



June 14, 2023

Mr. Greg Jackson
Village Manager
Village of Long Grove
3110 Old McHenry Rd.
Long Grove, IL 60047

Dear Greg:

I am respectfully submitting this Proposal for Public Relations and Marketing Communications services for the period beginning July 1, 2023- December 31, 2023.

For many years, Wisdom Bridge Marketing has delivered quality results within the government space, serving clients Niles, New Trier and Northfield Township Governments, and the Cities of North Chicago and Markham. Since 2015 we have helped government clients with branding, creative concepts, event planning/management, content creation, social media management, marketing collateral, public relations, podcasting, video and more. In 2018 we were honored to receive the **Mighty Message Award** from the Township Officials of Illinois for our work on the New Trier Township Courier newsletter.

Clearly today's residents demand regular, transparent communication. It would be a pleasure to assist the Village of Long Grove with an expanded resident communications, public relations and social media presence. Should you have any questions about this proposal or require additional background information, please feel free to reach out on my cell number (847) 727-9510.

My advance thanks for your kind consideration.

Sincerely,

Jack Macholl
President

PROJECT BACKGROUND

The Village of Long Grove's Board of Trustees and leadership team are seeking external consulting assistance to increase public awareness through proactive resident/local business communications, media outreach, and a consistent strategic public relations and social media presence. Our work would include sharing event and promotional news, along with updates on services and programs available to constituents.

SCOPE OF WORK

Social media strategy—utilizing proven knowledge in government content creation and social media channel management, we will perform an **assessment of current social media activity**, with overview comparisons of social media activity by neighboring governments' efforts.

Subsequently, working alongside village leaders, work would begin on development of a six month **social/public relations/content calendar** that outlines proposed subjects for your online channels covering village services, local events, educational opportunities, partner events/news and helpful updates. The **calendar** will cover the period of July 1, 2023 through December 31, 2023.

Wisdom Bridge will **build/manage an Instagram channel and manage existing Facebook and Linked In outlets for the Village of Long Grove**. Visual elements and contact information will be designed to inform and drive community residents back to the Village of Long Grove or other partner websites (as appropriate.) We will work closely with village staff to develop secure passwords and provide guidance as needed for elected officials and staff to contribute social media content if they desire. We will complete work on the Instagram channel by July 3, 2023 and begin work creating content and managing Facebook and Linked In on July 1, 2023. We would also serve the village by helping manage video content on its **You Tube** channel (event clips, ribbon cuttings, promotions, news updates and other local happenings.)

Under this agreement we will provide **copywriting and Facebook, Instagram and Linked In channel management services** on a retained (monthly) basis. Our service includes up to 60 social media posts per month, graphics/photos/embedded links with posts. Service includes sharing of key social posts by community partners, Lake County government, local municipal partners, school districts, and promoting board meeting announcements, etc. Wisdom Bridge subscribes to a cloud-based commercial software program that permits advanced post scheduling and campaign building/scheduling capabilities. The cloud scheduling capability will be managed with user credentials shared with key Village of Long Grove personnel. Subscription cost is billed back to the client on the monthly Wisdom Bridge Marketing invoice.

We will also monitor and provide regular feedback via client reports to elected officials and leadership on social media performance and opportunities to expand presence beyond organic growth. Forming a client/agency partnership will be crucial to mutual success. We will also work with your team to measure the impact of social communications on service requests, website traffic and other anecdotal information that will help us learn. We will need to identify benchmark statistics and work in tandem to review our progress on community awareness.

Public & Media Relations— Elected officials and the leadership team have expressed a desire to take a proactive approach to public/media relations. Under this agreement Wisdom Bridge Marketing will provide the following services:

- **Public relations strategy consultations** with elected officials and government staff as needed. This can be done in-person, via phone or Zoom based on the urgency and client schedules.
- **Research and writing** of up to (3) press releases per month, including distribution to local print media, online publications and broadcast outlets (as appropriate). Work will include pre/post event promotion and recap releases.

- **Story “pitches”** to local editors, highlighting the work of village officials and subsequent project outcomes will be a deliverable within this agreement. If major stories or initiatives warrant a news conference, Wisdom Bridge will contact local media editors and request their presence.
- **Media counsel-** we will provide elected officials media advice that includes written talking points, phone conferences and interaction with reporters as an official media contact to determine reporter/editor information requests and connect them with the proper government official.
- Act as an **official source or spokesperson** for Village of Long Grove if desired by the Village Manager or Board of Trustees.
- **Event promotion-** we will deliver professionally designed promotional flyer art and modified (JPG) graphics for use on social media and the village website (if desired). We are anticipating 3-4 events over the next six months that will require featured promotion. All materials created become the property of Village of Long Grove once completed.
- **Meetings-** this agreement includes attendance by Jack Macholl at Village of Long Grove board of trustee meetings as requested, either in person or via Zoom/Skype.
- **Crisis Communications-** Jack Macholl will serve the village as an on-call consultant, advising village leadership and communicating via social/local media or in-person as the given situation warrants. Detailed information such as cell phone numbers and other critical contact information will be provided by the village to Wisdom Bridge, and all information will be kept in strict confidence, using best security practices.
- **Photos-** Wisdom Bridge will take photos at key village/community events, meetings or service days to include with media releases. As part of our partnership we will also record video/audio of major events (as agreed by both parties) to help bolster the overall social media and public relations presence. Access to all photo/video content will be contained in a Drop Box account and designates at the Village of Long Grove will have ready access.

Graphic Design- Wisdom Bridge will provide graphic design/creative services to the village. At this writing we do not have the full assignment scope available, and will provide written quotes to the Village Manager for consideration as required. We have budgeted approximately 12 hours of designer time to handle any immediate needs within this proposal.

Newsletters- Wisdom Bridge will research, interview (where needed), write, edit and design **(2), eight-page Bridge newsletters** for the Village of Long Grove (summer and fall 2023.) We will utilize photos/logos provided by the Village, our original photos/images, purchased images (as needed) and provide the client with up to (2) PDF review proofs for editing and final, pre-press approval. The client approved version will be sent via FTP site to a printer chosen by the village. We will supervise the printer and ensure that the printer has shipped the Bridge to the US Postal Service in a timely fashion. Postage will be covered by the Village of Long Grove, who will ensure adequate funds are in the postal indicia account prior to the shipment of newsletters to the post office.

eNews- Wisdom Bridge will collaborate with the village team on this assignment. We will write, edit and utilize the village’s Constant Contact account to publish (1) electronic newsletter per month, distributed to an opt-in list secured through Village of Long Grove channels. Final approval will be given by the Village Manger or his designate prior to distribution. We will include photos, stock images, client provided images and logos to complete this monthly assignment. We will work with the village team to monitor open rates and seek new subscribers on an ongoing basis.

FIRM QUALIFICATIONS

Since 2004, Wisdom Bridge Marketing has served the strategic planning and marketing communications needs of clients in the non-profit, financial services, professional association, government, manufacturing and academic sectors.

Using our Brand Tracker™ planning system as a foundation, we provide clients with a research-based approach to integrated marketing communications planning, brand building and multi-channel media strategy. In 19-years we have helped numerous clients plan objective based campaigns that deliver awareness, increased donations, membership and sales.

KEY PERSONNEL

Owner **Jack Macholl** has 42 years of hands on marketing, advertising and academic experience. His background includes corporate, regional marketing director roles at First Colonial Bankshares, LaSalle/ABN AMRO and Harris Bank. Jack also served 12 years as an adjunct and Visiting Assistant Professor at Roosevelt University in Chicago. He founded Wisdom Bridge in 2004, serving as a marketing and public relations consultant, and continues to provide communications counsel to government and non-profit organizations.

Mark DesJardins, serves as Creative Director, including over 40-years of graphic design, creative strategy and award-winning concepts. His career includes over 20-years with Wilson Sporting Goods in Chicago. Mark joined Wisdom Bridge in 2011, working on the Shriners Hospitals for Children account and also directing communications projects for One Hope United, Niles Township Government, New Trier Township Government and the City of North Chicago. In addition to graphic design, Mark is also an artist, using drawing and painting skills to bring visual concepts to clients with a traditional ad agency flair.

Consulting network- based on the scope of given assignments, Wisdom Bridge offers clients access to a network of seasoned marketing communications professionals; designers, photographers, digital/web designers, printers and electronic media professionals.

Wisdom Bridge Marketing is available to begin work on this assignment July 1, 2023.

The agency's billable hourly rate is \$95.00

REFERENCES

Kathleen Kendrick, Trustee, Niles Township (cell number) (847) 644-6984
Stefan Mozer, Trustee, New Trier Township (cell number) (312) 443-0175
Jim Moran, Village of Antioch, (847) 849-0282
Hombre Darby, City of North Chicago, (847) 596-8600

PRICING

Wisdom Bridge Marketing L.L.C. Communications Services Agreement

This proposal for agency services is designed to assist Village of Long Grove to increase awareness of its services through professional social media, marketing and public relations services that support the village's mission of providing quality municipal services and openly sharing relevant information with taxpayers. Jack Macholl, President, hereafter referred to in this document as Wisdom Bridge Marketing L.L.C. P.O. Box 165, Golf Illinois 60029 will be the primary point of client contact. The firm can be reached at (847) 834-0180.

The total price for this consulting engagement is \$24,445.00

Progressive invoices will be electronically submitted to the Village on the final business day of each month, with net 15 day payment terms.

Travel- this proposal is designed to cover local meetings in the Village of Long Grove geographic area. Should Village of Long Grove leadership require Wisdom Bridge Marketing L.L.C. to travel beyond our immediate area or out-of-state, a separate travel and accommodation budget would be presented to the client for approval prior to the stated travel period. Automobile mileage is billed at .57 cents per mile driven, plus any tolls or business-related parking expenses.

As you know, projects of this scope need room for revision and fine-tuning. Wisdom Bridge Marketing L.L.C. will work to provide reasonable flexibility to the client should the scope of work change beyond that stated above. Special requests beyond the scope of this agreement would need to be approved by Gregory Jackson or his designate in writing. Additional time will be billed in one-quarter hour increments at a rate of \$95.00 per hour worked.

Consulting Agreement and Billing Policy:

Wisdom Bridge Marketing L.L.C. and Village of Long Grove agree to the price above for the communications services as outlined above between July 1- December 31, 2023.

Should the client require additional graphic/web design/programming, software, purchased images, professional photography, videography, printing, music, or subscriptions to third party vendor marketing communication tools, Wisdom Bridge Marketing L.L.C. will provide a separate written estimate on a per-project basis for client approval. All additional charges will be communicated to the client in writing for approval and billed upon project completion with 15-day payment terms. **All agreed upon purchases, media buys, printing, or contracts for outside services will be billed at our cost plus a 15% administrative fee.**

The consulting services fees above do not include offset/digital printing, bindery, postage, list purchase, delivery, color copies or legal review of content created by Wisdom Bridge Marketing L.L.C.

Cloud software for social media scheduling is paid for by Wisdom Bridge Marketing L.L.C. and included within the project cost. Audio recording equipment, digital camera, SD cards, Internet cloud storage provided by Wisdom Bridge Marketing L.L.C. to complete assignments noted above.

If either party should wish to terminate this contract, a 30-day written notice should be provided by the signatory below or their designate. Once you have had time to reflect on the proposal, I am happy to answer any questions. We are hopeful to be chosen as your communications consultant and begin a long-term relationship with the Village of Long Grove. Should you need to reach me immediately, please call my cell phone at (847)727-9510.

We appreciate your consideration of this proposal.

Sincerely,

Jack Macholl
President

This agreement shall not be modified unless done in writing and signed by both parties. This agreement will be governed by the laws of the State of Illinois.

Respectfully submitted by:

Jack Macholl, President, Wisdom Bridge Marketing L.L.C.

Date

Gregory Jackson, Village Manager, Village of Long Grove

Date