



City of Pekin

REGULAR ECONOMIC DEVELOPMENT ADVISORY COMMITTEE MEETING MONDAY, SEPTEMBER 9, 2024 12:00 PM

1. Call to Order

2. Approve Agenda

3. Approval of Minutes

3.1. Approval of the Minutes of the EDAC Meeting on August 12, 2024

4. Public Input

5. Consent Agenda

5.1. Monthly Staff Report

5.2. Quarterly Staff Report

6. Unfinished Business

6.1. Downtown Outdoor Seating

6.2. Airport / Port Opportunities

7. New Business

7.1. Marketing RFQ Presentations

7.2. Motion to Recommend Marketing Agency to City Council

8. Any Other Business to Come Before the Commission

9. Adjourn



City of Pekin

**PROCEEDINGS OF THE REGULAR MEETING
OF THE ECONOMIC DEVELOPMENT ADVISORY COMMITTEE OF THE CITY OF
PEKIN, ILLINOIS,
HELD IN THE COUNCIL CHAMBERS OF CITY HALL
111 S. CAPITOL ST
ON MONDAY, AUGUST 12, 2024 AT 12:00 PM**

Call to Order

The regular meeting of the Economic Development Advisory Committee was called to order at 12:00PM. A quorum was declared by Chairperson Leman.

Attendee Name	Organization	Title	Status	Arrived
John Campbell	Economic Development Advisory Committee	Member	Absent	
Danielle Owens	Economic Development Advisory Committee	Member	Present	Noon
Amy McCoy	Economic Development Advisory Committee	Member	Present	Noon
Dennis Short	Economic Development Advisory Committee	Member	Present	Noon
Jack Steger	Economic Development Advisory Committee	Member	Present	Noon
Drew Leman	Economic Development Advisory Committee	Member	Present	Noon
Liridon Rrushaj	Economic Development Advisory Committee	Member	Present	Noon
Patrick Taphorn	Economic Development Advisory Committee	Member	Present	
D. Neal Hanley II	Economic Development Advisory Committee	Member	Present	Noon
Roy Bockler	Economic Development Advisory Committee	Member	Present	Noon
Earl Riley	Economic Development Advisory Committee	Member	Present	
Caty Campbell	Economic Development Advisory Committee	Member	Present	

Approve Agenda

B. Hanley motioned to approve the agenda, seconded by D. Owens. Motion passed by voice vote.

Approval of Minutes

3.1. Motion to Approve the Regular Meeting Minutes of July 8, 2024

A. McCoy motioned to approve the minutes of the July 8, 2024 meeting, seconded by D. Owens. Motion passed by voice vote.

Public Input

None

Consent Agenda

D. Owens motioned to approve the minutes of the July 8, 2024 meeting, seconded by J. Steger. Motion passed by voice vote.

5.1. Monthly Staff Report

The final inspections have been completed at the Bergner's building. Cullinan has until the end of March to complete 20% of renovations.

Staff is working with Core Acquisitions to bring an unnamed, high-volume restaurant to replace Bob Evans, which should occur late winter/early spring.

There are a couple businesses interested in Derby Street. J. Wray will keep this committee updated on progress.

J. Wray is working with CN Rail for Riverway Business Park development.

There is a renewable energy company that has reached out to the City and is interested in acquiring 40+ acres.

Suggestion by J. Steger to be ready if/when interest rates come down, as some of these projects were put on hold due to higher interest rates.

J. Wray attended grand opening for Distillery Labs in Peoria. He explained that it will be similar to new business incubator.

5.2. Greater Peoria EDC Quarterly Report

J. Wray available for questions, as Mr. Setti was unable to attend today.

Unfinished Business

6.1. Strategic Planning - Measurable Objectives

Suggestion from D. Leman that identifying where growth can take place and ensuring it is development-ready (one example – have sewer and water systems in place) would be important. J. Wray will work on cleaning up the list and will bring an updated copy to next meeting.

6.2. Airport/Port Opportunities

Airport Manager Mike Cruce provided updates for the various projects that are in process:

Community Solar Farm: Alder Energy, a solar development company is interested in placement of a community solar farm (about 5 megawatts). Would increase revenue and offset operational costs at airport and provide low-cost energy to citizens of Pekin. Citizens could subscribe to instead of putting solar on their homes. The area at the airport would not be overdeveloped so that there is still room to expand with additional hangars. Currently, we are paid about \$140/acre for agriculture, but this company is proposing about \$2,000/acre. This is on Council agenda for approval at tonight's City Council meeting.

T-Hangar Construction: This project, which was grant funded by the state, is nearing completion. FAA gives about \$150K per year, but they mandate that pavements and lights must be kept up first before utilizing the funds for revenue-generating projects.

T-Hangar Taxiway Pavement: Approved by Council in May, this will kick off next. We received about \$1M in grant funding from the state (COVID infrastructure build)

Security Fencing: Applied for \$2M grant through FAA for security fencing at airport, which would make it eligible for next class of flights.

T-Hangar Utilization is at 100%. There are currently 13 or 14 on waiting list for hangars, and to note, Pekin Airport is the only local airport that has a waiting list; others have vacancies.

Questions from the committee members about what Mr. Cruce believes to be the barriers to getting the airport to the next step of utilization. M. Cruce cited runway length, the need for 8-foot security fencing with barbed wire, the lack of a fuel truck (currently have a fuel station), and that there is no weather reporting station.

6.3. Downtown Outdoor Seating

City Council discussed and would like Staff to draft an ordinance. J Wray is working with different departments to look at requirements.

New Business

7.1. Lutticken Property

Council approved purchase of Lutticken property at July 22 Council Meeting. Once annexed, it will be a 10% geographic increase. There is potential for TIF District projects. Going forward, staff would like to have this committee involved in suggestion for land uses/developments. The committee could

proactively look at subdividing the land for potential intended purposes. RFQ was put out for firms to do plat of annexation and plat of survey. J. Wray plans to organize a meeting of communities in the area to talk about interchange of 474 so they can be involved if they would like to, and the same with taxing bodies.

7.2. Marketing Strategy

City budgeted \$40K for marketing activities for FY25. J. Wray proposes hiring a firm to develop a comprehensive plan, which he estimates would cost about \$10-15K. In-house would cost less, but there is less expertise. Multiple committee members agree to finding an expert instead of doing in-house and to not only ask for references, but to also vet the references. J. Wray has developed a draft RFP to target various economic development specialties to create multi-year strategy and will publish that asap.

Any Other Business to Come Before the Committee

None

Adjourn

D. Short moved to adjourn the meeting at 1:18 PM, seconded by A. McCoy. Motion approved by voice vote.



REQUEST FOR COUNCIL ACTION

Agenda Date: September 9, 2024
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Monthly Staff Report

DESCRIPTION:

East Court Corridor

- Cullinan has pulled permits for two additional tenant spaces and intends to begin buildout in September.
- Staff is working with Spirit Halloween to find a new location for their seasonal store since the Cullinan spaces are no longer available.

Downtown

- A new business has been announced for 217 Court Street - a beard products company.
- Staff had a meeting with a prospective tattoo shop looking at a downtown building.

Derby Street

- Staff is in discussion with a developer to turn the old car wash at Derby and 14th into a drive-through coffee shop.

Riverway Business Park

- Staff received a draft option and purchase agreement from a renewable fuels company to locate on 45+ acres. No details area available yet other than they are looking to utilize 170 MW of electric power, which is approximately 8 times more than Alto, so there will be significant electric infrastructure improvements needed to serve the business.
- Staff is investigating the DCEO Site Readiness grant program to complete studies, plans, and surveys on the available properties in the park to make them more marketable.

TIF/BDD/EZ

- Three awards were made for the 2024 TIF Building Improvement Program in accordance with EDAC's recommendation - Speck Corp (Derby Station), Olivia's Playhouse, and America Senior Living
- The 2021 TIF reports were submitted to the State by Jacob & Klein.

Staff Activity

August 7-13

- Attended community organization luncheon
- Attended EDAC meeting
- Attended City Council meeting
- Attended Tazewell County Board meeting
- Attended department head meeting
- Met with local business owner regarding late tax payments
- Met with CN Railway consultant for vetted sites program
- Met with strategic planning consultant
- Met with grant software implementation team
- Met with potential residential property buyer
- Met with Chamber of Commerce to discuss tourism marketing plan
- Prepared agenda items for City Council meeting
- Prepared agenda items for EDAC meeting
- Reviewed DCEO grant opportunities

August 14-20

- Attended Pekin Main Street meeting
- Attended SmartStart Pekin meeting
- Attended staff safety committee meeting
- Attended webinar for new policy tracking software
- Attended staff meeting
- Met with website hosting company
- Met with staff to discuss lien and foreclosure process
- Met with prospective large industrial company looking at 40+ acres in the Riverway Business Park
- Met with downtown business owner to discuss expansion plans
- Met with prospective business to discuss incentive programs and downtown buildings
- Met with downtown business owner to discuss TIF program
- Sent and accepted RFQs for land surveying services
- Made updates to website economic development pages
- Assisted Finance Department in creating annual invoice for Cullinan loan and incentives
- Discussed wastewater billing policies with staff and prepared options for City Council
- Prepared agenda items for City Council meeting

August 21-27

- Attended professional association committee meeting
- Attended City Council meeting

- Attended Greater Peoria EDC technical working group meeting
- Met with grant software implementation team
- Investigated USDA rural development programs for businesses and community facilities
- Responded to questions regarding marketing RFP
- Responded to Intersect Illinois request for information for manufacturing company
- Discussed potential City grant program with CDBG manager
- Finalized sale agreement for City property across from wastewater treatment plant
- Prepared agenda items for City Council meeting
- Prepared agenda items for EDAC meeting
- Notified TIF building improvement program awardees of grant awards and next steps
- Received note from Site Selection Magazine that Pekin got the opening page ad in the [2024 Illinois Investment Guide](#)

August 28 - September 3

- Visited three major retail businesses (retention visits)
- Attended Strategic Manufacturing Group meeting
- Attended Tourism Committee meeting
- Met with Greater Peoria EDC and Ameren to discuss grant opportunity for infrastructure improvements to Riverway Business Park
- Accepted and set up scoring for marketing RFP submittals (3 submittals received)
- Reached out to two industrial companies for participation in Discover Manufacturing Day
- Prepared agenda items for City Council meeting
- Prepared agenda items for EDAC meeting
- Prepared agenda items for Tourism Committee meeting



QUARTERLY *Department* REPORTS



City of Pekin - Celebrating 200 Years



ECONOMIC DEVELOPMENT

Quarterly Department Report - FY25, Q1

DIRECTOR OF ECONOMIC DEVELOPMENT JOSH WRAY

ACTIVITIES OVERVIEW

Regional

- Staff is a participating member of the Central Economic Development Strategy committee.
- Distillery Labs, one of the Illinois Innovation Network hubs, opened July 30 in downtown Peoria.
- Staff will be serving as a participating member on the committee for Illinois Fermentation and Agriculture Biomanufacturing National Tech Hub.

General

36

contacts made with businesses/developers

21

outside meetings and/or events attended

Tourism



7,161

DISCOVER PEKIN
WEBSITE HITS



12

TOURISM GRANT
APPLICATIONS



\$60,229.21

TOURISM GRANT
DOLLARS SPENT

ECONOMIC DEVELOPMENT (CONT'D)

Quarterly Department Report - FY25, Q1

HOUSING MARKET



MEDIAN SALE PRICE

\$125,000

MEDIAN DAYS ON MARKET

2

UNEMPLOYMENT RATE COMPARISON



	PEKIN	GREATER PEORIA
MAY	5.0%	5.0%
JUNE	6.4%	6.0%
JULY	6.6%	6.1%

DEVELOPMENT DISTRICTS



23

INCENTIVE APPLICATIONS
RECEIVED

\$37,670.49

INCENTIVE DOLLARS SPENT

\$1,582,606.71

INFRASTRUCTURE
DOLLARS SPENT





REQUEST FOR COUNCIL ACTION

Agenda Date: September 9, 2024
To: Members of the Economic Development Advisory Committee
From: Joshua Wray, Economic Development Director

AGENDA ITEM: Marketing RFQ Presentations

DESCRIPTION: As discussed at the last EDAC meeting, staff published an RFP (attached) for marketing services seeking assistance in developing a 3-year comprehensive economic development marketing strategy. The City received 7 inquiries for the RFP and 3 submittals.

The 3 submittals are attached, and the 3 agencies have been invited to present to EDAC for 10-15 minutes each. A scoresheet is also attached for each committee member to review ahead of time and make preliminary notes. Staff would like the committee members to complete the scoresheet after the presentations, and staff will compile the scores during the meeting to arrive at a final recommendation the EDAC may make to City Council.

Request for Proposals
City of Pekin Economic Development
Comprehensive Marketing Strategy

Submittals Due:
Monday, September 2, 2024, 5:00 PM CST



City of Pekin
111 S. Capital Street
Pekin, Illinois 61554

INTRODUCTION

The City of Pekin is soliciting proposals for marketing services to create a 3-year economic development marketing strategy. Agency's responding should be available for in-person meetings on Monday, September 9 at 12:00 PM and Monday, September 23 at 5:30 PM (dates subject to change).

The City also intends to utilize the selected agency for additional services to execute the comprehensive strategy in the future years.

GOALS & DELIVERABLES

The City's high-level goals for economic development marketing are as follows:

1. Attract new residents and residential developers
2. Attract new retail business/developers
3. Attract new corporate/industrial business/developers
4. Attract quality labor for existing businesses

Deliverables for this project include the following:

1. Written 3-year marketing strategy starting May 2025 and inclusive of recommended projects, ongoing initiatives/campaigns, budgets, markets, mediums, and methods to measure success.
2. Presentation to Economic Development Advisory Committee and to City Council (two public meetings).

BUDGET

The City has \$15,000 available for marketing efforts through April 30, 2025. Additional funding of \$40,000-\$60,000 is expected but not guaranteed for the next fiscal year beginning May 1, 2025.

PROPOSAL REQUIREMENTS AND FORMAT

The proposal should provide the following information in substantially the same order and format:

1. Cover Page: The cover page should provide at least the agency's name, mailing address, phone number, and email address. A primary contact person may be identified.
2. Strategy Proposal: A narrative of the agency's approach to creating a comprehensive marketing strategy including general process, client relations, stakeholder input, use of technology/data, typical measures of success.
3. Qualifications: A description of the agency's qualifications and experience in marketing for municipalities, economic development organizations, or similar entities including creating comprehensive strategies as well as executing marketing projects and ongoing initiatives/campaigns. This section should also identify the key personnel from the agency that will be engaged with the City and their respective backgrounds and skillsets as well as any services the agency expects to subcontract. The agency should provide 3-5 references.
4. Timeline: The proposed timeline from kick-off meeting through presentation to two public bodies. Assume City approval to move forward by September 23, 2024.
5. Costs: Provide a total cost not to exceed and a breakdown of anticipated costs that at least shows labor/personnel costs separate from other costs.
6. Length: The submittal should be no longer than 10 pages including exhibits.

PROPOSAL PACKAGE & SUBMITTAL

The proposal package should adhere to the following:

1. Submit an electronic copy of the proposal via email or mailed/delivered external USB drive to:

Josh Wray
Director of Economic Development
111 S Capitol Street
Pekin, IL 61554
JLWray@ci.pekin.il.us

2. The subject line or package should be titled "Proposal for Economic Development Marketing."
3. The proposal must be received no later than 5:00 PM CST on Monday, September 2, 2024.

PROPOSAL EVALUATION

Only proposals received by the due date will be reviewed.

The City will form a committee to evaluate the RFP submittals. The evaluation committee shall consider the following information when evaluating submitted proposals to determine which proposal is in the best interest of the City:

1. Qualifications and experience of the agency and key staff
2. Approach to creating a comprehensive strategy
3. Cost of services
4. Timeline for project completion
5. References

During this process, the evaluation committee may seek additional information from the agency. In addition, the committee may request the agency make a presentation of their proposal – expected to occur on Monday, September 9, 2024, at 12:00 PM.

The evaluation committee will bring forth a recommendation at a regularly scheduled City Council meeting for approval, and the recommended agency is expected to attend – expected to occur on Monday, September 23, 2024, at 5:30 PM.

CERTIFICATION OF RESPONDENTS

Agency certifies by way of submittal they are not delinquent or in default of any requirements of law including payment of taxes, fees, and fines to the City of Pekin.

CITY RESERVATIONS

The City of Pekin reserves the right to:

1. Modify, waive, or vary terms of the RFP at any time, including and not limited to submission deadlines, proposal requirements, and evaluation methods.
2. Reject any or all proposals.
3. Cancel or withdraw the RFP at any time.
4. Accept the proposal which best serves the interest of the City of Pekin.

PROJECT INFORMATION

The selected agency will develop a specific scope of work with City staff and enter into a professional services agreement with the City of Pekin for marketing services. Minor modifications to the proposal may be made during agreement negotiation, but any substantial changes may require a new public request for proposals.

Josh Wray, Director of Economic Development, will be the primary contact person from the City throughout the process, but the agency should expect to work with other members of City staff, elected/appointed officials, and key external stakeholders.

QUESTIONS AND COMMENTS

All questions about this request for proposals should be made in writing. Questions will only be accepted if received by 5:00 PM CST of the fourth business day prior to proposals being due. Please allow up to 48 hours for a response. Questions and responses will be sent to all known parties who intend to respond to this request for proposals. All interested parties who intend to respond to this request for proposals may make themselves known to the City for this purpose by notifying the City in writing to:

Josh Wray
Director of Economic Development
111 S Capitol Street
Pekin, IL 61554
JLWray@ci.pekin.il.us

RFP Scoresheet
Marketing Strategy

Please score each agency on the criteria below on a scale of 1 to 5 (1 = lowest and 5 = highest).
 If using Excel, the totals will autocalculate based on the weight of each criterion.

Criteria	Weight	McDaniels	a5	Golden Shovel
Experience and Qualifications	25%			
Approach and Methodology	20%			
Cost	20%			
Presentation	15%			
Timeline	15%			
References	15%			
Location	5%			
Total		0.00	0.00	0.00

RFP Scoresheet
Marketing Strategy

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 If using Excel, the totals will autocalculate based on the weight of each criterion.

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Location	5%			
Total		0.00	0.00	0.00



CITY OF PEKIN EDC

Comprehensive Marketing Strategy RFP

AUGUST 2024

McDaniels Marketing

309.346.4230 | rmcdaniels@mcdmarketing.com

11 Olt Ave. | Pekin, IL 61554

Project Goal

// NEED

The City of Pekin is looking for a proven, experienced place marketing firm to create and execute a 3-year economic development marketing strategy. We believe that McDaniels Marketing is the firm you are looking for.

// GOAL

- + Attract new residents and residential developers
- + Attract new retail businesses/developers
- + Attract new corporate/industrial businesses/developers
- + Recruit new workers and build more awareness of area employers and their open positions and benefits
- + Market quality of life attributes including the overall community amenities, culture, affordable cost of living advantage compared to larger metros

// DELIVERABLES

The McDaniels Marketing team will collaborate with the City of Pekin to write a 3-year comprehensive marketing strategy document that outlines the following:

- + Recommended tactics including print collateral and dedicated economic development website
- + Advertising campaigns including traditional and digital media
- + Public relations
- + Budgets
- + Metrics to identify success
- + Presentation to Economic Development Advisory Committee and City Council

// TARGET AUDIENCES

- + Adults who live in higher cost of living areas in Chicago, Milwaukee, Detroit, Minneapolis, and more
- + Behavioral segments (Recent Graduate, Interested in New Employment, Income/Buying Habits, Recently Moved, etc.)
- + New retail developers and business owners
- + New corporate/industrial businesses and developers

Our Approach

// HOW MCDANIELS MARKETING WILL APPROACH THE CREATION OF A COMPREHENSIVE MARKETING STRATEGY FOR CITY OF PEKIN ECONOMIC DEVELOPMENT.

The McDaniels Marketing team will leverage decades of place marketing knowledge and experience gained through our work locally and with other cities in a nine-state area to properly research, plan, develop, build and launch a successful marketing strategy for City of Pekin Economic Development.

Our hometown is truly a special place. Our job is to simply persuade more people to move here and invest here so they too can enjoy the things we sometimes take for granted like:

- + Affordable housing and cost of living that is proven to attract new residents from all over the country
- + A safe and stable community with a good mix of employment (both large and small)
- + A well trained and capable workforce
- + Grade schools and high schools with curriculum and facilities that rival those in large metropolitan areas like Chicago
- + The 5th largest park district in Illinois, which contributes greatly to quality of life
- + Outstanding community colleges and universities
- + A growing arts community
- + Festivals and events galore
- + The change of seasons with mild winters
- + The power of the Illinois River
- + Great incentives for moving your family or business (we suggest developing more incentives like other communities have)
- + Nearby cities of Peoria and Bloomington/Normal add more cultural amenities to complete the picture

Your team deserves an agency that has deep, strategic knowledge of the Pekin area and place marketing along with a full score of capabilities to take on a full-scale marketing effort that moves the needle. We constantly expand our knowledge and skills by attending conferences in multiple states along with the recent Destinations International Conference in Tampa, Florida.

Plan Development Process

//THE FOUNDATION OF A SUCCESSFUL ORGANIZATION IS A WELL-PREPARED PLAN.

Established in 1966, McDaniel's Marketing is one of the most experienced marketing communications firms in the Midwest. We specialize in assisting cities, counties, CVBs and economic development departments by providing personalized marketing, consulting and planning services that identify opportunities for success.

By utilizing our consultation and planning services, you are gaining a confidant, an advisor and a partner. We are by your side through thick and thin — a valuable ally you can rely on for both big and little challenges as well as day-to-day advice. Our total focus will be to improve the attractiveness and brand equity of the City of Pekin from the ground up. We utilize extensive research to pinpoint the key differentiating factors that need to be emphasized to enhance your image. Then, we develop a strategic brand and marketing plan that addresses communication to all target groups. Based on your plan, we will execute highly-motivating and captivating campaigns that set you apart from the competition and enhance your perceived value to potential new residents, investors, business owners and developers.

//THE CORE COMPONENTS OF THE PLAN WE WILL DEVELOP INCLUDE:

- + Overall objectives
- + Background/ situational analysis
- + Community stats
- + Competing communities who are similar to Pekin
- + SWOT
- + Target audience demographics
- + Target audience geographics
- + Target audience psychographics
- + Communication objectives
- + Strategy
- + Tactics
- + Messaging
- + Budget
- + Timeline
- + Metrics

CLIENT RELATIONS

WE BELIEVE IN A COLLABORATIVE, OPEN RELATIONSHIP with our clients centered on realistic expectations and regular tracking of progress toward the end goal. Your success is our success and the only way to achieve that is to build something different, better and more impactful to help Pekin thrive well into the future.

Stakeholder Input

Our comprehensive, proven process to achieving success through applicable stakeholder input includes:

- + **CONDUCT** preliminary research of brand and communication goals
- + **DEFINE** brand vision and direction
- + **MANAGE** competitive research
- + **OVERSEE** stakeholder research
- + **WORK** with the Economic Development Advisory Committee. This group should be comprised of key area leadership and economic development staff in addition to outside community professionals who understand marketing and the long-term vision for growth and prosperity of Pekin. During the research and development process, monthly meetings and calls will be scheduled with this group to ensure the process achieves the desired outcome.
- + **CREATE** stakeholder input group. We recommend developing this group based on representatives of the following categories (you can choose more than one person in a category if you feel you need broader input):
 - Government (area and county)
 - Chamber
 - Economic development
 - Lodging
 - Shopping
 - Culinary and libations
 - Attractions
 - Meeting and wedding venues
 - Parks and recreation
 - Education (K-12, college, public and private)
 - Commercial businesses that relate to quality of life
 - Realtors/influencers

The McD team will interview these individuals to gather vital information that will enable us to develop the marketing plan. These interviews will be a combination of in-person sessions, recorded Zoom calls and email survey Q&A. The written Q&A is the most efficient way to execute this process along with in person meetings. Since we are local, this will be easy!

Technology & Data

// WE HAVE ACCESS TO AND UTILIZE A WIDE VARIETY OF DATA RESOURCES INCLUDING THE FOLLOWING:

- + Longwoods International
- + Destinations International
- + Zartico — We will soon to be certified in this platform that enables us to track visitor spending and the location of visitors in order to target the right people at the right time to welcome them back to Pekin.
- + SEM Rush
- + Google Looker Studio
- + General online research
- + Klear influencer platform
- + Awario

Measures of Success

// WE RECOMMEND ESTABLISHING A BASELINE OF DATA POINTS AND SETTING SPECIFIC GOALS FOR THE FOLLOWING:

- + New housing starts
- + New businesses opened or relocated within the city limits
- + Overall residential stability and/or growth
- + Total jobs added (retail and manufacturing)
- + Workers attracted
- + Website traffic and direct inquiries
- + Sales and property tax revenue generated

CURRENT CLIENT REFERENCES

Brian Simmons

Community Development Director
Village of Cary, IL

bsimmons@caryillinois.com | (847) 639-0003

Website built by McD:

WWW.CHOSECARY.COM

Nicole Haas

Brand Director

Greater Freeport Partnership
nhaas@greaterfreeport.com | (815) 233-1350

Website built by McD:

WWW.GREATERFREEPORT.COM

Amy McCoy

Executive Director

Pekin Area Chamber of Commerce
amy@pekinchamber.com | (309) 346-2106

Website built by McD:

WWW.DISCOVERPEKIN.COM

Dorothy Wolf

City of McHenry

Economic Development Coordinator
dwolf@cityofmchenry.org | (815) 363-2175

Website built by McD:

WWW.THINKMCHENRY.COM

Let's get right to it.

WHY MCDANIELS MARKETING?

We can attract more residents and new business investors to achieve the city's growth goals. There's a lot of hard work and intelligent planning that must be accomplished before long-term success can be achieved and the McDaniels Marketing team has the muscle to get the job done. We are experienced in research, strategy and execution of plans that ensure exceptional results. We know how to tell the story of a place and build a real connection with the targeted audience. We believe in collaboration, examining the core strengths of a community, and identifying growth opportunities from those who live in it – conducting interviews with key leaders, curators, business owners, and residents. And we will do all of this for the City of Pekin with passion and pride in our hometown!

People want relatable stories that emphatically describe and sell all that a community offers residents and business investors alike. Our research and discovery process uncovers that story and will be an integral part of the recommended marketing strategy going forward.

// WE DESCRIBE the places and spaces we help market, but we don't just tell stories; we describe them in detail using firsthand descriptive words, striking photography, and video to create a positive image in the mind of the target audience.

// WE INVITE interaction by designing, building and writing informative, responsive websites that easily draw users in and keep their interest.

// WE DEVELOP captivating and motivating fun videos and social media content to engage the target audience.

// WE SUPPORT our client's strategies with interesting and factual fulfillment materials, including guides, illustrated maps and more!

// WE PLAN and execute effective marketing and media plans. We customize highly efficient and transparent digital strategies blended with the right mix of print, OOH and broadcast media.

// WE GAIN more earned media coverage through clever and aggressive PR techniques that communicate the unique lure of an area to the press.

// WE HIT KPIs through efficient measurement tools and reports that are easy to understand.

THE FULL SCORE OF SERVICES ALL DELIVERED BY OUR IN-HOUSE TEAM

- + CONSULTING AND STRATEGY
- + BRANDING
- + MARKET RESEARCH
- + CREATIVE EXECUTION
- + MEDIA PLACEMENT
- + PUBLIC RELATIONS

- + WEBSITE DEVELOPMENT
- + DIGITAL MARKETING
- + SOCIAL MEDIA
- + VIDEO

Your McD Team

Our agency president, Randy McDaniels, will personally advise and lead the planning, development and execution process. Randy has decades of experience in economic development and has served as lead consultant for numerous tourism/economic development clients in a nine-state region, including the Greater Freeport Partnership, Village of Cary EDC, City of McHenry IL EDC, the Greater Peoria EDC, the GP2030 campaign, Pekin Area Chamber of Commerce and Jacksonville Area EDC as well as current and past work for the City of Pekin. The experience and industry insight he will bring to this effort is invaluable.

In addition to Randy, our COO, Beth Geier will lead the project management of the entire marketing effort along with other McD staff. Beth is a long-time veteran at McD as well as highly trained place marketing consultant.



**RANDY
McDANIELS**
President



**BETH
GEIER**
COO



**KIM
WEAVER**
Copywriter



**JAMES
HOVER**
Website Development Director



**ANTHONY
KARLSSON**
Marketing Specialist



**MORGAN
McDANIELS**
Art Director



**DIMITRA
PROCOPOS**
Graphic Designer



**BRANDI
NICHOLE**
Videographer

McDaniels Marketing is a member of Destinations International and supports the tourism and economic development associations for Illinois, Iowa, Minnesota, Indiana, Kentucky, Wisconsin, Missouri and Ohio.

McDaniels Marketing and McD Digital are headquartered in Pekin, IL (Peoria MSA), with offices in Rockford, IL, Charlotte, NC and Milwaukee, WI.

Deliverables, Fees & Proposed Agreement

1. PROJECT MANAGEMENT, CONSULTATION AND FACILITATION

\$4,000 (26 hours @ \$150/hour)

This includes regular meetings with your team.

2. PRELIMINARY COMMUNITY RESEARCH & PLAN DEVELOPMENT

\$6,000 (40 hours @ \$150/hour)

Research will be the basis for the development of multi-year marketing strategy. McDaniels Marketing will create and implement a research plan, which will include qualitative research with key stakeholders to identify the following:

- Community Attributes Audit and Market Research
- SWOT Analysis
- Performance Metrics

The overall strategy will also include a tactical plan and recommendations for marketing investments for the new fiscal year beginning May 1, 2025 (approximate budget \$40,000–60,000). This will include a plan for a potential economic development website, digital marketing, video and photography, and sales collateral.

3. MESSAGING PLATFORM

\$5,000 (33 hours @ \$150/hour)

McDaniels Marketing will develop strategy for implementation, management and ongoing promotion of the economic development brand to include, but not be limited to the following:

- Development of strategies to enhance consistency of brand image and messaging through marketing
- Core concepts for economic development creative platform to be carried forward into the new FY26 campaign

Grand Total: \$15,000

APPROVAL _____

DATE _____

*NOTE: Each activity is limited to a set number of hours. Quoted price is valid for 60 days and E.W. McDaniels, Inc. (dba McDaniels Marketing & McD Digital) reserves the right to submit a new estimate for any change in specifications. This estimate is based on a set number of project hours. If this allotment of time is exceeded, additional hours are available to be approved and invoiced. 60 days of notice is required for cancellation of this contract. All time and cost to date will be invoiced upon cancellation. By signing this document, persons whose signatures appear attest that the terms set forth in this agreement have been read and understood completely and that they agree to the terms and conditions of this proposal.

The City of Pekin, Illinois will own the rights to all art and copy produced on their behalf by McDaniels Marketing & McD Digital.

Suggested Timeline:

PHASE I

Project Kickoff: October 2024

Brand Research Review & Planning (October – November 2024)

PHASE II

Marketing Plan & Brand Messaging Development (Complete by January 2025)

PHASE III

Budgeting for City Approval (March 2025)

PHASE IV

Final approval of plan (April 2025)

Begin Execution (May 2025)

LET'S GET Started!



309.346.4230

11 Olt Ave.
Pekin, IL 61554

www.mcdanielsmarketing.com

Rockford, IL • Milwaukee, WI • Charlotte, NC

Proposal for City of Pekin, Illinois

September 3, 2024

**a5 Branding + Digital
1 N. LaSalle Street, 47th floor
Chicago, Illinois 60602
John Harris
jharris@a5inc.com
708.227.5313**

a5 is a branding and digital agency that tells client stories in a clear, concise, consistent and compelling manner – to get results.

We begin by listening. Asking questions. Understanding your market and the competitive landscape. By offering recommendations and solutions. And telling your story – powerfully.

We work by a simple philosophy: to deliver great work that gets you where you want to go.

Why a5?

- We are a brand and digital consultancy that helps you tell your story in a clear, concise, consistent and compelling way.
- We work all over the State of Illinois and across the country, so we are familiar with Pekin, Peoria and the surrounding area. Through our work with the State of Illinois (Illinois Department of Human Services), we have developed relationships and partnerships in the Peoria-Bloomington metro area with such entities as Peoria Rivermen, Peoria Chiefs, Bradley University and Peoria International Airport. We work with media all over the state, including the Peoria-Bloomington market.
- a5 works with communities to attract residents, increase economic development and grow tourism. We would immerse ourselves in Pekin, learning the community, its history, its present situation and working to craft and tell a story that helps the City get where leadership wants it to head. Currently, we work with such communities as Crystal Lake, Niles and Fox Lake. Fox Lake, part of the Chain of Lakes in northern Illinois, has five TIF districts, a downtown in need of revitalization and three sizable properties to package and market. The community also needs to attract more year-round residents. Our plan and campaign, rolling out this fall, will increase resident attraction, drive economic development and attract tourists. We can do the same for Pekin.
- At a5, we deliver results. We measure all that we can, whether that is increased web traffic, enhanced social media engagement, sales tax receipts increases and/or attendance at events.
- We are committed to a high level of customer service. We are flexible, responsive and meet deadlines.
- Sustainability runs through everything we do. a5 works by a triple bottom line philosophy: economic growth, environmental effectiveness and social equity.
- We bring enthusiasm, energy and a collaborative, results-driven approach to all we do. We establish clear processes, tell great stories and we're fun to work with.
- We are strategic as well as highly creative. At a5, we work to set you apart by creating a visual and verbal architecture that helps affect perceptions of your intended audiences. And we always aim to generate results.

Relevant Work Experience

Communities & Business Districts

Fifth Avenue South (Naples, Florida)
Magnificent Mile Association
City of Toledo, Ohio
City of Flint, Michigan
City of Watervliet, Michigan
City of New Buffalo, Michigan
City of Charlevoix, Michigan
Downtown Cuyahoga Falls, Ohio
Downtown Oak Park
Pleasant District of Oak Park
Howard Street, Chicago
Village of Bartlett, Illinois
Village of New Lenox, Illinois
Village of Hanover Park, Illinois
Village of Niles, Illinois
Village of Barrington, Illinois
Village of Gurnee, Illinois
Village of Algonquin, Illinois
Village of Olympia Fields, Illinois
Village of Hampshire, Illinois
Village of Northbrook, Illinois
Village of Oak Park, Illinois
Village of Richton Park, Illinois
Village of Mundelein, Illinois
Village of La Grange, Illinois
Village of Grayslake, Illinois
City of Crystal Lake, Illinois
City of Crest Hill, Illinois
City of Freeport, Illinois
City of Woodstock, Illinois

Park Districts

Chicago Park District
Lake Bluff Park District
Kansas Recreation & Park Association
Northbrook Park District
Illinois Park & Recreation Association

Economic Development

Lake County Partners
Rogers Park Business Alliance
Oak Park Economic Development Corp.
South Elgin Economic Development
Village of Algonquin, Illinois
Village of Niles, Illinois

Tourism, Arts & Cultural Organizations

Krasl Art Center
Field Museum
Garfield Park Conservatory Alliance
Chicago Children's Museum
Wonder Works Children's Museum
Betty Brinn Children's Museum
Bradbury Carnegie Museum
Great Exploration Children's Museum
Milwaukee Public Museum
Chicago Architecture Foundation

Planning, Architecture, Landscape Architecture

American Society of Landscape Architects
Illinois and Michigan chapters
Mariani Landscape
NatureWorks Landscapes
Christy Webber Landscapes
Foster Dale Architects
Tom Bassett-Dilley Architects
Nevin Hedlund Architects
AIA Chicago
Congress for the New Urbanism
Environmental Law & Policy Center

Non-profits

The Faraday Institution (UK)
Michigan League of Conservation Voters
Seven Generations Ahead
World Wildlife Fund
CNT (Center for Neighborhood Technology)
Dystonia Medical Research Foundation
Rolfe Pancreatic Cancer Foundation
Holocaust Memorial Foundation of Illinois
Unity Temple Restoration Foundation
Chicago Community Trust
MacArthur Foundation
Wege Foundation
Community Foundation Oak Park-River Forest
Triton College Foundation
UI Labs
Oak Park Homelessness Coalition

Services

Branding

Market Research
Brand and Marketing Strategy
Positioning
Tagline Creation
Naming (Company & Product)
Marketing Plans
Product Launches
Content Development/Copywriting
Photography/Illustration Sourcing
Photography/Illustration
Art Direction
PR
Events & Experiences
Trade Show Experiences
Marketing Communications Consulting
Outsourced Communications Management

Brand Identity Creation
Logos/Graphic Identities
Identity Applications

Advertising

Creative
Print
Broadcast
Radio
OOH Highway Billboards
Public Transit Billboards
Media Planning
Media Buys

Print/Other Support Materials

Brochures
Direct Mail
Catalogs
Magazines
Newsletters
Signage and Banner Systems

Digital

Web Design

Bespoke Web Development
User Experience
Content Development/Copywriting
Content Management Training
Intranets/Extranets

Social Media Strategy & Campaigns

Video

Preproduction
Scripting/Writing
Casting
Location Scout Management
Storyboarding
Art Direction
Interviews
Production/Shooting
Editing/Post-production
Motion Graphics
Original Music Composition

Digital Advertising

Geofencing/Geotargeting
Display Ads
Sponsored Content
Remarketing

SEM/Google Ads

SEO

PPC

Content Marketing

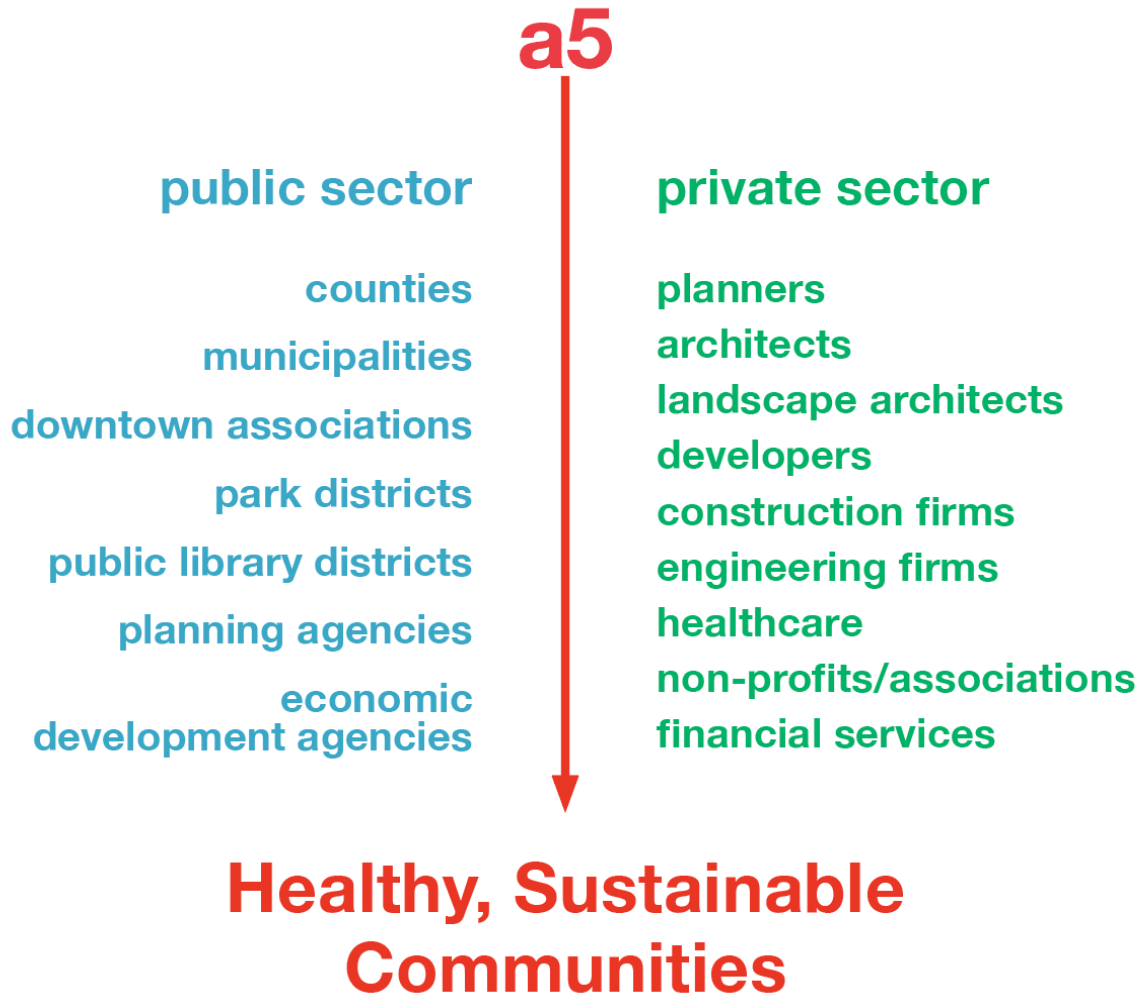
Affiliate/Influencer Marketing

Email Campaigns

Audio Streaming/Podcasts/OTT

Augmented Reality/Virtual Reality

a5 works with public and private sector clients to help build healthy, sustainable communities.



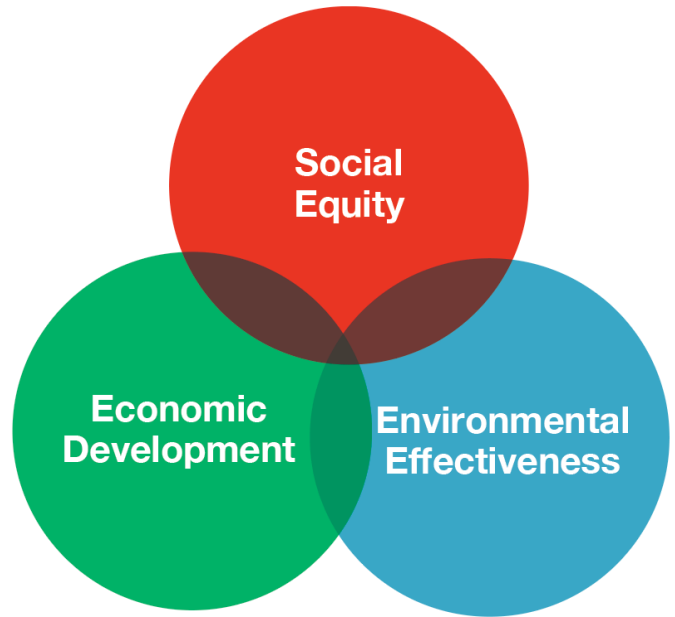
Commitment to Diversity, Equity and Inclusion

Mission-driven, a5 helps create healthy, sustainable communities. From economic development to environmental effectiveness to social equity, a5 is driven to provide educational and entrepreneurial opportunities for communities that traditionally have been underserved.

We are members of the Diversity in Design Collaborative (DID), a group formed by Herman Miller to promote diversity in design.

We are intentionally working to diversify our a5 team as we hire and promote.

We also work with minority and women-owned creative partners, including photographers, and actively seek new relationships.



Proposal

The City of Pekin, Illinois is centrally located in the heart of the Midwest. It is close to Peoria, Bloomington-Normal and Springfield and sits on the banks of the Illinois River. A community of 32,000 people, Pekin is just 2.5 hours from St. Louis and Chicago and is easily accessible by Interstates 74 and 55 and Peoria International Airport. (Indianapolis is just three hours away.)

The City has deep Native American and coal-mining roots, and is known for its annual Marigold Festival created in honor of Senator Everett Dirksen, who was from Pekin.

A 440-acre industrial park anchors industry in Pekin. The downtown is walkable, historic and offers dining and retail opportunities. Healthcare is a strength along with such employers as Pekin Insurance, Alto Ingredients and Winpak.

Terrific education and outdoor recreation opportunities attract people to Pekin—and keep them in the area.

According to the RFP, the City of Pekin aims to:

1. Attract new residents and residential developers
2. Attract new retail business/developers
3. Attract new corporate/industrial business/developers
4. Attract quality labor for existing businesses

Deliverables for this project include the following:

1. Written 3-year marketing strategy starting May 2025 and inclusive of recommended projects, ongoing initiatives/campaigns, budgets, markets, mediums, and methods to measure success.
2. Presentation to Economic Development Advisory Committee and City Council (two public meetings).

Focused on creating healthy, sustainable communities, a5 Branding + Digital proposes to craft a story specific to Pekin that will help the community attract residents, connect with (and bring into the City) new residential developers, build a stronger retail base and invite corporate and industrial businesses to set up a base in Pekin.

The effort will be marked by setting goals, identifying and targeting key audiences and then creating and telling a consistent story to generate results over time.

Metrics must be established and the effort must be multi-year in order to succeed.

In addition to working with the City of Pekin, we propose to build a partnership strategy that is local and regional. We would identify and strengthen relationships with Greater Peoria Economic Development, Discover Peoria and others in order to market Pekin with one voice and a larger budget.

We would work with you to create a strong network of partnerships with Pekin entities, including with healthcare (Carle Health, UnityPoint Health, etc.), government, grantmaking organizations (Community Foundation of Central Illinois), business (commercial, retail and industrial), education and faith-based communities. Partners could choose an investment level (levels, to be determined, could start at \$5,000 and range into five or six figures) over a period of time, likely three years, to establish continuity. With each partner level, associated benefits would be developed.

By creating partnerships, Pekin will be stronger and more unified and will achieve greater success. a5 would make an excellent partner with the City of Pekin to develop a marketing plan that is strategic, creative and driven by a clear, concise, consistent and compelling story with great content and a clear call to action.

Research, Outreach, Engagement

The research, outreach and engagement phase will consist of these pillars:

Secondary research on Pekin. We would review plans, reports and the city's existing communication efforts to understand the City, the data and the current landscape. We would also review competitor communities to know what each is doing for resident attraction, economic development and tourism.

- a5 will use data to understand the dynamics of Pekin's residential, retail and economic demographics. We will collect data from sources such as the American Community Survey (ACS) to understand recent demographic trends, utilize platforms such as Placer and ESRI to understand current consumer behavior, and pull from sources such as the MLS and CoStar to understand the movement of the real estate market.

Listening sessions. We propose to talk with government, community and business leaders as well as residents to hear firsthand facts and perceptions about Pekin and its future. This includes:

- Up to eight one-on-one interviews with stakeholders, each about one hour in length, with elected officials, community and business leaders. We'll provide blocks of available time slots on our calendars for ease of scheduling.
- A focus group with the business community, city staff and other community leaders and potential partners.
- Email survey to the community. This could be pushed out by the city, the chamber and other partners. It would reside on the city's website so the community can access it easily.

SWOT analysis. We would also lead a session with city leaders to conduct a SWOT analysis—strengths, weaknesses, opportunities and threats—and identify any gaps in the City's initiatives and story. The results of this learning will be collected into a document with recommendations for moving forward via a vis strategy, messaging and marketing tactics.

Message and Marketing Plan Development

Working from the findings and recommendations of the Research, Outreach and Engagement phase, a5 would work with the City of Pekin to develop a messaging and marketing plan that will guide the next three years.

This will include:

- Audience identification and prioritization, i.e. vertical and geographic markets, with analysis for various potential industries
- Key Messages (three to four overall messages that Pekin will use to tell its story consistently)
- Areas of priority (i.e. downtown, individual neighborhoods and parcels, etc.)
- Competitor Analysis (i.e. communities Pekin considers competitors for residents, economic development, tourism)
- Strategies for success
- Marketing and communication tactics, including digital communications (website, email, social media, SEO, SEM, etc.), collateral (sell sheets, brochures, flyers, posters, etc.), advertising (print and digital, outdoor/billboards, broadcast (radio/TV/streaming) and the markets
- Timeline, from year one through year three
- Budget, each year for three years, including consulting fees and media investment options

Specific elements of the plan would include:

- A content plan that outlines the type of communication to be used across all media, including existing City channels (website, social media, etc.) and new channels that will reach the key audiences, i.e. advertising, sponsorship and the like.
- A partnership approach that would enable Pekin to involve other government, for-profit, non-profit organizations and community members. (We have successfully operated partnership programs with Freeport and Woodstock.) These partnerships would enable committed organizations to get involved in the marketing effort at varying levels of investment, i.e. \$50K, \$25K, \$10K and \$5K. Each level would come with associated campaign benefits.
- a5 goes beyond traditional economic development firms. In addition to economic analyses and recommendations, we specialize in storytelling. We will also provide recommendations on the creative approach for the overall campaign. While the initial budget will not cover the full creative development, a5 will provide a high-level approach to telling the Pekin story. It will encompass the umbrella story and would provide tailored approaches for resident attraction and retention, for economic development and for tourism. (Because we work with communities, the design profession and real estate developers, we have experience revitalizing downtowns, corridors and communities.)
- For tourism, we would evaluate current tourism assets and efforts, then generate ideas to bring more people to Pekin year 'round. At a5, we have led startups of museums and festivals. (We were part of the launch of a children's museum in Oak Park, helped a children's museum find a new home in New Lenox and have created music and comedy festivals in Woodstock, for example.) a5 has grown attendance at existing tourism properties and we have helped attract and helped secure approval for sports complexes, including Greenway in Paducah, Kentucky.)

Once the plan is completed and adopted, we would enter the next contract: crafting and launching the campaign in Pekin and outside the community targeting key audiences.

For that campaign, we would present three to five concepts and a tiered marketing approach depending on the budget allocated and raised. Because we work across the state and country, we have media relationships ranging from Peoria to Chicago, Bloomington to St. Louis. The campaign and the plan would then be rolled out to reach and connect with key audiences on the path to generating results through awareness, knowledge and the development of ongoing relationships.

Timeline

We understand we may need to be available September 9 and 23 and will be available.

Kickoff meeting	Week one
Research/outreach/engagement	Weeks two through six
Presentation of findings	Week seven
Message and plan development	Weeks eight through 11
Plan presentation	Week 12

Cost Summary

a5 Fees

Research, outreach, engagement	\$8,000
Message and Plan development	\$6,000

Expenses

Travel	Approximately \$1,000
--------	-----------------------

Fabrication, printing, photography and other third party costs are not included in a5 fees.

a5 fees are calculated on estimated work hours required, based on our experience with this scope of work. a5's blended rate is \$150 per hour.

References

Mark Heydlauff

City Manager

City of Charlevoix, Michigan

markh@charlevoix.mi.gov

231.547.3270

Heather Maieritsch

Economic Development Coordinator

City of Crystal Lake, Illinois

hmaieritsch@crystallake.org

815.356.3737

Robin L. Ellis, AICP

Assistant Village Administrator/

Community Development Director

Village of New Lenox

rellis@newlenox.net

815.462.6490

Team

Our team structure is designed to bring creativity along with efficiency and consistency to client programs. The members remain part of the client team for the duration of the program. If chosen to proceed, a5 would organize a team consisting of John Harris (Principal), Gabbie St. Pierre (Account Manager), Fletcher Martin (Creative Director), Ben Schulman (Director) and Miah Emano (Graphic Designer).

- a5 principal **John Harris** works to create healthy, sustainable communities. He wrote the first national story on Starbucks while at Forbes and has spent his career developing strategies to help communities attract residents, increase economic development and generate tourism.
- a5 principal **Fletcher Martin** leads the design team at a5. Martin captures the visual concepts and ensures that all work communicates clearly with impact.
- a5 account manager **Gabbie St. Pierre** thinks strategically and as account manager ensures our work with you is clear, concise, consistent and compelling with great content and a clear call to action.
- a5 director of place **Ben Schulman** brings significant real estate, community design and placemaking experience to Pekin.
- a5 graphic designer **Miah Emano** tells stories through visual communication. Miah is creative and results-focused.



John Harris
Principal: Strategy/Content



Fletcher Martin
Creative Director



Clarice Harris
Director of Operations



Ben Schulman
Director of Place



Emerson Harris
Manager, Tampa Office



AJ Benson
Senior Designer



Juliane Allen
Account Manager & Digital
Media Specialist



Miah Emano
Graphic Designer



Bailey Maguire
Digital Media Specialist/
Account Coordinator



Andrea Ramirez
Administrative Manager/
Account Coordinator

Experience

a5 has been branding and marketing communities for over a decade. We have worked with Fifth Avenue South in Naples as well as Charlevoix, Michigan and Cuyahoga Falls, Ohio.

We branded resident attraction, economic development and tourism campaigns for Real Woodstock, Clearly Crystal Lake and Made for You Mundelein and Love Niles, among others.

And we have worked with Hillsborough County Public Schools, Current Orlando and Great Exploration Children's Museum in Florida on graphic design, public relations and membership development campaigns.



Crystal Lake, Illinois

a5 has worked with the City of Crystal Lake, Illinois for since 2019 on economic development. The city of 40,000 is on the edge of the Chicago metro area. Crystal Lake boasts strong schools, excellent train service to Chicago and plenty of outdoor activities. a5 helped Crystal Lake craft a story to attract economic development, which includes local entrepreneur development and attraction of regional and national companies in retail, healthcare and manufacturing as well as housing developers. We created a campaign, Clearly Crystal Lake, which includes a web site, social media and public relations. The a5-led PR campaign has generated coverage in Crain's Chicago Business, Nation's Restaurant News, Restaurant Business and BisNow. The City continues to see very strong growth across all sectors.



CRYSTAL LAKE IS THE CLEAR LEADER FOR BUSINESS SUCCESS.

In Crystal Lake, Businesses Open and Thrive.
Find out why Crystal Lake is the clear leader for business opportunity in McHenry County.

Contact Heather Maierltsch
Economic Development Manager/
Community Development
City of Crystal Lake
815-356-3737

Clearly
CRYSTAL LAKE
ClearlyCrystalLake.com

CRAIN'S CHICAGO BUSINESS

Crystal Lake, Illinois - Attracting the attention of developers, businesses and residents



September 25, 2023 12:01 AM

Nestled in the heart of Chicago's northwest suburbs lies a hidden gem that has been gaining recognition as the premier shopping and dining destination of the region. Crystal Lake, Illinois, with its charming downtown area, vibrant community, excellent schools and diverse range of shops and restaurants, has been a popular destination among locals and visitors alike. With a population of 40,000 and just 35 miles away from O'Hare Airport/Chicago, two Metra train stations and abundant outdoor recreation opportunities, Crystal Lake is a hub for new real estate development. The City quickly translated demand into growth - filling existing commercial corridors, encouraging reinvestment in multiple shopping centers, and developing new sites with retail, restaurant, healthcare and housing. Robust markets generate more demand and clearly, Crystal Lake is the right location for new business.

The business community continues to grow, enhancing an already strong mix of locally-owned businesses and national chains. New restaurant additions include Guzman y Gomez, Crumbl Cookies, Summer Moon Coffee and Rookies All American Pub and Grill, alongside grocer KD Market and retailers such as Boot Barn, Banfield Pet Hospital, Hallmark and Ollie's Bargain Outlet.

Crystal Lake is a hub for national and regional restaurants and retailers. Last year, residents and visitors spent more than \$147 million at restaurants in Crystal Lake, and according to the Illinois Department of Revenue, Crystal Lake had more than \$1.4 billion in retail sales placing it in the top 20 for Chicagoland metropolitan area retail sales. The City is expected to continue the year-after-year growth in terms of sales and has multiple new businesses joining the market this year.



BISNOW CITIES EVENTS CAREERS PRESS RELEASES ABOUT

For Crystal Lake, Illinois, Business Growth Is The Top Priority

October 19, 2023 | City of Crystal Lake | Elizabeth Reyn, Studio B Writer



Courtesy of the city of Crystal Lake
A drone image of the Enclave in Crystal Lake, Illinois

Nation's Restaurant News

Clearly
CRYSTAL LAKE

CRYSTAL LAKE IS THE CLEAR LEADER FOR BUSINESS

The Clear Leader is Crystal Lake.

Clearly
CRYSTAL LAKE

The Clear Leader is Crystal Lake.

Clearly
CRYSTAL LAKE

Illinois Department of Human Services

a5 and Way Back Inn (a provider of services to help those with addictions) have been hired by the State of Illinois to create and implement public awareness campaign to help people with gambling issues. The campaign includes digital advertising, TV and radio ads, collateral development, Google Ads, geofencing, social media, on-premise activation, events and experiences, PR and more.



**CAN'T STOP
BETTING NONSTOP?**



1.800.GAMBLER

**CAN'T STOP
BETTING
NONSTOP?**

**CALL
1.800.GAMBLER**

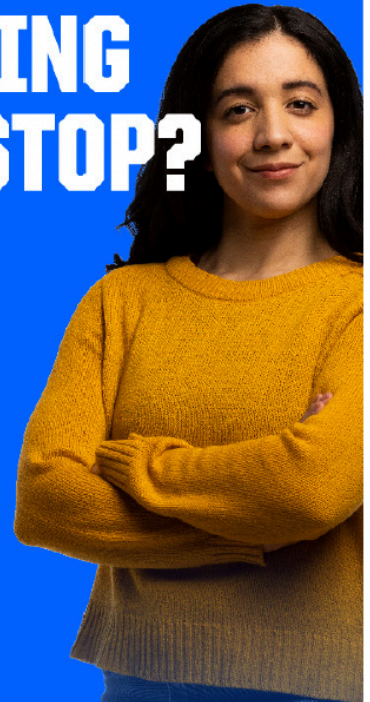
You must be 21 or older to participate in sports betting



**CAN'T STOP
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1.800.GAMBLER**

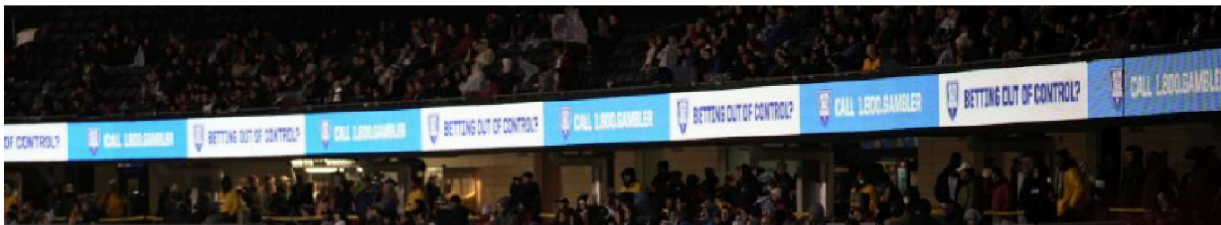
You must be 21 years or older to participate in sports betting



**¿NO PUEDES
DEJAR DE
APOSTAR?**

**LLAMA AL
1.800.GAMBLER**









An education system that
cares about every child.
Neighbors that love their
community. Businesses
that deliver every day. A
Design District focused
on home improvement.
A government that cares
about all its residents.
And one leaning tower.

**Made Possible
By Niles.**



Whatever language you speak, open now to learn about all the wonderful possibilities in Niles.

**Niles Makes
It Possible.**



businesses to make you feel at home. Plus a free Affy Tapple made right here in Niles.



Businesses
That Deliver.



Homes
That Fit Your
Budget.



Government
That Cares.



Education
As Unique As
Every Child.



Love Where You Live

Make Your New Home In Niles
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Love Where You Live

Make Your New Home In Niles
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Love Where You Live

Make Your New Home In Niles
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**12 minutes
to your new
big backyard.**



**Find Your
New Home in Niles**
loveniles.com





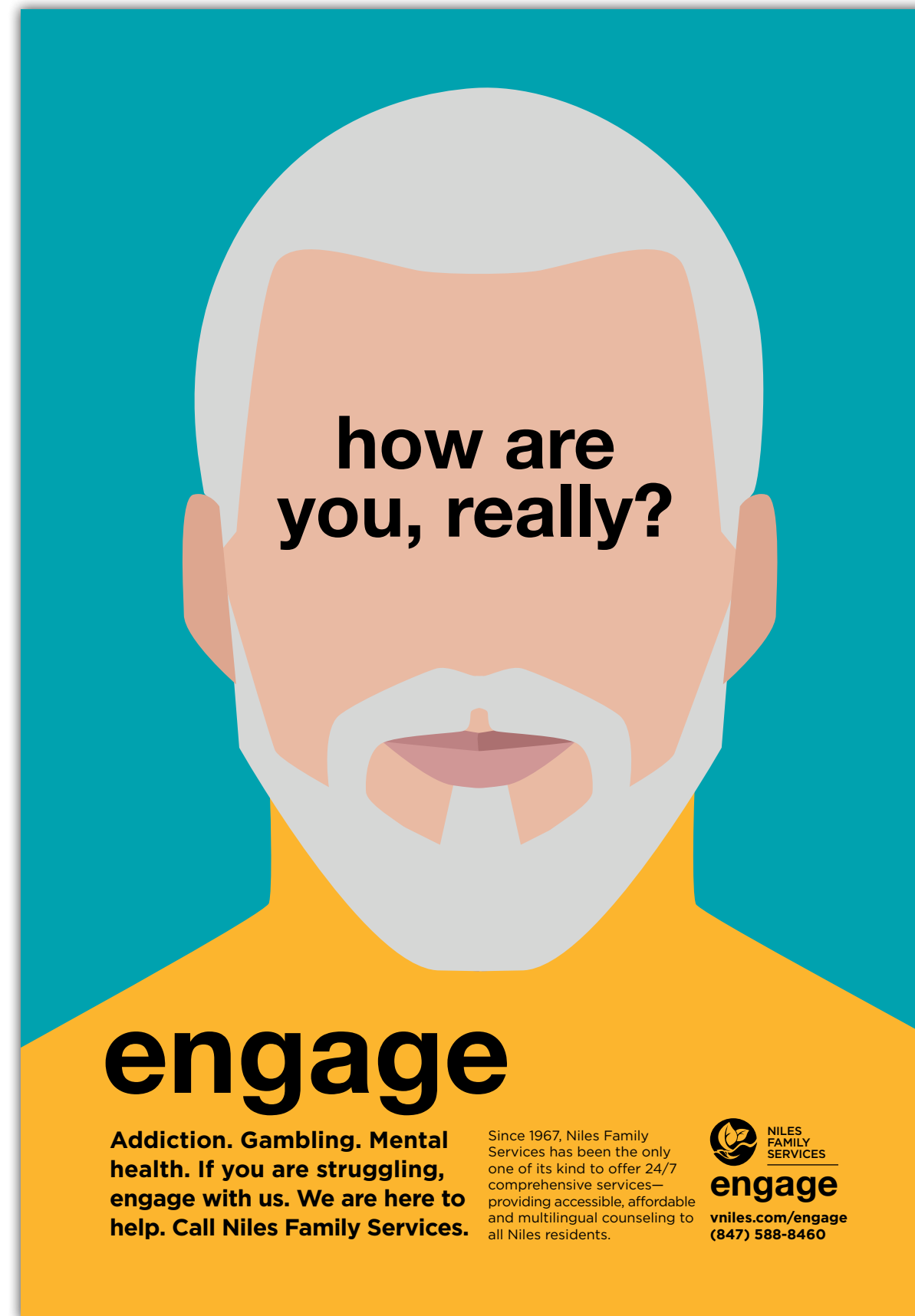
**how are
you, really?**

engage

Addiction. Gambling. Mental health. If you are struggling, engage with us. We are here to help. Call Niles Family Services.

Since 1967, Niles Family Services has been the only one of its kind to offer 24/7 comprehensive services—providing accessible, affordable and multilingual counseling to all Niles residents.

 **NILES FAMILY SERVICES**
engage
vniles.com/engage
(847) 588-8460



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FAMILY
SERVICES

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**vniles.com/engage
(847) 588-8460**



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engage

Addiction. Gambling. Mental health. If you are struggling, engage with us. We are here to help. Call Niles Family Services.

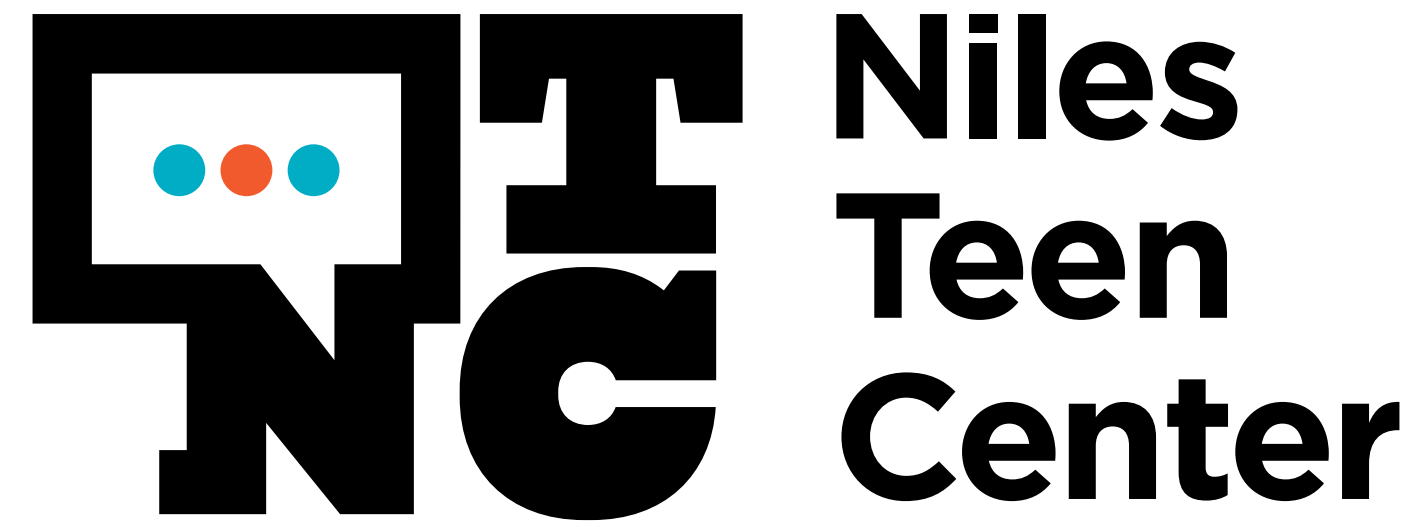
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**Let's step
into the
future.**





Niles Design District



CHARTER BUSINESSES

ADVANTAGE KITCHEN & BATH GALLERY
 BETTER KITCHENS
 GLOBAL GRANITE & MARBLE
 HOME COMFORT
 KITCHEN & BATH MART
 LA PELUSA HOME IMPROVEMENT

New Bath. New Kitchen. New Design District in Niles.

Looking to renovate a bathroom or expand with a new addition? The new Niles Design District offers everything in one place to simplify home improvement—and make it enjoyable! Whether you are a homeowner, a designer, a contractor or builder, visit the Niles Design District on Milwaukee Avenue. It's your road to a better home. nilesdesigndistrict.com





Niles Design District



Niles Design District



Niles Design District



Niles Design District



COMPREHENSIVE MARKETING STRATEGY PROPOSAL



43 East Broadway • Little Falls, MN 56345
(888) 266-4778 • info@goldenshovelagency.com
www.goldenshovelagency.com



City of Pekin

Josh Wray

Director of Economic Development

EXECUTIVE LETTER

September 3, 2024

Dear Mr Wray,

Golden Shovel Agency is delighted to present our proposal for a comprehensive marketing strategy proposal for the City of Pekin. Together, we offer the perfect blend of national expertise and local, institutional knowledge, ensuring authenticity and strong campaign adoption.

Golden Shovel Agency is a full-service firm dedicated exclusively to supporting economic development, chamber, and tourism organizations. Founded in 2009, we have empowered over 290 communities to strengthen their economies through strategic attraction initiatives. Our services encompass strategy, technology, communications, and marketing, all tailored to help communities effectively tell their stories and foster growth.

Our extensive experience uniquely positions us to support City of Pekin's ambitious goal of creating a 3-year economic development marketing strategy. This proposal reflects our team's collective expertise and commitment to the project's success.

Dan Armitage will personally serve as your point of contact. You can reach him at (217) 257-3921 or by email at darmitage@goldenshovelagency.com.

Best regards,



Aaron Brossoit, CEO

WHY GOLDEN SHOVEL: WE DO IT BEST!

Golden Shovel Agency is a full service strategy, communications, PR and marketing firm. Our proprietary technology and digital tools, such as the Economic Gateway platform and PlaceVR technology, allows us to support the unique attraction needs of economic development, chamber, and tourism organizations. Our custom CMS is always being enhanced based on the needs of our clients. This ability to respond quickly to the needs of our clients is a significant advantage that enables us to develop custom solutions.

Through the GateKeeper service we offer unlimited support, hosting, SSL certificate management, bug fixes and software updates, ongoing training, and reporting, as well. When combined with our nationally-recognized thought leadership and award-winning campaigns, Golden Shovel offers the City of Pekin the opportunity to leverage the most comprehensive and inclusive expertise in the industry.

GOLDEN SHOVEL EXPERIENCE HIGHLIGHTS

15+

Years in
Business

290+

Projects
Completed

38+

States

5+

Countries

95%

Client Retention
Rate

40+

Team
Members

7+

Years Average
Employee Tenure

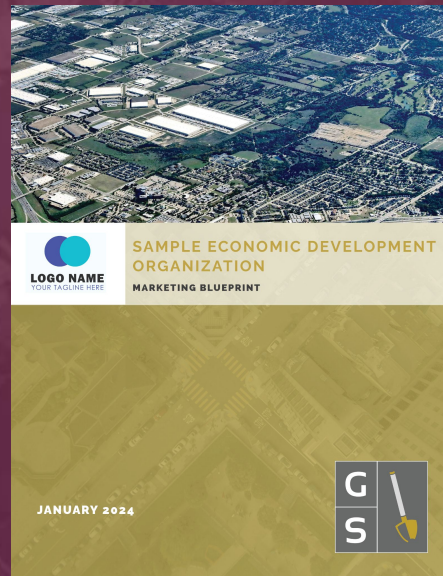
56%

Faster Website
Launch Times

PROPOSED DELIVERABLES: MARKETING BLUEPRINT

Golden Shovel's Marketing Blueprints are a strategic tool offering leaders the insight and guidance they need to market their communities successfully. Our expert team of strategists and marketing professionals identifies the community's strengths, weaknesses, opportunities, and threats, where the community stands compared to competitors, and how to use a community's strengths to reach target audiences effectively. The resulting strategic framework is a foundation for future economic development marketing efforts. Specific marketing tactics will be identified and outlined through this process.

Over a multi-week period, Golden Shovel will create a three year Marketing Blueprint by conducting market research, surveying stakeholders, interviewing community leaders, and conducting a SWOT (strengths, weaknesses, opportunities, threats) analysis. The final deliverable includes an actionable three year marketing plan that will drive talent attraction results for the City of Pekin



MARKETING BLUEPRINT DELIVERABLES

Developing a Roadmap for Success

This process allows us to understand your community through the eyes of residents and the main businesses while getting a first-hand view of what it's like to live and work in your community. Golden Shovel will put together a comprehensive marketing strategy based on stakeholder engagement and market research. The final report will guide the marketing process and include results from:

- Stakeholder engagement sessions
- Weekly strategy meetings
- Digital surveys with unlimited survey participants
- 30 one-on-one stakeholder interviews
- Competition, keyword, and SEO analysis
- Target audience research
- Migration pattern research
- Geographic targeting research
- Target industry persona creation
- 36-month content placemaking strategy
- 36-month marketing strategy
- Ad placement strategy
- Influencer engagement strategy
- Evaluation of existing workforce attraction campaigns in the state of Illinois
- Recommendations on ways to collaborate with Illinois's Tourism Department's campaign and leverage the work being done by both departments
- 36-month event plan to include hosting and attending workforce attraction events.

MARKETING BLUEPRINT PROJECT EXAMPLES



STRATEGIC MARKETING PLAN

MARKETING CAMPAIGN DEVELOPMENT

The following timeline should be used to plan for economic development:

Year 1	M1	M2	M3	M4	M5
Brand & Collateral Review	X	X			
Comprehensive SEO Review	X	X	X	X	X
Economic Development Website		X	X	X	X
Website Copywriting				X	X
Website Programming				X	X
Internal Awareness Campaign		X	X	X	X
PlaceMaking & Content			X	X	X
Define the Audience					
Develop the Strategy					
Prepare Messaging					
Attraction Campaign					
Set up Third-Party Software					
Execute Strategy					
Videos					X
Digital Advertising Campaigns					
Monthly Content					
Year 1 (ongoing)					
Monthly Content	X	X	X	X	X
Digital Advertising	X	X	X	X	X
PlaceMaking & Success Stories	X	X	X	X	X
Reporting & Assessment	X	X	X	X	X



OUR TEAM: GOLDEN SHOVEL AGENCY

Golden Shovel Agency brings significant expertise to bear for our clients through team members who have an average of 15+ years industry experience. Our team's diverse backgrounds include: Elected officials, chamber, tourism and economic development leadership, Fortune 500 leaders, and startup experience. Below are some of the team members who will be assigned to the City of Pekin project.



Bethany Quinn
Executive Vice President



Darren Varley
Vice President of Client
Retention & Creative Services



Chuck Friedbauer
Director of Content
Management



Tonya Tyus
Copywriter

INVESTMENT OVERVIEW

- **3 year Marketing Blueprint**

- Stakeholder engagement sessions
- Weekly strategy meetings
- Digital surveys with unlimited survey participants
- 30 one-on-one stakeholder interviews
- Competition, keyword, and SEO analysis
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\$35,000(one-time fee)

TIMELINE

Week 1: Client Kick Off	Week 7: Design Materials Due	Week 13: Full Site Copy Feedback Due	Week 18: Soft Launch
Week 2: Homepage Copy to Client	Week 8: Design Presentation	Week 14: Design Approval Due	Week 19: Launch Prep Documents Due
Week 3: Homepage Copy Feedback Due	Week 9: Design Feedback Due	Week 15: Revised Site Copy to Client	Week 20: Site Review
Week 4: Site Map Approval Due	Week 10: Full Site Copy to Client	Week 16: Full Site Copy Approval	Week 21: Live Launch
Week 5: Revised Homepage Copy to Client	Week 11: Content Check-in Meeting	Week 17: Pre-population Content Due	Week 22: Admin Training
Week 6: Homepage Copy Approval Due	Week 12: Revised Designs to Client		

REFERENCES



Horton Hobbs

**EXPAND Greater
Springfield
Vice President of Economic
Development**

937.521.1935

hhobbs@greaterspringfield.com

Customer Since June 2016

Services Provided: Website
Development, Website
Copywriting, Content
Management Service, Advanced
Website Lead
Generation/Tracking, GIS
Planning Integration



Steve Jahn

**Momentum West
Executive Director**

715.874.4673

steve@momentumwest.org

Customer Since February 2015

Services Provided: Strategic
Planning, Print & Digital Ad
Campaigns, Video, Branding,
Collateral Development, Website
Development, Website
Copywriting, Content
Management Service, & Digital
Strategies



Lea Hoover

**Oregon Trail Electric
Cooperation
Manager of Administration and
Strategic Services**

937.521.1935

lhoover@otecc.com

Customer Since June 2019

Services Provided: Website
Development, Website
Copywriting, Content
Management Service, Advanced
Website Lead
Generation/Tracking, Website
Hosting & Maintenance, Virtual
Reality FAM Tour Video



**York County
Development
Corporation**
Why York County

Lisa Hurley, CEcD

**York County
Development
Corporation
Executive Director**

402.362.3333

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Customer Since June 2014

Services Provided: Website
Development, Website
Copywriting, Content
Management Service, Advanced
Website Lead
Generation/Tracking, Virtual
Reality FAM Tour

