



January 11, 2019

## City of La Crosse – Riverside North Project

### Overview

A strong brand platform connects with audiences on every level—visually, verbally and emotionally. Communicating the brand strategically and with consistency creates awareness, preference and action. Vendi proposes the following scope of work to lay the groundwork for the Riverside North project. The proposed timeline and estimates are planning figures at this stage; however, we can provide tighter estimates as we further define project needs. If the Redevelopment Authority prefers a monthly retainer, we have provided that cost estimate as an option.

Deliverables	Timing	Estimate*
<b>Discovery and project management</b> <ul style="list-style-type: none"><li>• Project kick-off meeting</li><li>• Listening sessions with project leaders and stakeholders (Master developer, architects, city leadership, Redevelopment Authority, etc.)</li><li>• Dedicated account manager</li><li>• Two agency principals working directly on the account</li><li>• Attendance at Redevelopment Authority meetings on an as-needed basis</li><li>• Established timelines and budgets</li><li>• Regular status calls with pre-set agendas</li><li>• Ongoing monitoring of budget progress and timeline</li></ul>	Q1  Q2-Q4	\$10,000  \$1,250 per mo.
<b>Brand development</b> <ul style="list-style-type: none"><li>• Brand strategy session</li><li>• Naming strategy, tagline and key messaging</li><li>• Logo design (multiple concepts; two revisions)</li><li>• Visual identity components (color palette, font usage, graphic treatments)</li><li>• Brand templates for news releases, letterhead, social media and PowerPoint presentation</li><li>• Brand style guide</li></ul>	Q1-Q2	\$15,000

Proposal

Deliverables	Timing	Estimate*
<b>Project prospectus</b> <ul style="list-style-type: none"> <li>Develop a modular communications toolkit to promote the project to outside funding sources; components may include brochure, customizable presentation, cover letter, folder and envelope</li> <li>Provide creative direction, copywriting, design, proofing, print and project coordination</li> <li>Allows for two revisions</li> </ul>	Q2	\$7,000 – 10,000
<b>Website</b> <ul style="list-style-type: none"> <li>Custom-designed and -developed, mobile-responsive website highlighting opportunities for commercial/retail investment, housing and recreation</li> <li>Easy-to-administer content management system (CMS)</li> <li>Content development to include: copywriting and lifestyle image sourcing (to complement architectural renderings)</li> <li>News/press releases; contact form</li> <li>Site documentation and training</li> <li>Hosting</li> </ul>	Q2	\$7,000 – 10,000
<b>Video</b> <ul style="list-style-type: none"> <li>Two- to three-minute video to provide visibility and understanding of the project's guiding principles, development plans and vision</li> <li>Video may include a combination of b-roll and environmental footage, on-screen graphics, interviews with key stakeholders, scripted narrative and/or voice-over recording</li> <li>Includes script development, storyboarding, creative direction, copywriting, videography, production and editing</li> </ul>	Q2	\$10,000 – 15,000
<b>Communications plan</b> <ul style="list-style-type: none"> <li>Develop and execute communications plan with specific tasks to include developing news releases, coordinating interview requests and pitching stories to local, regional and national news outlets</li> <li>Setup and manage social media and website content</li> <li>Provide media coverage reports</li> </ul>	Q2-Q4	\$1,500 – 2,000/mo

<b>2019 Estimated Budget</b>		<b>Total</b>
<b>Project basis</b> (billed monthly as time is incurred)	Annual total	<b>\$73,750 – 89,250</b>
<b>Monthly retainer</b> (billed in even monthly payments)	Per month	<b>\$6,000 – 7,500</b>

*\*Does not include outside expenses such as printing, media, stock footage and photography licensing, talent fees, hosting fees, travel-related expenses, etc. If outside expenses are required, Vendi will present them to the Redevelopment Authority prior to purchase, and if approved, bill outside expenses at cost. Vendi does not mark up outside services.*