

MAY 2026

DDA Discover Buchanan Proposal

Duneland Media



Table of Contents

- 3 About Duneland Media
 - 4 Relevant Experience & References
 - 5 Duneland Services Explained
 - 6 Tiered Marketing Budget Options
 - 9 Marketing Report
 - 10 Investment
-



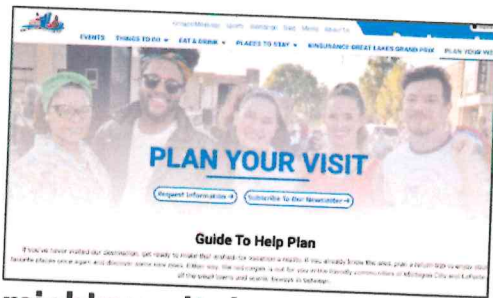
Relevant Experience



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	\$450/Month
<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	\$600/Month
<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	\$450/Month



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

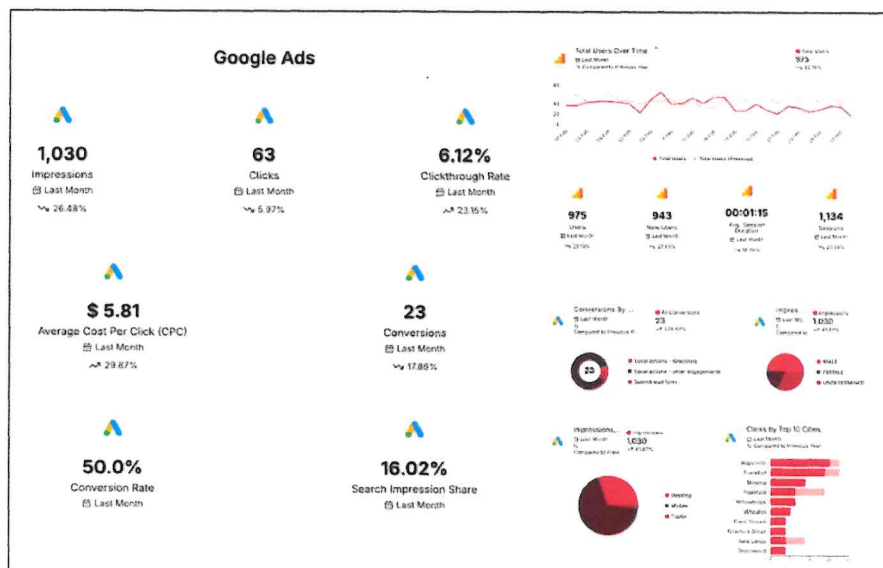
With each plan, at the end of each month, we provide a comprehensive marketing report that gives you a complete view of how your campaigns and digital presence are performing. Our reporting is designed to deliver full transparency, measurable results, and actionable insights so you can clearly see the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

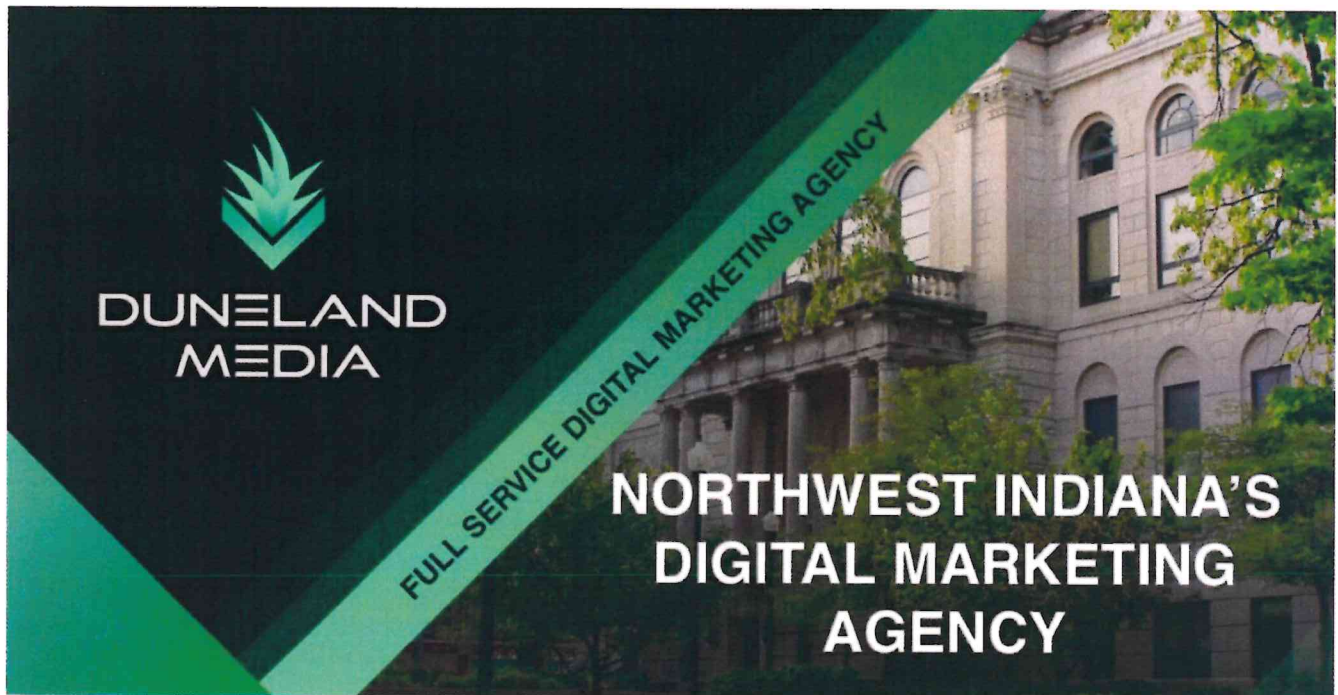
Payment Terms

- 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