

# MARKETING PROPOSAL

Discover Buchanan

# MARKETING PROPOSAL

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Prepared for:

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

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## **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

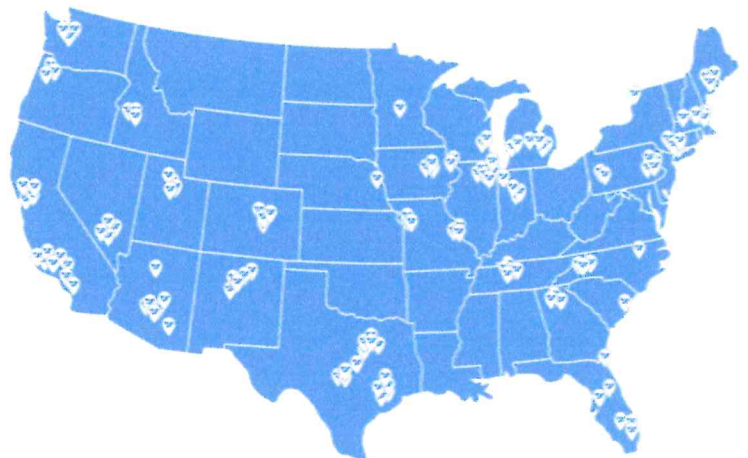
# 500+

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.

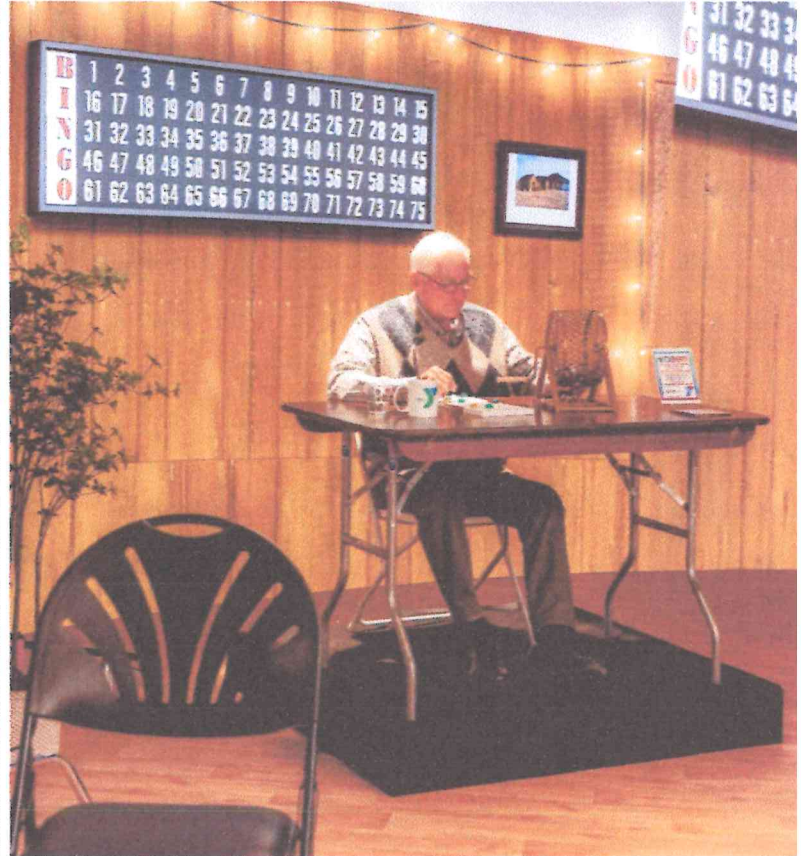




# **VISUAL REFERENCES**

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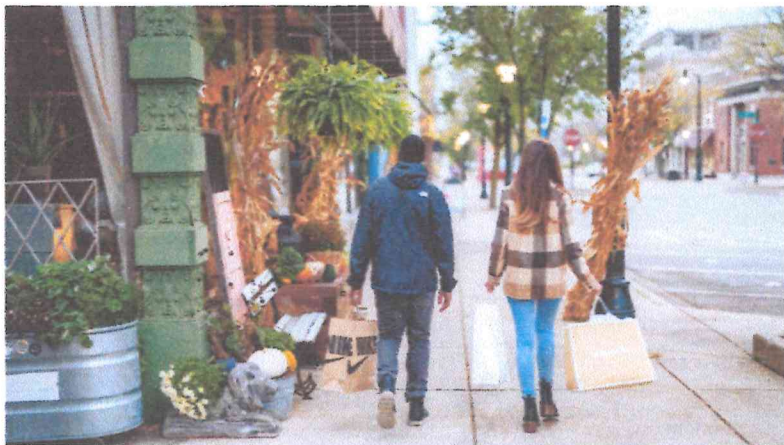
## YMCA "Learning Hub"



[VIEW COMMERCIALS](#)

# **VISUAL REFERENCES**

## Serenity Springs

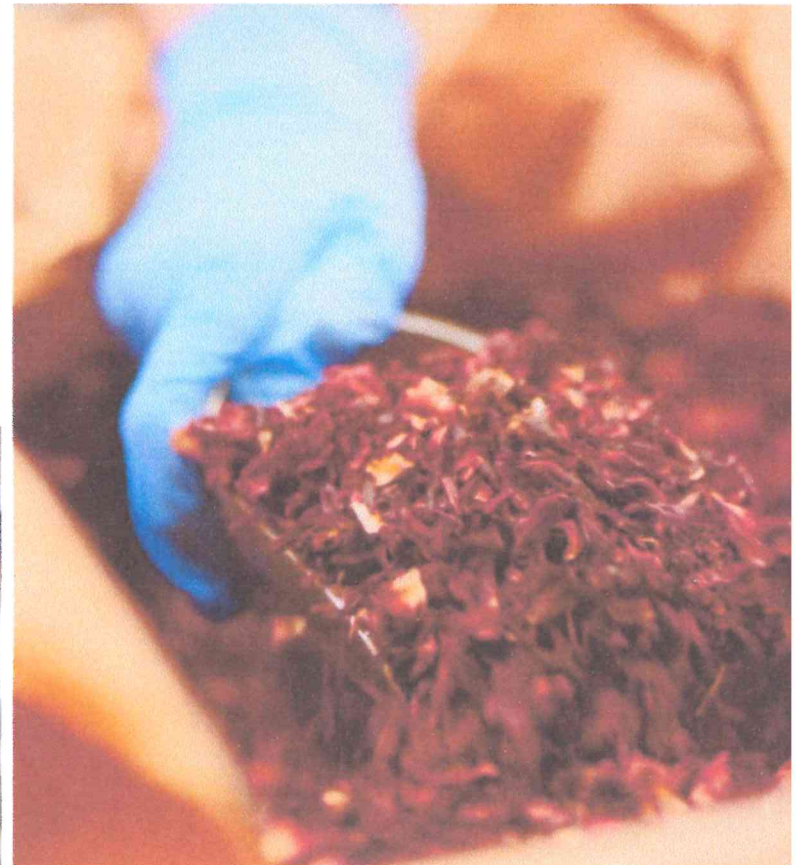


[VIEW GALLERY](#)

[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><b>OPTION A</b></p>	<p><b>Objective:</b> 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"> <li>● <b>Regional Data Mining:</b> Analysis of existing regional tourism reports and publicly available visitor data.</li> <li>● <b>Demographic Profiling:</b> Identification of the primary traveler types currently visiting Southwest Michigan.</li> <li>● <b>Initial Opportunity Mapping:</b> Broad identification of which visitor segments are most likely to convert into downtown Buchanan customers.</li> <li>● <b>High-Level Reporting:</b> Provide high-level and easy to analyze reporting and key action items for the board to consider.</li> <li>● <b>Projected Timeline:</b> 2 Weeks.</li> </ul> <p><b>Baseline Investment: \$6,500</b></p>
<p><b>OPTION B</b></p>	<p><b>Objective:</b> 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"> <li>● <b>Primary Consumer Research:</b> Deployment of custom consumer surveys to understand visitor motivations and "pain points".</li> <li>● <b>Stakeholder Engagement:</b> Structured 1:1 interviews with ~10 CBD business owners and DDA members to identify current business-mix opportunities and gather qualitative insights.</li> <li>● <b>Competitive Positioning:</b> Comparative analysis of neighboring "destination" towns to establish Buchanan's unique brand edge.</li> <li>● <b>Behavioral Segmentation:</b> 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.</li> <li>● <b>Business Recruitment Insights:</b> Actionable data to help the DDA attract specific types of businesses that the current market may be missing.</li> <li>● <b>Estimated Timeline:</b> 4–8 Weeks.</li> </ul> <p><b>Comprehensive Investment: \$19,950</b></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.

	<b>OVERSIGHT</b>	<b>COLLABORATOR</b>	<b>PARTNER</b>
<b>SCOPE OF WORK</b>	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.
<b>SOCIAL MEDIA FREQUENCY</b>	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.
<b>ADS &amp; BOOSTED CONTENT</b>	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.
<b>REPORTS &amp; ANALYTICS</b>	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.
<b>ADDL SERVICES</b>	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.
	<b>\$1,500.00 / mo</b> <i>*Excludes Ad Spend</i>	<b>\$3,000.00 / mo</b> <i>*Excludes Ad Spend</i>	<b>\$5,000.00 / mo</b> <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><b>PLANNING</b></p>	<ul style="list-style-type: none"> <li>• Quarterly strategic planning sessions with DDA leadership and board members on calendar key initiatives, review prior-quarter performance, set next-quarter priorities</li> <li>• Annual brand audit and refresh: review brand consistency across touchpoints, evolve creative as the campaign matures</li> <li>• Monthly content and campaign calendar built collaboratively with the DDA, mapped to Buchanan's event schedule, regional tourism seasonality, and merchant moments</li> <li>• Active CBD merchant outreach: quarterly conversations to source content opportunities, gather feedback, and identify emerging promotional priorities</li> </ul>
<p><b>EXECUTION</b></p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Monthly on-site photo and video shoots in the CBD, producing seasonal storytelling, business spotlights, and event content (12 shoot days per year).</li> <li>• Quarterly business spotlight content series (within monthly shoot): short-form video and photo features for merchants, distributed across Discover Buchanan channels.</li> <li>• 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</li> <li>• Baseline Search Engine Optimization (SEO), Website maintenance and Brand messaging deployment.</li> </ul>
<p><b>ANALYSIS</b></p>	<ul style="list-style-type: none"> <li>• 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</li> <li>• Mid-campaign attribution analysis, including what's driving foot traffic and merchant sales lift, and where to reallocate budget</li> <li>• Monthly In-Person or Virtual Quarterly reviews with the DDA board with recommendations for the next quarter</li> <li>• Year-end strategic review with Board, presenting a comprehensive report with recommendations for the next contract year.</li> </ul>
<p><b>SUB TOTAL</b></p>	<p><b>\$10,000/mo</b> *Excludes Ad Spend</p>



# **REVIEWS & REFERRALS**

# REVIEWS & REFERENCES



Client: DEKit  
Contact: Nick Weiner  
Email: [nweiner@dekit.com](mailto:nweiner@dekit.com)

Client: The Garden Ice Arena  
Contact: AJ Glowacki  
Email: [aj@thegardenicearena.com](mailto: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

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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