsite with a 30 second primary ad outcome.	\$7,770
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	-	-
Final Report	Digital ad results, and comparative SEO/web traffic.	\$2,210
Total		\$18,000

SCENARIO 2: \$36,000

Research, Video-Based Campaign with Digital Advertising & Full Website

Services	Description	Cost
High Level Market Assessment	Insights from Buchanan will be combined with regional data, lodging data, and local search.	\$1,500
In Depth Market Assessment	Complete marketing audit of area-wide consumer search volume and web traffic, hotel/short-term stay data.	\$4,000
Placer AI	-	-
Web Design	Complete build & design of 12 Page website, DiscoverBuchanan.com.	\$13,260
Web Maintenance	-	-
Videography	6 hours of shooting onsite with a 30 second primary ad outcome.	\$8,880
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	-	-
Final Report	Reporting from website, digital ad results, comparative SEO/web traffic, and hotel/short term rentals.	\$3,000
Total		\$35,660

SCENARIO 3: \$60,000

Highest Level Research, Video-Based Campaign with Digital Advertising & Full Website

Services	Description	Cost
High Level Market Assessment	Insights from the City of Buchanan and known regional data.	\$1,500
In Depth Market Assessment	Area-wide consumer search volume, web traffic, hotel/short-term stay data, traffic from 20 local websites, and Placer AI Foot traffic data.	\$6,500
Placer AI	Annual subscription with access to past foot traffic, monthly reporting to include visitor origins, travel distances, dwell times, demographic breakdowns, event impact, and visitor journeys (routes).	\$12,000
Web Design	Complete build & design of 12 Page website, DiscoverBuchanan.com.	\$13,260
Web Maintenance	9 Months - \$850/mo for unlimited updates to existing pages, and troubleshooting & security.	\$7,650
Video/Photo	6 hours of shooting onsite with a 30 second primary ad outcome. Photographer included.	\$9,760
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	Discover Buchanan billboard design including all previews, revisions.	\$960
Final Report	Reporting from website, digital ad results, comparative SEO/web traffic, and hotel/short term rentals.	\$3,000

Total

\$59,650

PROPOSAL SUBMITTED BY: KZOOM

Company Name: **Kzoom**

Phone Number: **269-330-6565**

Address: **536 E. Michigan Kalamazoo, MI 49007**

Contact Person/Person Submitting Proposal: **Dan Martin, Owner**

Email: **dan@kzoom.com**

Signature:

A handwritten signature in black ink that reads "Dan Martin". The signature is written in a cursive style with a large, looped initial "D".

Date: **5/26/26**



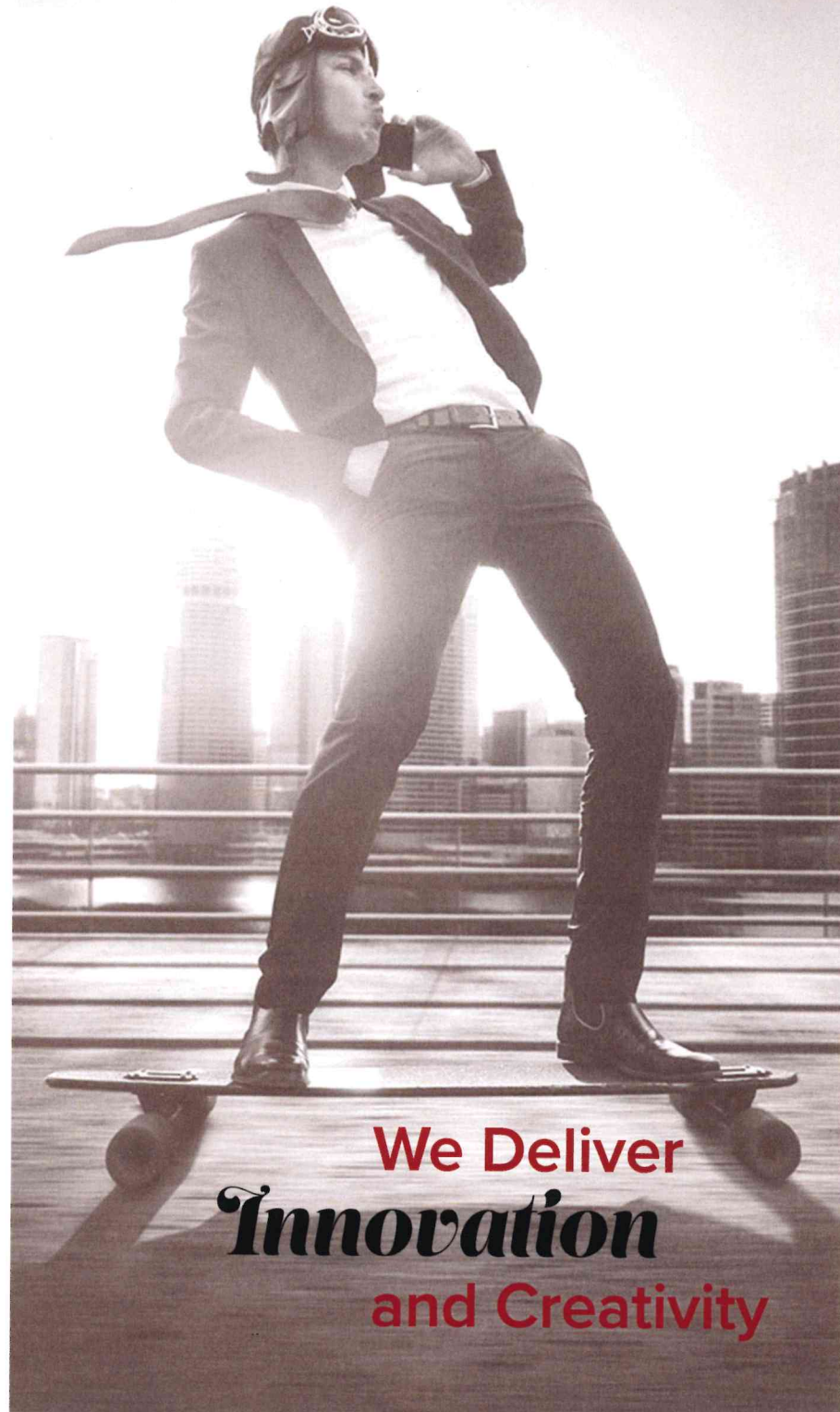
**CITY OF BUCHANAN
DOWNTOWN DEVELOPMENT
AUTHORITY**

Discover Buchanan RFB



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We Deliver
Innovation
and Creativity

Firm Background & Qualifications

Founded in 1989, LKF Marketing is a full-service marketing and communications agency headquartered in downtown Kalamazoo, Michigan. Certified as a 100% woman-owned business, our team is 20 strong and growing with deep roots in the communities we serve. For more than 35 years, we've partnered with clients in numerous industries to deliver intelligent marketing solutions that create real, measurable results.

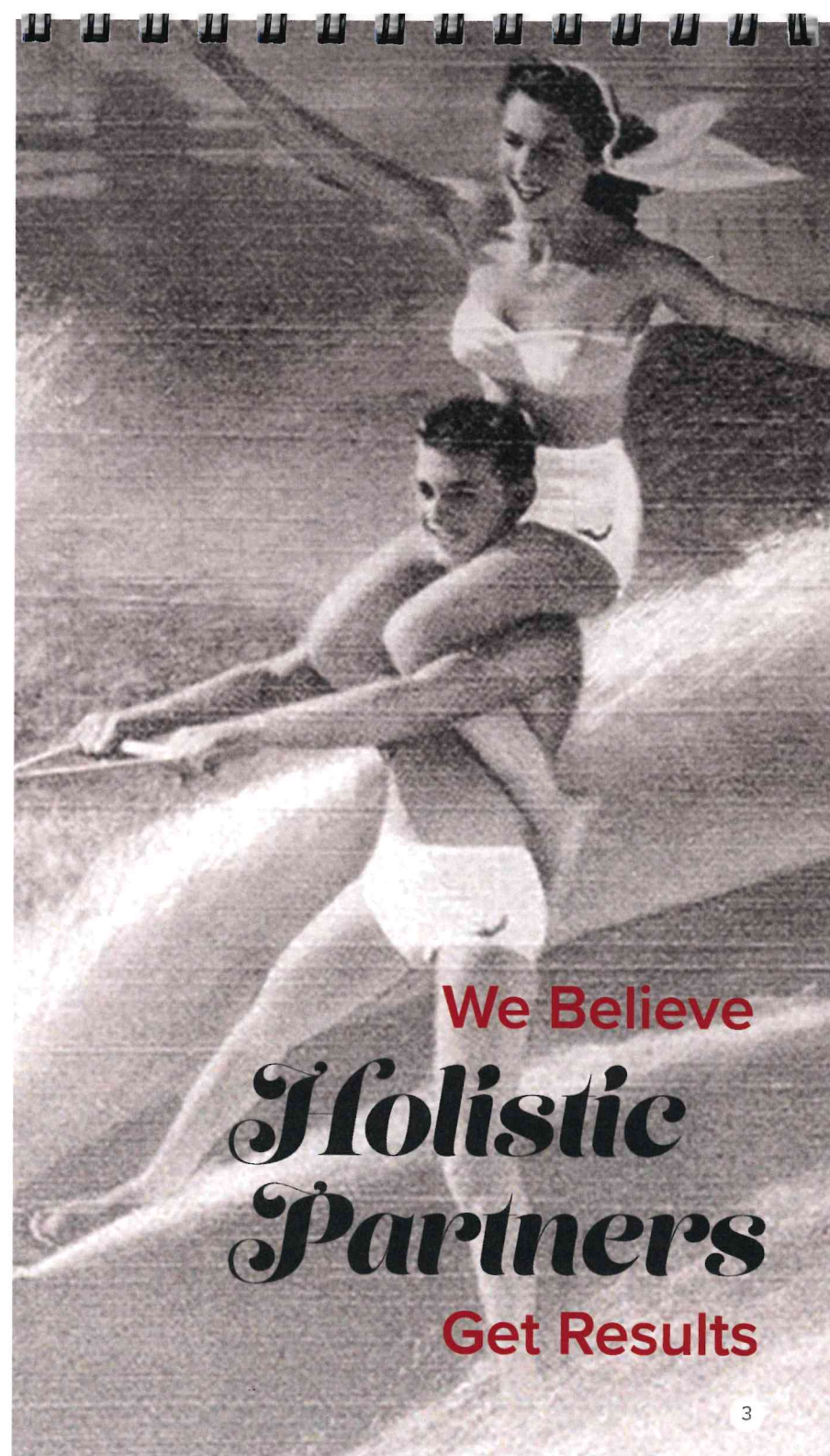
We view our client relationships as partnerships rather than just serving as a vendor. As a result, many of our clients have been with the agency for more than a decade. Several have trusted us as their marketing partner for 20 years or more, reflecting the value we place on holistic partnership, really listening to our clients' needs, and delivering results year after year.

Since 2016, LKF has received national certification as a Women's Business Enterprise by the Women's Business Enterprise Council—Great Lakes, a regional certifying partner of the Women's Business Enterprise National Council. By including women-owned businesses among their suppliers, corporations and government agencies demonstrate their commitment to fostering diversity and the continued development of their supplier/vendor diversity programs.

As a full-service agency, LKF provides a comprehensive array of services including strategic marketing planning; creative development and production; development of market research tools and tactics; design; web design, maintenance, and hosting; small- to medium- scale in-house photography and videography services; copywriting and proofing; advertising research and campaign development; social media campaigns, planning, and management; media buying; internet advertising; public relations; event branding, planning, and coordination; and account management.

We only outsource printing, large-scale audio and video production, formal photography, translation services, and market research.

LKF delivers the right results through planning, creativity, and applying the proper tactics to achieve our clients' goals. These desired results may be attained in a variety of ways, such as strategic plans, branding, collateral materials, interactive marketing, advertising, social networking, events, direct mail, email marketing, and other tools. We are focused on understanding our clients so that we can recommend meaningful communication strategies that will help them grow.



We Believe
Holistic
Partners
Get Results

The Team

LKF takes a collaborative, team-based approach to every project. We assign each client a core account team made up of professionals whose skills align directly with the project's scope and deliverables. This ensures you benefit from both individualized service and the depth of our full agency resources.

Part of our proven process is to assign at least two account representatives to every account. This enables us to streamline communication within our organization to keep all staff informed about projects. Giving each account two representatives ensures that someone is always knowledgeable of and available to our client to keep projects moving forward.

LKF personnel who will be assigned to the City of Buchanan's Downtown Development Authority (DDA) account include:

- Account Executive Shelby Carter.
- Account Manager Leo Brisita.
- Account Coordinator Sydney Pellerito.
- Graphic Designer Bonnie Pflugst.

Their relevant knowledge and experience are highlighted for your convenience in the attached resumes.

Experience

When considering a municipal and market research partner for the City of Buchanan's DDA, you need a firm that has experience with complex and multifaceted communications, planning, and execution. LKF has a long track record of successfully delivering results for government and municipal clients. Our work is grounded in respect for community input, fiscal responsibility, accessibility, and long-term sustainability.

We are proud of our experience developing solutions that range from high-profile public awareness campaigns to mergers and acquisitions branding as well as mixed media plans, websites, printed collateral, signage systems, and internal strategic planning.



Shelby Carter
Account Executive



Leo Brisita
Account Manager



Sydney Pellerito
Account Coordinator



Bonnie Pflugst
Graphic Designer

Core Values

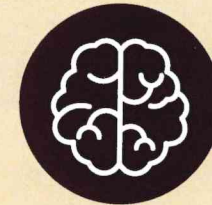
Acting as our guide, our core values inform everything we do. We think it's important to treat our clients, employees, and vendors like family. That's our secret sauce, plain and simple.



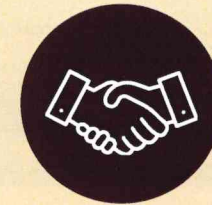
Do the Right Thing



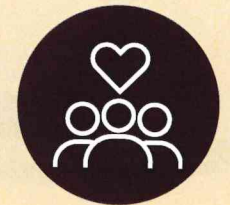
Have Fun



Be Smart



Do Whatever it Takes



Contribute to Family

Client Contact

Kristen Chesak,
Executive Director

kchesak@kalamazooarts.org

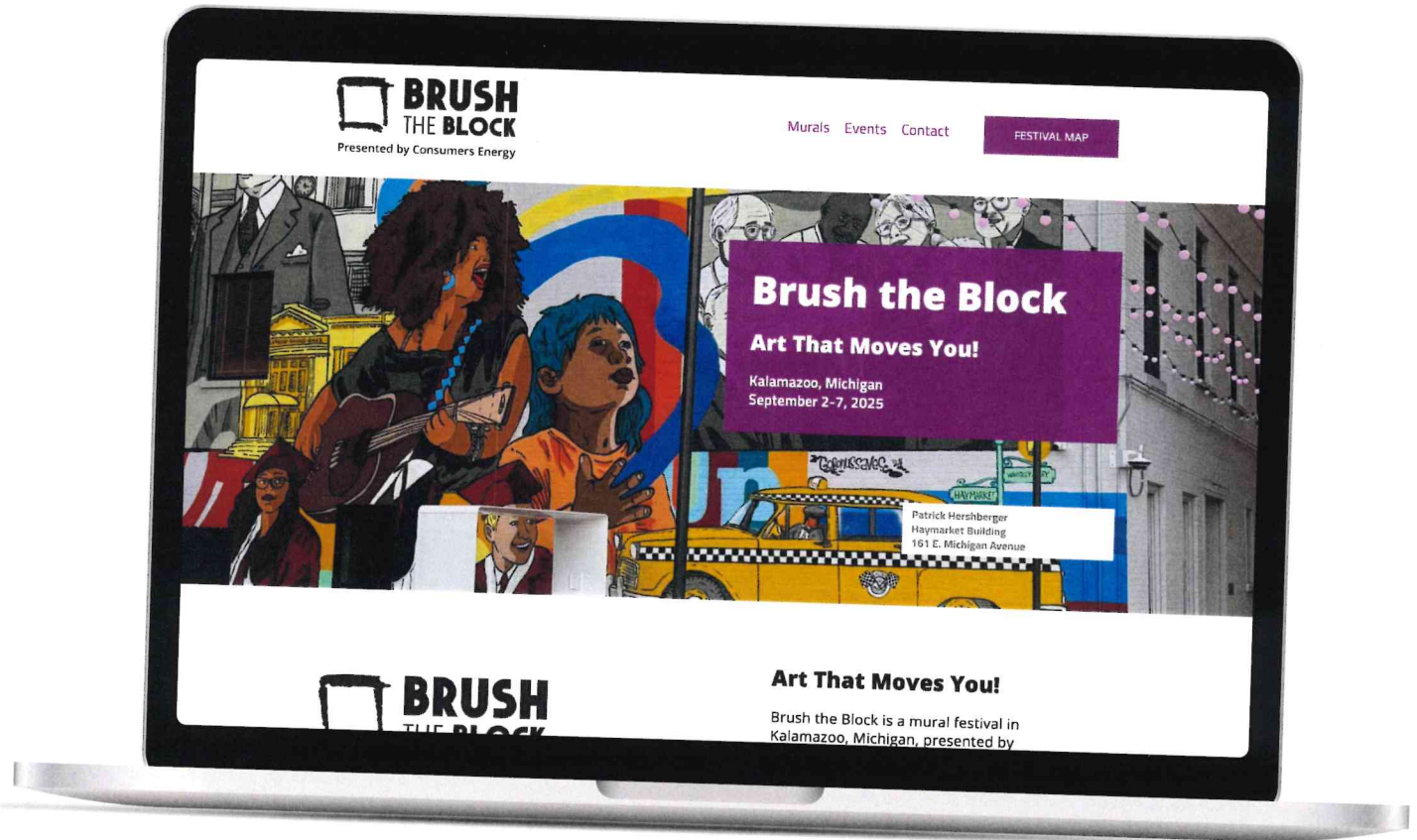
kalamazooarts.org

269.342.5059

The Arts Council of Greater Kalamazoo (ACGK), in partnership with the City of Kalamazoo, planned to host a citywide mural festival, Brush the Block, in early fall 2025.

As ACGK's agency of record, LKF was enlisted to develop a marketing plan, media, PR branding, website, collateral material, social media content, sponsor coordination, and more for the mural festival.

More than 4,000 people attended the festival driving business to downtown Kalamazoo. Due to the success of the festival, Brush the Block is pursuing funding in hopes to have a return festival in 2027.





BRUSH THE BLOCK

OFFICIAL SPONSOR

brushtheblock.com



ac
arts council
OF GREAT LAKES KALAMAZOO

BRUSH THE BLOCK

Salvador Trolé

Trolé SPONSOR
Discover **KALAMAZOO**

Presented by **Consumers Energy**
Count on Us®

Enjoy free rides to mural locations during the
BRUSH THE BLOCK festival, September 2-6!

brushtheblock.com



 **BRUSH
THE BLOCK**

September 2-7, 2025

brushtheblock.com



BRUSH THE BLOCK

CALL FOR SPONSORS

PUBLIC ART WALKING TOUR

EPIC CENTER

BRUSH THE BLOCK

ART HOP

BRUSH THE BLOCK

Presented by **Consumers Energy**
Count on UsSM

1 WEEK TO GO

BRUSH THE BLOCK

AMY O'DONNELL LUETH

THE MAGIC IS IN YOU

GET TO KNOW AMY O'DONNELL LUETH

FAVORITE MEDIUM: PAINT

BEST SPOT IN KALAMAZOO: SHAWARMA KING, NONLA BURGER, & FACTORY COFFEE

FAVORITE COLOR TO WORK WITH: BLACK

MAKE IT A GREAT DAY, Kalamazoo

Client Contact

**Marla Schneider,
President & CEO**

mschneider@stonealliance.org

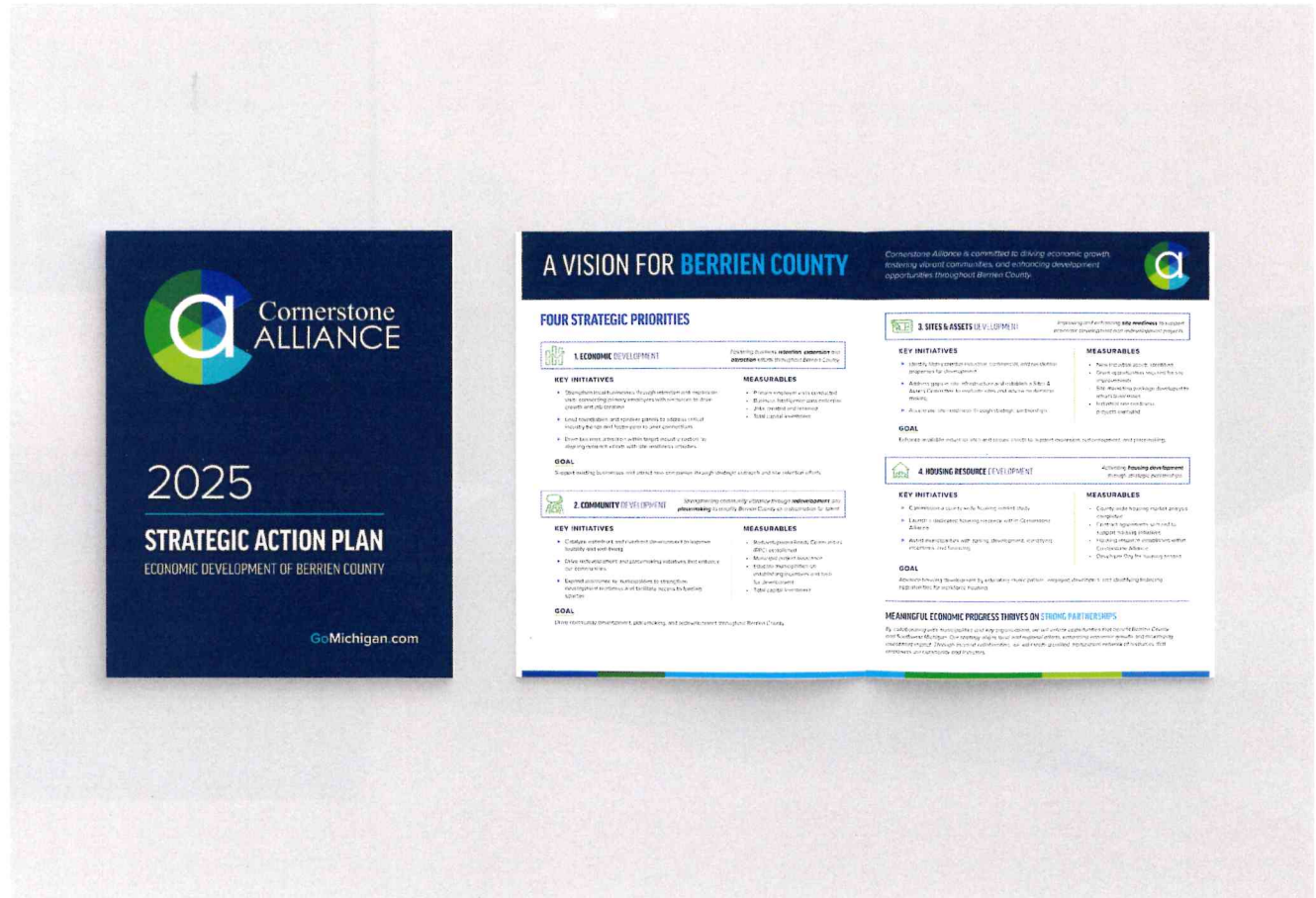
stonealliance.org

269.757.0291

Cornerstone Alliance, a nonprofit economic development organization serving Berrien County, sought to increase the county's economic impact and shift the region's and the organization's narratives to a more positive tone.

Turning to LKF for support, a specific initiative marketing plan was created, which included the creation of a comprehensive public relations database.

Additionally, LKF helped market Cornerstone's Lake Michigan Industrial Park (LMIP) to attract future investment and support site selection efforts.





PROXIMITY TO MAJOR MARKETS



90 minutes CHICAGO
70 minutes GRAND RAPIDS
3 hours DETROIT

LAKE MICHIGAN INDUSTRIAL PARK

827 ACRES OF POSSIBILITY | BENTON HARBOR, MI

Providing 827 acres of possibility in the Lake Michigan Industrial Park - a premier 827-acre site encompassing the integrated campus-style development. Strategically located between Chicago and Detroit, this site offers unmatched access to major markets and logistic corridors.

With all site due diligence complete, this shovel-ready property is the ideal location for manufacturers, data centers, and companies pursuing growth, innovation, and speed to market.

Unlock your future on Michigan's southwest coast.



Join our vibrant community.

15 MINUTE DRIVE



30 MINUTE DRIVE



45 MINUTE DRIVE



READY TO BREAK GROUND?



Learn more and tour one of our sites today!

GoMichigan.com



LAKE MICHIGAN INDUSTRIAL PARK

Michigan's Premier Strategic Industrial Site



Client Contact

Bruce Nelson, Board Treasurer

bnelson@albionedc.org

albionedc.org

517.629.3926

Albion Economic Development Corporation (AEDC)'s mission is to leverage partnerships and innovative tactics to drive economic revitalization by attracting businesses, supporting workforce development, and investing in strategic infrastructure. AEDC and LKF began a partnership in mid-2024 to invigorate their newsletter and other collateral materials. Since starting the relationship, LKF has been called upon as a strategic partner for planning, website maintenance and development, communication strategies, content marketing, and for the creation of updated branding.



To Whom It May Concern,

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Sincerely,

John Smith


Albion Economic Development Corporation
115 N. Superior St.
Albion, MI 49224
(517) 629-3926



Jenny Swanson

EXECUTIVE ASSISTANT/BOARD LIAISON

 jswanson@albionedc.org

 517.629.3926

albionedc.org | albionis.org



Albion is
a food destination!



Brews Around Town

ALBION MALLEABLE BREWING COMPANY

420 S. Superior St., Albion, MI 49224
(517) 343-2202 | albionmalleable.com

CHARLIE'S TAVERN

111 W. Porter St., Albion, MI 49224
(517) 629-9582

DUCK LAKE TAVERN

20985 27 ½ Mile Road, Albion, MI 49224
(517) 857-4700 | ducklaketavern.com

LEISURE HOUR CLUB OF ALBION

211 Market Place, Albion, MI 49224
(517) 629-9710

SPLITTERS CLASSIC GRILL

16653 E. Michigan Ave., Albion, MI 49224
(517) 343-2005

TRACKSIDE EATERY & PUB

207 N. Superior St., Albion, MI 49224

Fast Food



ARBY'S

27790 C Drive N, Albion, MI 49224
(517) 629-5890 | arbys.com

KFC

1317 N. Eaton St., Albion, MI 49224
(517) 629-5007 | kfc.com

MCDONALD'S

1507 N. Eaton St., Albion, MI 49224
(517) 629-2092 | mcdonalds.com

SUBWAY - NORTH & SOUTH

104 W. Erie St., Albion, MI 49224
(517) 289-2755
27815 C Drive N, Albion, MI 49224
(517) 888-5072 | subway.com

TACO BELL

1440 N. Eaton St., Albion, MI 49224
(517) 629-3379 | tacobell.com

Albion's Industrial Parks

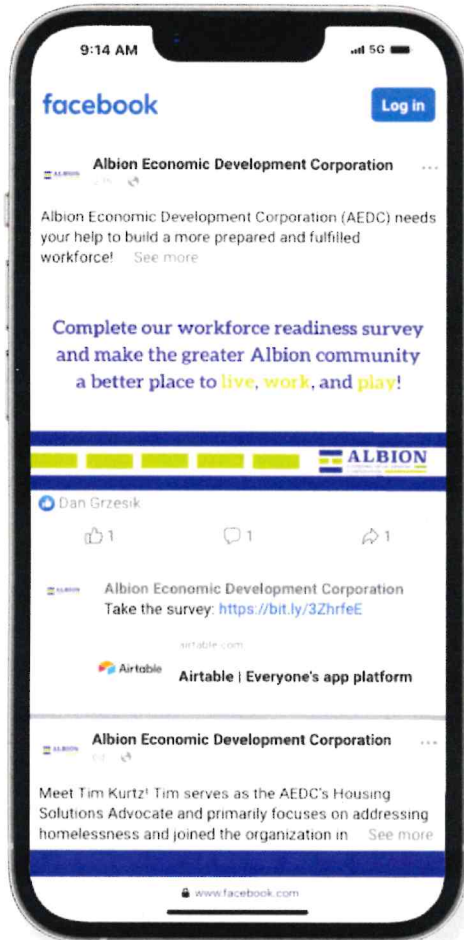
500+ Acres Available for Development



MICHIGAN ECONOMIC
DEVELOPMENT CORPORATION



ALBION
ECONOMIC DEVELOPMENT
CORPORATION



Client Contact

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Since 2020, LKF Marketing has worked with Kalamazoo Public Schools to strengthen the district's brand, improve public perception, and boost enrollment. The agency conducted a brand audit, developed a style guide and marketing roadmap, and launched media campaigns to unify messaging and elevate awareness. LKF has conducted a review of and developed new branding for more than 20 schools and programs, giving each school a unique presence and identity. These efforts have helped position the district as a forward-thinking, student-focused school system with a commitment to academic excellence and opportunity.





Individual School Logos

Elementary Schools




Arcadia Elementary

Primary



Badge



	PMS	CMYK	RGB	HSL	HEX
Arcadia Blue	 2136C	100 90 0 0	33 64 154	224° 78% 60%	#21409A
Arcadia Green	 361C	81 0 100 0	0 176 76	145° 100% 69%	#00B04C
Arcadia Yellow	 123C	2 21 87 0	249 198 59	43° 76% 97%	#F9C63B



Edison Academy

Primary



Badge



	PMS	CMYK	RGB	HSL	HEX
Carolina Blue	 542C	51 21 6 0	138 171 208	211° 33% 81%	#8AABD0
Navy Blue	 2767C	100 87 42 41	32 44 75	223° 57% 29%	#202C4B



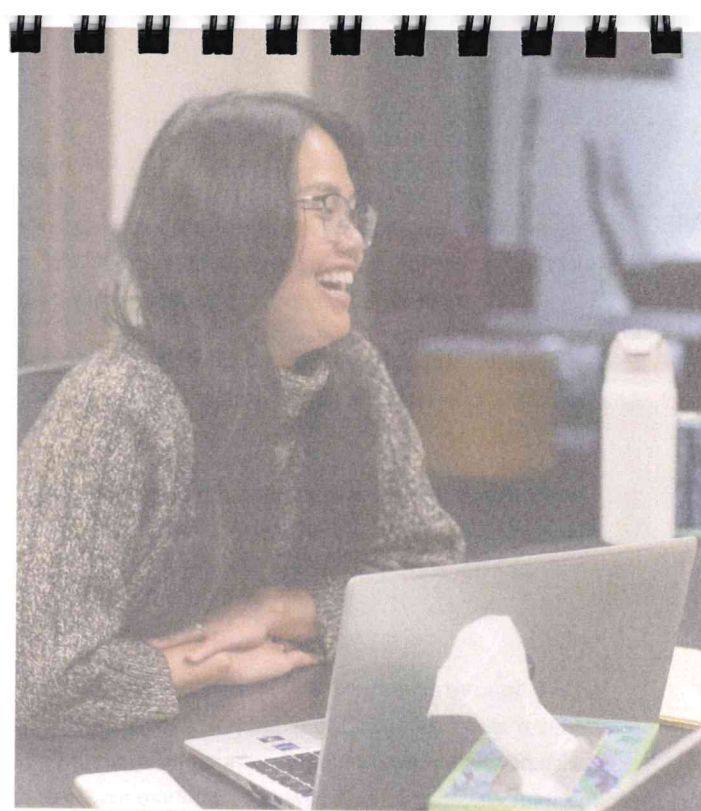
Approach & *Methodology*

Based on the information outlined in the RFP, LKF understands that your organization is seeking a strategic partner to support the Buchanan Downtown Development Authority (DDA) in driving targeted foot traffic to Buchanan's Central Business District (CBD) to increase visitor activity and spending. To accomplish this, the DDA is seeking a firm to provide market analysis to understand the regional visitor market and develop a marketing strategy that converts regional tourism into increased visitation and economic activity through a multichannel marketing mix.

At LKF, we approach every engagement through a strategic lens. Our proven process begins with getting to know your organization right down to its roots and the objectives you're trying to achieve. From there, we'll create a tailored plan with specific deliverables to bring about real results.

Discovery

Kicking off a partnership between the DDA and LKF, a discovery session is crucial. During this meeting, LKF will take a deep dive into your organization and learn everything we can by picking the brains of your key contenders. We will work with you and your team to determine overall goals, desired outcomes, target audience, objectives, primary messages, competitive and compliance issues, timelines, budgets, and more. Each project has unique attributes, so different tools are used during this meeting. We make the experience fun and informative for all involved!



Market Analysis

LKF will analyze the current market for the DDA to understand the regional tourism patterns, consumer behavior, and business mix opportunities. These market analysis services will come in two different levels of market assessment, high-level and in-depth, as requested.

Phase 1: High-Level Market Assessment

Through the use of third-party data sources, LKF will partner with Cobalt Community Research (Cobalt) to create a clear, high-level picture of the region's tourism trends and visitor demographics, and identify potential visitor markets that may be targeted toward Buchanan's DDA. This compiled information will help identify opportunities to increase visits and engagement for the CBD and the DDA overall, as well as assist with diving deeper into the second level of market analysis.

To begin the project, Cobalt will complete a high-level market analysis that includes the following:

1. Demographic & Economic Baseline

- What is analyzed: Regional population trends, median household income, employment sectors, retail demand, and regional cost-of-living metrics. Comparisons with a minimum of 3 other similar communities.
- Key insights derived: The trade area purchasing power and consumption patterns.
- Data Sources: ESRI.

2. Regional Tourism Asset Inventory

- What is analyzed: Current volume and seasonal performance of Buchanan's primary anchors.
- Key anchors mapped: Based on footfall traffic, these may include trails, events, RedBud Motocross, Fernwood Botanical Garden, downtown Front Street, and the St. Joseph River corridor. There will be a minimum of 5.
- Data Sources: Michigan Economic Development Corporation (MEDC), Pure Michigan regional reports, and Berrien County Community Development records, footfall analysis.

3. Competitor Benchmarking

- What is analyzed: Baseline tourism draw of neighboring Southwest Michigan destinations and those identified by Buchanan (such as St. Joseph, Niles, New Buffalo, etc). Comparison with a minimum of 3 other communities.
- Key insights derived: Comparison of non-motorized transportation, downtown parking, and livability. Identify gaps in lodging, dining, activities and retail that Buchanan can exploit.
- Data Sources: Michigan Lake Michigan Promenade studies, STR (Smith Travel Research) regional hotel occupancy data, footfall analysis, Google Earth, social media analysis.

Phase 2: In-Depth Market Assessment

As a marketing partner for the DDA, LKF will drive actionable results through this market analysis. As such, LKF will enlist the partnership of Cobalt, a market research firm specializing in market segmentation, consumer surveying, community analysis, and other research methods to inform marketing strategy and business recruitment efforts.

In the second phase, Cobalt will provide in-depth market analysis to deepen understanding of visitor behaviors and characteristics. This phase combines proprietary geospatial data, mobile device tracking, and custom surveying to uncover who is visiting, why they are visiting, and where leakage is occurring. It includes the following:

1. Trade Area Deep Dive

- Tapestry Segmentation: Identify the dominant lifestyle personas and demographics of residents vs. visitors within a 30-, 60-, and 90-minute drive-time radius.
- Retail Leakage/Surplus: Sector-by-sector analysis to pinpoint where Buchanan is losing retail dollars (e.g., lack of boutique hotels, microbreweries, or outfitter shops) versus where it draws a surplus.
- Data Sources: ESRI, Claritas.

2. Mobile Device Footfall & Visitor Mobility Analysis

- Origin-Destination (O-D) Mapping: Tracking the home locations of visitors to Buchanan anchor attractions and downtown overall.
- Cross-Visitation Patterns: Determining if visitors to anchors also visit downtown Buchanan, or if they immediately return to the highway.
- Seasonality & Dwell Time: Measuring average length of stay across different seasons to identify low-utility “dead zones.”
- Data Sources: Proprietary location-based services.

3. Custom Local Primary Research (Survey Services)

- Visitor Survey: Electronic and paper survey to capture quantitative insights on visit experience and trip spend. Survey includes determination of communication preferences. Analysis to identify primary drivers of delight and intention to return. Qualitative information on what visitors loved and what can be improved. Data weighted based on footfall data to minimize skewing. Random sample of 2,000 visitors to be invited to participate using two waves of surveys and unique ID number to manage reminders and validate responses. Data includes a crosstab showing response differences between demographic groups.
- Business Owner Survey: Electronic and paper survey to assess retail shop challenges/opportunities, experiences by season, workforce challenges, supply chain leaks, and marketing alignment. Option for workshops/focus groups to gather business feedback on findings to date. Recommend all downtown retail business owners are invited to participate.
- Data Sources: Proprietary primary data collection using multi-channel collection (completing online and via paper survey with postage-paid envelopes). Option to expand data collection via electronic intercept (survey invitation via advertising platforms).

Cobalt works with communities to craft flexible, custom surveys to meet specific needs. They can easily adapt prior questions and address specific challenges and opportunities through custom questions. Many of Cobalt’s question structures have been used by dozens of other communities, but Cobalt and LKF will work with the

DDA on any question customization it needs to ensure that questions are clear and unbiased. In addition, Cobalt will pull a true random sample of visitors to ensure the sample is representative of the population. While Cobalt weights the responses when needed, it also provides a proprietary thermal mapping approach that allows the voices of individual demographic groups to be clearly heard in the noise of the data, and it helps to quickly see patterns of where performance and preference scores are higher or lower and where there is consensus or disagreement between individual groups. This lets the DDA make more insightful decisions and be more deliberate in inviting groups to provide more perspective and be heard. Demographic questions are flexible to meet community needs, and they often include age, gender, household composition, work location, education, geographic location, and more. Cobalt also supports a wide variety of languages, including Spanish, Arabic, Japanese, French, Hindi, and more. They can provide latitude/longitude coordinates of survey results to support GIS applications. Demographic data on business owners will be more limited to protect their privacy.

While data are helpful, how the data are analyzed and presented help the DDA build shared understanding and consensus. Clarity is key to communication and alignment. Cobalt’s data visualizations convey not only performance, but its data models also show the strength of each question’s relationship to overall visitor experience and the outcomes that flow from it: returning to the community, recommending it to others, etc. Cobalt also can provide thematic mapping of the community and other map-based analysis as needed.

Cobalt recommends a random sample of 2,000 visitors. Responses are collected using a multi-modal approach. The random sample is a mechanism that ensures that the visitors invited to participate mirror the overall population of visitors. They will send an initial wave with a cover letter and postage-paid envelope, and respondents will have the option to complete the survey by paper or complete the survey online. A second wave will then go out to those who have not responded. There will be a unique survey ID to ensure individuals only reply once, and to minimize the number of respondents who receive a duplicate mailing. In addition, Cobalt will provide specialized links to the survey and QR codes that the DDA can share through its established communication channels with all visitors and to post around the district. Finally, options such as sending invitations via email, text message, or through advertising platforms such as Meta or Snapchat are available.

Typical response rates are 20 to 30 percent, which results in a margin of error of +/- 5% with a 95% confidence. If the DDA would like to have a larger number of responses, then Cobalt will work with them to develop the sample strategy that best meets the DDA's needs.

Sample Size	Expected Response	Margin of Error
2,000	400-600	+/- 4.9-3.4 percent

Project Steps

Step 1 – Kick-off Discussions:

The research project begins with a kickoff meeting to identify key areas of exploration, potential changes, and other challenges and opportunities that can be addressed through the engagement project. At this meeting, the DDA identifies the point person who will be the main point of contact between the DDA and Cobalt to coordinate internal survey reviews, meeting times, etc.

This preliminary step aims at refining the objectives, scope, timeline, and key deliverables for the project. Informational needs are confirmed. Customized question needs are identified. The distribution methodology details will be finalized during this step.

Step 2 – Questionnaire Development:

Following the kickoff meeting, Cobalt prepares DDA-branded “straw versions” of the surveys based on the kickoff meeting discussion and Cobalt’s past projects. Cobalt will develop questions to be modified, deleted, and added to the questionnaires, which will be provided and discussed with the project lead to ensure questions included in the surveys are aligned with community needs. In addition, the structure of custom questions generally follow structures used in other communities. As a result, custom questions require minimal pretesting. If custom questions are significantly different from past question structures, Cobalt will pretest survey questions with individuals who do not work for the DDA or for Cobalt to ensure clarity.

Cobalt and the DDA iterate through survey versions to develop a finalized version with which the DDA is comfortable. Following question development and approval, the surveys go through copy editing and final layout. A final production schedule

is created and shared with the DDA to coordinate communication and ensure appropriate staff are aware of when the project will be in the field. Translations, if part of the project, are also prepared and made available both online and on paper. Cobalt has conducted surveys in Spanish, Arabic, Hindi, Japanese, and Albanian, and Cobalt is experienced in arranging quality translations in other languages if needed.

Step 3 – Survey Deployment:

The questionnaires will be administered to a random sample of visitors to mirror the characteristics of the community. Cobalt recommends collecting the surveys through two waves using a mail survey and a DDA-branded online portal. The DDA also may add phone/text-based invitations/reminders to further enhance response rates, which is more effective and affordable than a postcard approach. Approximately ten to twelve days after the initial wave, non-respondents receive a second reminder letter with another copy of the survey, cover letter and postage paid envelope. Cobalt will use a unique survey ID to ensure valid responses and to manage reminders.

The online portal also will let visitors who are not part of the sample to share their feedback, and the sample responses and the non-sample responses are kept separate to preserve the statistical integrity of the data. The non-sample responses are shared with the DDA as a row in the crosstab reports. This approach not only preserves the random nature of the sample for statistical purposes, but it also provides an avenue for various groups to share their feedback as well. Common examples often include venue owners, event coordinators, etc.

Cobalt does not recommend providing incentives to participate in the surveys such as cash or a drawing. While these types of incentives have been shown to improve response rates, the quality of response suffers, as respondents simply “straight line” the questions to receive the incentive. One incentive that is encouraged, however, is early access to the survey results once they are presented to participating businesses, appropriate DDA staff, and leadership.

Deployment and data collection are generally completed within 8 weeks. Data are coded by industry professionals utilizing current technology and robust quality control to ensure accuracy. Data scrubbing of final results ensures duplicate responses, multiple responses from the same individual, and responses from invalid survey ID numbers are removed.

Step 4 – Modeling & Analysis:

Cobalt will analyze the data to quantify the relationships between the various elements of the surveys. Each survey will have a summary report in MS PowerPoint.

While the sampling methodology will be representative of visitors' diverse demographic characteristics, response patterns vary by client and demographic group. Cobalt addresses this through a thermally mapped cross tabulation of the data that shows the responses of each demographic cohort for each question in the survey, thus ensuring that the voices of these cohorts are not lost. In addition, overall results are weighted if needed to better match visitor demographics. In addition, individual responses (anonymous) are provided by Cobalt in MS Excel. This may include latitude and longitude to support the DDA's GIS efforts. Results from prior surveys can be included to provide comparisons over time. Thematic maps also may be created based on which types of analysis are needed.

The DDA will be able to benchmark with the Net Promoter Score (NPS).

Step 5 – Reporting:

A review of the draft report and overview of all report components are provided to the project lead and key staff prior to report finalization. Initial findings will be communicated to the project lead and other key decision makers by web conference. In addition to the web conference meeting, Cobalt and LKF will schedule additional conversations and presentations to DDA staff and boards as needed, and can create a recording of the presentation upon request. The DDA may request in-person meetings if appropriate. The presentations will take place at a time and date mutually agreed upon.

Project Overall Timeline

Week 1	Schedule initial kickoff meeting to identify key questions, options, and areas of exploration
Week 2	Project lead to review a straw-model survey instruments and return edits to Cobalt
Week 3	Finalize survey instruments, approval, and schedule production
Weeks 4-6	Surveys in field*
Week 7	Wave 1 responses compiled; wave 2 in production; data entry begins
Weeks 8-9	Surveys in field
Week 10	Data entry completed, analysis begins
Week 11	Analysis and reports developed
Week 12	Project lead reviews draft reports; final presentation of results scheduled

*Depends on timing of DDA approval

For a full picture of Cobalt's methods and background, please see the addendum.

Marketing Strategy Development

Every business, organization, and municipality needs a marketing strategy developed to serve as its roadmap. Our team will take what we learned from the discovery session to create this strategic document for the City of Buchanan that includes:

- Promotion of the DDA's businesses, experiences, and events.
- Its strengths, weaknesses, opportunities, and threats (SWOT) analysis.
- Target audience development for both local residents and regional visitors.
- Differentiated brand identity for the DDA.
- Tailored strategies for converting regional tourism traffic into visits for the DDA.
- Competitor review.
- A list of all possible tactics LKF believes will leverage success.

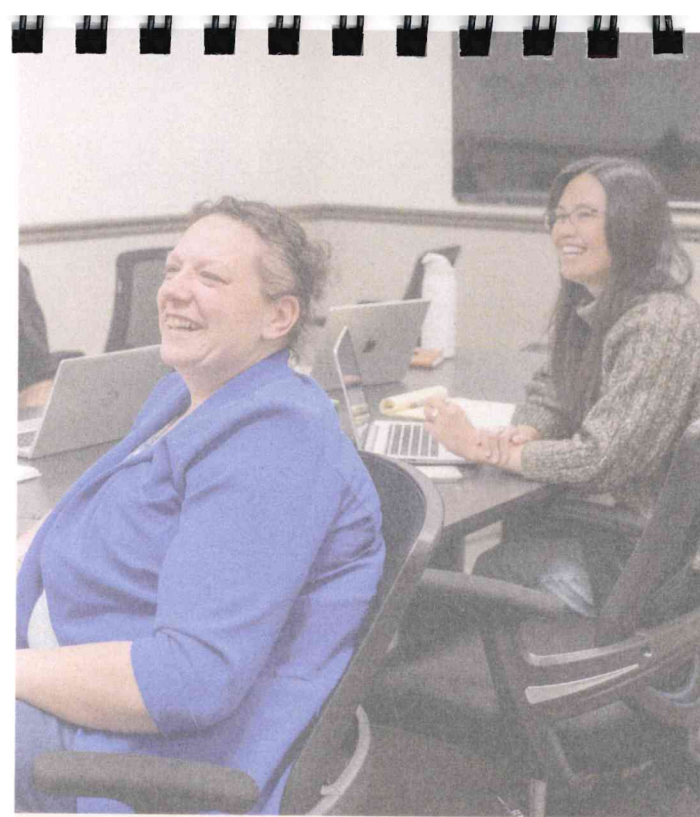
While we have included a summary of tactics within this proposal, the marketing plan will go into much further detail about each tactic and should be reviewed and revised annually to track progress, update tactics, and identify opportunities.

Branding

Consistent branding is a must! Whether developing a new brand or making updates to an existing one, LKF will ensure all the pieces of the branding puzzle are cohesive and put into place for the DDA. These pieces will likely include a style guide and marketing roadmap, which will help establish a set of standards that help enforce and represent the brand.

Your style guide will outline how and how not to use the logo, fonts, colors, and more. If a logo design or refresh is needed, LKF will work to develop concepts that are aligned with the DDA's brand following discovery and development of the marketing roadmap.

The marketing roadmap will be a driving force for all future content development. This document defines the strategic image positioning statement (SIPS) for the DDA and includes the elevator speech your team will deliver when talking about your organization, as well as guidelines for future content and art creation.



Marketing & Promotional Campaign Implementation

Website Development

An online presence in the form of a promotional website is critical for your municipality. This is often the first interaction and impression with a potential visitor or client. It should be a complete reflection of who your company is, what it does, and why they will want to work with you, leaving a positive impression, offering up-to-date, informative content on an easy-to-find and easy-to-use, aesthetically pleasing platform.

LKF is proud to offer our clients a full, in-house web development team, each member with a different realm of expertise, to bring your website to life and keep it in tip-top shape.

To kick off the development process, we'll start with Discovery and Strategy by gathering input from the DDA and key stakeholders on what pieces should be included from a content, functionality, and aesthetic standpoint. Our team will research competitors and similar organizations for comparison within your market and review details from your current Google Analytics or reporting tool. This will help us dive into the minds of your audiences and determine key details of the new website.

Next, we'll map out the pages to include their optimal order, and the best menu structure to ensure seamless navigation. We'll also plan how visitors will interact with calls to action and how to effectively convey your story throughout the site. We will plan the design and aesthetics, ensuring the site presents engaging images in a usable and accessible manner while still being responsive, ensuring optimal use on all devices and adhering to Priority 1 ADA standards.

In this phase, we'll also determine which content management system (CMS) will be best for the site's current and future needs, whether one in our toolbox such as McConimore™ (LKF's own trademarked WordPress theme) or a completely custom CMS.





LKF has developed a custom WordPress theme, McConimore! This tool incorporates the pillars of website development at LKF, including:

- Accessibility.
- Clean coding.
- Custom design.
- Flexibility to update.
- Security (both within the website and our hosting environment).
- SEO.
- Usability.

With this, we have crafted a reliable and beautiful website, including scalability and custom designs, allowing for the familiarity of WordPress without the cookie-cutter theme structure and security risks. To ensure peak performance and security, any McConimore site must be hosted through LKF.

Content creation will work hand in hand with design efforts. Our creative and technical writers will partner with our Search Engine Optimization (SEO) Specialists to ensure content speaks accurately and concisely to desired audiences. We will strategically place keywords and phrases that will promote a high organic search ranking and a wide online reach.

Next, we bring your website to life through Design, Development, and Production! Typically, we begin with the homepage and key subpages within an interactive design platform, showcasing the recommended content, design elements, and the header/footer structure for the entire site. Once you approve these, we'll proceed to building out those pages as well as the remaining pages on a beta site, allowing you to see the site evolve in real time.

Finally, we move into the Testing and Launch phase. During this stage, both LKF and the DDA will review each page of the website to ensure that every element — content, links, images, and more — is flawless. After receiving your final approval, we'll (drum roll) LAUNCH THE SITE! We'll also provide a training session, so you can easily manage and update the site moving forward.

Website Support & Maintenance

Maintaining your website is crucial to its ongoing success. There's nothing worse than visiting a site that feels outdated and neglected. To ensure your investment thrives, regular attention and updates are essential. Proper maintenance not only enhances the user experience but also extends the lifespan of your website. Typical maintenance tasks include updating content, optimizing and adding images, refreshing artwork, improving SEO, and keeping banners, calendars, and team member information current.

Whether or not the DDA enters into a maintenance agreement with LKF, we're always here to provide support when needed. Please note that tasks such as major structural changes to the site architecture and paid search engine marketing are not part of standard maintenance but can be addressed separately.

Hosting

LKF offers hosting packages to provide peace of mind that your website will run smoothly in a secure, high-performance environment. Our hosting partner prioritizes security and compliance, which is especially valuable for clients with complex database needs or e-commerce functionality. Additionally, we can manage your SSL certificates and domains for seamless control. For enhanced security, we require sites utilizing our McConimore tool to be hosted on our platform to maintain the highest level of protection.

Media

Advertising is a great way to get in front of your target audiences, heighten brand awareness, and increase touchpoints as well as push traffic to the website. LKF will strategically utilize a blend of traditional media, including print publications and billboards, along with digital platforms such as Google Ads (both standard and display/contextual), LinkedIn, Facebook, and other relevant channels to optimize your reach and engagement. We'll also perform a media and materials audit of what is currently in place and research new potential avenues. The resulting media plan will best fit your needs based on our years of experience and industry contacts.

Landing Page

Landing pages are a great way to gain impressions of specific parts of a website. To help boost brand awareness, a landing page can be created that can drive users to a designated location on the DDA's website. This landing page can be clicked through from various media such as ad campaigns, Facebook, and LinkedIn.

Ad Development

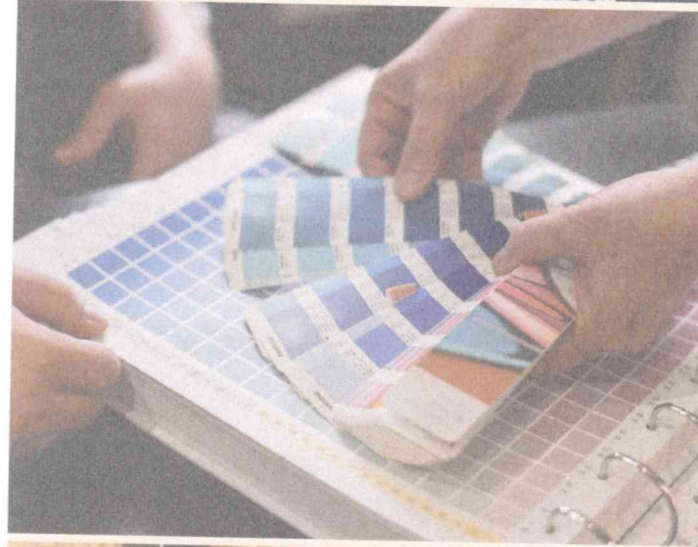
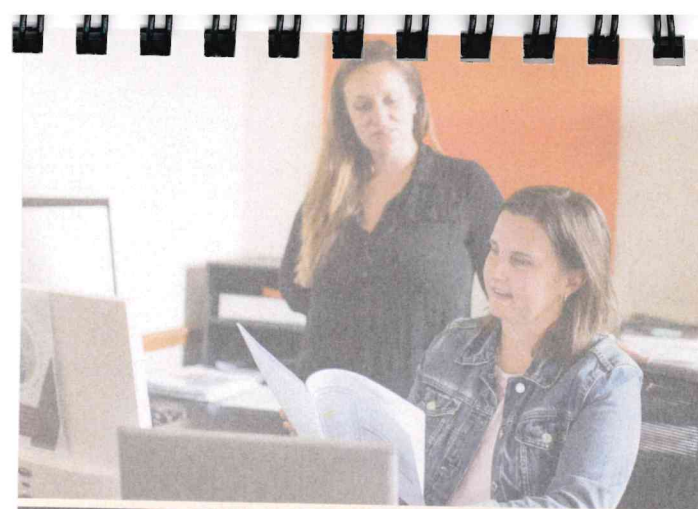
Once a comprehensive media plan is established, we will work with the DDA to craft compelling advertisements and design elements tailored for deployment across all media channels, whether they be traditional or digital platforms. Ensuring adherence to brand standards, LKF will design ads that resonate with your target audience, delivering a captivating and unified message that reinforces brand identity and drives impactful engagement.

Content Marketing Strategy

A well-planned content marketing strategy helps outline your business goals, marketing and audience needs, and how it can all be achieved. Having consistent and well-timed marketing content allows your audience to view and engage with you, builds brand awareness, generates leads, and boosts search engine optimization (SEO) efforts.

LKF recommends the creation of a content review team (the key personnel at the DDA plus your account team) that would meet monthly or quarterly to:

- Use social listening tools to see what is being talked about.
- Review website/social analytics.
- Discuss successes and improvement opportunities within the DDA's offerings, etc.
- Share highlights of major news from the DDA.
- Generate ideas for website functionality or content improvements.



The content developed by this team can be repurposed as various tactics, including website edits, social media posts, traditional public relations and media releases, videos, etc. The team would decide each month who is responsible for the tasks and report progress at the following month's meeting.

LKF has found that this content strategy is highly effective for gaining brand awareness with desired target audiences, the public, influencers, and stakeholders.

We are also able to assist with any other communication needs the DDA has. Our content staff is well-versed in writing for a variety of audiences and can step into the DDA's communications role with ease.

Social Media

We understand the pivotal role of social media in brand representation and engagement, as we manage various accounts for clients ranging from manufacturers to nonprofits. In collaborating with you to bolster the DDA's social media presence, our team will conduct a thorough audit of your current social media accounts to assess platform usage, branding consistency, analytics (e.g., followers, posting frequency, top performing posts), and offer recommendations.

Following this analysis, we will devise strategies to enhance your current practices, content, and user interaction, potentially suggesting the establishment of new channels. LKF will ensure that all efforts align with your marketing roadmap and create content pillars to guide the development of your content calendar.

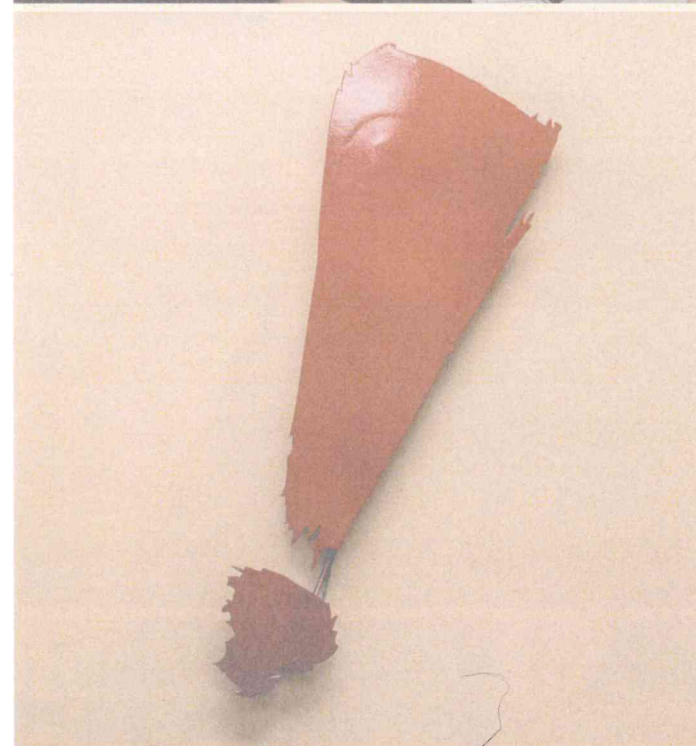
Our account team and creative team will collaborate to determine the best content formats (e.g., static images, short-form video, etc.) tailored to your brand and audience. Using your brand's style guide, LKF will design branded templates for use across social media for things like holidays and closures, product/service promotions, employee birthday and work anniversary highlights, and more, as applicable to your organization.

Once the plan is finalized, LKF will utilize a social media scheduling and management tool to implement the strategy. Our team is happy to monitor your channels, engage with your audience, and respond to comments or messages as directed.

We measure social media KPIs using various tools to analyze organic media metrics, providing quarterly reports on follower growth, engagement, and other relevant metrics. For clients opting for paid advertising, our specialist tracks campaign performance, presenting findings quarterly or monthly based on your preference.

Measuring Social Media Key Performance Indicators (KPIs)

LKF utilizes multiple tools and resources to analyze social media metrics on organic media to gain insights. The first analytics tool that we use allows us to analyze social media data on all active platforms. We track this data monthly and present a quarterly social media report. This helps gauge whether there was an increase in followers, awareness, engagement, and more. From this report, our social media team assesses what is succeeding on social media and proposes strategies on how to improve these statistics.



Additionally, if the DDA decides to implement paid advertising, our paid media specialist tracks the growth and success of the social media campaign and presents the findings at the end of the quarter. LKF is also able to provide performance reports quarterly or monthly.

Content Toolbox

To manage all the DDA content, we utilize a variety of helpful platforms. These platforms hold tools that allow us to efficiently create, organize, plan, send, store, and perform analytics for different types of content such as images, videos, and written copy.

Some of the platforms that we may use for your content strategy include:

- An informative and aesthetically pleasing reporting tool for website and online ad statistics.
- A robust online content planning tool, making content management collaboration easier and more secure thanks to a built-in backup system that ensures content isn't lost.
- A social media scheduling and management tool.
- A graphic development and storage platform with shared access to utilize social media templates branded specifically for the DDA.
- A data asset management platform that allows image and video tagging by category, asset searches, and greater user collaboration. Standard storage space is allotted but can be increased as needed for an additional cost.

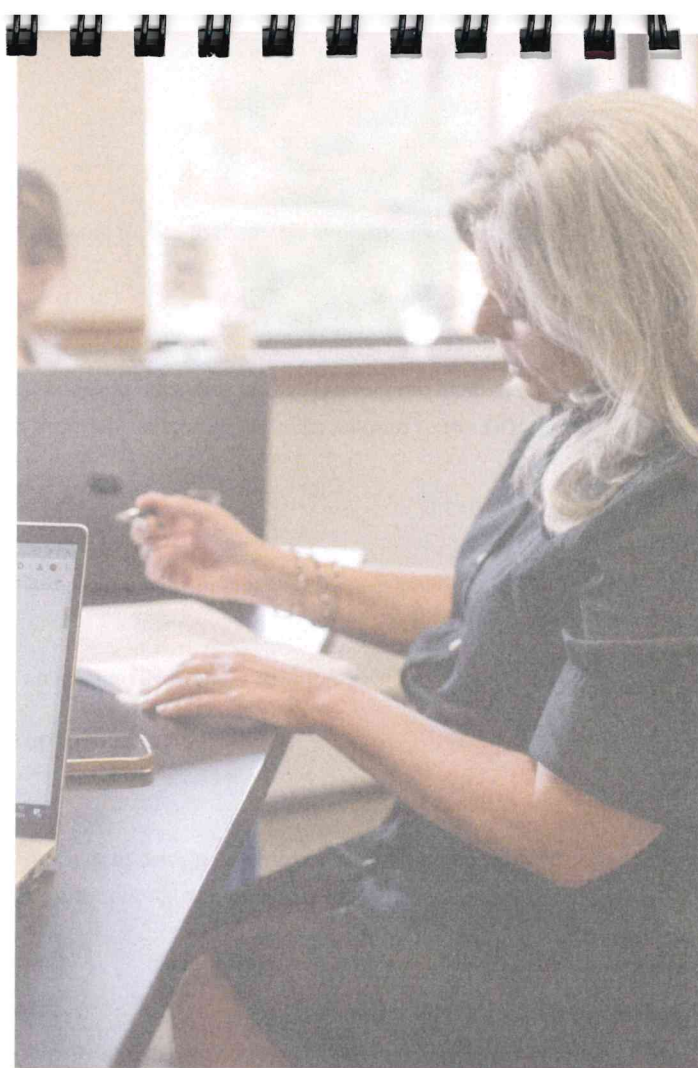
Please note that the content toolbox is invoiced bi-annually at fees of \$1,000 and allows access for two users with editing capabilities. Additional users can be added at an additional fee.

Performance Tracking and Reporting

At LKF, we believe that maintaining up-to-date analytics and reporting is essential to a successful marketing strategy. We'll provide you with quarterly reports to analyze how visitors are engaging with your site—tracking their entry points, traffic patterns, navigation, interactions, social media activity, and marketing touchpoints. In addition, this reporting will include insights downtown visitor feedback and the successes of the DDA's media campaigns, looking at audience reach, engagement, frequency, and the return-on-ad-spend.

These insights help demonstrate ROI for specific campaigns, evaluate marketing strategies, measure the effectiveness of SEO efforts, and more. Each report will be clear and concise, offering actionable recommendations for future improvements.

Additionally, LKF and the City of Buchanan's DDA can collaborate to fine-tune the campaigns site based on user behavior and evolving needs. This ongoing improvement process ensures that our marketing strategy and website remain as effective and informative as possible. If preferred, LKF can also provide reporting on a monthly basis.



Secondary Tactics

In addition to the marketing services that LKF can provide within the parameters of this RFP response, our agency offers additional tactics that can be implemented to accomplish other future projects for the City of Buchanan.

Printed Materials & Collateral

Once branding is solidified, LKF will collaborate closely with the DDA to craft an array of collateral materials. We will design pieces to captivate audiences ranging from flyers, signage, and stationery to elaborate corporate brochures, booklets, and more. Our team is equipped to develop any other essential collateral materials tailored to the DDA's specific needs, ensuring consistency, quality, and impactful representation across all platforms.

E-newsletter Template

Email marketing is a great, inexpensive way to market to various audiences including current and potential clients. LKF utilizes products including Campaign Monitor and MailChimp to manage subscription lists, deliver email campaigns, monitor statistics, and track success.

We will create an e-newsletter template(s) and then work with the DDA to distribute the newsletter(s) on a regular basis to an existing list or help develop a robust list.

We propose integrating Campaign Monitor with your website, allowing users to view past campaigns there as well as sign up to receive future sends.

Promotional Items

LKF believes promotional items serve as a helpful touchpoint with your current and prospective clients. We will work with the DDA to design new promotional items for use at events to increase awareness of your organization. We have long-standing relationships with numerous local and regional promotional item vendors as well as decades of experience in this arena.

Direct Mail

Direct mail pieces may be a very effective tool for the DDA, especially because we can define a specific audience geographically and demographically. LKF can also assist in the design and content of direct mail as well as provide guidance regarding the audience of these materials.

Public Relations

LKF will work with the DDA to develop press releases and media pitches for announcements, service updates, and other news as well as utilize our media relationships to get your name in print frequently. Should guidance be needed for any negative situations, LKF can be engaged to assist with crisis communication as well.

We can also develop a public relations database that includes important government and elected officials, media contacts, stakeholders, and others to make sure any press release sent reaches relevant targets and gains as much traction as possible.

Event Planning

LKF will work with the DDA to plan and execute any events you may have. The following activities may be considered to raise event awareness and attendance: invitations, press releases, media alerts, social media, photography, signage, etc.

Presentation Materials

LKF is well-versed in creating presentation slide decks in various platforms. LKF can assist with creating the messaging and content for the deck as well as the design.

If you and/or your sales team would like help dialing in a presentation, we can help! LKF can assist with talking points and provide feedback on practice presentations.

Database Development

The development of a database or matrix can be utilized for a variety of reasons. Whether needing to beef up recipients for e-newsletters, events, and direct mail pieces, networking, prospects, competitors, etc. LKF can team up with the DDA to determine the desired details and bring the database to life in an easy to use and report format.

Sales Support

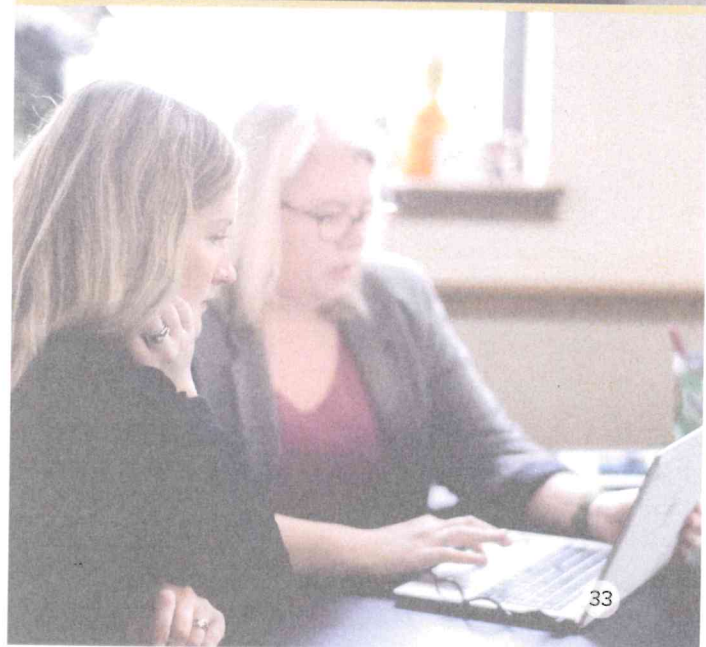
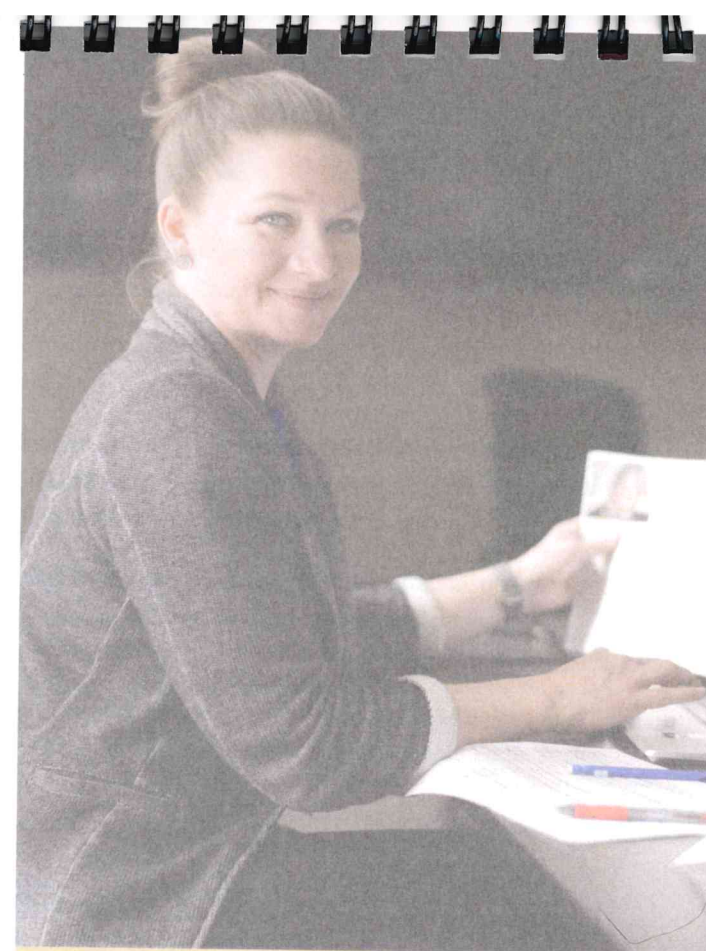
LKF can work the DDA to design and develop sales support tools for use at presentations, trade shows, prospect meetings, etc. Items in this category could include, but are not limited to, a sales playbook, tradeshow displays and equipment, a PowerPoint template, or a host of other tools all to better assist your sales team in securing new clients and projects.

One way we can assist you is by developing a sales playbook to give your sales professionals all the tools they need to be successful.

Videography/Photography/Drone

Research shows that visual assets assist potential customers in making personal connections with an organization. LKF offers our clients access to our in-house photography, videography, and drone capabilities. Handling a variety of projects, we will work diligently to create informative and professional work for the DDA.

LKF will optimize and post your videos via YouTube or Vimeo and then embed the videos on the website to increase traffic and engagement while giving visitors a more interactive interpretation of what the DDA offers.



Market Analysis Pricing

Phase 1: High-Level Market Assessment

Through the use of third-party data sources, LKF will partner with Cobalt Community Research to create a clear, high-level picture of the region's tourism trends and visitor demographics, and identify potential visitor markets that may be targeted toward Buchanan's DDA. This compiled information will help identify opportunities to increase visits and engagement for the CBD and the DDA overall, as well as assist with diving deeper into the second level of market analysis.

Methodology

The objective of this phase is to establish Buchanan's baseline economic health, identify immediate tourism assets, and map out the regional competitive landscape.

1. Demographic & Economic Baseline

- What is analyzed: Regional population trends, median household income, employment sectors, retail demand, and regional cost-of-living metrics. Comparisons with a minimum of 3 other communities.
- Key insights derived: The trade area purchasing power and consumption patterns.
- Data Sources: ESRI.

2. Regional Tourism Asset Inventory

- What is analyzed: Current volume and seasonal performance of Buchanan's primary anchors.
- Key anchors mapped: Based on footfall traffic, these may include trails, events, RedBud Motocross, Fernwood Botanical Garden, downtown Front Street, and the St. Joseph River corridor. There will be a minimum of 5.

- Data Sources: Michigan Economic Development Corporation (MEDC), Pure Michigan regional reports, and Berrien County Community Development records, footfall analysis.

3. Competitor Benchmarking

- What is analyzed: Baseline tourism draw of neighboring Southwest Michigan destinations and those identified by Buchanan (such as St. Joseph, Niles, New Buffalo, etc). Comparison with a minimum of 3 other communities.
- Key insights derived: Comparison of non-motorized transportation, downtown parking, and livability. ID gaps in lodging, dining, activities and retail that Buchanan can exploit.
- Data Sources: Michigan Lake Michigan Promenade studies, STR (Smith Travel Research) regional hotel occupancy data, footfall analysis, Google Earth, social media analysis.

Core Fee: \$9,500

Project Management & Consulting (LKF): \$2,500 - \$3,500

Additional options include:

- Add additional comparison communities: \$975 each.
- Add additional anchor analysis: \$575 each.

Phase 2: In-Depth Market Assessment

As a marketing partner for the DDA, LKF will to drive actionable results through this market analysis. As such, LKF will enlist the partnership of Cobalt Community Research, a market research firm specializing in market segmentation, consumer surveying, community analysis, and other research methods to inform marketing strategy and business recruitment efforts.

Methodology

This phase combines proprietary geospatial data, mobile device tracking, and custom surveying to uncover who is visiting, why they are visiting, and where leakage is occurring.

1. Trade Area Deep Dive

- Tapestry Segmentation: Identify the dominant lifestyle personas and demographics of residents vs. visitors within a 30-, 60-, and 90-minute drive-time radius.
- Retail Leakage/Surplus: Sector-by-sector analysis to pinpoint where Buchanan is losing retail dollars (e.g., lack of boutique hotels, microbreweries, or outfitter shops) versus where it draws a surplus.
- Data Sources: ESRI, Claritas.

2. Mobile Device Footfall & Visitor Mobility Analysis

- Origin-Destination (O-D) Mapping: Tracking the home locations of visitors to Buchanan anchor attractions and downtown overall.
- Cross-Visitation Patterns: Determining if visitors to anchors also visit downtown Buchanan, or if they immediately return to the highway.
- Seasonality & Dwell Time: Measuring average length of stay across different seasons to identify low-utility “dead zones.”
- Data Sources: Proprietary location-based services.

3. Custom Local Primary Research (Survey Services)

- Visitor Survey: Electronic and paper survey to capture quantitative insights on visit experience and trip spend. Survey includes determination of

communication preferences. Analysis to identify primary drivers of delight and intention to return. Qualitative information on what visitors loved and what can be improved. Data weighted based on footfall data to minimize skewing. Random sample of 2,000 visitors to be invited to participate using two waves of surveys and unique ID number to manage reminders and validate responses. Data includes a crosstab showing response differences between demographic groups.

- Business Owner Survey: Electronic and paper survey to assess retail shop challenges/opportunities, experiences by season, workforce challenges, supply chain leaks, and marketing alignment. Option for workshops/focus groups to gather business feedback on findings to date. Recommend all downtown retail business owners are invited to participate.
- Data Sources: Proprietary primary data collection using multi-channel collection (completing online and via paper survey with postage-paid envelopes. Option to expand data collection via electronic intercept (survey invitation via advertising platforms).

Core Fee: \$25,500

Project Management & Consulting (LKF): \$3,000 - \$6,000

Additional options include:

- Expand visitor sample: \$2,500 per thousand invitations.
- Facilitate 2 business owner workshops/focus groups including preparation, discussion guide, and analysis: \$6,500.
- Survey a sample of visitors to competing destinations who did not visit Buchanan to quantify awareness, perceptions, and preferred communication channels: \$18,000.

Phase 3: Additional Tasks Outside of Scope of the First Two Phases

- Hourly billing rate: \$155
- Materials/licenses/data acquisition rates at cost.
- Mileage and overnight accommodation is charged using the IRS mileage rates and median hotel cost in the area.

Tiered Budget Options

**asterisk indicates work done only once*

Tier 1 - \$1,500 per month for 12 months

Scope of Work

- Discovery meeting*
- General marketing agency time
- 2-4 social posts and social channel management
- Small-to-no paid media
- Website development
 - Month 1 – Set-up and wireframe
 - Month 2 – Build
 - Month 3 – Testing and Edits
 - Month 4 – Launch
 - Month 5 and on – Maintenance and hosting

- Quarterly performance reporting

Tier 2 - \$3,000 per month for 12 months

Scope of Work

- Discovery meeting*
- General marketing agency time
- 3-6 social posts and social channel management
- Small-to-no paid media
- Website development
 - Month 1 – Set-up and wireframe
 - Month 2 – Build
 - Month 3 – Testing and Edits
 - Month 4 – Launch
 - Month 5 and on – Maintenance and hosting
- Limited branding (logos and mini style guide)
 - Month 1 – Concept ideation
 - Month 2 – Concept 1 development
 - Month 3 – Revisions
 - Month 4 – Logos finalized
 - Month 5 – Mini style guide
- Reporting
 - Quarterly performance summary

- Monthly media reporting (if applicable)

Tier 3 - \$5,000 per month for 12 months

Scope of Work

- Discovery meeting*
- General marketing agency time
- 4-8 social posts and social channel management
- Light-to-medium paid media
- Website development
 - Month 1 – Set-up and wireframe
 - Month 2 – Build
 - Month 3 – Testing and Edits
 - Month 4 – Launch
 - Month 5 and on – Maintenance and hosting
- Branding (logos and mini style guide)
 - Month 1 – Concept ideation and development
 - Month 2 – Revisions and Concept 2
 - Month 3 – Logos and mini style guide finalized
- Reporting
 - Quarterly performance summary

- Monthly media reporting

References

Marla Schneider, President & CEO of Cornerstone Alliance

mschneider@cstonealliance.org

cstonealliance.org

269.757.0291

Kristin Chesak, Executive Director of Arts Council of Greater Kalamazoo

kchesak@kalamazooarts.org

kalamazooarts.org

269.342.5059

Fritz Brown, CFO of Treystar

fbrown@treystar.com

treystar.com

269.329.1808



Terms & Conditions

Upon acceptance of the proposal, LKF will provide an agency contract for client review and signature (sample contract can be requested during the proposal phase if desired). In addition, LKF Marketing will bill the client an installment of \$2,500 due upon receipt. Thereafter, projects are billed at the end of each calendar month for the work completed during that calendar month. For example, work completed during May will be billed May 31, 2026. Terms are net 15.

Ownership of Intellectual Property

All artwork represented in this proposal is property of LKF Marketing and is not to be duplicated or used by the recipient of this RFP without entering into an agreement with LKF Marketing.

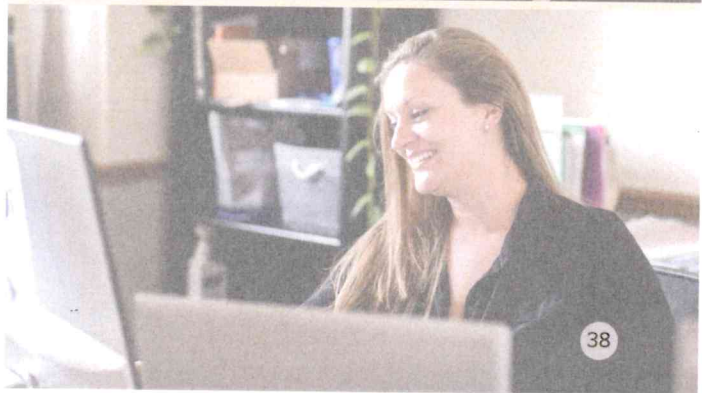
Clients that engage with LKF Marketing will be required to sign a contract that outlines the ownership and usage of LKF intellectual property. A sample contract can be requested prior to signature.

Regarding Media

LKF bills a commission of 15 percent for all forms of traditional media, including but not limited to print, television, outdoor, and radio, and a commission of 17.5 percent for all forms of web-based media, including but not limited to Google Ads, Facebook, LinkedIn, Twitter, Pandora, etc. These commissions cover planning, research, placement, tracking tear-sheets or proof of placement, checking invoices for accuracy, confirming deadlines, performing make-goods, overall communication with media vendors, and more.

If a proposed media plan is not executed within three (3) months of presenting the plan and/or if the media spend is less than \$35,000, LKF will bill on an hourly basis for planning time.

Time spent reporting, updating artwork, and sending artwork to media vendors will be billed on an hourly basis.





We Really Listen

Next Steps

We want you to know we really listen. We take the time to listen to your needs so we understand your organization's objectives. Then, we create custom tools and get the job done!

Please contact us if you have questions or when you are you're ready to get started. Upon acceptance of this proposal we will send you an agency contract to make our partnership official.

We are excited about the prospect of teaming up with the City of Buchanan and the opportunity to help reposition and propel Buchanan toward future growth.

Thank you for your time and consideration. We hope to hear from you soon!

Shelby Carter

Account Executive

scarter@lkfmarketing.com | 269.585.4167



lkfmarketing.com



259 East Michigan Avenue | Suite 208

Kalamazoo, MI 49007

269.349.4440

Addendum

About the firm – Why Cobalt?

Cobalt has been very active in providing non-profit community research services to local units of government across the United States. What do Cobalt partners say to communities considering partnering with us?

- “The in-depth data analysis and feedback has been extremely helpful. We have been able to focus on the areas that drive results and improve processes.”
- “I would recommend Cobalt.”
- “We love you. (We already say it to other communities!)”
- “A local government reached out to me recently to ask about partnering with Cobalt. I highly endorsed your services based on your responsiveness.”
- “Do it!”
- “Cobalt is responsive to requests and meeting our organization’s time frames. Utilizing Cobalt now for many years, we have great trend lines from our annual statistically valid citizen survey.”
- “Cobalt provides very high-quality services at reasonable costs.”

Subjects covered in past surveys include custom topics related to areas as diverse as marijuana regulation to housing needs. Core benchmarking questions include public safety, parks, local economy, events, transportation infrastructure library, shopping/dining, public trust, communications, and customer service, and more. Cobalt provides research services that comply with generally accepted research principles.

Key differentiators:

- As a 501c3, Cobalt provides a more value-rich solution that requires minimal staff effort at a favorable cost.
- Cobalt’s questions are very flexible. All questions can be modified, any question can be deleted, and there is no limit on the number of custom questions you can add to ensure your needs are met.

- Cobalt’s analysis goes well beyond simple data summaries to tease out key drivers of satisfaction and outcome behaviors such as returning to the community, recommending it to others, etc. This makes the data more immediately actionable.
- Cobalt is committed to inclusive research. Our analysis ensures that the voices of all groups within the community are clearly presented. This supports greater sensitivity to all the needs of the community and how experiences, priorities, and preferences are consistent or are different for each group.
- Cobalt’s mission is research and education, and our commitment to our partners continues long after the final reports are delivered. Other firms may charge annual fees for you to have access to your data or to ask additional questions.

Project Team

The project lead will be William SaintAmour. William serves as Executive Director of Cobalt Community Research. He also has served as the Agency Services Operations Director in the State of Michigan Department of Management and Budget, Senior Executive Assistant for Policy and Public Affairs in the State of Michigan Department of Management and Budget, the Board, Legislative and Legal Affairs Business Process Owner in the Michigan Office of Retirement Services, the Research Director in the Municipal Employees’ Retirement System of Michigan, and ADP. He has worked in the research and communications fields over 30 years.

Mr. SaintAmour earned an executive leadership certificate from the University of Michigan Ross Business School, a master’s from Michigan State University, and a bachelor’s from the University of Michigan in Dearborn. He has Certificates of Achievement in Public Plan Policy in employee health and employee pensions and received the Professional Researcher Certificate from the Marketing Research Association. Mr. SaintAmour also holds a Master Planner Certificate from Michigan State University and serves on the Charlotte Rising Main Street Board and on the organization’s Economic Vitality Committee.

Mr. SaintAmour will be the point of contact for the DDA in this project, and he will oversee production, analysis, and reporting. Mr. SaintAmour also will present the results and recommendations.

Research support will be provided by Ashlee Dunham.

Mrs. Dunham serves as an Operational Data Specialist for Cobalt Community Research. She served in the United States Coast Guard as a Navigation Petty Officer for eight years and is a recent graduate from American Military University, where she earned a bachelor's degree in Environmental Science. She is a member of The Society for Collegiate Leadership and Achievement. Mrs. Dunham also is the Vendor Coordinator for the Michigan Nordic Fire Festival and spends weekends volunteering at a local Wildlife Rehabilitation Center.

Production/mailing will be provided by ASAP Printing in Lansing, MI. ASAP Printing started in 1994 and ensures that every project is executed with exceptional quality and customer care. ASAP is skilled at implementing print and variable data mailings that perform. They are the production partner for nearly all of Cobalt's projects that include a printing/mailing element.

References

In the last three years, Cobalt has provided services to the following municipalities. All projects included random sampling, benchmarking to regional and national benchmarks, and the development of custom questions to assist with planning, prioritizing and budgeting. Typical project costs per survey range from \$16,000 to \$29,000.

City of Royal Oak, Michigan

*Citizen survey projects in 2013, 2015, 2017, 2019, 2020, 2022;
Marijuana Policy Study in 2019*

Judy Davids, Community Engagement Specialist

211 South Williams Street

Royal Oak, Michigan 48067

judyd@romi.gov

248.246.3201

Southeast Michigan Council of Governments

Numerous member, policy, and employee survey projects through 2026

Mike Spence, Governmental Government Effectiveness

1001 Woodward Avenue, Suite 1400

Detroit, Michigan 48226

Spence@semcog.org

313.402.9380

City of Troy, Michigan

Citizen survey project in 2021 and 2024, Business Survey Project in 2021, Budget Survey Project in 2023, Library Millage Project in 2020

Robert Bruner, Assistant City Manager

500 W Big Beaver Rd.

Troy, MI 48084

Bob.Bruner@troymi.gov

248.524.3326

City of Walla Walla, Washington

Citizen survey projects in 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

Elizabeth Chamberlain, City Manager

15 North 3rd Avenue

Walla Walla, WA 99362

echamberlain@wallawallawa.gov

509.524.4350

Professional Fees and Expenses

Cobalt provides several options to help ensure this proposal meets the needs of the DDA.

Phase 1 Core Fee: \$9,500. Option to add additional comparison communities: \$975 per community added. Option to add additional anchor analysis: \$575 each.

Project Management & Consulting Fee (LKF): \$2,500-\$3,500

Phase 2 Core Fee: \$25,500. Option to expand visitor sample: \$2,500 per thousand invitations. Option to facilitate 2 business owner workshops/focus groups including preparation, discussion guide, and analysis: \$6,500. Option to survey a sample of visitors to competing destinations who did not visit Buchanan to quantify awareness, perceptions, and preferred communication channels: \$18,000.

Project Management & Consulting Fee (LKF): \$3,000-\$6,000

All survey options include mailed and online survey development, printing, first class postage for two mailings to the sample, postage-paid business reply envelopes, data entry, analysis, reports, online meetings and presentation of results.

Additional Options:

1. Add email blast to survey sample mailings (up to 2 waves): \$1,500.
2. Add text blast to survey sample mailings (up to 2 waves): \$1,500.
3. Add Meta/Snapchat outreach to non-sample audiences: \$2,000 for collection period.
4. Translations of survey in addition to English: Additional \$895 per translation per instrument.
5. Onsite presentation: \$1,600 per diem if overnight trip is requested by DDA; parking and IRS mileage fees if the trip requires less than 1 day.

Tasks outside of the first two phases:

- Hourly billing rate: \$155.
- Materials/licenses/data acquisition rates at cost.
- Mileage and overnight accommodation is charged using the IRS mileage rates and median hotel cost in the area.

Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL
SUBMISSION PROPOSAL SUBMITTED BY: LKF Marketing

LKF Marketing

Company Name

269.349.4440

Phone Number

259 East Michigan Ave. Ste 208

Address

Kalamazoo, MI 49007

City, State Zip code

Shelby Carter

Contact Person/Person Submitting Proposal

scarter@lkfmarketing.com

Email

Shelby Carter

Signature of Person Submitting Proposal

5/22/2026

Date



Lake Group

Buchanan Downtown Development Authority
Discover Buchanan Advertising Proposal

May 12, 2026

Dear Mr. McGhee,

The Buchanan Downtown Development Authority (DDA) seeks to promote Buchanan's downtown businesses, experiences, and events with the intention of driving targeted foot traffic to Buchanan's Central Business District (CBD) as part of a broader effort to enhance visibility, vibrancy, and economic vitality of downtown Buchanan. This includes identifying and establishing a differentiated brand identity for Buchanan's downtown and converting regional tourism traffic into visits to the CBD.

To achieve these goals, Paxton Media Group is thrilled to propose a 12-month multi-channel campaign targeting local residents and regional visitors using combined print and digital advertising tactics. All digital components include campaign analytics for trackable key performance indicators. These tactics include the following, while adhering to the DDA's monthly budget of \$5,000:

- Geotargeting – Precisely target your ads to devices that have been in specific locations within the past year; Includes targeted digital display and Facebook ads
- Social Media – Highly customizable targeting with ads to reach any kind of audience, even if they don't follow your brand's page; Includes Facebook and Instagram
- Search Engine Marketing – Bidding on keywords or phrases to display ads prominently on search engine results pages (Google)
- Owned & Operated – Tailored to the local audience, reaching a dedicated subscriber-based audience; Includes print and digital

For decades, Paxton Media Group has been the trusted voice of our community, delivering stories that inform, engage, and inspire. Today, we're more than just a newspaper group—we are a dynamic, multi-platform media powerhouse offering a full suite of digital and print marketing solutions to help your business thrive. Our unmatched local expertise, combined with cutting-edge marketing tools, positions us as the ultimate partner to connect you with the customers who matter most. From local restaurants to regional internet providers, we have partnered with many clients and events with similar goals of increasing foot traffic and establishing brand identity within several markets. We have the reach, resources, and expertise to elevate Buchanan's downtown to new heights.

We greatly appreciate your time and consideration in regards to the Discover Buchanan project and this proposal. Please let us know if you have any questions. Thank you!

Sincerely,

A handwritten signature in blue ink that reads 'Leah Sherman'.

Leah Sherman

Paxton Media Group

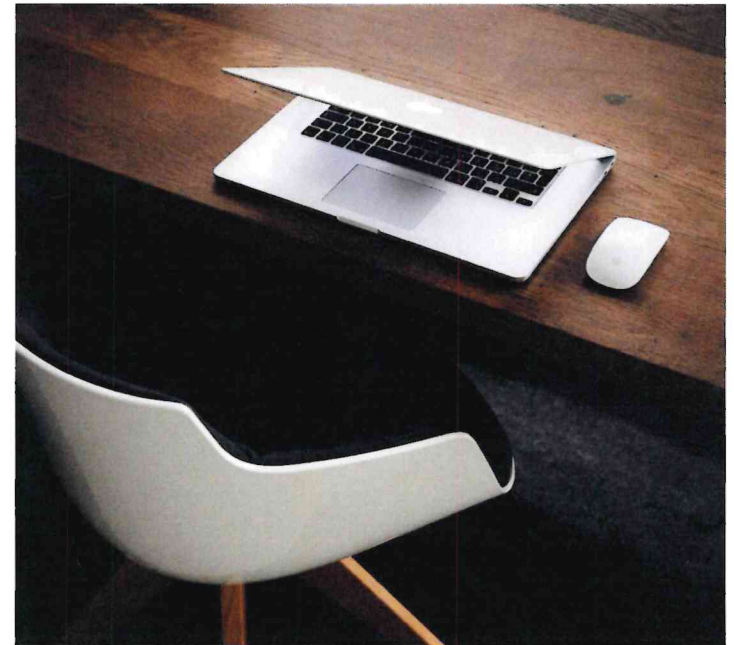
269-369-6681

lsherman@harborcountrynews.com

5/12/2026

Buchanan Downtown Development Authority

Proposal



Omni-Channel Customer Journey

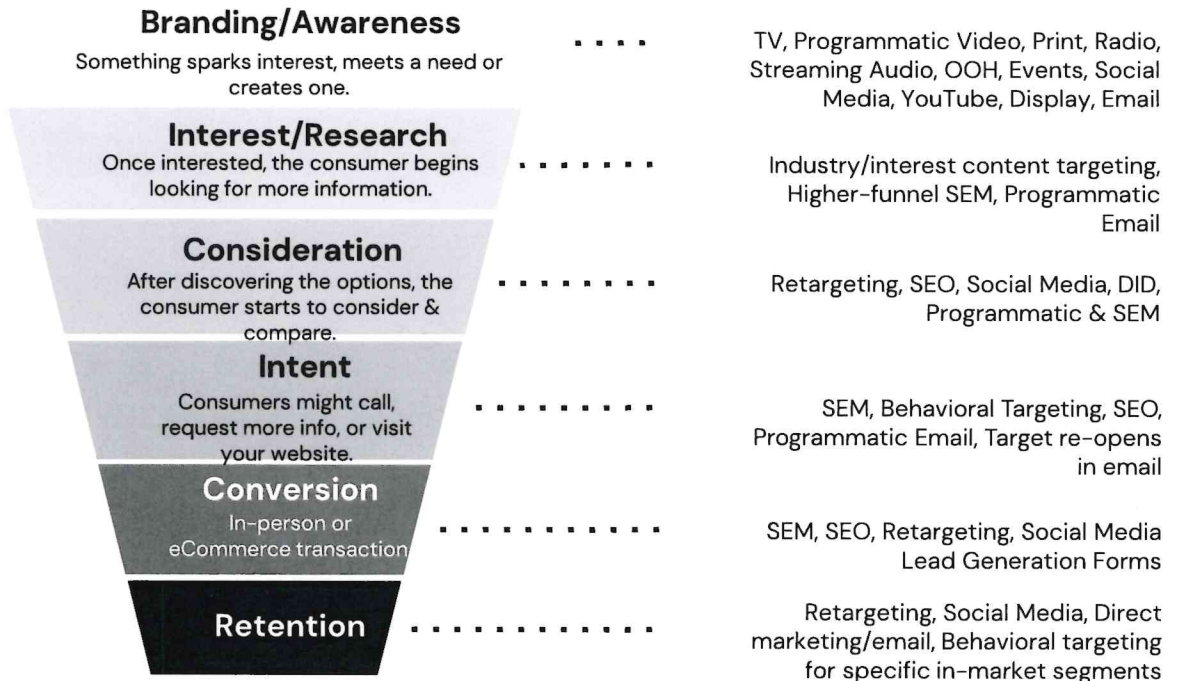


Every customer journey is different, yet they all follow the same formula. A combination of tactics, or Omni-Channel approach, will maximize the impact on your potential buyers and turn them from a potential customer into an engaged buyer.

Brands using Display, Mobile, Social, and Video Marketing simultaneously achieve up to **500% improvement in ROI**.

On average, multi-channel **customers spend 3-4x more** than single-channel customers.

Consumers who see ads on multiple channels also have a **24% higher conversion rate** than those who see them via one channel.



AUDIENCE PROFILES



Urban Explorer

Aged 25–45 with a household income of \$120k+, this individual is interested in urban revitalization and local tourism. They enjoy exploring new places, attending local events, and are motivated by vibrant city experiences and discovering unique regional attractions.

Community Investor

Aged 30–55, with a household income of \$75k+, this resident is deeply invested in their community's future. They actively participate in local events and discussions, seeking opportunities for urban revitalization and supporting local businesses to foster growth and prosperity.

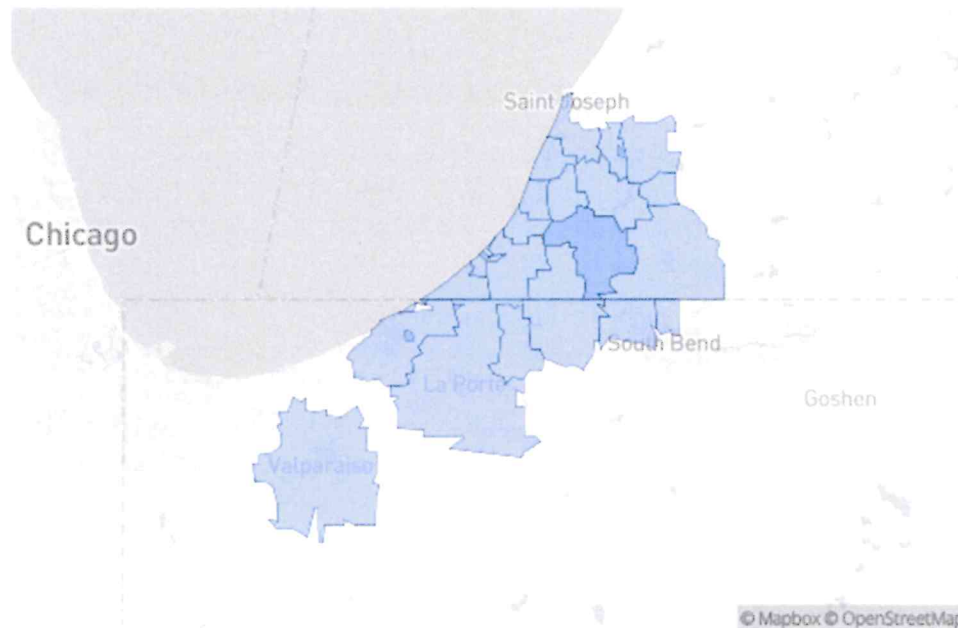
Downtown Enthusiast

Professionals aged 35–60 earning \$100k+, focused on economic development. They are civic-minded and believe in urban revitalization, often acting as community stakeholders who champion initiatives that drive local tourism and enhance the downtown experience.

We've analyzed your campaign objectives and surfaced the most relevant audience profiles for your business.

These audiences are informed by behavioral, contextual, and demographic data—ensuring your media investment is focused where it drives the greatest return.

GEO TARGETING



We're meeting your customers where they are.

The map below shows the regions included in your campaign strategy — each chosen based on customer behavior, proximity to your business locations, and competitive opportunity. Geo targeting ensures your ads appear in the right neighborhoods to influence action.

Total Population: 250,002

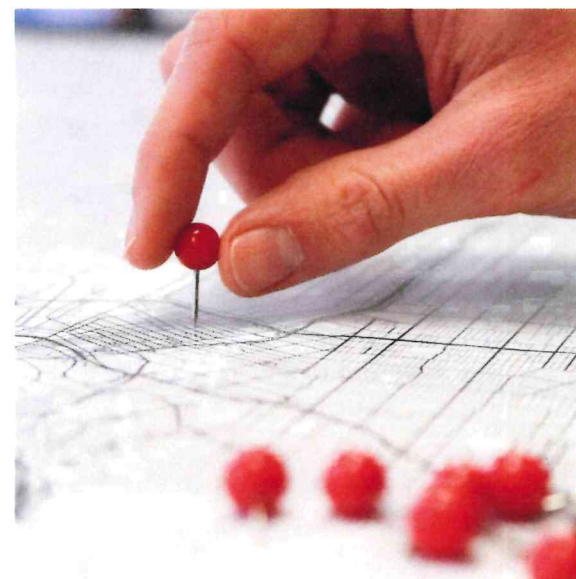
Median Age: 44.3

Median Household Income: \$66,289 USD

Total Households: 102,275

5/12/2026

Geo Fencing Device ID



Paxton Media Group Digital (PMGD)

Geo Fencing – Device ID

With Device ID Geofencing, we create custom polygons around different locations, targeting users who have been in those fences within the timeframe you define.

The historical window of time can span from up to 12 months ago. This allows you to target them based on where they've spent time; competitors, locations of interests, nearby businesses, etc.

Fifty-three percent of shoppers visited a retailer after receiving a location-based message.

*Source: [SalesForce](#)



Device ID Targeting US

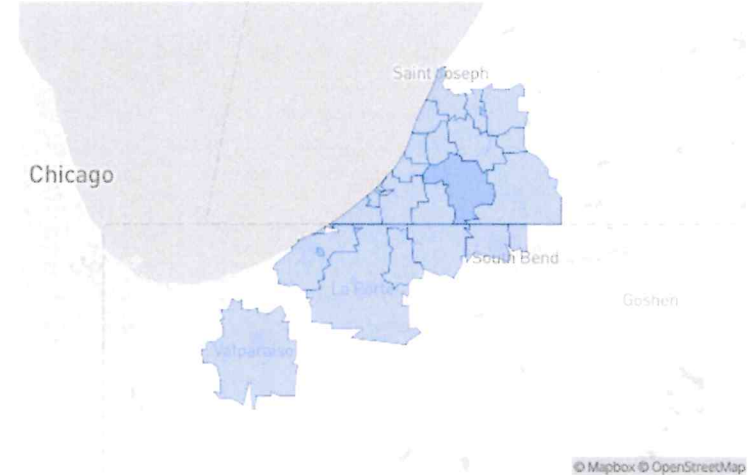


Precisely target your ads to devices that have been in specific locations within the past year, with the ability to target as recently as seven days ago. Choose from targeting options such as a single building, competitor's location, multi-day event, or neighborhood to refine your audience. You can also leverage the household extension to reach other relevant devices within each household.

x77' '5 P9-7+q
\$7,200.00 USD

B£`eF6 9?-££287£q
480,000

Run Dates:
06/01/2026 - 05/31/2027



Facebook DID

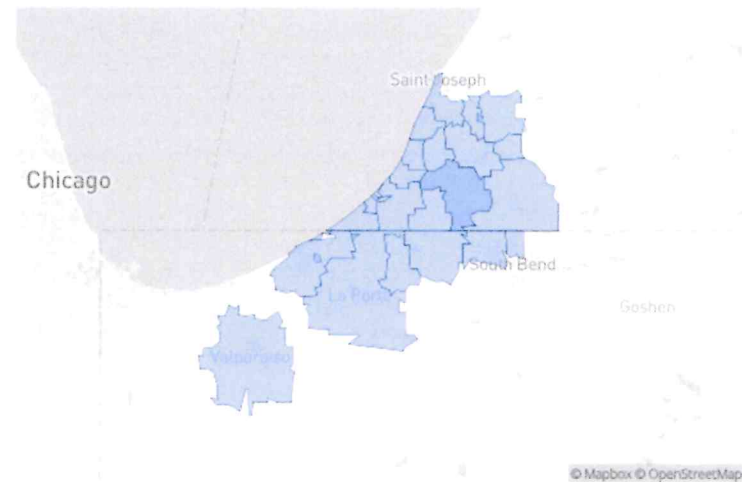


Target your Facebook ads to devices in specific locations within the past year, with targeting options available as recently as three days ago. Choose from targeting options such as a single building, competitor's location, multi-day event, or neighborhood to refine your audience. You can also benefit from a household extension to extend your reach to other relevant devices within each household.

Annual Spend:
\$8,160.00 USD

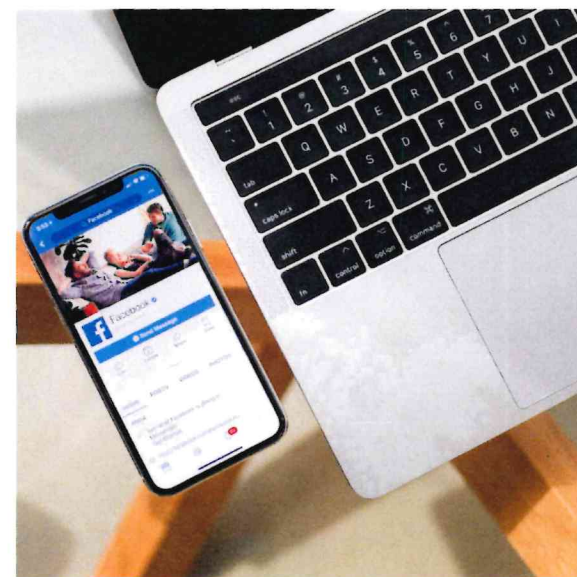
Est. Impressions:
480,000

Run Dates:
06/01/2026 - 05/31/2027



5/12/2026

Facebook and Instagram



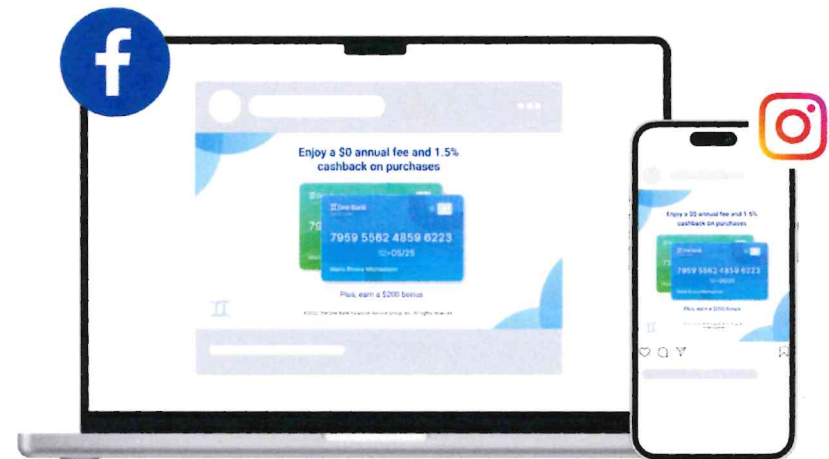
Paxton Media Group Digital (PMGD)

Facebook and Instagram



Leverage the power of 2.3 billion monthly Facebook users and 500 million daily Instagrammers with some of the most precise audience targeting available today. Choose from various ad placements such as video, image, carousel, or lead generation to provide a variety of messages to your target audience.

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*Source: [Insider Intelligence](#)

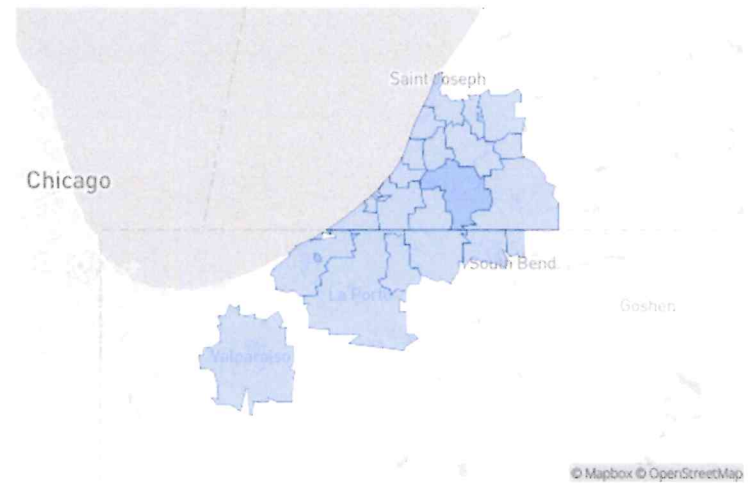
Facebook + Instagram



Captivate your audience during the 10% of their day spent on social media, ensuring your brand, ideas, and messages reach targeted individuals effectively. Incorporating social media into your omnichannel strategy completes the customer journey, enhancing your brand's visibility and engagement.

x77' '5 P9-7+q
\$11,206.15 USD

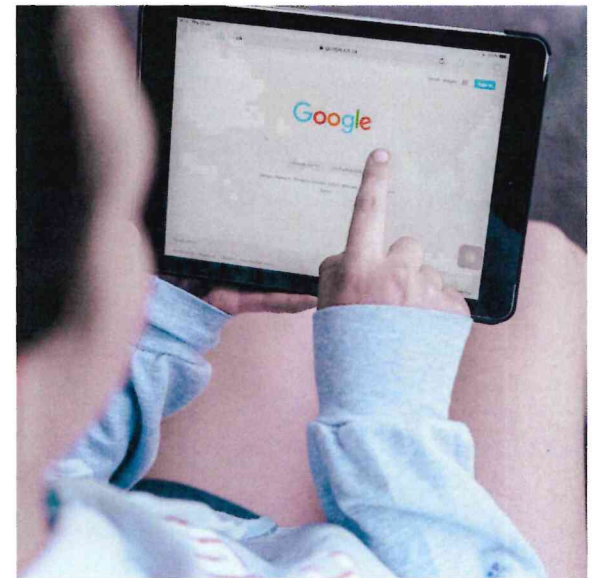
Run Dates:
06/01/2026 - 05/31/2027



Paxton Media Group Digital (PMGD)

5/12/2026

Search Engine Marketing (SEM)



Paxton Media Group Digital (PMGD)

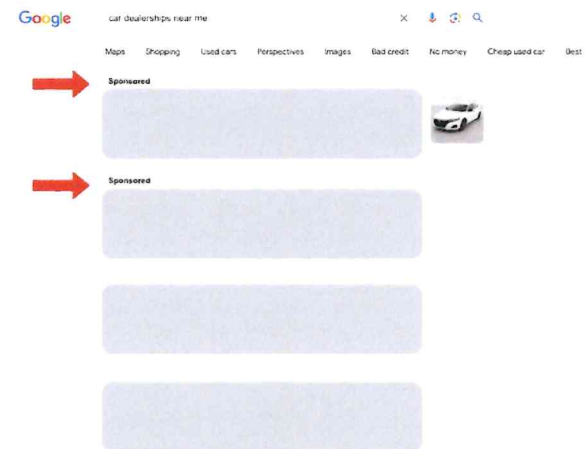
SEM



Online search is often the last action a customer takes before purchasing, so it is critical to show up when a consumer searches for your business. Our custom-built campaigns are tailored to the keywords your potential customers will type into search engines and include relevant ad copy, dynamic bidding strategies, and conversion tracking to measure the ROI of your campaign.

Seventy-five percent of users state that Google search results make their searches easier.

*Source: [Demand Sage](#)



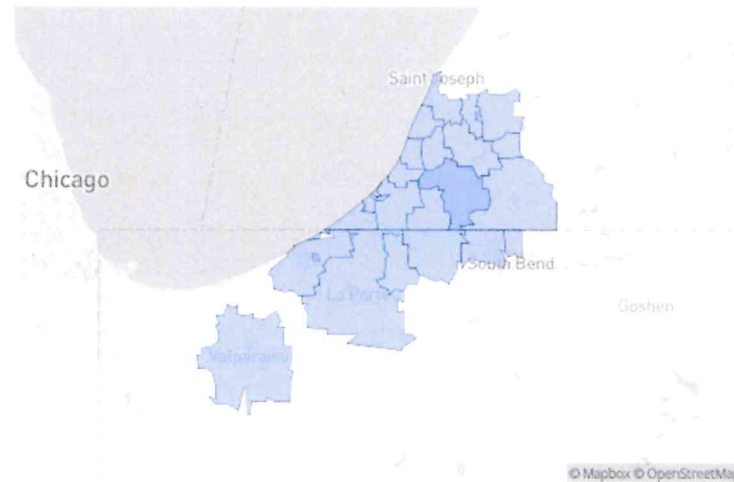
Google Search Engine Marketing



Paid Search, also referred to as Search Engine Marketing (SEM) or pay-per-click (PPC) advertising, involves bidding on keywords or phrases to display ads prominently on search engine results pages (SERPs). This form of online advertising enables advertisers to reach their target audience effectively and drive relevant traffic to their websites.

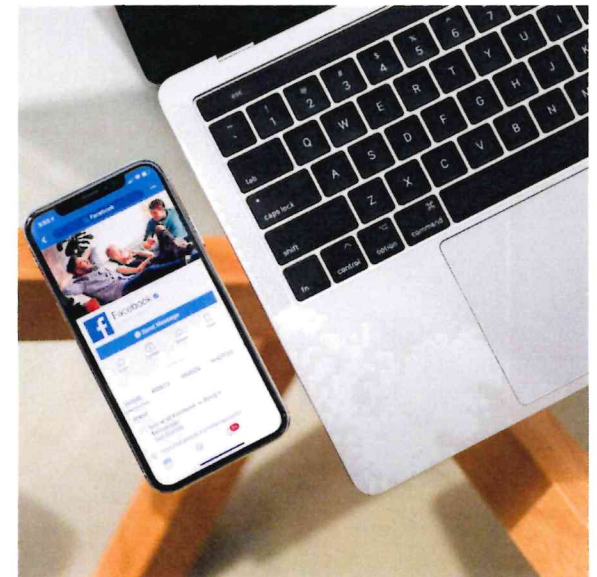
Annual Spend:
\$16,200.00 USD

Run Dates:
06/01/2026 - 05/31/2027



5/12/2026

Owned & Operated



Paxton Media Group Digital (PMGD)

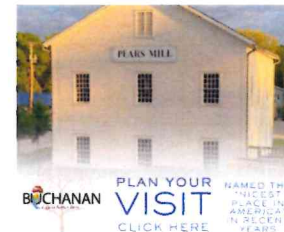
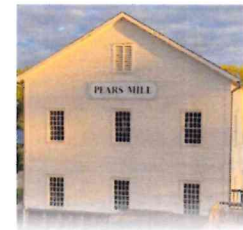
Website Display



In today's digital-first world, your customers are online—and your trusted local news outlet is where they're looking. Our digital display ads offer highly visible digital advertising on our websites, delivering your message to a local audience that is actively engaged with our content. Includes High Impact Reveal ads, video, and standard digital display ads.

Annual Spend:
\$8,000.00 USD

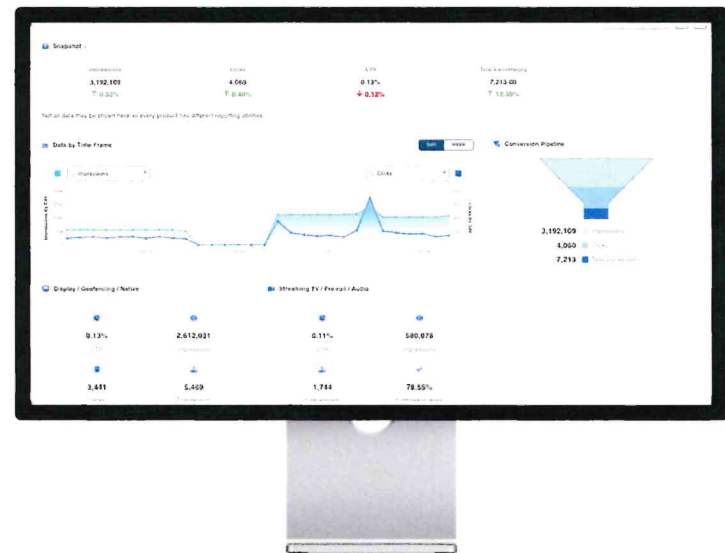
Run Dates:
06/01/2026 - 05/31/2027



Reporting



- **Performance Evaluation.** Assess campaign effectiveness at a glance.
- **Real-time Insights.** Monitor results and adapt strategies promptly.
- **Data-Backed Decisions.** Make informed optimizations for better ROI.
- **Time Savings.** Avoid sifting through complex data, focus on actions.



Why Us? Our Differentiators



We pride ourselves in understanding how your entire digital marketing program drives results, optimizing across platforms to ensure optimal ROI.

- **Q-6e** Our team of certified professionals specializes in managing local, regional, and national digital marketing campaigns designed to drive maximum ROI.
- **Q-178580A**. By leveraging best-in-class technology and proprietary software, our team can deliver unparalleled reach, frequency, brand safety, transparency, and optimizations for all our campaigns.
- **L 6 72)1 ' 77-l**. We combine all major digital platforms to maximize reach and results, allowing our clients to spend more time running their businesses.
- **M-?-8?6 ' 7) - D ' '? ' 7`ee**. Because we know our process, planning, inventory quality, and execution are second to none, we guarantee at least a 0.1% CTR on ordered display impressions. That's 2x the national average, according to Think With Google.

*Performance guarantee applies to Basic, Competitive and Dominant Display products ordered with a campaign duration of 30 days or more.

May 2026

Proposal Overview



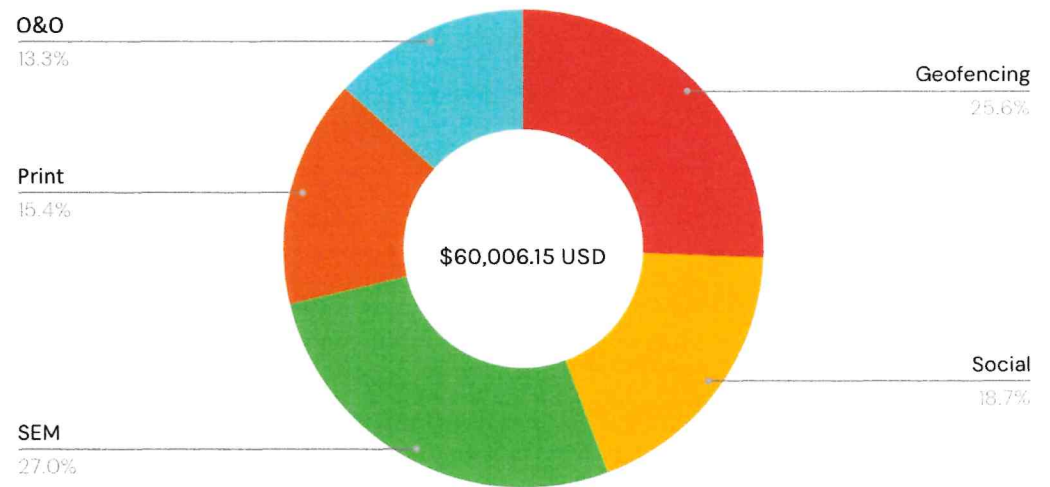
Paxton Media Group Digital (PMGD)

Media Mix



Products

- **Geofencing** - \$15,360.00 USD
- **Social** - \$11,206.15 USD
- **SEM** - \$16,200.00 USD
- **Print** - \$9,240.00 USD
- **O&O** - \$8,000.00 USD



Proposal Overview



Line Item	Dates	Annual Spend
Geofencing - Device ID Targeting US	06/01/2026 - 05/31/2027	\$7,200.00 USD
Geofencing - Facebook DID	06/01/2026 - 05/31/2027	\$8,160.00 USD
Social - Facebook + Instagram	06/01/2026 - 05/31/2027	\$11,206.15 USD
SEM - Google Search Engine Marketing	06/01/2026 - 05/31/2027	\$16,200.00 USD
Print - Display	06/01/2026 - 05/31/2027	\$9,240.00 USD
O&O Digital - Reveal, Video, Standard Display	06/01/2026 - 05/31/2027	\$8,000.00 USD
Total Budget		\$60,006.15 USD

Paxton Media Group Digital (PMGD)

Monthly Proposal Overview



Month	Dates	Monthly Spend
June	06/01/2026 - 06/30/2026	\$5,000.50 USD
July	07/01/2026 - 07/31/2026	\$5,000.50 USD
August	08/01/2026 - 08/31/2026	\$5,000.50 USD
September	09/01/2026 - 08/30/2026	\$5,000.50 USD
October	10/01/2026 - 10/31/2026	\$5,000.50 USD
November	11/01/2026 - 11/30/2026	\$5,000.50 USD
December	12/01/2026 - 12/31/2026	\$5,000.50 USD

Paxton Media Group Digital (PMGD)

Monthly Proposal Overview

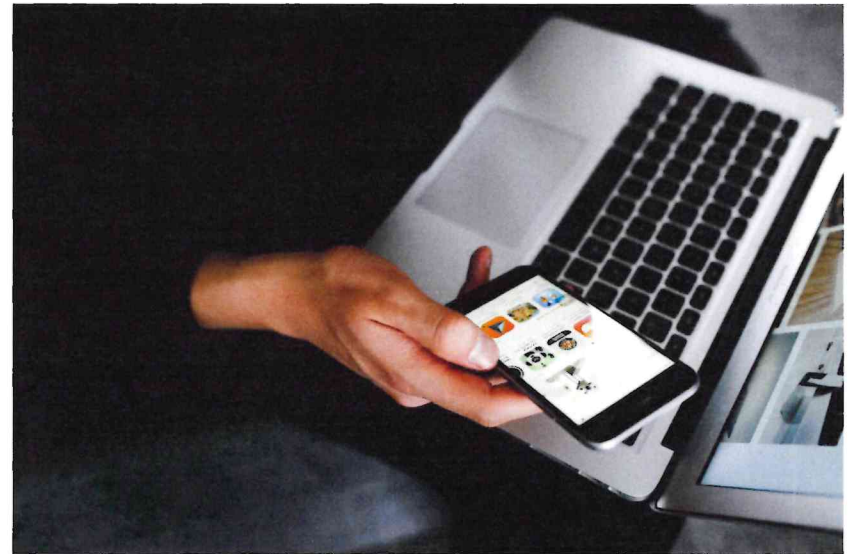


Month	Dates	Monthly Spend
January	01/01/2026 - 01/31/2026	\$5,000.50 USD
February	02/01/2027 - 02/28/2027	\$5,000.50 USD
March	03/01/2027 - 03/31/2027	\$5,000.50 USD
April	04/01/2027 - 04/30/2027	\$5,000.50 USD
May	05/01/2027 - 05/31/2027	\$5,000.65 USD
Total Annual Spend		\$60,006.15 USD

Paxton Media Group Digital (PMGD)

May 2026

Thank You!



Paxton Media Group Digital (PMGD)

Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL

SUBMISSION PROPOSAL SUBMITTED BY: _____

Paxton Media Group c/o Harbor Country News

Company Name

269-369-6681

Phone Number

422 Franklin St., Suite B

Address

Michigan City, IN 46360

City, State Zip code

Leah Sherman

Contact Person/Person Submitting Proposal

lsherman@harborcountry-news.com

Email

Leah Sherman

Signature of Person Submitting Proposal

5-12-26

Date