

OCTOBER 13, 2021



CITY OF LA CROSSE
COMPREHENSIVE PLAN PROJECT

*Proposal prepared
exclusively for:*

JACK ZABROWSKI
City of La Crosse
Planning and Development

400 La Crosse St, La Crosse WI 54601



INTRODUCTION

As a full-service marketing agency, Pop-Dot considers itself a guide in all branding and marketing areas. But we are more than just our capabilities and expertise. When we get right to it, it's our personal touch, and our drive for client success that separates our agency from the rest. Here at Pop-Dot, we offer our clients the depth, variety and experience of a large agency with the dedicated service of a local team.

We're really creative, really collaborative, and we really care. We love doing the work we do for clients, and we do it even better *together*.

YOUR TEAM

Pop-Dot understands that creating a community engagement campaign works best when your partner feels like an extension of your own team. Our collaborative approach isn't just a talking point – it's our culture. And though every "Dot" below was handpicked for this project and will be an instrumental part of the City of La Crosse project, you will have one specialized, dedicated point of contact that will serve as your daily go-to for project updates and coordination.



KATE EWINGS
PARTNER/
SENIOR DIRECTOR



ALLISON KATTREH
DIRECTOR OF MEDIA &
ACCOUNT PLANNING



BRYAN WATSON
DIRECTOR OF
ACCOUNTS



JON BODDYSPARGO
PRODUCTION & COPY
DIRECTOR



AUDELINO MORENO
DESIGN DIRECTOR



PROJECT SCOPE & APPROACH

As the City of Madison's Agency of Record for their Imagine Madison campaign, we understand an initiative like the one you are embarking on and know how essential it is to reach different community groups for a successful outcome. Better, yet, we understand *how* to reach them. Name, look, messaging, and strategically defined tactics all work together to attract a diverse audience to participate. Below, you will find our proposed strategy and outlined project steps that will establish and promote your planning project, creating engagement within the La Crosse population. Reflected is Pop-Dot's time and tactical methods to becoming a partner to the Planning Department for the City of La Crosse's Comprehensive Plan Project.

PHASE 1: BRANDING *(Estimated time to complete: 3-4 weeks)*

NAMING

Having the right name means striking the right tone while clearly defining this exciting initiative to the community.

Pop-Dot will invite the City of La Crosse (City Staff) team to a workshop, where your team will share objectives as well as likes/dislikes regarding a name. Together we will brainstorm name options with Pop-Dot finalizing and providing three (3) name options that best meet project goals.

Final Deliverables:

- Single-page PDF with (3) naming recommendations shared via email

LOGO DESIGN

Creating a logo that is attractive to the target audience and recognizable across mediums is imperative!

Following the selection of a single name, Pop-Dot will provide three (3) logo designs, with one (1) round of revisions on the selected logo. Once revisions on the single logo have been completed, Pop-Dot will provide three (3) color options, with one (1) additional round of revisions. Once final color logo has been selected, Pop-Dot will begin Step 3 of Phase 1.

Final Deliverables:

- PDF with three (3) black and white logo options shared via email, with one (1) round of revisions
- PDF with three (3) color options shared via email, with one (1) round of revisions

BRAND ASSETS & GUIDELINES

Having clear brand assets will ensure all creative work is cohesive, increasing consistency and therefore impact.

Following the completion of the logo, Pop-Dot will expand on the look, creating a brand assets guidelines PDF document that includes, but is not limited to, colors, logo use, fonts, and textures.

Final Deliverables:

- Single-page PDF brand assets and guidelines document
- Master logos library, which includes JPG, PNG, and EPS logo files

PHASE 2: MESSAGING *(Estimated time to complete: 3 weeks)*

Can begin after naming

MESSAGING

Talking about the Comprehensive Plan in an emotive way is the key to engagement and participation.

In Phase 2 of the project, Pop-Dot will craft effective messaging driven by campaign objectives. The messaging will be informed from the initial workshop alongside state-wide competitive exploration conducted by Pop-Dot.

Final Deliverable:

- Single-page PDF outlining messaging structure and key audiences, with one (1) round of revisions included



PHASE 3: WEBSITE

(Estimated time to complete: 4 weeks)

WEBSITE DESIGN & DEVELOPMENT

Pop-Dot will design and develop a website focused on community engagement and awareness to serve as the Comprehensive Plan Project's centerpiece for information. This creative journey will begin with Pop-Dot sharing an initial homepage design concept informed by established assets with the City Staff team with one (1) round of revisions. Once the homepage concept has been approved, Pop-Dot will begin development of up to 8 pages, influenced by the design mockup and including survey integration.

Final Deliverables:

- Up to an 8-page website developed in WordPress
 - Installation of SSL Certificate*
 - Domain and hosting set up*
 - Social media integration
 - Survey integration with up to five (5) surveys
 - Implementation of Google Analytics.

**Proposal assumes all copy and images for the website will be supplied by the City Staff. SSL Certificate, domain, and hosting expenses are not included in the cost of this proposal.*

PHASE 5: ONGOING CAMPAIGN SUPPORT

MEDIA OUTREACH

Pop-Dot will connect with up to six (6) media outlets in the La Crosse area regarding free ad placement, which may include placement in the following advertising mediums:

- Television
- Radio
- Print
- Billboard
- Digital
- Transportation

MONTHLY ANALYTICS & MEASUREMENT

Once the website, social channels, and campaign are all active, Pop-Dot will collect analytics over a 12-month period from survey responses, Google Analytics, and active social channels. Data will be sorted into relevant demographic categories, to be analyzed by the City Staff.

Final Deliverables:

- Monthly, single-page analytics PDF

PHASE 4: MARKETING PLANNING

(Estimated time to complete: 4 weeks)

Can begin after Messaging

MARKETING PLANNING WORKSHOP

To encourage La Crosse residents to interact, and to do so at different points in the project, it will be important to have a clear plan from the start.

Pop-Dot will facilitate a 2-hour workshop with City Staff where we will review and respond to City Staff's existing marketing tactics. Together we will brainstorm additional tactics toward the objectives of community engagement and awareness.

Final Deliverables:

- Pop-Dot will share a summary document of selected tactics from the brainstorm via email

INFOGRAPHIC DESIGN

With the goal of keeping the community informed of the progress and insights gathered from local surveys, Pop-Dot will design up to one (1) infographic per month for 9 months to be shared on social media and be added to the website. All content included in infographics will be provided by the City Staff.

Final Deliverables:

- Up to 9 static infographics designed for website and social media use
 - Infographics added to website and social media in monthly rotation

ONGOING WEBSITE SUPPORT

Pop-Dot will perform monthly maintenance and updates to the City of La Crosse's Comprehensive Plan site. Maintenance includes: monthly backups, theme and plugin updates, and security checks. Updates may include minor copy revisions and swapping images on the website.

Final Deliverables:

- WordPress website maintained monthly for 12 months



PROJECT PROPOSAL

In working within the City of La Crosse's provided budget and outlined objectives, Pop-Dot strategically and diligently prioritized, scoped and put forth a proposal, using a discounted rate, that includes the most important elements to reach your goals.

As a trusted guide in this process, we've focused on phases and tactics that best utilize the budget toward producing the awareness and engagement desired.

Total cost of outlined project, at discounted rate: \$35,000

The rate provided in this proposal is 20% off standard pricing

As part of this proposal, components were added that we determined important given our past experience with like projects. Note that as a result, ongoing social media management was not included within the scope, but could be completed above and beyond at the same discounted rate.

IN CONCLUSION

Pop-Dot would like to once again thank the City of La Crosse for the opportunity to participate in this Request for Proposal. As you discovered during our discussion earlier this year, we have extensive experience connecting members of the community through various forms of engagement, while understand and value the power of community involvement in planning for the future.

We are excited to continue the conversation and look forward to helping the City of La Crosse prosper for many years to come!

FEATURED WORK

Please see below a link to a previous project we completed with the City of Madison for their Imagine Madison plan.

Imagine Madison

<https://www.popdotmarketing.com/work/imagine-madison/>

In this project, we helped the City of Madison with multiple initiatives, including:

- Naming
- Logo design and development
- Messaging
- Digital advertising
- Traditional advertising
- Social and web analytics to track engagement and effectiveness
- Survey development and outreach
- And much more!





THANK YOU!