



OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department, Committee, Agency, Corporation, Quasi-Municipal Corporation, or sub-unit thereof.

SPECIAL Meeting: ECONOMIC DEVELOPMENT COMMITTEE

Date/Time: **Tuesday, February 9, 2016 at 4:30 p.m.**

Location: **Board Room, 2nd Floor, City Hall**

Members: Bill Nagle (C), Tom Neal (VC), Romey Wagner, David Nutting and Lisa Rasmussen

AGENDA ITEMS FOR CONSIDERATION/ACTION

- 1 Public Comment on Matters Appearing on the Agenda
- 2 Discussion and Possible Action on Proposed Terms of the Development Agreement with CBL & Associates for the Wausau Center Mall Property
- 3 Discussion and Possible Action on the Tax Incremental Financing Request for Renovation Assistance from Downtown Grocery
- 4 **CLOSED SESSION** pursuant to 19.85(1)(e) of the Wisconsin Statutes for deliberating or negotiating the purchase of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session
} Discussion and Possible Action on the Tax Incremental Financing Request for Renovation Assistance from Downtown Grocery
- 5 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 6 Discussion and Possible Action on the Proposals Received for Marketing and Communication Services

Adjournment
Bill Nagle (Chair)

This notice was posted at City Hall and emailed to the media on 2/4/16

It is possible and likely that members of, and possibly a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau may be in attendance at the above-mentioned meeting to gather information. **No action will be taken by any such groups.**

Please note that, upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids & services. For information or to request this service, contact the City Clerk at (715) 261-6620.

Other Distribution: Media, Alderpersons, Mayor, City Departments

CBL/J II, LLC
Wausau, Wisconsin
Term Sheet

Purpose	Financing from the City of Wausau to re-tenant vacant JC Penney space with Younkers and to potentially fund tenant allowances for future tenants.
Unsecured Note	<p>A \$4,100,000.00 loan for tenant improvements incurred in connection with the relocation of Younkers into the approximately 85,756 square foot, vacant JC Penney's facility. Loan funds to be released to borrower upon: execution of a new ten (10) year lease with Younkers upon terms reasonably acceptable to the City. The borrower under the note will not be the ground lessee of the City Center, but rather the ground lessee's parent company: CBL/J II, LLC. The note will be unsecured¹.</p> <p>Non-binding commitment from the City to make loans in the future for up to an additional \$8,000,000.00 conditioned upon CBL's ability to secure new leases from retailers. Any additional loans will be subject to the City's review and approval of all the terms and provisions thereof, including but not limited to the City's review and approval of the new tenants, the improvements or other projects to be funded by such loans.</p>
Draw Schedule	TIF Loan shall be placed into a construction escrow with a local title company and disbursed no more frequently than monthly upon receipt of invoices for completed work or delivered materials, together with appropriate lien waivers for such work or materials.

¹ The note will initially be unsecured, but CBL will agree to cause its subsidiary (as the ground lessee of the Wausau Center) to either (1) pay off this note or (2) provide a junior mortgage to the City upon any refinancing of the property. Although this loan is unsecured at CBL's demand, the City's ground lease does in many respects grant the City remedies similar those found in a mortgage. For instance, if the ground lessee fails to perform under the terms of the ground lease, the City would have eviction rights which are similar (in many respects) to a lender's ability to foreclose.

	The City's disbursement shall be subject to a ten (10%) percent retainage which will be released to CBL only upon Younkers occupying the JC Penney space and opening for business.
Term	20-Years
Interest Rate	2% per annum. Interest only payments must be made quarterly.
Principal Repayment	Borrower shall make one annual principal payment, if any, equal to 75% of excess cash flow with a balloon payment in year 20 of the remaining, outstanding principal.
	Upon the refinancing of the ground lessee's existing CMBS debt, CBL agrees to: (1) pay down the TIF Loan in whole or in part, and/or (2) provide the City with a junior mortgage recorded against the CBL's interest in Wausau Center in an amount equal to the then outstanding balance of the Note. Annual principal payments of excess cash flow beginning 1/1/18.
Excess Cash Flow	This will be defined as net operating income (revenues less operating expenses) Less: debt service payments to mortgage lender Less: lesser of (i) actual capital expenditures (amortized over their useful life on a straight line basis) and tenant allowances or (ii) \$300,000 for both capital expenditure (amortized over their useful life on a straight line basis) and tenant allowance. Capital expenditures in excess of \$300,000 during any one year shall not be carried forward. Principal payments made from CBL's excess cash flow shall be subject to an annual audit at the CBL's expense.
TIF	Any excess increment available from TIF districts #3 and #5 will be used to defray the City's expenses incurred in connection with the loan - i.e. its interest and principal expense.
Marketing Funds	Commencing in 2016, City agrees to reimburse CBL for up to One Hundred Thirty Five Thousand

and No/100 Dollars (\$135,000) in bona fide marketing expenses incurred promoting Wausau Center on a per annum basis over a period of three (3) consecutive calendar years. The marketing expenses shall be subject to the review and approval of the Wausau River District Board of Directors and the Wausau City Council. These expenses shall include salary/benefits for full time staff person located in Wausau, signage, annual contributions to the Wausau River District and, within the first year, expenses related to architectural renderings and vision plans of the Wausau Center's potential redevelopment.

Commencing in 2019, CBL covenants and agrees to expend One Hundred Thirty Five Thousand and No/100 Dollars (\$135,000) in bona fide marketing expenses incurred promoting Wausau Center on a per annum basis over a period of three (3) consecutive calendar years.

CBL shall attend quarterly meetings with the City to discuss the expenditure of the marketing funds. CBL shall provide the City with a comprehensive report on Wausau Center's operations, including but not limited to, copies of all rent rolls, operating income and expense reports, updates on leasing efforts and reports on any redevelopment plans.

Parking Amendment

Beginning in 2016, CBL and the ground lessee shall execute an amendment to the Parking Agreement with the following provisions: (1) reduce annual parking payments to \$50,000 for a period of five years; and the City may: (2) install LED lighting in the parking structure, (3) eliminate free parking for weekday arrivals after 6:00 p.m. and increase parking rates, (4) install CBL approved advertising in the parking ramps, and (5) implement a cashier-less parking system.

Ground Lease Rent Abatement

Upon the opening of Younkens, abatement of annual base ground rent applicable to the Younkens space to \$1 per annum and a total abatement of the percentage rent with regard to the Younkens space.

The foregoing abatement shall last only so long as Younkers is open for business in 100% of the space. Furthermore, the abatement of base ground rent and percentage rent shall expire upon the earlier of (1) the tenth (10th) anniversary of the note or (2) the fifth (5th) anniversary of the note if the Wausau Center hits certain financial covenants indicative of a healthy, profitable recovery. The ground lessee shall continue paying pursuant to the ground lease all taxes, insurance and maintenance expenses².

² In the event the Younkers space is vacated, the base rent and percentage rent ground lease payments shall resume. Failure of the ground lessee to make its required ground lease payments could result in the ground lessee's eviction and, subject to the rights of the ground lessee's lender, the City's re-possession of the buildings on the City's land.



Office of the Mayor
James E. Tipple

TEL: (715) 261-6800
FAX: (715) 261-6808

January 13, 2016

Dear Interested Parties,

The City of Wausau is pleased to request proposals for marketing and communications design services for the implementation of the Live It Up Wausau program and other economic development marketing which the City may select to utilize.

An interested firm may propose on all or any part of the items in this RFP which include: graphics and layouts of flyers and brochures, application forms, web friendly graphics for use on the City website, printed real estate sign riders, a proposed media purchase of advertising space, and the graphics, layout and printing of 2 City-owned billboards.

The Live It Up Wausau program is a new approach to utilization of the City's existing homeownership assistance programs combined with a new focus on homesteading for professionals as an economic development tool for the community.

Event	Date
1. RFP Released	January 13, 2016
2. Proposals for Services Due	February 1, 2016
4. Review of Proposals	February 2, 2016

Questions and/or interested in additional information on the RFP and the City of Wausau:

Please submit them in writing by contacting:

Christian Schock, Economic Development

christian.schock@ci.wausau.wi.us

Sincerely,

James E. Tipple
Mayor

Proposal Format and Required Information

1. **Professional Summary:** Describe the professional qualifications and expertise in the field of graphics communications, printing, publishing, media purchasing/placement, and other general marketing efforts.
2. **Approach:** The City seeks a partnership for marketing materials related to Live It Up and economic development opportunities forthcoming. How would you assist the City in developing a broader marketing and media strategy?
3. **Project Deliverables:** Provide a quote, ideas and some specifications for the materials below which might be recommended, these may include:
 - i. **Graphics and layout of (2) 11"x17" sized program informational flyers**
 - ii. **Graphics and layout of a City promotional brochure**
 - iii. **Graphics and layout of (1) 8"x11.5" sized application form**
 - iv. **Graphics, layout and printing of the 8'x20' and 8'x24' city-owned highway billboards**
 - v. **Graphics, layout and potential production of a real estate sign rider**
 - vi. **Graphics, layout and media purchase of City advertising to build awareness of Wausau within the multistate region**
 - vii. **Graphics and layout elements for inclusion on the City's webpage**

Evaluation Criteria

Weighting of criteria is used by the City as a tool in selecting the best proposal. The City may change criteria and criteria weights at any time. Evaluation scores or ranks do not create any right in or expectation of a contract award. Background checks and references may also be considered.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Developer (out of a total of 100):

Proposer has a track record of developing successful creative materials for a variety of clients.

50 Points

Proposal presents insightful ideas/strategy to promote the City programs/efforts through marketing.

25 Points

Quoted proposal/estimates are competitive.

25 Points

Proposals shall meet the following criteria:

1. Proposals shall be prepared on standard 8 1/2" X 11" letter-size paper;
2. Email digital copy of proposal to christian.schock@ci.wausau.wi.us by 4:30pm on February 1, 2016.

The City of Wausau reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential proposer.
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers.
- Require the work to be completed within a short timeframe to be determined, potentially within a month.



City of Wausau RFP Response

It is with gratitude that we submit the following proposal in response to your recent RFP for public bids on the marketing and communications design services for implementation of the *Live It Up Wausau* program and other economic development initiatives.

1. Professional Summary

Adrenalign Marketing, LLC is a full-service advertising agency serving the greater Central Wisconsin area. Adrenalign Marketing, LLC owners, Kent Perrin and Keith DuPuis, boast 50 years of combined experience and a mutual passion for the marketing and advertising industry. Adrenalign Marketing, LLC succeeds utilizing strong skill sets and a vast network of professional, municipal, and civic associations established over the past 25 years in the Central Wisconsin region. Kent and Keith take great pride in developing strong customer relationships and always work hard to deliver high quality services at a fair and competitive price. Customer satisfaction is top priority. Services offered include:

- Logo Design and Corporate Identity
- Business-to-Business Collateral
- Trade Show Displays
- Outdoor Media
- Annual Reports
- Newsprint
- National Media
- Packaging
- E-marketing
- Website Development
- Direct Mail
- Creative Direction
- Point-of-Purchase
- Media Placement
- Public Relations
- Research
- Marketing Plans
- Brand Strategy
- Promotions
- Special Events
- Social Media
- Musical Images

2. Approach

Adrenalign Marketing would assist The City of Wausau in strengthening the branding of the *Live It Up Wausau* movement by implementing grass roots efforts with realtors and mortgage lenders in the Greater Wausau Area. A leave behind rack card would be developed to educate and encourage potential home buyers to considering taking advantage of the funding available to those who purchase homes that are within the approved *Live It Up Wausau* jurisdiction.

In addition, Adrenalign Marketing would assist The City of Wausau to further strengthen the image and reputation of the Economic Development committee by researching and writing a series of press releases reporting on the constant positive developments with submissions to up to 25 local, state, and regional media outlets.





3. Project Deliverables

i. Informational Flyers/Posters

Design and print full-color posters for promotion of the *Live It Up Wausau* program – one for public and one for business display. Includes up to two initial designs and two rounds of changes. Copy supplied by City of Wausau.

Agency Time: \$1,152

Printing 250 each: \$576

ii. City Promotional Postcard

Design and print full-color postcard promoting Wausau as the place to work and live. Includes up to two initial designs and two rounds of changes. Copy supplied by City of Wausau.

Agency Time: \$1,075

Printing 250: \$336

iii. Live it up Wausau Application Form

Design and print a one-page application form. Colorful and easy to complete. Includes layout design and two rounds of minor changes. Copy supplied by City of Wausau.

Agency Time: \$460

Printing 250: \$106

iv. Wausau Billboards

Design full-color billboard for promotion of Wausau Community Development and the *Live It Up Wausau* program. Includes up to two initial designs, two rounds of changes, and one board resize.

Agency Time: \$1,820

Printing Vinyl and Install: \$750-1,000 each

v. Sign Rider or Yard Sign

Design and print a) 24 x 6 Real Estate sign rider for mention of *Live It Up Wausau* program or b) *Live It Up Wausau* 18 x 24 Yard Sign. Includes layout design and two rounds of minor changes. (Due to the varying types of realtor signs, it is our recommendation to consider the yard sign as the safer, more visible option.)

a) Sign Rider

Agency Time: \$290

Printing: \$24 each

- OR -

b) Yard Sign

Agency Time: \$350

Printing 50: \$2,365





vi. Wausau Awareness Advertising

Research and development of 2–3 editorial and public relations pieces that would be submitted to local, state and regional media outlets such as Midwest Living, Wisconsin State Journal, outdoor enthusiasts publications, business publications, as well as various newspapers and magazines.

Agency Time: Research, writing, and submission: \$750 to \$2,500 each (Additional meeting time required to determine topics and content.)

Design New Ad: \$500

Ad Resize: \$100 each

Adrenalign Marketing would assist in securing radio and television interviews and set up speaking engagements with city officials throughout the state of Wisconsin and the region. Partnering with agencies such as Wisconsin Radio Network, Wisconsin Public Radio, and Wisconsin Public Television. (Additional research time required to determine costs associated with such interviews.)

vii. City Webpage Graphic Elements

Design a graphic banner(s) as needed by City of Wausau website team. Includes layout and one round of minor changes.

Agency Time: Banner Design: \$300

Banner Resize: \$100 each

Thank you for your consideration.

Keith DuPuis & Kent Perrin
Adrenalign Marketing
408 3rd Street
Ste 402
Wausau, WI 54403
715.298.9323





City of Wausau
Marketing and Design Services Proposal

January 29, 2016

Table of Contents

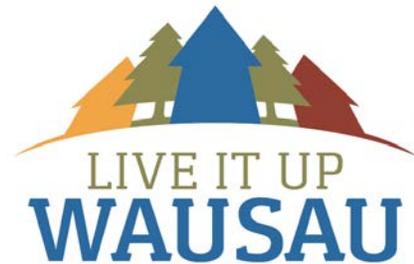
Situation Appraisal	2
Our Approach	3
Project Deliverables	5
Project Budget Estimates	6
Timing	7
Thank You	7
Contact	7
Why Aplomb PR? (Professional Summary)	8

Situation Appraisal

The City of Wausau is requesting marketing and design services to assist in the development and launch of your *Live It Up Wausau* program. This initiative is a new approach to increasing utilization of the City's existing homeownership assistance programs while also promoting homesteading for professionals as an economic development tool. The City requires marketing, communication and design services in order to successfully launch and execute the program.

Live it Up Wausau Goals:

- Connect employees with communities
- Retention tool for local employers
- Change perception of assistance
- Increase homeownership
- Reduce blight
- Root young professionals
- Leverage city and charitable organizations



Considerations:

- The City currently has a successful track record of operating a homeownership assistance program utilizing federal funds.
- Workforce development strategies regionally continue to highlight the need for housing diversity and the goal of rooting professionals in neighborhoods as a tool for the attraction and retention of skilled workers.
- Increasing homeownership rates in the City, and especially incentivizing the reinvestment in historic homes and older neighborhoods is a key strategy of the City.

Our Approach

At Aplomb PR, we believe that the design process is a collaboration that fuses our creative strengths and experiences with our client's understanding of their own products and services. While the project scope will become more clearly defined once we have in-depth conversations with the City of Wausau, our initial game plan consists of the following four phases:

Phase I: Strategy & Research

Great design can't start until we understand your project. We begin our collaborations by asking questions. A lot of them. What are your goals? Who is your audience and what do they know about you? How will we measure success? The more we know, the better. Generally, during these initial meetings, we uncover potential challenges and begin developing strategies for solving these problems effectively while also creating the overall plan that enables us to achieve your goals.

This first phase of the project allows for open dialogue as we determine the best strategies for leveraging the tactics you've already considered, and whether other tactics and strategies should be implemented to best meet your goals. We'll uncover those ideas and deliver our recommendations to you.

At this stage, we will provide:

- A design brief describing our understanding of the project's goals and parameters;
- A campaign strategy and plan document delivering our recommendations for campaign strategies and tactics;
- A detailed schedule to guide the process.

While the *Live It Up Wausau* campaign will require different outcomes compared to a typical sales cycle, there are likely some strategies we can use from what we like to call our ACCD approach. First, we must attract the target audience. We need to turn strangers (individuals unfamiliar with the program

or value of homeownership) into visitors. We do this using targeted marketing tactics, many of which you've outlined in the RFP but could also include other tools such as social media, newsletters and strategically placed articles or other public relations initiatives. As people are driven to your web site, how will you engage them? Leveraging web site forms, calls-to-action and landing pages can help you engage and retain your audience in order to convert them into homebuyers. While the close process will be very different from a traditional sale,



The Aplomb PR ACCD Model

we can still turn program participants and new homeowners into ambassadors of homeownership in Wausau. These individuals become your promoters and tell your story on your behalf. Everyone wins.

Phase II: Creative Exploration & Design Development

Here is where we begin to introduce intuitive thinking into our creative process. Through ongoing conversations and brainstorming sessions, the overall plan begins to take shape. We develop ideas to visually communicate your core message. Certain design concepts will rise to the top, and these are chosen for development and further refinement. We then present the initial concepts to you, and work with you to turn these concepts into comprehensive design strategies and tactics based on your goals and objectives.

At this stage, we will provide:

- Two to three strategic campaign design concepts for evaluation;
- Refined design direction for the chosen campaign design.

Phase III: Production Management & Implementation

All the planning in the world is wasted without proper execution. During this phase, our strengths shine as we use our pay-attention-to-every-detail work style to ensure all elements come together. We work with you to gather all of the needed text and images. We proof and refine obsessively because we can't be too meticulous. Upon finalization of each piece and sign-off by the client, we work closely with all vendors to ensure your finished product meets our (and your) standards.

At this stage, we will provide:

- Production proofs for editing and refinement as needed;
- Production management for the finished project;
- The finished project.

Phase IV: Outcome Evaluation

Our work isn't done once the printed project is in your hands. We gather feedback and evaluate not only how the process went, but also how you can continue leveraging the strategies and tactics we have developed.

Project Deliverables

During Phase 1 of the project, we would determine whether the suggested tactics in the RFP are in fact appropriate or whether additional tactics should be considered in order to best reach your goals. That's why Phase 1 is so critical. It's where we can ask the questions that need to be asked and get to the bottom of what type of campaign is needed to get your story told.

The deliverables outlined in the RFP include:

- Graphics and layout of (2) 11"x17" sized program informational flyers
- Graphics and layout of (1) City promotional brochure
- Graphics and layout of (1) 8"x11.5" sized application form
- Graphics and layout of the 8'x20' and 8'x24' city-owned highway billboards
- Graphics and layout of (1) real estate sign rider
- Graphics, layout and media purchase of City advertising to build awareness of Wausau within a multi-state region
- Graphics and layout elements for inclusion on the City's webpage

Based on your defined campaign goals, we likely will encourage you to consider additional strategies and tactics to fully leverage all marketing and communication opportunities during the campaign. These ideas may include:

- Use of a consistent visual identity (the campaign brand) and messaging carried throughout all tactics and communication channels.
- Development and inclusion of calls-to-action (CTA) to engage your target audience and lead them to desired outcomes. Examples include driving audience to a specific web page, contact form, social media interaction or newsletter sign-up.
- Leverage the city's diversity and appeal to homeowners, emphasize what makes Wausau unique, inviting, and the perfect place to call home.
- Targeted public relations and media placements to not only educate your audience but also raise awareness of the program to community stakeholders and partner organizations.

Project Budget Estimates

The following estimates are preliminary projections based on the scope of work as outlined in this proposal. The costs cited below are best estimates of what actual design expenses will be for the tactics outlined in the project deliverables section. If additional tactics are chosen or the scope of work changes, Aplomb PR will provide an updated estimate of costs once initial conversations are conducted and we have a clear understanding of the project scope and all deliverables. The following estimates do not include printing, shipping, advertising or any other vendor-related expenses.

Overview of Costs

Strategy & Creative Development.....	\$3,500 – \$4,500
including consultation, research and creation of the overall plan, suggested ad placements, and creative design concepts	
Graphic Design Services	\$4,000 – \$4,500
including development of 2 to 3 initial concepts, refinements, research, and final design of the outlined tactics including:	
<ul style="list-style-type: none">• Graphics and layout of (2) 11"x17" sized program informational flyers<ul style="list-style-type: none">– Assuming two one-sided, full-color flyers• Graphics and layout of (1) City promotional brochure<ul style="list-style-type: none">– Assuming one 8"x11.5" two-sided, full color brochure• Graphics and layout of (1) 8"x11.5" sized application form<ul style="list-style-type: none">– Assuming one two-sided, one color PDF form• Graphics and layout of the 8'x20' and 8'x24' city-owned highway billboards<ul style="list-style-type: none">– Assuming full-color, similar design for both• Graphics, layout and potential production of (1) real estate sign rider<ul style="list-style-type: none">– Assuming one standard, two-color rider• Graphics, layout and media purchase of City advertising to build awareness of Wausau within a multi-state region<ul style="list-style-type: none">– This is the vaguest part of the proposal and the hardest to estimate. Understanding your advertising budget for the campaign and desired markets will enable us to develop a plan and give you a targeted estimate.• Graphics and layout elements for inclusion on the City's webpage<ul style="list-style-type: none">– Assuming design of 3-4 supportive graphics tying in the message and brand of the campaign	
Production Services	\$800 – \$1,000
including electronic artwork file preparation, scheduling and delivery to vendors	
Subtotal for services as outlined in this proposal	\$8,300 – \$10,000

Expenses: The client is required to pay any expenses above and beyond the services of our agency, including, but not limited to all printing expenses (brochures, flyers, collateral), advertising and placement fees, postage expenses and any services related to the project outside of our creative and design service offering.

Payment: Upon acceptance of this proposal, our first step would be to define the project scope and project deliverables in much more detail. Once we have the project tactics defined, we will provide a final project estimate and require a 30% retainer. The remaining balance can be paid at day 30 and 60 from the launch of the project.

Timing

Timing of the project needs to be determined and will require additional conversations with the City.

Thank You

Thank you for the opportunity to submit this proposal. If prior to making your decision you would like to discuss our proposal in more detail, we welcome the opportunity. Best wishes!

Contact

Aplomb PR
808 S. 12 Street
Wausau, WI 54403

P: (715) 612-7508

Elizabeth Knight
E: elizabeth@aplombpr.com

Why Aplomb PR? (Professional Summary)

Aplomb PR is a creative marketing, communications and public relations agency. Our team listens to your ideas, and develops strategies and tactics that exceed your goals. We do whatever it takes to ensure your message is strong and gets in front of the people who need to hear and see it. Tell your story. Engage your audience. And do it all with aplomb.

What can Aplomb PR do for you? Our capabilities include:

- Communication strategy and market planning;
- Brand development;
- Public and media relations;
- Print collateral design including: annual reports, brochures, and corporate communications
- Custom writing services, including blogs, articles, and tip sheets

Lead Project Manager: Elizabeth Knight. She's our Captain of Making It Happen.



With an eye for detail and a passion for helping businesses and organizations effectively communicate and market themselves, Elizabeth has dedicated herself to helping her clients achieve success. Her experiences have had her on all sides of the table, from her beginnings as a non-profit PR director to senior corporate communications and marketing counsel. Elizabeth founded Aplomb PR in 2009, building the business on the idea that small businesses and organizations shouldn't have to sacrifice expert marketing and communication strategy just because they are small or non-profit. Since then, Aplomb PR has grown to a full service agency, servicing clients throughout numerous industries across the country.

Elizabeth resides in Wausau, Wisc., and is a tried-and-true Wisconsinite. She is a big believer in using one's talents to make the world a better place, and consequently serves on numerous boards and committees throughout the region, including Wausau Events, Choose Aftercare and Tomahawk Music on the River.

Additionally, Elizabeth and her husband purchased their first home in the City of Wausau over seven years ago after relocating from the western part of the state. Having now planted her roots here, Elizabeth has a solid understanding of what makes Wausau great, and can leverage her understanding of the City and positives of homeownership in central Wisconsin during this campaign.

Lead Graphic Designer: Lisa Johnson



Lisa Johnson has been making design magic for over 35 years. Her experiences span numerous industries, and multiple facets of graphic design, production and product development. Clients benefit from her extensive experiences and ability to manage project deliverables, budgets and timelines with ease. She excels at collaboration and her ability to turn ideas into concepts is one of a kind.

From print ads, brochures and mailers to billboards, advertisements, web graphics and everything in-between, Lisa brings a keen eye to our design process and flawlessly exceeds our client's expectations with every project she executes. In her free time, Lisa enjoys boating, home DIY projects, and spending time with her grandchildren and two Scottish Terriers.

A few of our favorite brands (aka recent clients) include:

Non-Profit

Blessings in a Backpack
Choose Aftercare, Inc.
St. Mary's Parish

"The logo is perfect! Exactly what I had in mind. Thanks for nailing this project so well...You totally get me!" Heather Burt, Hiking with Heather

Education

George Washington University
University of Wisconsin-Eau Claire

"With Aplomb PR's help, my website and newsletter content is more clear and concise. Their suggestions for SEO have led to an increase in the number of visitors finding my site. Aplomb PR also assisted me in improving my Facebook and LinkedIn presence by providing ideas to improve my content and engagement with fans. Working with Elizabeth has been an exceptional experience."
Kim LePine, Travel Unlimited

Healthcare

Align
Living Life Solutions
Caring Transitions, Inc.

"I never understood the importance of marketing until I began working with Aplomb PR. It didn't take long to see how a marketing strategy and efficient branding was exactly what my business needed. My business is far better off thanks to their skills. I would recommend Aplomb PR to anyone in need of that extra little boost of energy, creativity and drive in their marketing efforts." Hannah Steege, Sugar 'n Spice Cheesecakes

Commercial & Professional Services

Kretz Lumber Company
BTC Sales Development
Richard Bawden Law
Soul to Sole Choreography
Travel Unlimited
Hiking with Heather
Sugar 'n Spice Cheesecakes

Design samples from recent projects

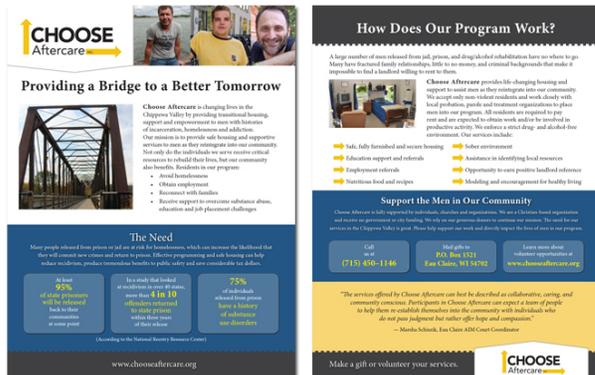
Annual Report Design



Brochure Design



Flyer Design



SUN Creatives
1800 Grand Ave
Wausau, WI 54403
715.845.4911

Donna Huitfeldt
direct: 715.843.4925
cell: 715.573.0403
donna@sunprinting.com



PROPOSAL

LIVE IT UP WAUSAU

Prepared for:

Christian Schock

Economic Development
City of Wausau
407 Grant Street
Wausau, WI 54403

Proposal Issued:
2.1.16

Proposal Valid to:
12.30.16

Statement of Confidentiality and Pricing

This proposal and supporting materials contain confidential and proprietary business information of SUN Creatives.

These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.

Prices are subject to change if project specifications change.



WELCOME TO YOUR PROPOSAL. OUR VISION IS TO MAKE “LIVE IT UP WAUSAU” ALIVE, VIBRANT AND EFFECTIVE.

We’re not an agency but we think like one. We’re not located in the big apple or the little apple, but we think our city is super sweet. Just the concept of **“Live It Up Wausau”** as an economic tool to attract homesteading in the City of Wausau gets our creative juices flowing.

So if we’re not an agency, then why did we respond to this RPF? Simply, we have what it takes to successfully collaborate with you to deliver an effective campaign, without taking a huge bite out of the city’s budget.

ABOUT US



SUN CREATIVES

PART OF SUN PRESS PRINTING
1800 Grand Avenue
Wausau, WI 54403
-in Wausau since 1945-

WHO WE ARE

We're creatives, craftsmen and artisans, teamed up to deliver design, print products and web assets. We can create a brand from scratch, develop effective marketing materials and beautifully functioning web assets.

It would be our pleasure to be your partner for the entire project, however with equal enthusiasm we would execute on any portion of this proposal. And quickly we think you would see that excellent customer service is at our core.

WHAT WE DO

We strive to be the best at what we do and offer:

- › Comprehend the research
- › Develop brand visuals
- › Create the identity
- › Execute creative across multiple platforms
- › Website asset development
- › Email marketing development
- › Produce traditional print

OEI AND CORNERSTONE CASE STUDY

TWO LOCAL COMPANIES ON THE MOVE!



01. Customer Office Enterprises

Office Enterprises needed a fresh, new identity while establishing themselves as OEI and co-branding themselves with acquired Cornerstone Technologies.

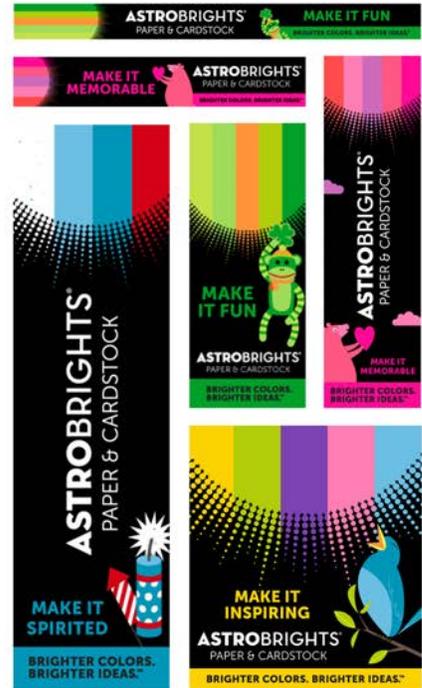
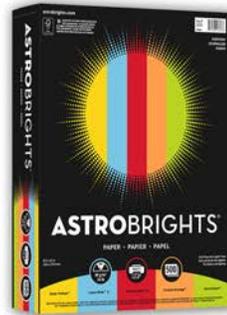
PROJECT SPECIFICATIONS:

- » Complete Rebrand
- » Promotion Brochure
- » Carry Branding Across Company Assets
- » Icon Design for Product Channels
- » Co-Brand Subsidiary Company

SUN CREATIVES COLLABORATE WITH NATIONAL BRAND - NEENAH PAPER

NEW PRODUCT DEVELOPMENT AND MARKETING SUPPORT

- Astrobrights® JOURNALS**
- Cover Leather: fscagomma - #L15
 Re-Entry Red™
 Top Stitching: Pantone 150u
 Cosmic Orange™
 Elastic Band and Ribbon: Pantone 463u
 Jupiter Java™
 - Cover Leather: fscagomma - #Q80
 Gravity Grape™
 Top Stitching: Pantone 7466u
 Terrestrial Teal™
 Elastic Band and Ribbon: Pantone 252c
 Planetary Purple™
 - Cover Leather: fscagomma - #N80
 Eclipse Black™
 Top Stitching: Pantone 299c
 Celestial Blue™
 Elastic Band and Ribbon: Pantone 374c
 Vulcan Green™
 - Cover Leather: fscagomma - #Q66
 Merian Green™
 Top Stitching: Pantone 232c
 Fireball Fuchsia™
 Elastic Band and Ribbon: Pantone 7466u
 Terrestrial Teal™
 - Cover Leather: fscagomma - #Q77
 Terrestrial Teal™
 Top Stitching: Pantone 307u
 Blast-Off Blue™
 Elastic Band and Ribbon: Pantone 2855u
 Gravity Grape™
 - Cover Leather: fscagomma - #T57
 Fireball Fuchsia™
 Top Stitching: Pantone 375c
 Merian Green™
 Elastic Band and Ribbon: Pantone 223c
 Puhar Pool™



02. Customer Neenah Paper

Our long-term relationship with national brand, Neenah Paper has afforded us the opportunity to work on hundreds of campaigns and assist in new product development, design, strategy and branding.

AREAS WE COLLABORATE

- » New Product Design
- » Packaging Design
- » Specific Campaign Ideation
- » Web Banner Creation
- » Production of Printed Materials

SUN CREATIVES COLLABORATE WITH NON-PROFITS FOR FRESH IDEAS



03. Customer Center for the Visual Arts

CVA was interested in a campaign to drive memberships and inform the public of exciting new developments “Under Construction.”

PROJECT SPECIFICATIONS:

»»» Infographic Design

»»» Campaign Brochure

»»» Poster Design

»»» Join Form

OUR INSIGHTS INTO YOUR CAMPAIGN



INSIGHTS

LIVE IT UP WAUSAU NEEDS TO...

- › BE DIFFERENTIATED FROM OTHER MESSAGING
- › BE FRESH AND WITH ITS OWN VIBE
- › RESONATE WITH ITS AUDIENCE
- › BE VISUALLY STRONG AND COHESIVE ACROSS PLATFORMS

DESIGN TERRITORIES SUN WOULD EXPLORE



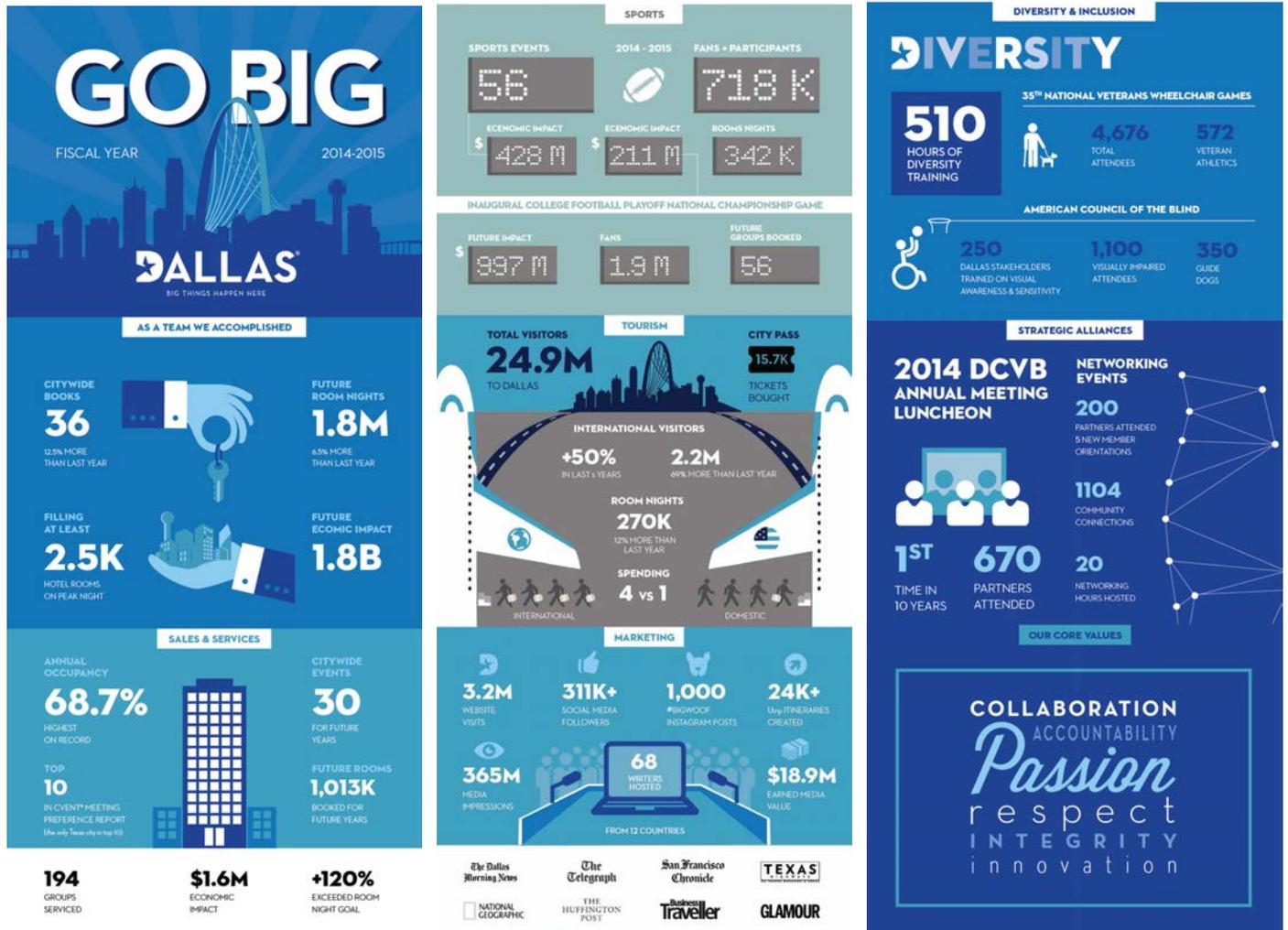
» FRESH COLOR PALLET

» TYPE DRIVEN

» INCLUSIVE FEELING

KANSAS CITY WILL BE THE ONLY METROPOLITAN AREA THAT UNIFIES AND REPRESENTS ALL IT CONTAINS FOR ITS PROUD RESIDENTS & CURIOUS VISITORS WHO WANT TO UNDERSTAND WHAT KC MEANS IN A TIME OF POLARIZING ISSUES AND INCREASING ACCESSIBILITY TO PEOPLE AND PLACES.

DESIGN TERRITORIES SUN WOULD EXPLORE



- » MONOTONE COLOR PALLET
- » ICONOGRAPHY AND INFOGRAPHICS
- » STRENGTH IN STATS

DESIGN TERRITORIES SUN WOULD EXPLORE

COLOR PALETTE

HEX: 2eb463	HEX: 5ab6b7	HEX: d44e36	HEX: ff9600	HEX: 875aa3
ENVIRONMENT	HEALTH	SOCIAL MANNERS	CHARACTERS	NEUTRAL

LOGO

+  + 

PEQUEÑAS ACCIONES

FONTS

STRETCHY PANTS (caps only) ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890.,!?:	MUSEO SLAB 900 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890.,!?:
---	---

CAMPAIGN



COMPARTIENDO EL AUTO CON TU VECINO
#pequeñasacciones
GENERAS UN CAMBIO

CORRIENDO UNA VUELTA A LA MANZANA
#pequeñasacciones
GENERAS UN CAMBIO

COLOCANDO LA BASURA EN SU LUGAR
#pequeñasacciones
GENERAS UN CAMBIO

DANDO A QUIEN MÁS LO NECESITA
#pequeñasacciones
GENERAS UN CAMBIO

ALIMENTANDO A UN PERRO SIN DUEÑO
#pequeñasacciones
GENERAS UN CAMBIO

MANTENIENDO UNA ALIMENTACION BALANCEADA
#pequeñasacciones
GENERAS UN CAMBIO

CEDIENDO TU LUGAR
#pequeñasacciones
GENERAS UN CAMBIO

REUTILIZANDO UNA BOTELLA DE AGUA
#pequeñasacciones
GENERAS UN CAMBIO

REGALANDO UNA SONRISA
#pequeñasacciones
GENERAS UN CAMBIO

OFRECIENDO REFUGIO A UN ANIMAL DESPROTEGIDO
#pequeñasacciones
GENERAS UN CAMBIO

➤ FRIENDLY

➤ LIGHT HEARTED

➤ BOLD COLOR



WHAT WE CAN DO.

BRAND PHASE

- Meet the teams
- Background
- Define goals and measurements of success
- Understand existing homeownership assistance programs
- Develop profile of our target audience
- Develop 2-3 original designs
- Present and take feedback
- Finalize designs

\$5,000

PROGRAM INFORMATIONAL PIECE

Creative layout - \$750

Print (full color both sides)

1000 - \$446

2000 - \$514

PROMOTIONAL BROCHURE

Creative layout - \$950

Print (full color both sides)

1000 - \$418

2000 - \$454

REAL ESTATE SIGN RIDERS

Creative layout - \$50

Print (graphics on both sides)

50 - (\$3.90-\$7.40 each)

100 - (\$2.75-\$6.40 each)

Price depends on substrate chosen.

BILLBOARDS

Creative layout - \$300

Print and install - \$900-\$1100 each

APPLICATION

Creative layout - \$250

Static PDF - \$25

Editable PDF - \$75

Print (one color)

1000 - \$188

2000 - \$188

MEDIA PURCHASES

TBD

WEB ASSETS

Banners - \$100

Buttons - \$60

Landing Pages - \$500

COPY WRITING

\$750 BUDGET

PHOTOGRAPHY

TBD IF NEEDED



IN SUMMARY

Intentionally we provided our services in an ala carte fashion.
(Forgive us, we accidentally typed apple cart, then corrected it.)
Ala carte services give the city the most flexibility. We mentioned
earlier, this campaign is very exciting to us, and we can't wait to sink
our teeth into it.

THANK YOU.

SUN Creatives
1800 Grand Ave
Wausau, WI 54403
715.845.4911

Donna Huitfeldt
direct: 715.843.4925
cell: 715.573.0403
donnah@sunprinting.com

