

TOURISM COMMISSION MEETING
Monday, March 4, 2019
Village Hall, Earl McGovern Room, 5:30 P.M.



PLEASE TAKE NOTICE that a meeting of the Tourism Commission will be held at the Village Hall, 4800 West Green Brook Road, Brown Deer, Wisconsin at the above noted time and date, at which the following items of business will be discussed and possibly acted upon:

- I. Roll Call
- II. Consideration of Minutes: March 5, 2018
- III. Persons Desiring to be Heard
- IV. Report of Staff/Committee Members
- V. New Business
 - A. Financial Report Update
 - B. Branding / Advertising Efforts Update
 - C. Future Projects
- VI. Scheduling Next Meeting Date/s
- VII. Adjournment

Erin M. Hirn

Erin M. Hirn Assistant Village Manager
March 1, 2019

**PERSONS REQUIRING SPECIAL ACCOMMODATIONS FOR ATTENDANCE AT THE MEETING
SHOULD CONTACT THE VILLAGE CLERK AT LEAST ONE BUSINESS DAY PRIOR TO THE
MEETING.**

Brown Deer Tourism Commission
Meeting Minutes
March 5, 2018

The meeting was called to order by Mr. Johnson at 5:32 P.M.

I. Roll Call

Present: Michael Hall, Village Manager; Erin Hirn, Assistant Village Manager/Deputy Clerk; Susan Hudson, Village Treasurer; Courtney Wedward, Village Trustee, Tim Schilz, Village Trustee; Daryl Johnson, Resident; Angela Walters, Resident; Chad Hoier, Park & Recreation Department Director

II. Consideration of Minutes: March 20, 2017

It was moved by Mr. Hall and seconded by Trustee Wedward to approve the minutes from May 15, 2017. The motion carried unanimously.

III. Persons Desiring to be Heard

None

IV. Report of Staff/Committee Members

Mrs. Hirn presented information regarding the Wisconsin Department of Tourism as it pertains to potential grants, a possible four-month tourism assessment starting in September, and local page on website. Mrs. Hirn also discussed creating a Brown Deer map similar to one created in Menomonee Falls to distribute at hotels and other offices around the community to promote visiting Brown Deer. This would be created by Hometown Publications as well as gathering businesses to advertise to make it be zero cost to the village. There was also an app brought up by Hometown Publication for listing events as well as other important information about Brown Deer. Mrs. Hirn also suggested purchasing two map cases at each of the three bus shelters the village owns in the community in order to promote events. Each case would cost \$235.

V. New Business

A) Future Projects

Mr. Hall proposed the following allocation of tourism funds: \$5,000 for four music in the park events, \$5,000 4th of July, \$5,000 Eat & Greet event, \$5,000 advertising for all events, and \$25,000 for the accusation of property directly next to the North Shore Fire Station off Brown Deer Road for tourism promotion and waystation. There was also a request from the Police Chief Kass for a practice drone to use at events.

Ms. Walters suggested a report be brought back to the commission to update where money was spent.

Mr. Johnson disagreed with the purchase of a drone being tourist related and would need further information regarding its usage. It was agreed by the commission to table this item until the next meeting.

Ms. Walters suggested more road signage and to include where parks are located on the Brown Deer map project.

Trustee Wedward mentioned the new home buyer information packet she received when she first moved to the area. Attorney Fuchs informed the commission that those are no longer distributed.

Mr. Johnson requested how many maps would the village be able to distribute. Mrs. Hirn noted that she would find out more information for the next meeting since there is an interest in proceeding.

Mr. Hall discussed the potential waystation on the API property. Mr. Johnson suggested reaching out to Larry's Market to see if they would want to staff a coffee stand.

Further discussion ensued.

It was moved by Mr. Hall and seconded by Ms. Walters to recommend the listed expenses. The motion carried unanimously.

B) Financial Report Update

Ms. Hudson stated that there is \$69,239 currently available for Tourism commission funds. The remaining balance after the recently requested

VI. Schedule Next Meeting Date/s

The next meeting is scheduled for April 16th at 5:30 p.m.

VI. Adjournment

It was moved by Trustee Wedward and seconded by Mr. Hall to adjourn at 6:25 p.m. The motion carried unanimously.



Erin M. Hirn, Assistant Manager/Deputy Clerk

Tourism Spending Summary

	Approved	Expense
Advertising	-\$5,000.00	
2-Map Cases 4' x 6'		\$3,032.00
Map Installation		\$550.00
Shepard Ad		\$500.00
Banner		\$219.00
Key Milwaukee Ad		\$50.00
Nicolet Rec Ad		\$50.00
Vinyl Poster		\$599.00
Total	\$0.00	
Eat & Greet	-\$5,000.00	
Stage, Sound, and Lights		\$2,500.00
Container Bar		\$844.80
Speleo Cave Attraction		\$500.00
Event Cups		\$1,155.20
Total	\$0.00	
Vibes	-\$5,000.00	
Lawn Signs		541.76

Bands		\$3,700.00
Posters		\$258.24
Shepard Ad		\$500.00
Total	\$0.00	
4th of July	-\$5,000.00	
Fireworks		5,000
Total	\$0.00	

Direct Costs

0

0

	Product A	Product B
Metal Parts	\$6,000.00	\$8,000.00
Custom Plastics	\$3,500.00	\$5,500.00
Manufacturing	\$8,000.00	\$9,000.00
Glue	\$2,500.00	\$2,500.00

Indirect Costs

0

0

	Product A	Product B
Shipping	\$3,000.00	\$3,000.00
Attorneys' Fees	\$2,500.00	\$2,400.00
Liability Insurance	\$500.00	\$1,000.00
Licensing	\$1,000.00	\$1,000.00

General and Administrative Costs

0

0

	Product A	Product B
Accounts Receivables	\$1,500.00	\$1,500.00
Accounts Payables	\$1,500.00	\$1,500.00
Sales	\$2,000.00	\$3,000.00



Village of Brown Deer Marketing Proposal

Strategies to attract overnight visitors to the community

October 16, 2018



Table of Contents

1.Executive Summary.....	p. 1
2.Goals.....	p. 1
3.Discovery.....	p. 1
4.Strategic Priorities.....	p. 2-3
• Brand Development	
• Event/Amenity Marketing	
• A Signature Event	
• Chamber of Commerce	
5.Success Measurements.....	p. 3
6.References.....	p. 3
7.Account Service.....	p. 3-4
8.Estimate.....	p. 4

Executive Summary

The following Marketing Proposal is designed to support the Village of Brown Deer's strategic objective to develop a distinct brand and implement strategies and tactics that attract visitors to the community to play and stay overnight in Brown Deer hotels.

The plan involves a phased approach that begins with discovery then focuses on priorities with accompanying strategies and tactics that meet the goals outlined below. Through a discovery process, brand-building and public relations, the following goals can be achieved:

- Increase local, regional and statewide awareness of the amenities and attractions that Brown Deer has to offer.
- Increase the number of overnight stays at hotels in Brown Deer.
- Foster community pride.
- Attract prospective homebuyers and businesses.

Discovery

To assess what is and what is not currently working to draw overnight visitors to the community, the agency would obtain information and metrics through a series of interviews with representatives from hotels, businesses, and other organizations. The focus of the interviews would be to determine what has been successful to attract non-residents to visit Brown Deer from their perspectives.

Questions for hotel managers would explore the profile of the typical guest and group. Opportunities to co-brand events would be researched.

Interviews with executives from area businesses would uncover history of past support, desire for networking opportunities with other businesses, and potential upcoming meetings that require hotel support.

Representatives from organizations, such as the University Club (Tripoli Club) and YMCA, would also be interviewed.

A communications audit would explore the effectiveness and readership of current communication tools: magazines, electronic newsletter, Facebook, website, social media sites. Collateral, such as invitations, signage, displays, etc., would be analyzed.

In addition, our research would include reviewing home sales, school enrollment and new business activity.

The Discovery process allows us to define a baseline of metrics in order for us to market effectively and measure success.

Strategic Priority # 1: Brand Development

The question was asked in Comprehensive Plan 2030: "How can Brown Deer distinguish itself from neighboring communities?" Discussions with Assistant Village Manager Erin Hirn and Manager Michael Hall reiterated this challenge.

The Village of Brown Deer has made progress over the past several years focusing on providing a high quality of life for residents and visitors. This includes maintaining and enhancing outdoor amenities, such as parks, trails, and bike routes. Other progress made includes a start to the redevelopment of the Original Downtown.

Despite these positive steps, the Village still suffers from an identity issue. Many people think Brown Deer is part of Milwaukee.

In order to create an identity that is separate and distinct from Milwaukee and the other North Shore communities that surround the Village of Brown Deer, a branding exercise needs to take place. This exercise involves creating a brand story utilizing emotional and subconscious triggers with an outcome that gives a clearer picture of what to expect in and from the Village.

Strategic Priority # 2: Event Marketing

Brown Deer hosts regular family-friendly events in the community, including: 4th of July; Eat and Greet (First Sat in June); Vibes in the Park; Farmers Market; Christmas Tree lighting; and Arbor Day.

Based upon the communications audit, recommendations for additional communications tools will be shared.

An editorial calendar will be created to ensure key information is distributed to local media. In addition, regular media advisories will be used to alert the media of all events. When appropriate, news personalities from FOX 6 will be tapped to emcee events. Photography and videography services are available through the agency. Social media strategies will be customized based on the event.

A Youtube channel for the Village of Brown Deer would be created. A potential partnership with Brown Deer High School may yield an aspiring Vlogger who could help generate content

for this channel.

A media list will be customized for Brown Deer. Included in the list will be features and travel editors and show producers from the state and Northern Illinois.

Strategic Priority #3: New Signature Event

A new signature event would help Brown Deer promote its brand and amenities to prospective visitors. The event would be family-focused in nature, novel in concept, attracting media interest. It would also have a charitable tie-in. The prospective charitable recipient would be asked to co-promote the event and leverage its stakeholder network.

Strategic Priority #4: A Brown Deer Business Chamber of Commerce

Based on our research, we would determine whether there is an appetite among business leaders in Brown Deer for a Chamber of Commerce.

Success Measurements

- Increased number of overnight stays at area hotels vs. previous year.
- Number of event attendees.
- Reach of traditional and social media coverage.
- Number of new partnerships with area organizations.

Client References

- Andy Pederson, Manager, Village of Bayside, 414-550-1813
- Ann Deuser, Executive Director, Glendale Convention and Visitor's Bureau, 414-477-1800
- Ryan Doerr, President, Strategic Club Solutions, 248-231-2195
- Lyn Falk, President, Retailworks, Inc., 414-840-1244
- Deb Kerr, Superintendent, Brown Deer School District, 414-371-6755

Account Service

Susie Falk has served a range of clients in a variety of industries, providing them with strategic communications and fund-raising counsel and excellence in program implementation. Prior to the launching Falk Group Public Relations in 2008, Susie served as director of public relations of one of Milwaukee's largest advertising agencies, Blue Horse. There she conducted campaigns for her clients, including Verizon Wireless, U.S. Cellular, Froedtert Hospital & Medical College, Walmart Stores, and a host of other mission-driven companies and non-profit organizations and associations. Her work has been recognized by regional and national organizations, including the Public Relations Society of America, Business Marketing

Association Milwaukee, the Association for Women in Communications and the National Foundation for Women Executives in Public Relations. Susie serves on the boards of the Haggerty Museum of Art at Marquette University, the Building2Learn Consortium and on the marketing committee of the Milwaukee Symphony Orchestra board.

Laura Leszczynski brings over 26 years of business experience having owned her own marketing agency, co-founded a youth volleyball club serving 300 athletes annually, managed team members and executed creative deliverables serving a wide range of industries and clients. She has years of experience in branding working with clients from start up businesses to third generation companies. Applying neuromarketing best practices and smart strategy, Laura aids in messaging, planning and brainstorming. Her brand story process lends insight, clarity and brevity. She works with clients to uncover hidden opportunities and discover tipping points in consumer behavior enabling a more efficient way to hit targets and goals. Since 2011, Laura has served on the board of the Mequon-Thiensville Education Foundation.

Administration and Cost Estimate

- Monthly activity reports.
- Conference reports to document meetings regarding projects and plan implementation.
- Annual plan development.

Investment of trade: \$20,000 to support Initial Discovery Phase of interviews with Hotel GMs, Communications Audit, and event marketing to support recurring community events: 4th of July; Eat and Greet (First Sat in June); Vibes in the Park; Farmers Market; Christmas Tree lighting; and Arbor Day.

*Please note that we would include grant-writing for a JEM grant for **no cost**.*

Should the Village receive a JEM grant, the agency recommends a \$4,500 monthly retainer to cover brand development, the coordination of a New Signature event and interviews with business leaders to determine interest in a Brown Deer Chamber of Commerce.

Summary

With a combined 48 years of marketing, branding and public relations experience and extensive community involvement in the North Shore, we are confident that we are the team you need to help establish a stronger identity for Brown Deer and help attract visitors to your community. Experience aside, as neighbors of yours, we are passionate about seeing you do well to help strengthen our entire community. We look forward to getting started.

JANUARY 30, 2019

RESPONSE TO THE REQUEST FOR PROPOSAL

FOR

VILLAGE OF BROWN DEER
PUBLIC RELATIONS SERVICES

SUBMITTED BY



EXECUTIVE SUMMARY & PROJECT RECAP

OBJECTIVE

Develop a fully integrated, public relations, brand management and marketing plan/execution strategy to rebrand the Village of Brown Deer.

Currently, the Village of Brown Deer has many strengths and advantages – it is a safe, diverse community with a long history dating all the way back to 1835. It has a wealth of vibrant, appealing businesses, including popular restaurants and bars, hotels, and retail markets, as well as service providers and thriving manufacturers. And for the families who reside in Brown Deer, and for those who visit, it embodies a cozy hometown feel with an urban-chic twist.

We also know that the Village's peak growth occurred decades ago, and that, because of annexations, it ended up being reduced to 4.5 square miles. And thus, Brown Deer needs to uplift and energize its image – and generate a far-reaching, memorable buzz – to help attract and retain residents, and generate more tourism, investment, growth and interest. We are excited to do just that – and to get other parts of the North Shore and Milwaukee County chattering about the new look and feel of the Village of Brown Deer.

THE ATHENA COMMUNICATIONS APPROACH

Athena Communications, LLC is a communications and governmental affairs firm delivering strategic and impactful communications and outreach products to non-profit, small business and corporate partners. We have a demonstrated track record of helping clients achieve their goals through customized event management, public relations, and media relations services.

Athena's staff background includes government relations, tourism, communications, and leadership development. We can provide support for all of a community's public relations, rebranding, and communication needs. We approach our work with the knowledge and enthusiasm to get the job done. Tammy Belton-Davis, founder and principal, Dorothy McBride, account manager, and Katie Newcomb, senior account manager, from the Athena team will lead this work.

Athena Communications will team with ADX Creative to take an integrated approach to build, grow and rebrand the Village of Brown Deer. ADX Creative is a boutique creative house located in downtown Milwaukee for over 33 years. Their experience in branding for both local and global clients is extensive, providing impeccable brand strategy, concepts and design in multiple categories.

The ADX Creative team is led by Eric Clappier, owner and chief brand strategist. The project will include ADX's senior art director, Mary Maier and creative director/writer, Dave Ratfelders. From big picture brand planning, right down to every design and copy detail, ADX relentlessly delivers exceptional, creative results.

The result will be full-on collaboration to help create an invigorated community that attracts new residents, retains existing residents and attracts shoppers and visitors alike. This village rebrand experience would involve 3 distinct phases: planning, implementation, and execution.

In addition, our unique approach will pull in key stakeholders to increase civic and community engagement by leveraging all the chambers of commerce across the state of Wisconsin, the relationships we have with the department of economic development and business improvement districts and local developers. This methodology will entice local developer teams that can build out the village even more as well as the businesses that want to be a part of something new and exciting.

The Athena-ADX team knows how to get people to a destination with branding and messaging, combining exceptional creative skills with experience working with diverse business partnerships and contractors, community relationships, and policy changes. The Athena brand is well known throughout Milwaukee County and the state of Wisconsin, and through our robust brand relationships and partnerships, we can expertly connect the Village of Brown Deer with influencers, policy makers and developers to impact change in the community through a strategic rebrand.

We Help You Tell Your Story and Deliver an Impactful Brand

“ *Neighborhoods are no longer geographical areas defined and populated by communities, but brands methodically built by the community and business. As such, names become an important way to define the brand identity. Build it and they will come, but brand it and the right sort of “they” will come.*

-THE GUARDIAN, JANUARY 2015

”

PARTNERING WITH VILLAGE STAFF

Athena Communications prides itself on building meaningful and lasting relationships with the community and with our clients. We would like to serve as strategic partners with the Village of Brown Deer staff. We want to ensure ideas are heard and aligned, and that plans are approved, tracked and implemented.

We look forward to discovery sessions to get the pulse of the village staff, and to gain insights for the team to leverage. We anticipate active, productive collaboration in which creative strategies and concepts are frequently presented for review and approval. This interactive approach will help ensure the development of a brand image that resonates with the entire community. We understand that the new brand must appeal to multiple audiences, including businesses, current residents and visitors, without compromising all of the current positive strengths and characteristics of the Village of Brown Deer. We will continue to reflect the community’s local attributes and core identity while building the vibrant “new” Village of Brown Deer image.

We understand how to engage diverse communities, help clients effectively tell their story and work with real estate developers to build thriving communities.

OUR TEAM APPROACH

Project Lead

A carefully planned and executed rebrand can help build civic pride and spur community development. A new brand image will also help create a sense of local ownership and will serve to infuse a sense of renewed pride and excitement because the new branding would allow for the village recreate an identity for the community without losing its personality.

The rebranding of the Village of Brown Deer would be positioned as a project that benefits all of Wisconsin. The rebrand truly has the potential to serve as an effective means of uniting the North Shore and metro areas with the village right at the center. The results of the rebrand, would also include traditional and non-traditional branding, allowing key stakeholders to 'speak the new language' and the target audience to see consistency.

UNDERSTANDING TOURISM

At Athena Communications, we are fortunate to have not only extensive experience working within the wheelhouse economic development, but we also understand how tourism intersects with economic development, community awareness, and branding.

Our team consists of a key member who has direct experience working as tourism director for a Wisconsin village. We understand tourism is more than just heads in beds. It's an integrated part of brand awareness. We can bring the knowledge of how Wisconsin Department of Tourism's (WDOT) tools and rules for engagement can provide powerful insights into what is possible for the Village of Brown Deer. And as Athena sees it, the possibilities are new, innovative, collaborative, inclusive, and memorable.

Understanding that Wisconsin tourism is big business is key to tapping into those possibilities. Over the past few years, WDOT has undergone several awareness campaigns that have not only garnered awards, but also left favorable impressions on visitors to our state. Visitors who may not have known everything we have to offer had it not been for WDOT's creativity and outreach methods.



A Longwoods International survey shows that 57% of those who saw the Department of Tourism's ad campaign AND visited the state think Wisconsin is a good place to live vs. 21% of those who had not seen the advertising and visited the state.



-WISCONSIN DEPARTMENT OF TOURISM'S WISCONSIN ECONOMIC IMPACT RESEARCH

In working with the Village of Brown Deer, Athena will tap into all programs the WDOT has to offer with both earned and paid media methods, including offering new strategies to take advantage of WDOT's JEM Grant Program. And having familiarity with room tax rules with the State of Wisconsin, we can also provide counsel on how promoting room tax grants would benefit Brown Deer in the immediate and long run.

UNDERSTANDING TOURISM

Our Athena team member with an extensive background in tourism has also held several marketing and public relation roles for major Milwaukee-area attractions. This allows Athena to bring a broad view of how individual organizations work in tandem with citywide tourism entities, as well as knowing how tourism assets in a community benefit from partnerships with both other tourism assets as well as tourism departments.

“ Tourism had a \$20.6 billion impact on the state’s economy in 2017, up from \$631 million, or 3.2% from \$20 billion in 2016. ”

-WISCONSIN DEPARTMENT OF TOURISM’S WISCONSIN ECONOMIC IMPACT RESEARCH

The key for the Village of Brown Deer’s rebranding strategy will be building and sustaining mutually favorable partnerships with the goal of increasing awareness not only for tourists, but also for current and future residents and business owners.

Tourism’s link to economic development is found when we ask beyond the question, “Why would people want to visit Brown Deer?” And start building on the questions, “Why would people want to move here?” and, “Why would people want to move their business here? Is it for the quality of life? The community connections? The amenities?”

The answer lies within building a rebranding strategy where the answer to these questions is, “Because Brown Deer stands out and has everything I’m looking for.”

THREE PHASES OF SUCCESS

In order to efficiently and effectively develop a fully integrated, brand management, public relations and marketing strategy, we have broken down our approach into three distinct phases. Throughout all phases of the project, however, the Athena/ADX team will be engaged, connected and invested in multiple ways to support and improve the process and the results including:

- a) Visiting a variety of Brown Deer business, attractions and other locations in person for research, insights, follow-up and reporting
- b) Meeting, consulting, ideating and auditing with all internal and external team member on a continuous, door-is-always-open basis
- c) Conducting internal and external team member and audience research of branding strength, awareness, and position
- d) Providing strategic advice, guidance, and recommendations regarding effective overall branding for marketing and communications
- e) Developing continued, integrated brand messaging based on the Village of Brown Deer's strategic plan, vision, mission and values

PHASE ONE

PLANNING

- a) Athena/ADX team and the Village of Brown Deer designated staff clearly define the issue(s), develop key objectives and goals around strategy, planning and execution objectives and timetable
- b) Athena/ADX team and Brown Deer designated staff determine core individuals and departments to be engaged in the three phases
- c) Athena/ADX team facilitates a minimum of three meetings with key leaders and stakeholders

RESEARCH

- d) Utilize all discoverable and existing data to develop initial insights for rebranding
- e) Conduct interviews and qualitative and quantitative research to determine strength of current brand and how the Village of Brown Deer is currently perceived by key audiences:
 - a) Community Stakeholders
 - b) Residents
 - c) Visitors
 - d) Surrounding Communities
 - e) Realtors
 - f) Local Shops and Facility Owners

BRANDING PLATFORM

- a) Use all research insights to develop collaborative Brand Development Meeting, a full team workshop that will build consensus on direction for Brand Pillars, Brand Values, Personality & Tone, Brand Story and Strategy
- b) Leverage learning and consensus from Brand Development Meeting to create a Brand Definition Model and Brand Standards that will consistently and confidently position the Village of Brown Deer in the market, and serve as a guide for the organization in its marketing communication
- c) Collaborate to apply Brand Model into an initial, overall brand strategy, internal & external brand communication strategy, and public relations strategy

MEASURE SUCCESS

- a) Develop initial proof-of-concept brand messaging, design and public relation material for approval into Phase Two
- b) Test proposed rebranding with key audiences through pulse sessions and focus groups

THREE PHASES OF SUCCESS

PHASE TWO

STRATEGY & PLAN DEVELOPMENT

- a) Review current media and identify opportunities for increased consistency (*Village of Brown Deer staff will assist in conducting an inventory of current brand placement*)
- b) Develop working templates of brand visuals as they would appear on internal and external web properties
- c) Develop brand roll-out and launch strategy, beginning with internal adoption/buy-in, followed by external launch
- d) Develop strategy for ongoing evaluation of brand position and strength
- e) Conduct research and evaluation of brand position and strength within 6-12 months of public brand launch

BRAND DEVELOPMENT

- a) Based on Brand Platform, develop lead brand elements for the Village of Brown Deer that will resonate with identified audiences, including, but not limited to:
 - i. Brand Value Proposition & Promise
 - ii. Brand Positioning Statements for Key Audiences
 - iii. Brand Mark (logo)
 - iv. Brand Tone/Tagline
 - v. Brand Identity Package
 - vi. Brand Style Guide

ATHENA DELIVERABLES

- a) Original brand research (incorporating any existing research) with report of results presented as written and in-person
- b) Brand solution
- c) Written recommendations for strategies & tactics to increase brand awareness
- d) Written rollout and adoption strategies & tactics
- e) Written strategy for ongoing evaluation of brand position and strength
- f) Evaluate brand following rollout

PHASE THREE

IMPLEMENTATION & EXECUTION

Athena/ADX Team and the Village of Brown Deer to roll out the Implementation Phase based on consensus Marketing Plan, which takes into account client goal priorities, budget and greatest projected results, etc. We can develop a flexible, phased rollout of executions and timelines to account for changes in funding and needs. Final, flexible deliverable options include:

- Networking (State, Regional, and local levels)
- Extensive PR Plan
- Updated Website
- Print Collateral Development;
- Economic Dev. and Residential/Community Brochures
- New Monument Signage
- Print Ad Campaign
- Digital Media Campaign
- Social Media Campaign
- Outdoor Events

BUDGET

PHASE ONE	HOURLY RATE	ESTIMATED HOURS	COSTS
PLANNING/RESEARCH AND BRAND PLATFORM			
Project Lead	175	60	\$10,500
Account Manager	100	100	\$10,000
Project Manager	75	100	\$7,500
Creative Lead	95	33	\$3,135
Creative Director	85	33	\$2,805
Art Director/Designer	85	15	\$1,275
TOTAL FOR PHASE ONE DELIVERABLES			\$35,215
<i>Additional hours necessary to complete Phase One will be contributed (up to 50 hours at \$0 per hour)</i>			

PHASE TWO	HOURLY RATE	ESTIMATED HOURS	COSTS
STRATEGY AND PLANNING DEVELOPMENT			
Project Lead	175	35	\$6,125
Account Manager	100	35	\$3,500
Project Manager	75	35	\$2,625
Creative Lead	95	30	\$2,850
Creative Director	85	30	\$2,550
Art Director/Designer	85	10	\$ 850
BRAND DEVELOPMENT			
Project Lead	175	10	\$1,750
Account Manager	100	10	\$1,000
Project Manager	75	5	\$ 375
Creative Lead	95	45	\$4,275
Creative Director	85	40	\$3,400
Art Director/Designer	85	70	\$5,950
Production Artist	75	35	\$2,625
TOTAL FOR PHASE ONE DELIVERABLES			\$37,875
<i>Additional hours necessary to complete Phase Two will be contributed (up to 45 hours at \$0 per hour)</i>			

PHASE THREE

Athena and ADX offer the highly specialized skills to take your approved marketing plan and bring it to life. Our talented and experienced staff of marketing specialist, writers, directors, designers and production artists will create and implement an extremely effective and visually impactful campaign, driven by the research and planning from Phases 1 and 2. The deliverables for Phase 3 will be customized based on final recommendations and client approvals.

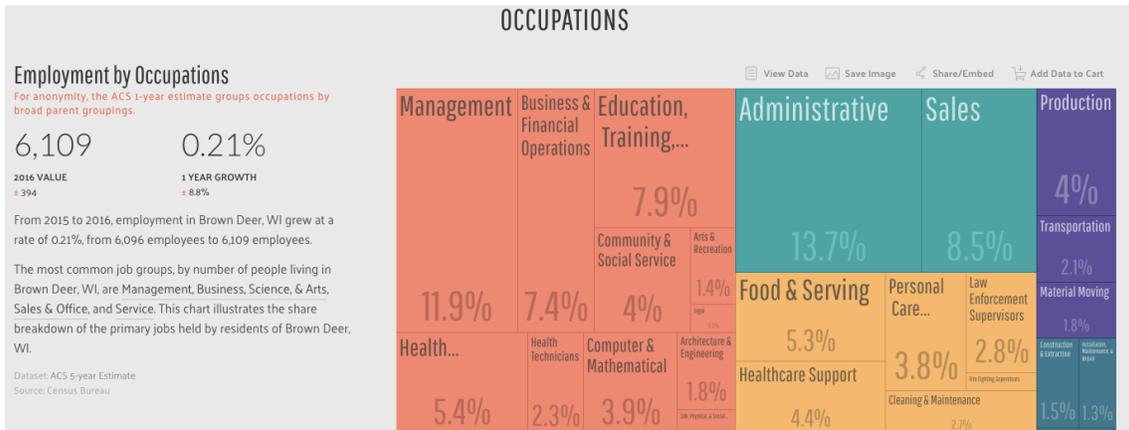
The following is a list of potential marketing venues that may be utilized. *(Not an all-inclusive list).* Costs will be defined and presented upon completion of Phase 2.

- Client Coordination Management
- Networking *(State, Regional, and Local levels)*
- Extensive PR Plan
- Updated Website
- Print Collateral Development; Economic Development and Residential/Community Brochures
- Signage Campaign
- Print Ad Campaign
- Digital Media Campaign
- Social Media Campaign
- Outdoor
- Events

Costs do not include taxes, shipping, photography, printing and any misc. expenses.

DEMOGRAPHICS

BROWN DEER DEMOGRAPHICS



CONTACT

CONTACT

PROJECT LEAD

Tammy Belton-Davis

Founder & Principal

Athena Communications

www.athenacommunicationsllc.com

tammy@athenacommunicationsllc.com

414.339.7604

TEAM

TEAM

PROJECT LEAD

Tammy A. Belton Davis

LinkedIn profile: <https://www.linkedin.com/in/tammybeltondavis/>

ACCOUNT MANAGER

Dorothy Enrique McBride

LinkedIn profile: <https://www.linkedin.com/in/dorothy-enriquez-mcbride-2107344/>

PROJECT MANAGER

Katie Newcomb

LinkedIn profile: <https://www.linkedin.com/in/kathleennewcomb/>

CREATIVE LEAD

Eric Clappier

LinkedIn profile: <https://www.linkedin.com/in/eric-clappier-30264a7/>

ART DIRECTOR/DESIGNER

Mary Maier

LinkedIn profile: <https://www.linkedin.com/in/mary-maier-1a07715/>

CREATIVE DIRECTOR

Dave Ratfelders

LinkedIn profile: <https://www.linkedin.com/in/dave-ratfelders-1b48144/>

See Appendix for team resumes and bios.

REFERENCE

HAYWOOD GROUP

Haywood Group is a full-service real estate development, investment, and consulting firm. Haywood Group specializes in structuring unique development and capital solutions for urban catalytic real estate projects. Haywood Group's creative and innovative execution has earned us the reputation as a leader in the real estate development and investment industry. We are a focused team, active in the application of new concepts and techniques resulting in success for our partners, communities, and clients.

CONTACT: Kalan R. Haywood

email: k.haywood@haywood-group.com

focus areas: Real estate development, community engagement, government relations, media engagement

PETE'S FRUIT MARKET

Pete's Fruit Market expanded its operations to a new Bronzeville store located at 2323 N. Martin Luther King Dr.

The new market is a fully remodeled, 13,700 square foot building complete with a full line of fresh juices, expanded seafood and butcher shop, fresh fruit and vegetables, and an array of food products. Pete's expands its philosophy of bringing fresh products to the Bronzeville community, rich in culture, diversity and resilience by giving residents and the greater Milwaukee community a grocery experience they deserve. This new market was led by a community desire to bring fresh food in to an area cited as a food desert. It involved local elected representatives, city leaders and Department of City Development Haywood Group as the developer, and a host of stakeholders committed to its success. It also had over 65% minority participation on the construction of this development.



Athena continues to work with Pete's Fruit Market as a client and the developer, Haywood Group.

REFERENCE

CARDINAL CAPITAL MANAGEMENT

Cardinal Capital Management, Inc. is a national housing developer based in Milwaukee, Wisconsin with more than 9,500 units of housing across Wisconsin, Iowa, Colorado, Arizona and Georgia. We work closely with clients and partners to create housing and provide services that meet the needs of our residents.

CONTACT: Erich Schwenker

email: eschwenker@cardinalcapital.us

focus areas: Real estate development, brand re-fresh and management, government relations, community engagement

THE GERMANIA



The Germania development represents a major milestone for development in the City of Milwaukee. It was a joint project with Haywood Group and Cardinal Capital. Milwaukee's downtown has experienced a record level of development over the past decade but the majority of the over 10,000 units that have been constructed in and around the Central Business District (CBD) have been market rate units. The need for additional affordable housing in the CBD and greater downtown district is acute and the Germania demonstrates that high quality adaptive use developments can help fill that need. Exquisitely executed, this dramatic revitalization of a long-neglected class C office building is an inspiration to other developers that affordable housing is both viable in the CBD as well as a vital part of filling the workforce needs of the expanding downtown marketplace.

The Germania is a groundbreaking project for the City of Milwaukee.

Athena continues to work with Cardinal Capital on a host of projects locally and nationally and is currently taking the company through a re-fresh of their brand.

REFERENCE

ROYAL CAPITAL GROUP

CONTACT: Kevin Newell

email: k.newell@royalcapital.net

services: Agency of record for all corporate communications and individual real estate projects

BRANDING FOR THE LAKEFRONT RE-DEVELOPMENT OF CITY OF RACINE

In partnership with the City of Racine, Royal Capital is currently developing a master plan along the City's Lake Michigan shoreline. With a planned investment of +\$400M, Royal Capital is scheduled to begin phase one in the Spring of 2019. While deploying an initial capital investment of \$65M, phase one will include a mix of uses: luxury apartments, restaurants, and other demand drivers. As quoted by Mayor Cory Mason, *"this initial development and investment will include the largest housing development the Racine market has seen in more than a generation"*.

@NorthBeach



CLIENT LIST

ATHENA CLIENTS (PAST & CURRENT)

Cardinal Stritch University
Cardinal Capital Management
Greenfire Management
The Kresge Foundation
Lifecourse for Healthy Families (LIHF) Initiative
Pete's Fruit Market
Haywood Group
Milwaukee Teacher Education Center (MTEC)
The Salvation Army of Milwaukee County
Partners Advancing Values in Education (PAVE)
Northwest Side Community Development Corporation (NWSCDC)
Wisconsin Community Services
Milwaukee Repertory Theater (The Rep)
Black Arts MKE
MHW Law Group
Manufacturing Diversity Institute (MDI)
Global Capital Group
Business Resource & Innovation Center
Milwaukee Urban League
City of Milwaukee
CITY.NET Café
Kelly Leadership Group
Von Communications
Visions in Hair Design Institute of Cosmetology
Dr. James Cameron Legacy Foundation/America's Black Holocaust Museum
African American Chamber of Commerce of Wisconsin (AACCW)
Wisconsin Conservatory of Music
Diamond Discs International

ADX CREATIVE CLIENTS

Founders 3 Real Estate Services
Royal Capital Group
Hovde Group
Robert Joseph Development
General Capital
HCI Properties
Lake Country Listings Real Estate
The Corners of Brookfield
F3 Marina
Autism Society of Southeastern Wisconsin
Balchem
Case/New Holland
Chico's
Garcia Carrion Vineyards (Spain)
Kohler
Tanbark Group
Ways to Work
Silver Springs Citrus

APPENDIX

APPENDIX

TEAM RESUMES & BIOS



TAMMY A. BELTON-DAVIS
ATHENA COMMUNICATIONS, LLC
P.O. BOX 100615
MILWAUKEE, WI 53210
414.339.7604

tammy@athenacommunicationsllc.com

COMMUNICATIONS & PUBLIC RELATIONS

Founder

August, 2016 - present

Athena Speakers Bureau

The Athena Speakers Bureau connects transformational conversations and messages to communities and businesses resulting in changed lives and communities. ASB is the go to place to match speakers and subject matter professionals to your organizations goals.

Founder and Principal Strategist

March, 2009 – present

Athena Communications

Athena Communications is a public relations and governmental affairs agency providing comprehensive, strategic communications and government affairs services. Agency specialties include: brand management, crisis communications, personal branding, effective presentation skills, strategic communications and development, and communications audits.

Program Coordinator

African American Leadership Program (AALP) – Cardinal Stritch University

May, 2012 – present

- Responsible for managing external partnerships, coordination of participant programming, workshop/session facilitation and recruitment and promotion of programs.

CLC Project Team – Resource Consultant

June, 2009 – February, 2013

Milwaukee Public Schools – Recreation Division

- Responsible for monitoring and evaluating 54 community learning centers at 54 MPS schools. Lead consultant on planning and leading professional development sessions for afterschool program staff, coordinated trainings with national afterschool providers and developed communications for department and interagency communications

Director of Community Relations

July, 2007 – January, 2009

Journey House

- Developed and implemented the agency's overall strategic communication programs, including media relations, community relations, presentations, and internal and external communications
- Provided leadership in strategic planning for the organization in the areas of resource development, marketing strategies and fund development
- Managed the production and distribution schedule of external communications, including content for agency website, program brochures, marketing news, press releases, flyers and other marketing materials for promotion of agency mission and programs
- Responsible for producing the agency's annual report and producing the first promotional DVD showcasing all of the programs offered at the agency
- Initiated and led the creation of the agency's first crisis prevention and crisis communications plans to effectively communicate to stakeholders issues that could potentially threaten the reputation of the agency
- Responsible for the marketing and public relations strategies of the agency's multi-million dollar capital campaign

Community Learning Center (CLC) Director

January, 2003 – June, 2007

Journey House/ Fritsche Middle School

- Monitored and evaluated overall program operations by use best practices of the CLC model, facilitating group decision-making, coordinating staff assignments and training staff
- Responsible for marketing and recruitment strategies of students in the program through coordination of special events, parental contacts and collaborative efforts with the school
- Directed and managed 20+ part-time staff of teachers, academic coordinator, recreation, safety, data entry, and family involvement personnel

COMMUNICATIONS & GOVERNMENT RELATIONS

Election Services Manager/ Deputy Director

January, 2001 – May, 2002

City of Milwaukee Election Commission

- Facilitated curriculum of instructional courses and work schedules for over 1,000 election day workers
- Planned, organized and supervised community education efforts to increase voter participation; including deputizing political and community groups for expansion of voter registration
- Responsible for educating elected representatives and candidates seeking office at the local, county, state and federal levels on election procedures and data
- Acted as department representative to the Mayor's budget hearings and Common Council committee meetings on issues related to department administration and voter legislation
- Directed the compilation and preparation of statistical reports on registration, voting and election data as required by state statutes

Staff Assistant to Common Council Member

April, 2000 – December, 2000

City of Milwaukee

- Acted as lobbyist and spokesperson for alderman, speaking before legislative committees on pertinent legislation affecting the community and working with members of the Common Council on drafting legislation
- Successfully secured funding for neighborhood watch group through grant writing efforts and developed communication materials for district events
- Coordinated and conducted meetings by cultivating key relationships with other elected representatives, community groups and other key stakeholders

Legislative Assistant to County Board Supervisor

August, 1996 – March, 2000

Milwaukee County

- Served on several task forces aimed at promoting the advancement of professional people of color in the workplace and the recruitment of women in typically, non-traditional sectors of employment
- Researched constituent concerns and addressed problems through coordinated efforts with county departments.

STRATEGIC COMMUNITY WORK

Alverno College Vanguard Society, Member	2017-present
Black Public Relations Society – Vice President of Programming, Board of Directors	2016-present
African American Leadership Alliance of Milwaukee (AALAM), Member	2017-present
Alpha Kappa Alpha Sorority, Inc., Member	2015-present
Milwaukee Repertory Theatre, Community Relations Committee	2015-present
Center for Self-Sufficiency, Fund Development Chair, Board of Directors	2011-present
Bronzeville Arts Ensemble, Member, Board of Directors	2017
Groundwork Milwaukee – Vice-Chair and Fund Development Chair, Board of Directors	2009-2017

Spirit of Truth Worship Center – Lead Administrator

1996 - present

- Responsible for strategic planning, fund development, and administrative coordination of 25 ministry teams

Alverno College – Volunteer Assessor

2013-present

- Participates in assessment sessions of Alverno students as future leaders, specifically assessing their leadership, team building and communication abilities

AWARDS & RECOGNITIONS

<i>Milwaukee Business Journal</i> Diversity in Business Award	2018
2017 Center of Change Award, The Gold Standard	2017
Alverno College Vanguard Society Induction	2017

EDUCATION

African American Leadership Program – Cardinal Stritch University	2009-2010
<i>B.A. Professional Communications</i> Alverno College (Milwaukee, Wisconsin)	December, 1993
<i>A.A. Theology</i> STWC Bible College (Milwaukee, Wisconsin)	June, 1996

Dorothy Enriquez McBride

7718 N Edgeworth Dr. Milwaukee, WI 53223
T: 909.908.8806 E: info@dorothymcbride.com
Instagram: @thecommunicationstrategist
Website: www.DorothyMcBride.com

15 Years of Experience

Dorothy is a Communication Strategist. She facilitates personal development workshops, serves as a leadership and life coach, moderates and emcees events as well as delivers keynote/opening remarks. In 2015, Dorothy launched *Dorothy Writes*, a consulting business, to help small businesses; writers and editors improve their skills. Dorothy also managed a team of volunteers to publish a Life & Style + Business Guide Magazine for career women between the ages of 27 – 35 from 2008-2012 and turned the publication into a blog thereafter.

Dorothy is a specialist in leadership development and learning expert. She has 15+ years in the corporate arena at companies to include HireRight Background Screening, VPI, Applied Medical, MillerCoors and Molson Coors, Dorothy leverages face to face, computer based training and instructional design principles to design and deliver comprehensive learning interventions, culture shaping experiences as well as manage learning activities in areas to include: on-boarding, customer service, generational differences, diversity and inclusion, employee engagement, sales, and technical training. Dorothy applies Adult Learning Theory leadership principles and research to create to develop, hone and progress how team members brand themselves and show up as leaders not just managers.

Dorothy has written content that has been featured on other publications over the last 7 years. Her work has been published on various online and print publications to include but not limited to:

MKE Moms Blog
The BOSS Network
Project Eve
Four Brown Girls
The Praying Woman
Ambition Magazine
She Owns It

Dorothy is also a current writing contributor for the MKE Moms Blog publication since becoming a mommy in May.

Skills

Newsletter and Article Writing & Editing, Custom Writing Courses, Custom Public Speaking Courses, 1:1 Editing, Facilitation, Coaching and Mentoring, Voice Over, EmCee, Panel Moderation, Public Speaking, Manuscript Writing, Coaching, Aweber, MailChimp, Wordpress, Social Media Management, SharePoint, WebEx, JoinMe, Teachable, MS Office, Prezi, Internal/External Stakeholder and Client Management, Articulate Presenter Pro, Camtasia Studio, French

Experience**The Communication Strategist****2016 - Present**

I help businesses make connections through powerful communication. The Communication Strategist focuses in three key areas: facilitation, public speaking and writing & editing.

Clients include:

Concoctions MKE – Writing & Editing
 The PerryNorm - Writing
 African American Chamber of Commerce Wisconsin – Facilitation & Training
 Black Girls Wine – Writing & Editing
 The Male Girlfriend – Writing & Editing
 Wisconsin African American Lawyers Association – Facilitation & Training
 Athena Communications LLC - Writing
 Rockwell Automation AAPN – Facilitation & Training
 Beltza Eclectic Travel - Writing
 JCI – Panel Moderation

Dorothy Writes**2015 - 2016**

Dorothy Writes so you don't have to was a writing-consulting firm designed to help small and medium size businesses tell their stories. I specialized in ghost writing, bios, custom writing courses, blogging, document and blog review, 1 on 1 editing, copy editing, article writing, web copy and customized writing & editing 1:1 seminars.

Clients include:

IHS Training
 Glory Gold Label
 Teangelo Live
 Alyahs Management
 Mommy Oasis
 Hush 86 Dessert Café
 The Strategy Bar
 Jason Shurgot, The Speaker
 Prim Heiress Styling

DOT Magazine, Always on Point**2008 - 2014**

A life, style and business guide designed, curated for women 27-35. I was the Publisher & Editor in Chief and managed a team of 10+ volunteers in order to bring the printed publication to life. I managed the online newsletter as well as the editorial calendar, photo shoots and publication partnerships.

Education & Leadership**Cardinal Stritch University****2016**

African American Leadership Program

California State University, Fullerton**2006**

Organization and Interpersonal Communication, M.A.

University of Montreal**2004**

French Immersion Program

University of La Verne**2004**

Speech Communication, B.A.

KATHLEEN KELLEY NEWCOMB

262.391.6922

katie@katieneewcomb.com

www.linkedin.com/in/kathleennewcomb

I am a creative storyteller with a savvy budget-keeping mind; a mentor built on solid teamwork and relationship-building fundamentals. Armed with a hit-the-ground-running attitude to achieve the best outcomes, I bring a passion for writing, public and community relations, marketing, and events. A results-oriented and experienced professional of entertainment, sports, the arts, nonprofits, and events, I bring my go-getting spirit on day one. I subscribe to the philosophies: "You catch more flies with honey than vinegar; The answer is always no if you don't try; and What defines us is how well we rise after falling."

WORK EXPERIENCE

2018 – PRESENT: DIRECTOR OF TOURISM

[Village of Johnson Creek, Wisconsin](#); [Visit Johnson Creek](#)

Develop comprehensive branding campaign to promote and develop marketing initiatives to showcase the Village as the unique and charming small town promoting big ideas for recreational and economic development advancement. Oversee all budgeting aspects for tourism and Room Tax Grant Program. Village liaison for Jefferson County Tourism Council. Prepares all materials for Johnson Creek Tourism Commission meetings and reviews. Developed and maintained tourism website and social media pages. Serve as spokesperson for Village-related tourism events.

2017-PRESENT: PUBLIC RELATIONS CONSULTANT

[Athena Communications](#)

Providing public and community relations counsel for a variety of business, government, and non-profit clients. Work includes scripting and editing news releases and promotional materials, preparing branding materials, and offering strategic branding tactics to garner increased awareness.

2017 – PRESENT: FREELANCER

[Katie Newcomb](#)

Freelance writing endeavor promoting good work with joy, creativity, purpose, and positive collaboration.

Capabilities include: copywriting, public relations planning, marketing strategies, social media and web content, media releases and advisories, news articles, blogs, speeches, award nominations, and more. Writing samples, including pieces with *Milwaukee Magazine*, *MetroParent Magazine*, and *Taste of Home Magazine* found [here](#).

2011 – PRESENT: AUTHOR

[Balthazar The Pink](#)

An early-reader children's book about a little hedgehog who loves everything pink [Background information](#).

2015 – 2017: SENIOR ACCOUNT EXECUTIVE/OF COUNSEL

[Mueller Communications](#)

Created and executed dynamic, results-oriented public relations plans and awareness campaigns for community-based organizations. **Successfully elevated profiles and presence for clients through earned media and engaging partnerships.** Managed and mentored a variety of talented internal teams to ensure projects ran smoothly and on budget. Client list experience: BMO Harris Bank, Hispanic Professionals of Greater Milwaukee, Milwaukee Repertory Theater, Northwest Side Community Development Corporation, WCTC, City of Greendale, Newcastle Place, and ibMilwaukee.

2006 – 2015: CONSULTANT

[Battle Creek Harley-Davidson](#) and [Wisconsin Harley-Davidson](#)

Provided marketing and public relations counsel during family's purchase of two Harley-Davidson dealerships.

2006 - 2015: EXECUTIVE PRODUCER

[Giving Tree Events, LLC](#)

Freelance marketing endeavor, focused on smart marketing strategies, creative writing projects across all media, and special events management. **I practiced a corporate philosophy of giving back a portion of all fees to enrich local non-profits.** [Link](#) to client list and capabilities.

2004: MARKETING MANAGER

[Milwaukee Public Museum & Humphrey IMAX Theater](#)

Developed and implemented impactful marketing strategies for world-class natural history museum & IMAX Theater. Oversaw marketing activities and media buys for the highly successful, limited US tour exhibition: ***Quest for Immortality: Treasures of Ancient Egypt*** (only Midwest venue and garnered **more than 1.2 million visitors during the four month exhibit**). Cultivated relationships with local government leaders, community partners, and oversaw the internship program.

2001 - 2003: CORPORATE SALES, PROMOTIONS, & ENTERTAINMENT MANAGER

Milwaukee Brewers Baseball Club

Budgeted annual **\$1 million promotional giveaway program** for Major League Baseball team; creatively managed client relationships for corporate fulfillments and renewals: logo placement, hospitality, tickets, media traffic, and on-air promotional copy. Oversaw and cultivated community awareness of 30-person game-day entertainment staff, including Brewers Mascots Bernie Brewer & The Famous Racing Sausages™. Coordinated game-day promotion logistics within several departments to deliver a quality fan experience. Served as Pre-game Show Assistant Field Manager: directing show timing with National Anthem, Color Guard, First Pitch, and corporate/contractual fulfillments. Esteemed **2002 Major League Baseball All-Star Game Hospitality Coordinator: built solid relationships with LA-based event planners, MLB staff, local restaurateurs, caterers, & entertainers to promote the best of Milwaukee to the world.** Special event organizer of Hank Aaron Golf Outing (Milwaukee) and Corporate Spring Training Trip (Phoenix).

2000 - 2001: MARKETING DIRECTOR

Chamber Theatre

Spearheaded marketing and public relations strategies for non-profit, equity theatre. Developed and maintained annual marketing budget. **Negotiated and cultivated advertising partnerships to develop most cost-effective, creative concepts.** Scripted and sent media releases with targeted pitching management, as well as directed annual show brochures.

1999 - 2000: MARKETING & PUBLIC RELATIONS DIRECTOR

Sonoma County Museum

Promoted new exhibits, events, and managed fundraisers for prominent California non-profit history and art museum. Scripted and sent media releases with targeted pitching management (**including \$5 million donation announcement**). Sought and maintained community partnerships to offset marketing costs and solicit donations for fundraising efforts. Managed marketing program, including facility rental program for additional revenue sources.

1996 - 1999: ACCOUNT EXECUTIVE

Laughlin Constable Advertising & Public Relations Agency

Wrote creative media releases with targeted pitching management. Built relationships with community leaders; created, and implemented new ideas into effective promotions for clients and community-based organizations. Researched, scripted, and produced children's programming. Managed special events for clients and agency. Oversaw and balanced client **budgets between \$25,000 to over \$1 million.** Client list experience: McDonald's Restaurants of SE WI, The Blood Center of WI, Barq's Root Beer partnership with the Milwaukee Brewers, Ronald McDonald House Charities of Eastern WI, Carson Pirie Scott, Gitano Jeanswear's Sponsorship of **Shania Twain's 1st US Concert Tour**, Coca-Cola Bottling Company of WI, and John O. Butler Co.

1995 - 1996: DEVELOPMENT/MARKETING ASSOCIATE

Betty Brinn Children's Museum

Coordinated special events and facility rental program (including exhibit openings). Wrote media releases with targeted pitching management. **Assisted grant proposal research and writing (secured Alphabet Garden).** Designed and scripted marketing materials to increase attendance and outreach. Directed volunteers on special projects and fundraising events.

EDUCATION

Mass Communications Graduate Studies Program

University of Wisconsin - Milwaukee

Bachelor of Arts, College of Communications, Journalism & Performing Arts

Marquette University

Broadcast Communications major, Theatre Arts minor

British Colloquia and Theatre

University of Wisconsin – Platteville; Summer Abroad Program; Ealing College (London, England)

INTERN

WMVS-Channel 10 (PBS) Smith & Company

Produced for Emmy® award-winning, public affairs television program. Researched program topics, potential guests, and site locations. Wrote scripts and promotional copy.

INTERN

WITI-TV6 Community Affairs Department

Assisted with special events planning for community/promotional events. Booked talent for events, including the Milwaukee-based **Muscular Dystrophy Telethon Festival.** Wrote scripts and solicitation letters.

HONORS/AWARDS

Paragon Merit Award - Ronald Reading Corners; Public Relations Society Association (Milwaukee, WI)
Walter Jay & Clara Charlotte Damm Award for achievements in broadcasting; Marquette University
Academic Honor Award; Marquette University

ACTIVITIES

2019 - Present: Secretary, Jefferson County Tourism Council
2018 - Present: Board Member, [Oconomowoc Area Foundation](#)
2017 - Present: Co-chair, [Route of the Badger](#) Marketing & Economic Development Committee
2017 - Present: Member, [PEARLS for Teen Girls](#) Marketing Communications Committee
2017 - Present: Freelance Writer, [Taste of Home Magazine](#)
2015 & Present: Parent Contributor/Writer, [MetroParent Milwaukee Magazine](#) Contributor/Writer
2015 - Present: Member, [Public Relations Society of America](#), Southeastern Wisconsin Chapter
2015 - Present: Member, [Milwaukee Press Club](#)
2014 - 2015: Gala Auction Committee: [University Lake School](#)
2014: Committee Member, [Marquette University Helfaer Theatre's](#) 40th Anniversary Celebration
2011 - 2013: Community Blogger for [Milwaukee Magazine](#)
2003 - 2010: Gala Committee, [Ronald McDonald House Charities of Eastern Wisconsin](#)
2001 - 2005: Board Member/Secretary, [In-Tandem Theatre](#)
1994, 2009 & 2014: [Dominican High School](#) Reunion Co-chair

COMPUTER EXPERIENCE

PC and MAC; Wordpress; WIX; Word, Excel, Publisher, and PowerPoint; Google Drive; most social media platforms;
Raiser's Edge; Survey Monkey; Bookwright; some Adobe design

ADX CREATIVE TEAM BIOS

ERIC CLAPPIER

Eric has over 35 years of experience in all facets of advertising and marketing services. After graduating from Milwaukee Institute of Art and Design, Eric developed an in-house creative department for a hospitality chain. After years of sustained growth and the addition of outside clients, Eric converted this small in-house agency into a diverse and self-sufficient creative agency, ADX Creative. Today, ADX offers a full menu of creative marketing services, including brand development, identity design, print and digital advertising, video production and more, delivering effective, measurable results to an impressive, diverse national and international client roster.

Along with providing the corporate vision for ADX Creative, Eric combines proven marketing disciplines with unmatched creative vision, playing an active role in the development and client marketing strategies. His practice of providing exceptional client service, agency flexibility and responsiveness are the driving forces throughout the organization and the success of the company.

MARY MAIER

Mary is a Senior Art Director with more than 20 years of experience in the creative industries. Her broad skill-set includes a diverse range of attributes including design & typography, art direction, digital design, branding, photography and retouching. Mary has had the opportunity to work with Fortune 500 brands, startups, and leading global brands and has an extensive understanding of marketing and brand objectives, consumer needs, and the value of effective communications.

Mary currently works as an art director at ADX Creative, a creative agency based in Milwaukee, bringing high-level solutions to all reaches of print, digital, corporate branding, brochure design, promotional campaigns and advertising. She has previously worked as in-house creative for the Milwaukee Public Museum, Planned Parenthood of Wisconsin and as designer at Design Office in Milwaukee.

DAVID RATFELDERS

Dave is a Creative Director and Brand Strategist with a remarkably wide range of experience in marketing applications – from branding development, to new product ideation, to print, broadcast, and digital advertising and more. He has worked with Fortune 500 companies in both consumer and B-to-B marketing, as well as with local and regional small businesses, including SC Johnson, Pepsico, Harley-Davidson, Johnson Controls, UniteMKE and Skylight Music Theatre.

Dave began as a freelance copywriter, then served at Culver Brand Design Agency for over 25 years as Senior Copywriter, then Creative Director and Brand Strategist. He now works independently, writing, creating and consulting – and for the last several years has successfully partnered with ADX Creative to help deliver top shelf creative to their diverse, national client roster.

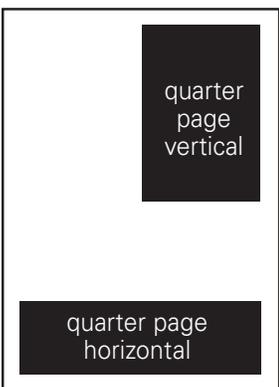
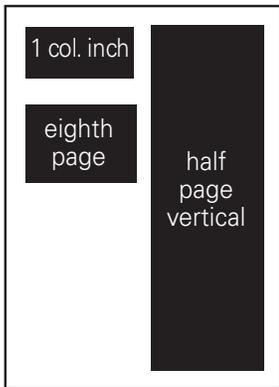
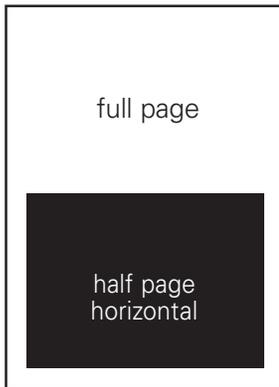


VISITORS' GUIDE

T: (414) 759-9245

E: info@keymilwaukee.com

KEYMILWAUKEE.COM



AD PACKAGES

Our packages include print ads, duplicated in our mobile editions; editorial coverage in print and in KeyMilwaukee.com and social media support (Twitter, Facebook, YouTube, Instagram, Pinterest, Flickr and our Key-zine e-newsletter).

Print SPECS

- Full Page (no bleed) 4-3/4" x 7-1/2"
- Full Page (with bleed) 5-3/8 x 8-1/4
- Half Page (horizontal) 4-3/4" x 3-1/2"
- Half Page (vertical) 2-1/4" x 7-1/2"
- Quarter Page (horizontal) 4-3/4" x 2"
- Quarter Page (vertical) 2-1/4" x 3-5/8"
- Eighth Page 2-1/4" x 1-3/4"

Trim size of page: 5-3/8 x 8-1/4

Bleed sizes allow for 1/8" trim at top, bottom and side.

Keep live matter 1/4" from all sides.

Indicate trim on proof.

File formats: high resolution PDF, Photoshop, InDesign, TIFF and EPS in CMYK color mode - 300 DPI, Line Art 1200 DPI

Print 2018 RATES

PER ISSUE	1x	3x	6-12x
Full Page	\$875	\$800	\$750
Half Page	\$600	\$550	\$500
Quarter Page	\$385	\$355	\$330
Eighth Page	\$250	\$225	\$200

Web Banner Ad SPECS

Keymilwaukee.com banners and links available. Rates depend on whether the marketing partner has an ongoing relationship with KEY Milwaukee

Web banner size 160 pixels x 250 pixels

Web Banner 2018 RATES

1 month	3 months	6-12 months
\$200/month	\$150/month	\$100/month

Contact INFORMATION

E-mail files to: larthur@keymilwaukee.com

The trademark KEY is licensed by KEY Magazines, Inc. Key Milwaukee is locally owned, but is affiliated with Key and other visitor publications throughout the US. Regional and national advertising programs are available.



Nonprofit Rate Card 2018

mmagazinemilwaukee.com

Milwaukee's Lifestyle Magazine

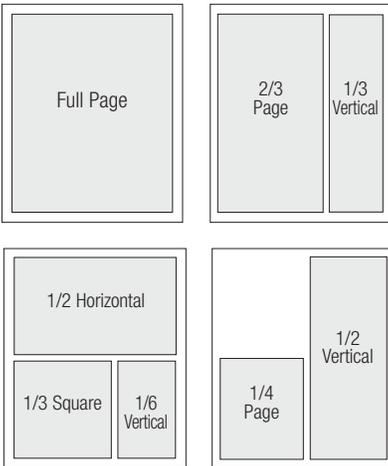


Print Rates (net)

SIZE	12X	9X	6X	3X	1X
FULL COLOR (gross)					
1/6 page vert.	\$539	\$559	\$583	\$628	\$705
1/4 page	\$799	\$831	\$862	\$933	\$1,040
1/3 page square/vert.	\$1,059	\$1,098	\$1,135	\$1,237	\$1,370
1/2 page vert./hor.	\$1,555	\$1,618	\$1,675	\$1,813	\$2,016
2/3 page	\$2,030	\$2,105	\$2,182	\$2,366	\$2,632
Full page	\$2,822	\$2,936	\$3,044	\$3,304	\$3,671
2 page spread	\$4,233	\$4,405	\$4,565	\$4,956	\$5,508



23% 20% 17% 10%



Frequency discounts are offered to advertisers who commit to run 3, 6, 9 or 12 ads per year. Rates listed are per ad per month. Guaranteed positions other than premium pages will be upcharged 10% of earned rate. Rates include typesetting and design.

(Full Page) Live area: 7.375" x 9.875"
(Margins for all non-bleed ads are .5" from top & bottom, and .5" from left & right)

Trim Size: 8.375" x 10.875"

Bleed Size: 8.63" x 11.125" (Full Page)

Ad Sizes

(width by depth)

- 2 Page Spread**
15.75" x 9.875"
- 2 Page Spread (with bleed)**
17" x 11.125"
- Full Page**
7.375" x 9.875"
- Full Page (with bleed)**
8.63" x 11.125"
- 2/3 Page**
4.833" x 9.875"
- 1/2 Page Horizontal**
7.375" x 4.81"
- 1/2 Page Vertical**
3.563" x 9.875"
- 1/3 Page Square**
4.833" x 4.81"
- 1/3 Page Vertical**
2.292" x 9.875"
- 1/4 Page**
3.563" x 4.81"
- 1/6 Page Vertical**
2.292" x 4.81"

Digital Rates (net)

- » **Weekly Banner Ad:** \$150
- » **Monthly Banner Ad:** \$500
Dimensions: 384Wx190H
- » **Monthly E-Newsletter Skyscraper:** \$300
Dimensions: 150Wx400H

BONUS

All print ads automatically appear in the M Magazine digital edition with a FREE hyperlink to advertiser websites.



IMPORTANT DATES

Ad Deadlines

January 2018

Space: Nov. 27 / Artwork Due: Nov. 29

February 2018

Space: Dec. 28 / Artwork Due: Jan. 2

March 2018

Space: Jan. 25 / Artwork Due: Jan. 29

April 2018

Space: Feb. 22 / Artwork Due: Feb. 26

May 2018

Space: March 22 / Artwork Due: March 26

June 2018

Space: April 26 / Artwork Due: April 30

July 2018

Space: May 24 / Artwork Due: May 29

August 2018

Space: June 21 / Artwork Due: June 25

September 2018

Space: July 26 / Artwork Due: July 30

October 2018

Space: Aug. 23 / Artwork Due: Aug. 27

November 2018

Space: Sept. 27 / Artwork Due: Oct. 1

December 2018

Space: Oct. 25 / Artwork Due: Oct. 29

WHO WE ARE . . .

50 Plus News Magazine features quality editorial with a local emphasis, including information about health, travel and finances. Entertainment coverage includes reviews of movies and a calendar of current events each month.

EDITORIAL CONTENT

50 Plus News Magazine features quality editorial with a local emphasis, including information about health, travel and finances. Entertainment coverage includes reviews and calendar of current events each month.

READERSHIP

According to our most recent audit, approximately 95 percent of the 40,000 copies we print and distribute locally each month are picked up by readers from our more than 400 free distribution sites. Based on reader surveys, this pick-up rate translates into a readership exceeding 90,000 people each month. Approximately 40% of our readers are between 50 and 64 years old, 40% percent are between 65 and 75, and the remainder are either under 50 or over 75.

DISTRIBUTION

We are proud of our wide distribution network throughout the Milwaukee, Waukesha, Washington and Ozaukee counties, and are always striving to expand and improve it. Copies are always free of charge at our 400 distribution sites. 50 Plus is delivered each month to the following locations:

- Aurora Pharmacies, Walgreens • Public Libraries, Recreation, senior centers and clubs • Retirement communities • Apartment buildings with large 50+ populations • Doctors' offices/Professional buildings • Restaurants and retail establishments.

To suggest a new distribution site, or to volunteer to become one, contact us. Please note that all sites must agree to provide appropriate space for at least 40 copies every month. There is no charge to become a distribution site.

WHY TARGET 50 PLUS?

■ has a combined annual personal income of over **\$800 billion** and controls **70 percent** of the total net worth of US households.

■ owns **77 percent** of all financial assets in America.

■ owns **80 percent** of all money in U.S. savings and loan institutions.

■ purchases **43 percent** of all new domestic cars and **48 percent** of all luxury cars.

■ **spends more money** on travel and recreation than any other age group.

■ purchases **80 percent** of luxury travel.

■ **spends more** on health and personal-care products than any other age group.

■ **spends more** per capita in the grocery store than any other age group.

■ **eats out** an average of three times per week.

■ **watches more television and reads more newspapers** than any other group.

■ **spends more** on quality children's clothing for grandchildren than the children's parents do.

■ accounts for **40 percent** of total consumer demand.

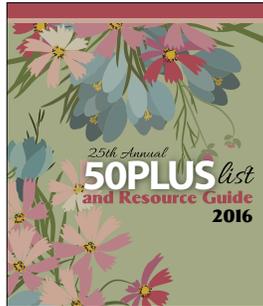
**For advertising information call:
SARAN PIEHL**

Phone 262.367.5303 ext. 12
email: saran@50pluspubs.com



find us 50pluspubs.com
like us Facebook/[50PlusNewsMagazine](https://www.facebook.com/50PlusNewsMagazine)
follow us @[@50PlusNewsMag](https://twitter.com/50PlusNewsMag)

EDITORIAL CALENDAR 2017



JANUARY

- Annual Guide to 50 Plus Health

FEBRUARY

- Grandparents Guide
- Assisted Living Guide
 - Healthy Heart

MARCH

- Careers After 50
- Rehab Options
- Wills & Estate Planning

APRIL

- Navigating the Aging Journey Guide
 - All About Teeth
- EXPO- 50 Plus Fest

MAY

- Retirement Housing Directory
 - Hearing

JUNE

- Grandparents Guide
 - Annual 50 Plus Apartment & Condo Directory

JULY

- Condo Living Directory
 - Eye Care

AUGUST

- Assistive and Supportive Care Directory
 - Cosmetic Dental Tune-Up

SEPTEMBER

- Grandparents Guide
 - Annual 50 Plus Housing Directory
 - Women's Health

OCTOBER

- NEXT
- Caregiving Directory
- EXPO- 50 Plus or Better
- Medigap Insurance Cost & Services Chart

NOVEMBER

- Veterans Guide
 - Leaving a Legacy
 - Men's Health

DECEMBER

- Gift Guide
 - Foot Care
- Preventing Elder Abuse

ADVERTISING INFORMATION

NET DISPLAY ADVERTISING RATES

SIZE	1x	3x	6x	12x
FULL PAGE	\$1885	\$1792	\$1710	\$1645
1/2 PAGE	\$1050	\$976	\$944	\$911
1/3 PAGE	\$760	\$720	\$693	\$660
1/4 PAGE	\$564	\$534	\$523	\$500
1/6 PAGE	\$506	\$485	\$471	\$456
1/8 PAGE	\$340	\$327	\$316	\$299
1/16 PAGE	\$199	\$179	\$148	\$137

BUSINESS & SERVICES DIRECTORY

AD SIZE: 2.25" x 1.5"

1 Time.....	\$96 per issue
3 Times.....	\$81 per issue
6 Month Pre-Paid	\$299
12 Times	\$62 per issue
One Year Prepaid	\$512

WEB ADVERTISING

WWW.50PLUSPUBS.COM

50 Plus List \$290 per year
Other web advertising rates
available by request.

GENERAL CONDITIONS

- When copy or ad changes are not received by the copy due date, the last ad run will be repeated.
- The contract may be cancelled by a 60-day advance written notice and payment of account in full, including the difference between the contracted frequency rate and the shortened frequency rate on space actually used.
- The publisher reserves the right to edit or refuse any advertisement.

BILLING INFO/TERMS

PAYMENT DUE NET 30 DAYS. Past due accounts (direct or through agencies) are subject to the loss of frequency rate and adjustment to the single issue cost.

For advertising information call:

SARAN PIEHL

Phone 262.367.5303 ext. 12
email: saran@50pluspubs.com



find us 50pluspubs.com
like us [Facebook/50PlusNewsMagazine](https://www.facebook.com/50PlusNewsMagazine)
follow us [@50PlusNewsMag](https://twitter.com/50PlusNewsMag)

AD DIMENSIONS- All Advertising in FULL COLOR

BACK COVER

9.75 x 11.5

FULL PAGE

9.75 x 11.125

1/2 PAGE HORIZONTAL

9.75 x 5.425

1/2 PAGE VERTICAL

4.75 x 11.125

1/3 PAGE VERTICAL

4.75 x 7.3

1/3 PAGE HORIZONTAL

9.75 x 3.5

1/4 PAGE HORIZONTAL

9.75 x 2.5

1/4 PAGE VERTICAL

2.25 x 11.125

1/4 PAGE SQUARE

4.75 x 5.425

1/6 PAGE HORIZONTAL

4.75 x 3.5

1/6 PAGE VERTICAL

2.25 x 7.3

1/8 PAGE VERTICAL

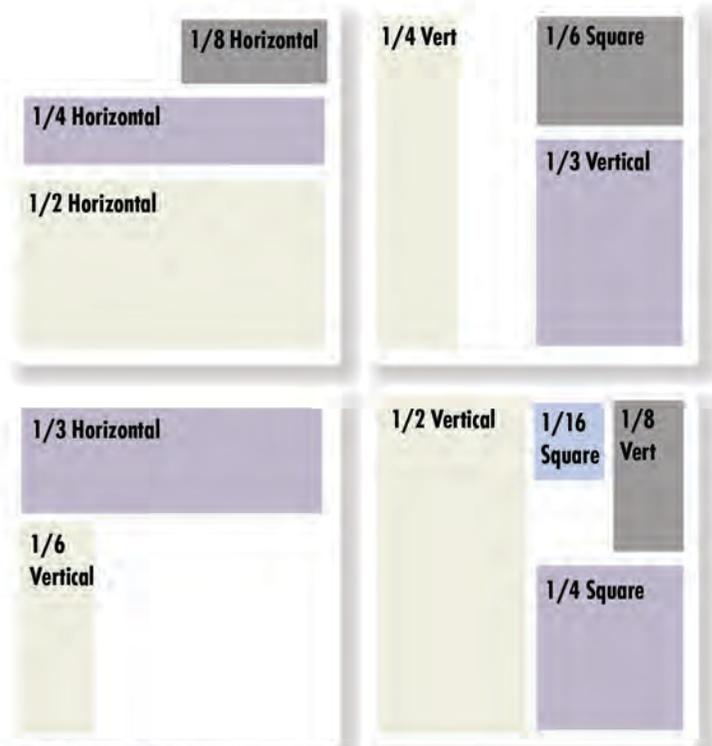
2.25 x 5.425

1/8 PAGE HORIZONTAL

4.75 x 2.55

1/16 PAGE SQUARE

2.25 x 2.55



DEADLINES

- 50 Plus is distributed at the beginning of each month.
- Closing dates are approximately the 15th of each month preceding publication.

Nicolet Recreation Department Advertising Opportunities

Advertise your business in four different ways with the Nicolet Recreation Department! Please contact Nate Brooks for more information at nate.brooks@nicolet.us or call (414) 351-7568.

➤ Bulletin Advertising

	3 Issues	2 Issues	1 Issue
Full Page 8.5" (width) x 11" (length)	\$520	\$360	\$200
Half Page 8.5" (w) x 5.5" (l)	\$260	\$180	\$100
Quarter Page 8.5" (w) x 2.75" (l)	\$130	\$90	\$50

****Glossy/Color advertisements are available on the inside front cover, inside back cover and back cover for an additional \$25.00****

The bulletin is delivered to every household (12,000) in Bayside, Fox Point, Glendale, and River Hills 3 times a year. There are 26,000+ residents in the four communities. Deadlines for the bulletins are Summer – March 1st, Fall – July 1st, and Winter/Spring – November 1st.

➤ Website Advertising

1 Year	6 Months
\$300.00	\$180.00

<http://www.nicolet.us/activities/recreation.cfm>

Promote your business on our website. We average 300+ visitors a week. Advertisements are located in the middle of the webpage.

➤ Regram Advertising

4 Weeks	Weekly
\$180.00	\$50.00

The regram is e-mailed weekly to a database of 3,500+ e-mail addresses using Constant Contact. The regram is sent to participants to remind them of upcoming programs and other pertinent information from the Nicolet Recreation Department. Advertisements are located at the bottom or left-hand side of each regram.

➤ Flyer Advertising

4 Weeks	Weekly
\$180.00	\$50.00

The school folder flyers are distributed once a week to 2,000+ area partner school students. The flyers are sent to area students to remind them of upcoming recreation programs. Advertisements are a full page in size and would be on the back of the flyer.



Public Service Advertising

 Clear Channel Outdoor

As the leader in the Milwaukee market, Clear Channel Outdoor owns a variety of outdoor products that can be used to achieve your advertising objectives. Outdoor is the perfect foundation for any advertising campaign because it is seen every day for 18 hours or more. As outdoor cannot be turned off, skipped or thrown away, it allows you to reach consumers that other media often miss or do not reach effectively.

Hundreds of charitable organizations count on us as we share our century of outdoor experience in conducting campaigns for such causes as public safety, children's rights, literacy and the fight against disease and drug abuse. Clear Channel Outdoor is proud to play a strong role in providing valuable information to the community. Every year over \$20 million nationwide is donated to public service advertising.

Public Service Policies and Procedures

In order to take advantage of the reduced rates that we offer to charitable organizations, please contact a Public Affairs Representative to provide information on your organization. We request a formal letter of introduction to qualify for the public service rates with proof of non-profit or charitable status. Clear Channel Outdoor uses public service rates that are discounted more than 75% on average, therefore organizations must not pay commercial advertising rates in any other medium (i.e. TV, print, radio, etc.). Please acknowledge any costs (installation fees on next page) that may be incurred with your public service campaign. Client requests will be processed once we receive the qualifying information; this letter should be received 60 days prior to the desired start date. Clear Channel Outdoor reserves the right to refuse any public service advertisement for a nonprofit or charitable organization which states political or ideological opinions.

Clear Channel Outdoor will work with clients to ensure that the proper materials are produced and ordered for the campaign. We request that clients do not order their own materials without guidance from the CCO team. In the event clients do not have a designer, CCO's Creative Department will work with clients to develop layouts. Fees for our services are \$75.00 per hour after the first two hours spent with CCO personnel. Material production costs are not included in the space costs noted within this brochure and will require an additional investment.

The client is responsible for any costs incurred to correct or produce composite or press proofs, color corrections and mechanical tints, screens or additional art alterations. A 10% print overrun on copy is recommended.

Public Service policy requires a signed contract, payment in full and approved final art before we can order production and install copy. Prompt response is critical in meeting deadlines.



Public Service Rates

- Public service campaigns provide products at dramatically reduced rates.
- Public service campaigns are provided on a space-available basis. If there are no available locations during a certain week or month, public service programs are shifted to another time as close to the requested time as possible.
- Rates below are in net terms and are valid through 12/31/16.
- Material production is at an additional cost to the rate below.
- All costs are per unit for a 4-week period, unless otherwise noted.
- To qualify, an advertiser must meet public service criteria.

CCO Product	Space Cost Per Display
Digital Bulletin (per day, per board)	\$110
Digital Poster (per day, per board)	\$75
Junior Posters	\$75
Posters	\$175
Transit Shelter Display	\$175

Public Service Product Opportunities

Digital Bulletins



Digital Posters



Posters



Junior Posters



Transit Shelters

