



## OFFICIAL NOTICE AND AGENDA

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

**Meeting:** **ECONOMIC DEVELOPMENT COMMITTEE - REVISED (2)**  
**Date/Time:** **Thursday, January 18, 2018 at 5:30 p.m.**  
**Location:** **Council Chambers, 1st Floor, City Hall**  
**Members:** Tom Neal (C), Romey Wagner, Pat Peckham, Joe Gehin (VC) and Lisa Rasmussen

### **AGENDA ITEMS FOR CONSIDERATION (All items listed may be acted upon)**

Public comments relating to an agenda item will be allowed when the specific item is considered

- 1 Approval of the Minutes from 11/16/17, 12/5/17 and 12/21/17
- 2 Discussion and Possible Action on Redevelopment Options Related to a Proposed Cinema Theater and Developer Partners at 411 Washington Street (Sears)
- 3 Discussion and Possible Action on the Phase 2 Proposals for the City of Wausau Marketing and Awareness Project
- 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 Redevelopment Options Related to a Proposed Cinema Theater and Developer Partners at 411 Washington Street (Sears)
  - Discussion and Possible Action on the Phase 2 Proposals for the City of Wausau Marketing and Awareness Project
- 5 **RECONVENE** into Open Session to Take Action on Closed Session Items, If Necessary
- 6 Discussion and Possible Action on Item #2 of the Third Amendment to the Development Agreement for the Property at 1300 River Drive

A possible Committee of the Whole (COW) may occur at the Economic Development Committee meeting on Thursday, January 18, 2018 at 5:30 p.m. Council Members in attendance may engage in discussion, but will take no action on the Economic Development Committee items.

Adjournment  
Tom Neal (Chair)

**This notice was posted at City Hall and emailed to the media on 1/15/18**

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Other Distribution: Media, Alderpersons, Mayor, City Departments

## **ECONOMIC DEVELOPMENT COMMITTEE**

Date and Time: Thursday, November 16, 2017 @ 5:30 pm., Council Chambers

**Economic Development Members Present:** Neal (C), Rasmussen, Gehin & Peckham.

Others Present: Schock, Plaisance, Groat, Mielke

Other Council Members Present: Abitz, Gisselman, McElhaney, Smith & Kellbach

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

The Economic Development Committee meeting was called to order by Chairperson Neal at 5:30 pm.

### **Discussion of the Property at 411 Washington Street (Sears).**

For the past few weeks the ED department has been exploring all options, including; re-sending an RFP open to anyone, open negotiations for prospective interests or delay the RFP due to potential local restructuring.

Neal asked about the timing of the next update. Schock replied that hopefully at the 12/5 ED Committee meeting we would have the final options and then construction would begin in spring of 2018 and open in 2019. Peckham questioned if there are multiple departments discussing these options, in which Schock replied yes, absolutely. Rasmussen believes the best way to go would be to amend the version with the new local partner. Rasmussen also thinks that we should talk to HOM Furniture again before we would go back to a new RFP, but only if they are a possibility because we don't want to lead them on a second time. Abitz asked about a timeline for a new RFP, in which Schock explained that there are no mandatory timelines but we want to get the property repositioned as fast as possible considering that we have vested a lot of time, money and legal assistance already. Committee members agree that we should move forward with the local developer interest and also with other offer potential at the 12/5 ED meeting. Rasmussen would like to see this done the sooner the better, but don't rush and miss any other opportunities.

*Motion by Peckham, second by Gehin to move forward. Motion passed 4-0*

### **Approval of the Minutes from 10/23/17.**

*Motion made by Peckham, second by Rasmussen to approve the minutes with no changes. Motion passed 4-0.*

### **Discussion and Possible Action on the Proposal for the Property at 120 Scott Street.**

Victor Anderson from Lokre Properties presented information on the mixed used building they would like to build on this property. He explained there would be 42 total units, including 21 – one bedroom and 21 – two bedroom luxury residential units and some commercial on the ground floor. They are currently building an exact replica on the West side of Madison that will be done in December and that they are using the Madison project as a benchmark for similar projects in the future.

Abitz asked about parking situation and Anderson replied that they would have underground parking for the residents and street/lot parking for the commercial use. Neal asked if there was any determination of commercial business yet, in which there has not been. Anderson did add that there would be a possibility that they would have an elevator in the property that would connect with the Dudley buildings and parking ramps. Rasmussen asked that Anderson outline the parameters of their ask, such as the value of 6 million dollars, the request for the land at \$500,000 (half of what the City paid for it) and a quarter million dollar grant for the site work. Schock included the calculations of income within 12 years and what the reverse TID payback would be. He explained that this would be in TID 12, as it's a new project and that would overlap with TID 3. Rasmussen asked if the note to the foundation would need to be paid off immediately from the purchase of that land by the City or if we could continue to make payments until it was paid off. Schock replied that he had talked to the Foundation and we could continue paying off as we have been.

**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 Proposal for the Property at 120 Scott Street.**

**ROLL CALL VOTE – Neal, Peckham, Gehin & Rasmussen**

**Other Council Members Present: Abitz, Gisselman, McElhaney & Kellbach**

*Motion made by Rasmussen, second by Gehin to go into a closed session.*

*Motion passed 4-0 to go back into Open Session.*

**RECONVENE INTO OPEN SESSION, if necessary**

Neal commented in open session that the committee likes the look of the project and thinks it would be a great addition to the downtown but the staff should continue discussions with the developer.

*No action needed.*

Gehin left at 6:12 pm.

**Discussion and Possible Action on a Potential Request for Proposals for a 2018 Economic Development Marketing Plan.**

Schock presented the small RFP we would be sending out for marketing services in 2018 pending the City's final budget approval. This RFP would allow us to go out and get organizations and partners to create marketing plans as a broad strategy. We are looking for proactive and creative marketing options.

Rasmussen asked if these services would work parallel with Aplomb's services currently. Aplomb is contracted through 2017 but could certainly be the organization we pick for the 2018 marketing plan. We would be using different tools to market the same brand and in different proposed ways. Peckham asked about the \$20,000 amount and if the organization would be responsible for saying how many number of hours this amount would include. Schock replied that we used these numbers to approximate a framed amount of time and then they would have to propose their ways and time estimations. Rasmussen thought this was a good number for the contract, especially weighing time for these services in house vs. hiring an organization. Neal wanted to know if this marketing strategy would include the Marathon County marketing that we have done. Schock is hopeful that they can coordinate strategies with the Metro strategy and other local organizations, such as the CVB & Chamber of Commerce.

*Motion made by Rasmussen, second by Peckham to move ahead with 2018 Marketing RFP. Motion passed 3-0.*

**Discussion on the Articles Regarding Economic Development Agreement Best Practices.**

Schock wanted to assure the committee that the department was working to develop more defined strategies, including the new development agreement and TIF applications. They have been using improved standards and compliance rules. Schock also asked for feedback, including criticisms from the committee and Rasmussen added that she is happy with the changes and the strides to be more positive and thinks our scores would be better than years ago.

*No action needed.*

**Discussion and Possible Action on the December/January Economic Development Meeting Schedule.**

December 5, 2017 was confirmed as the December ED meeting, but time changed to 5:30 pm. The January meeting was originally scheduled for January 2, 2018, so that will be changed and the committee and staff will work via email on a new proposed date.

*No action needed.*

**Special Instructions or Directives to Staff: none**

*Motion by Peckham, second by Rasmussen to adjourn the meeting. Motion passed 3-0.*  
Adjournment Time: 6:25 p.m.

## **ECONOMIC DEVELOPMENT COMMITTEE**

Date and Time: Tuesday, December 5, 2017 @ 5:30 pm., Council Chambers

**Economic Development Members Present:** Neal (C), Rasmussen, Gehin & Peckham.  
Others Present: Schock, Plaisance, Sippel, Jacobson & Mielke.

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

The Economic Development Committee meeting was called to order by Chairperson Neal at 5:30 pm.

### **Approval of the Minutes from 11/16/17**

Peckham commented that there was no response written to Rasmussen's question regarding if the note to the foundation would need to be paid off immediately from the purchase of that land by the City or if we could continue to make payments until it was paid off. Schock replied that he had talked to the Foundation and we could continue paying off as we have been. This will be fixed in the 11/16/17 minutes.

*Motion by Rasmussen, second by Wagner to approve minutes once the above change is made. Motion passed 5-0*

### **Discussion and Possible Action on the Disposition Strategy for Thomas Street Properties.**

This discussion has happened in the past and we are now at a point where we can start analyzing the next steps.

Sippel presented research on the 28 parcels along Thomas Street that could potentially be redeveloped. The map indicates that the blue parcels include storm water after the new right of way. There are six narrow or oddly shaped lots that could possibly be combined with other properties.

Neal asked Sippel if there are any specific properties that should be RFP versus a bid. Schock believes we should take all parcels to an open RFP so that the developers see the vision of combining the properties. Neal also questioned if the City could retain any of the oddly shaped properties for amenities. Sippel thinks that we could wait and with the properties left over we could make green space and/or amenities. Rasmussen commented that historically the bidding process included current property owners to see if they were interested in adjacent properties. She believes the TID money that we can use for these properties brings in higher tax and land use. Alternative commercial or mixed use buildings on the developable sites would be what we owe the taxpayers. She also asked about the timeline of the RFP process and believes we should move ahead with the bid process because it is faster and we could ask them to give us the end use and process of their parcel. If there are no acceptable bids after the deadline we could move to an RFP and open the communication channel to potentially interested developers. Wagner then asked about the properties on Sherman Street from years ago and how many we had left. His suggestion was asking the homeowner if we could "give the adjacent land to them" when an oddly shaped or undeveloped parcel. He would like to figure out a way to get people (developers or current owners) to see the vision of combining the parcels. Peckham also wants the wording of the RFP to be reviewed and encourage creative combinations of adjacent properties that the city does not own. Schock replied that there are a lot of semantics and the RFP could be a shorter, simplified process by asking for their intended use/vision to start with. He also asked the committee who should review the submissions and when they should be brought back to ED for recommendations and then CISM and Public Works. Peckham asked what the timeline would be for the streamlined RFP, with an answer of 4-6 weeks submission deadline. Rasmussen believes we should run the RFP until the end of January and then bring it back to the February 6<sup>th</sup> ED meeting. ED will retain the decision making control because of the mission when looking at the use of land. Neal then asked Sippel if any of the other surrounding parcels were for sale currently because if they are they may look more attractive to combine them. All committee members believe the RFP process should be streamlined and enhanced with the map of for sale properties and that we should exhaust all options at the next ED meeting.

*Motion made by Rasmussen, second by Peckham to pursue the RFP process and agrees that there should be a discussion at the next ED meeting on Sherman Street and 17<sup>th</sup> Avenue - Motion passed 5-0.*

### **Discussion and Possible Action on the Proposed Cooperative Request for Proposals for the Properties at 2220-2222 and 2202 Grand Avenue.**

The Community Development Department is currently working with the land owners of these properties on a Cooperative RFP process which makes it available to combine the parcels. The owners have formally approved the

release of the RFP in which they will review all submissions in the beginning of February. There has been some interest in these specific properties already.

Peckham appreciates Schock's work in this process and believes this will benefit the neighborhood and the City as a whole. Wagner questioned if this was a service that we are now offering. Schock replied that the City invented this Cooperative RFP process so that we could help the owners look at potential development possibilities and help market the sale and development in a more friendly way. Rasmussen agrees with Schock and thinks that with us helping with the redevelopment visions will certainly help these high visibility areas, such as this specific corner.

*Motion made by Rasmussen, second by Peckham to move ahead with the Cooperative RFP. Motion passed 5-0.*

**Discussion and Possible Action on the Proposals Received for the 2018 Economic Development Marketing Plan.**

Community Development has received four proposals for the broad marketing RFP. The goal is to suggest potential ideas and implementations for 2018.

Neal was glad to see four responses and found them all as more of introductory pieces with no specific economic development details, targeting and/or tactics. Peckham thinks CD should pick two and get more detailed information. He would like to see a detailed response including expectations, missions, results, etc. Wagner has the same thoughts and wants to know how they compete for us and how we evaluate them. Rasmussen is also glad to see the number of proposals and sees a good diversity in the offerings. She is excited to see the social media and online aspect and thinks that by embracing our local public access channel we can showcase the uniqueness of the community. Neal agrees, he wants to see the Economic Development aspect of marketing and wants to create the buzz to enhance our community's economy. Rasmussen believes these strategic marketing ideas can act in unison and they can both initiate the brand of Wausau both commercially and work force related. Peckham had a question on what marketing we are doing with Aplomb versus the marketing we are currently talking about. Schock explained that Aplomb was more of an external marketing and this strategy would be more internal. He believes there's rational to do both. Rasmussen also added that there is different messaging to business owners, employees and the community as a whole. These projects can work parallel and we need to work with different people sourcing, age differences, interests, etc. Neal agrees and believes we need a rich outreach to a range of audiences and Rasmussen added that we need to showcase things we have to do here for all of these audiences when they are not at work.

*Motion made by Wagner, second by Peckham to move forward with Neal's assistance on strategy and achievement evaluations to be brought back to the next meeting. Motion passed 5-0.*

**Special Instructions or Directives to Staff:**

Schock relayed that Sara M. will send an email out to the committee to see if a meeting will need to be held on December 21<sup>st</sup>. Sara will also send out options for the January meeting, as the schedule date is January 2<sup>nd</sup> and Chris will not be here.

*Motion by Peckham, second by Gehin to adjourn the meeting. Motion passed 5-0.*

Adjournment Time: 6:22 p.m.

## **ECONOMIC DEVELOPMENT COMMITTEE**

Date and Time: Thursday, December 21, 2017 @ 5:30 pm., Council Chambers

**Economic Development Members Present:** Neal (C), Rasmussen, Gehin & Peckham.  
Others Present: Schock & Plaisance.

In accordance with Chapter 19, Wisc. Statutes, notice of this meeting was posted and sent to the Daily Herald in the proper manner.

The Economic Development Committee meeting was called to order by Chairperson Neal at 5:30 pm.

### **Discussion and Possible Action on the Potential Sale of Land in the Wausau Business Campus (9916 Highland Drive) to Scannell Properties, LLC.**

The Community Development Department received a letter of intent from a confidential client. The letter explained that this project has positive business efforts and the business will fit in well with the other industries in the business park. The project would be a 10.5 million dollar construction development and it would employ 60 employees within two years.

***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 Potential Sale of Land in the Wausau Business Campus (9916 Highland Drive) to Scannell Properties, LLC.**

**ROLL CALL VOTE – Neal, Peckham, Rasmussen and Gehin.**

*Motion made by Rasmussen, second by Gehin to go into a closed session. Motion passed 4-0.*

*Motion passed 4-0 to go back into Open Session.*

### **RECONVENE INTO OPEN SESSION, if necessary**

No action taken, this discussion will continue at the next ED and Finance meetings on 1/9/2018.

### **Project Update, Discussion and Possible Action on the Amended Development Agreement for the Riverlife Villages Project Phase One.**

Mike Frantz presented on behalf of the Riverlife project continuation of updated marketing materials, the Samuel's Group movement on construction and the foundation work continuing. During the pre-construction phase the project has secured five apartments, one condo, one townhouse and 17,000 square feet of the commercial leasing through letters of commitment. They are on schedule for the overview of the site plan and phase 1 and the condos will be starting in spring.

Schock noted that the development agreement will be changed slightly adding the new investor, Quantum Ventures. Frantz spoke on behalf of all investors, saying that it is not unusual to finalize ownership structure during the construction process. Frantz will be starting out and becoming an owner around February 1<sup>st</sup> due to some concern about the Hotel North issues and how that negativity would effect this project. Quantum Ventures is buying out the Barker Financial portion of the investors.

Neal commented that there needs to be a resolution to amend the development agreement so we will need a vote.

*Motion made by Rasmussen, second by Peckham to approve next discussion. Motion passed 4-0.*

**Update on the Live It Up Program.**

Letters were sent to business partners/donors with an explanation of loan numbers, closings, etc. and also a completed map. A video was also completed by the WEDC that had a nice plug for the program. Schock will email the video link to everyone.

**Update on the Investment Thank you Letter.**

The Mayor's Administration sent out a thank you letter to all businesses in the City of Wausau that have expanded in 2017.

**Update on the Fair Housing RFP.**

Schock explained that this Fair Housing Proposal is the basis for the City's strategy with HUD rules. The Community Development Department is working in conjunction with the CDA. Included in the packet was a timeline and process for this project. Because of the non-standing community advisory committee working with the Community Development and Economic Department on a multitude of things, we thought this was a good fit. The Community Development Authority board has also seen this and will share the costs with us to have this completed, as we both have requirements around the Fair Housing Policies. The last update of this Fair Housing Amendment has been a while, it is now completely being rewritten.

**Discussion on January Meeting Dates – Cancelling January 2, 2018 and Confirming January 18, 2018.**

Cancellation of the January 2<sup>nd</sup> meeting was approved.

Confirmation of the January 18<sup>th</sup> meeting was approved and staff will confirm with Wagner that this works in his schedule.

**Special Instructions or Directives to Staff:**

*Motion by Gehin, second by Rasmussen to adjourn the meeting. Motion passed 4-0.*

Adjournment Time: 6:27 p.m.



## City of Wausau

2018 marketing and communications proposal follow-up information  
January 11, 2018



Thank you for the opportunity to submit this follow-up information in response to your 2018 economic development marketing and communications RFP. As outlined in our original proposal, we suggest three integrated marketing projects as areas to focus your efforts in 2018. These three projects will allow the city to engage your target audiences and address your goals, which include:

- Build awareness of city redevelopment projects
- Improve understanding of existing and new programs
- Build upon the existing wausome.org campaign
- Enhance city social media and public engagement
- Alert individuals and organizations in the area to new business opportunities and properties
- Create a consistent buzz about Wausau's quality of life, amenities, events, activities, resources, and culture.

In this document, we present a quick recap of our recommendations, and also a high-level communication plan identifying the tactics we suggest using to best reach each target audience while repurposing existing assets and utilizing no or low cost strategies. Additionally, within the communication plan, we outline how the budget will be applied, and how we will measure effectiveness. Because start and stop economic development initiatives don't work, our plan outlines an integrated marketing approach using both earned and owned media that can be built on for years to come. Additionally, it is worth noting, upon acceptance of this proposal, the communication plan will become much more robust and detailed as we work through specific goals and opportunities with the city.

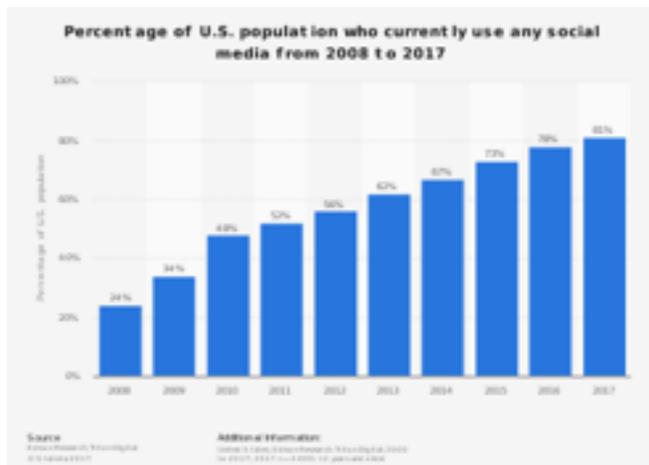
### Project #1: 'My Wausome Story' positioning campaign

The idea: "Wausau has been crafting a unique, inspiring story for years. But don't take our word for it, take the word of those who have actually experienced it."

We will create a campaign leveraging economic development and city success stories that showcase both individual and organizational/business perspectives, while also sharing economic development opportunities currently available. We will focus on established business success stories (e.g., Bridgestone, Stormy Kromer), cultural and event themes (e.g., Wausau Events, Wausau Museum of Contemporary Art), interesting people, places or things — really, anything that uniquely positions the vibrancy and opportunity that Wausau provides. We could also repurpose some of the stories we wrote in phase 1 of the marketing project in 2017. At the same time, we will also position new business opportunities, development properties for sale, and investment opportunities using this project strategy (e.g., 'Write your own Wausome story with this opportunity'). Through each feature story, we will share quality of life elements and unique attributes that make the city a great place to live, work and invest, but with the credibility of someone other than yourself telling the story. The campaign also serves as an education mechanism, allowing you to educate influencers, potential investors, developers, and residents about positive initiatives happening in the city.

What will this look like? These are not traditional articles, rather, visually-appealing collateral pieces (likely 1/2 page to 1 page assets) that share a cohesive My Wausome Story digital identity. We will include a picture of the person, an engaging image of their product or business, a few sentences describing how they got started in Wausau (why Wausau was the right fit), and then one to two pop-out quotes from the individual that really hammer down the points we are trying to make. These stories will strategically position Wausau and the opportunities it can provide to our target audiences. Each story would be packaged and distributed in a number of different ways (see communication plan) in order to reach each of the target audiences you have identified. This strategy allows us to establish and keep a consistent buzz related to economic development opportunities and success stories, as well as Wausau’s quality of life, amenities, events, activities, resources and culture. Everyone has their own Wausome Story. We’d just be helping people tell (and share) it.

## Project 2: Enhance and grow the city’s digital communication strategy



In 2017, 81 percent of U.S. Americans had a social media profile, representing a five percent growth compared to the previous year. Source: Statista 2018

The idea: Your target audiences are online and using social platforms. You and your story need to be as well. Building on the My Wausome Story campaign while also sharing posts related to experiences, events, culture and positive news, we suggest ramping up the city’s social media strategy in order to more purposefully position Wausau’s brand and engage a larger, more targeted audience. We’ve included this strategy in our communication plan, suggesting the use of funds to increase the reach of targeted content. Utilizing things such as Facebook’s Audience Insight Tool, we can harness all kinds of data on Facebook users that will help us build, reach, and activate your target audiences. By tapping into behavioral patterns, personal interests and traits of people using these social platforms, we will get your message in front of the people needing to hear it.

Additionally, we suggest exploring the launch of a digital ambassador program with subsets of your target audiences. For example, select one or two young professional volunteer ambassadors who could do a live Facebook story from a June Concert on the Square, a Friday night at Balloon and Rib Fest, and an inside look at a successful start-up. This low-cost, highly-engaging strategy will continue to position your brand and the amenities and opportunities provided by Wausau while reaching a larger audience than a traditional post as told by the city.

As part of this project, we also suggest making some updates to the [www.wausome.org](http://www.wausome.org) webpage in order to fully position it as an engaging content hub that inspires people to live, work, invest and grow in Wausau. As a result, you’ll have a trove of entrepreneurial and Wausau branded success stories to share. Plus, it will tell the Wausau story to the individuals we are driving to it via our other tactics. We’ll consult on what we suggest those changes should be in order to make that webpage more user-friendly and engaging.

### Project 3: Ongoing awareness marketing and PR pitching

The idea: Building on the work we've done throughout 2017, we'd continue to ramp up the city's overall PR efforts, including media outreach, to best create and keep generating buzz about Wausau's initiatives. However, in 2018, we'd change our focus to a bit more local and regional audiences in order to reach the individuals you have identified. We include some ideas in the communication plan below regarding local and regional press. Additionally, some of the collaborations we are suggesting will naturally lend themselves to media interest and placements. And we'd constantly be on the lookout for regional and national pitching opportunities with the journalists we've worked with in 2017 to continue building on our efforts and share the Wausau story.



## Telling the Wausau story audiences and communication plan

<b>Audience</b>	Target #1: Local investors, developers, potential entrepreneurs	Target #2: Out of region business audience	Target #3: Wausau residents, youth, employers, foundations and organizations
<b>How we will reach</b>	<p><a href="http://wausome.org">wausome.org</a> landing page (existing asset)</p> <p>City social media channels (existing asset) + paid targeting</p> <p>Entrepreneurial and Education Center My Wausome Story blog and email promotion (existing asset)</p> <p>Monthly My Wausome Story collaboration w/Chamber member, featured in Wausau Chamber communications</p> <p>Launch digital ambassador program, utilizing established local investors, developers and entrepreneurs, tie-back to My Wausome story</p> <p>Quarterly ED contact distribution eBlast and focus on list growth (existing asset)</p>	<p>City social media channels + paid targeting to those regions and individuals</p> <p>Leveraging campaign and opportunity to 'write your own Wausome Story' at city attended trade shows throughout the year (existing asset)</p> <p>Ongoing PR outreach (tie-in to My Wausome stories that originated in that region to generate interest)</p> <p>Quarterly ED contact distribution eBlast and focus on list growth (existing asset)</p>	<p>City social media channels</p> <p>Section in quarterly city newsletter (existing asset)</p> <p><a href="http://wausome.org">wausome.org</a> landing page</p> <p>Feature latest My Wausome Story on city's home page announcement section (existing asset)</p> <p>Monthly My Wausome Story feature on morning ABC or CBS local affiliate</p> <p>HS collaboration: Work with local high school students enrolled in business education classes to launch collaborative social media campaign. Students would develop and promote their own digital (social, video) campaign, tying it back to the My Wausome Story campaign. (We would then publicize this collaboration heavily through local PR/regional efforts.)</p> <p>YP collaboration: Utilize local young professional organization to launch digital ambassador program, tie-back to My Wausome story</p>

Telling the Wausau story audiences and communication plan

<p><b>How budget will be applied</b></p>	<p>Landing page: No direct cost, staff time</p> <p>Social media: No direct cost to post but would advocate to boost FB posts to directly reach target audience (Start small with \$50-100/month investment, analyze ROI, and adjust strategy/ investment based on results.)</p> <p>EEC blog and email: No direct cost, staff time</p> <p>Chamber: No direct cost, staff time</p> <p>Digital ambassador: No direct cost, staff time</p> <p>ED contact distribution list: No direct cost, staff time</p>	<p>Social media: No direct cost to post but would advocate to boost FB posts to directly reach target audience (Start small with \$50/month investment for 4-5 regions, analyze ROI, and adjust strategy/investment based on results.)</p> <p>Trade shows: Would piggy back already made investments in scheduled shows, with addition of some printed collaterals to highlight campaign (\$500-1,000)</p> <p>Ongoing PR outreach (Aim to get 3-4 interviews scheduled, 1 per quarter. Only investment would be time.)</p> <p>ED contact distribution list: No direct cost, staff time</p>	<p>Social media: No direct cost, staff time</p> <p>City newsletter feature: No direct cost, staff time</p> <p><a href="http://wausome.org">wausome.org</a>: No direct cost, staff time</p> <p>City home page: No direct cost, staff time</p> <p>Monthly feature: No direct cost, staff time</p> <p>High school collaboration: No direct cost, staff time</p> <p>YP collaboration: No direct cost, staff time</p>
<p><b>Measures of effectiveness</b></p>	<p>Website metrics, including unique monthly visitors, engagement, and downloads</p> <p>Social analytics, including likes, comments, shares, retweets and clicks across all channels</p> <p>Conversions (meeting requests, ED inquiries, calls)</p>	<p>Website metrics, including unique monthly visitors, engagement, and downloads</p> <p>Social analytics, including likes, comments, shares, retweets and clicks across all channels</p> <p>Placements</p> <p>Conversions (meeting requests, ED inquiries, calls)</p>	<p>Website metrics, including unique monthly visitors, engagement, and downloads</p> <p>Social analytics, including likes, comments, shares, retweets and clicks across all channels</p> <p>Placements</p> <p>Conversions (meeting requests, ED inquiries, calls)</p>
<p><b>Timeline</b></p>	<p>Research, develop and design campaign and initial assets in February, launch in March, execute through December (with opportunity for city to continue building on campaign in 2019) with ongoing evaluation monthly.</p>		

The remaining budget will be used for:

- Development of My Wausome Story features (research, interviewing of people/businesses, procurement of images, writing)
  - Ideal would be to release 8-10 feature stories in 2018 (average 1 per month)
- Professional design of each story asset (development of brand identity, layout and design of each story)
- Development of social media posts and social execution plan, research and recommendations on targeting strategy
- Professional design of social media ads/posts and trade show collaterals using campaign brand identity, managing of targeting strategy on social channels
- Ongoing PR efforts, pitching and scheduling of interviews/stories, interview preparation

## Thank You

Thank you for the opportunity to submit this follow-up to our proposal. If prior to making your decision you would like to discuss any of these projects 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](mailto:elizabeth@aplombpr.com)



# Wausau Marketing RFP Follow-Up

January 11, 2018



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# Assignment

**The Economic Development Committee** requests firms and organizations responding to Wausau's 2018 Marketing RFP for follow-up information and additional thoughts on targeting two primary audiences.

# Our Ideal Result

## **We create strong engagement that creates community, which then does the marketing for you.**

The local residents, employers, foundations and organizations of the greater Wausau metro area are critical audiences to engage with right now.

Through initial creative engagement with the local residents, we can simultaneously move the needle in the direction of engaging the investors, developers, and entrepreneurs that the City of Wausau is targeting.

When we successfully engage people (on a personal level), their professional interest will soon follow. We all know that relationships drive results. Creating personal relationships with a community is the best approach to creating the professional relationships that will drive the City's desired results. Not only will those personal relationships drive professional interest, but the professional results will continue to happen without ultimately having to be initiated by the City.

At this point in the project process, the allocated budget doesn't allow us to effectively and directly engage out-of-region audiences through traditional advertising channels. We may certainly reach them, but it will be difficult to fully engage and continue to engage them, to keep the Wausau brand top of mind. So, we are proposing a creative solution that uses the budget wholesomely, focusing on our own backyard while reaching the out-of-region audiences in a more organic manner.

# Who We Need to Reach

## **Local residents:**

Especially the youth of the greater metro area, as well as employers, foundations and organizations, to promote participation opportunities related to culture, commerce, recreation and understanding of the City's goals and activities.

## **Local/regional investors, developers, potential entrepreneurs:**

We need to creatively alert individuals and organizations in our area to new business opportunities, available properties, and programs.

## **Out-of-region business audiences:**

It is also important to make investors and developers in other markets aware of Wausau's story and opportunities. Key markets may include the Fox River Valley, Twin Cities, Milwaukee, Madison, Chicago, Greater Midwest, and beyond. We wish to maintain a consistent buzz about Wausau's quality of life, amenities, events, activities, resources, culture, etc.

# How Do We Get There?

- **Collaborate with the City to create a strong Creative Brief.** Working with the City on this process will lead to a strong strategy, focused objectives, and in the end, a more effective communication plan.
- **Develop and strategically deliver engaging communications and marketing material** that create a force of qualitative results. This will inevitably produce the quantitative results the City is seeking, as well as (positive) unplanned results that the audience initiates itself.
- **Once those results become more regular and even more expected,** the City doesn't have to be the single driving force that initiates the economic development outcomes we're seeking.

# Strategy

**Our belief? *Engage with the local community and the community shares your message for you.***

Without getting too deep into creative execution, our messaging shouldn't necessarily look like it's coming from the City.

In business, your reputation isn't what you say it is, it's what your audience says it is. As our audience becomes more engaged with the community's reputation, this will lead to them becoming more engaged with the City's brand.

With the allocated budget, the best way of reaching the audiences we're seeking, both locally and out-of-region, is by being very tactical with the delivery of our content – and by creating the content in a way that speaks to our audience's psychological and sociological predispositions.

We need to leverage existing relationships, creative collaboration, and utilize low and no-cost vehicles for content delivery. Our team has discussed at length how to access these relationships, where to find these creatives and how to create strong content.

# Strategy

## **Examples of Existing Assets to be Leveraged:**

- **Local residents** are the most important existing assets
- **Wausau Area Access Media:** a method for community produced media about Wausau and a prerequisite to the Wausome channel
- **Wausome video** by Wildman Creative
- **Wausome.org/.com:** (or whatever this is ultimately called) this can serve as a centralized platform for all digital content
- **MCDEVCO regional branding:** It is known and agreed upon that the metro/county/region should have a unified identity/brand, not just a logo

*The above are examples of existing assets that can and will be leveraged, along with plenty of other untapped resources to be utilized.*

# Deliverables (Phase 1)

- **The development of an online platform** and the content that will live there/be pushed out through various social media channels.
- **Promote an existing asset**, Wausau Area Access Media, as a resource for local consumers to make their own content. This approach takes advantage of the talk value that already exists in a community, but with the content having city-supported information, the value of “talk” will be much higher due to more highly relevant content being spread.
- **This could launch in tandem with any number of grassroots campaigns**, which will be designed to encourage local residents, businesses and organizations to create content (posts, videos, pictures, etc.) that speak to the reason they love the City. This strategy breeds a more engaged audience, as well as more community focused content for WAAM. In the end, this creates more brand ambassadors that market the City for us.
- **The qualitative results of this strategy will produce the quantitative results we’re seeking.** The more emotionally and personally engaged our target audiences are with the community, a stronger and more momentous professional inertia is inevitable.
- **Our team has taken the initiative to work with Wildman Creative and created a piece which exemplifies this type of storytelling deliverable in video format.**  
[You can check it out here.](#)

# Deliverables (Phase 2)

- **Using a blend of traditional and non-traditional media** we focus on the out-of-region audience. We have done research and can provide traditional media costs in multiple areas of the region.
- **With low-cost social media targeting and sticky headlines/content as a creative method**, we catch the attention of an out-of-region audience that is constantly seeing the same kinds of marketing from other cities, claiming to be the best place for them.
- **We're essentially submitting the City of Wausau's "resume"** to potential residents, developers, and investors who are all getting stacks and stacks of City "resumes" every day.
- **Our "resume" needs to jump to the top of the stack.** How? We break through the clutter by looking different, feeling different and sounding different. A recognizable Wausau "brand voice" will be key here. Once they read our "resume," they will know that Wausau is the right choice.

# Outcomes/ Measurables

**Measuring the success of our work in academic and anecdotal ways with good, hard data is possible with the right tools. We will never underestimate the “feeling” and “talk value” throughout the community, as well.**

Social media platforms provide instant likes, shares, views, and insights, clicks, impressions, etc. Through targeted campaigns, we can understand our audience via social media analytics in an almost immediate manner.

**From:** Matthew Bargander - PERSPEKTIVE MEDIA [<mailto:matthewb@perspektivemg.com>]  
**Sent:** Thursday, January 11, 2018 4:12 PM  
**To:** Christian Schock <[Christian.Schock@ci.wausau.wi.us](mailto:Christian.Schock@ci.wausau.wi.us)>  
**Subject:** RE: City of Wausau Marketing RFP

Chris;

Some thoughts, it's really hard without a full engagement of ideas at this point.

• **Local / regional investors, developers, potential entrepreneurs** —

We need to creatively alert individuals and organizations in our area to new business opportunities, available properties and programs.

- A really good target for that is the Wausau Region Chamber, you already have a captive audience. How do you plug-in? Hold events? Good content on the web that any media outlet can pick up the content, avenues like Wausau Pilot and Review that has growing readership amongst others. I would highly recommend a booth at the WRC Business Expo in April.

• **Out-of-region business audiences** — It is also important to make investors and developers in other markets aware of Wausau's story and opportunities. Key markets may include the Fox River valley, Twin Cities, Milwaukee, Madison, Chicago, Midwest, and beyond. We wish to maintain a consistent buzz about Wausau's quality of life, amenities, events, activities, resources, culture, etc.

- It's very tedious but any regional tradeshow can be beneficial. I feel any amount of actual 'placed advertising' is too difficult and broad to be effective. That could include actual target industry trade shows. I reiterate a good quality web presence.

Let me know if this makes sense.

Thanks!  
Matthew Bargander

**perspektive media group**

[www.perspektivemg.com](http://www.perspektivemg.com)

OFC: 715-254-9090

Cell: 715-574-8148

**From:** Christian Schock [<mailto:Christian.Schock@ci.wausau.wi.us>]  
**Sent:** Thursday, January 11, 2018 15:23  
**To:** Matthew Bargander - PERSPEKTIVE MEDIA  
**Subject:** RE: City of Wausau Marketing RFP

Nope, doesn't have to be itemized at this point.

Chris

**From:** Matthew Bargander - PERSPEKTIVE MEDIA [<mailto:matthewb@perspektivemg.com>]  
**Sent:** Thursday, January 11, 2018 2:24 PM  
**To:** Christian Schock <[Christian.Schock@ci.wausau.wi.us](mailto:Christian.Schock@ci.wausau.wi.us)>  
**Subject:** RE: City of Wausau Marketing RFP

Chris;

Do you want ideas itemized out? With costs?

Matthew Bargander

**perspektive media group**

[www.perspektivemg.com](http://www.perspektivemg.com)

OFC: 715-254-9090

Cell: 715-574-8148

**From:** Christian Schock [<mailto:Christian.Schock@ci.wausau.wi.us>]

**Sent:** Monday, January 1, 2018 12:34

**To:** Matthew Bargander - PERSPEKTIVE MEDIA

**Subject:** RE: City of Wausau Marketing RFP

Howdy,

Happy New Year! The Economic Development Committee requests some additional follow-up information from all the responders as follows:

### Wausau Marketing RFP Follow-Up

The Economic Development Committee requests firms and organizations responding to Wausau's 2018 Marketing RFP for follow-up information and additional thoughts on targeting two primary audiences:

- **Local / regional investors, developers, potential entrepreneurs** —

We need to creatively alert individuals and organizations in our area to new business opportunities, available properties and programs.

- **Out-of-region business audiences** — It is also important to make investors and developers in other markets aware of Wausau's story and opportunities. Key markets may include the Fox River valley, Twin Cities, Milwaukee, Madison, Chicago, Midwest, and beyond. We wish to maintain a consistent buzz about Wausau's quality of life, amenities, events, activities, resources, culture, etc.

Secondary targets include our local residents, especially youth, of the greater metro area, employers, foundations and organizations — to promote participation opportunities related to culture, commerce, recreation and understanding of the city's goals and activities.

As of now, an approximate \$20,000 budget will fund these activities. Respondents should design their additional information with this figure in mind. It's important to understand our budget is not designed solely for the development of material deliverables — we are also looking for a communication plan: how to reach our audiences, and how the budget will be applied to those efforts. The strongest proposal will include ways to re-purpose existing assets, utilize low- and no-cost communication channels, and offer reliable measures to gauge ongoing effectiveness.

We ask for your follow-up response by email by **Thursday January 11<sup>th</sup>, 2018**. This information will be agendaized and reviewed by the Economic Development Committee meeting on January 18<sup>th</sup>.

**Christian Schock**

*City of Wausau Director of Planning, Community & Economic Development*

407 Grant Street Wausau, WI 54403 715-261-6683

[christian.schock@ci.wausau.wi.us](mailto:christian.schock@ci.wausau.wi.us)

[wausaudevelopment.com](http://wausaudevelopment.com)

[wause.org](http://wause.org)

## THIRD AMENDMENT TO DEVELOPMENT AGREEMENT

**THIS THIRD AMENDMENT TO DEVELOPMENT AGREEMENT** (this "Amendment") is made effective as of the 30<sup>th</sup> day of September, 2016 (the "Effective Date"), by an between the **City of Wausau, Wisconsin**, a Wisconsin municipal corporation (the "City") and **Van-Smiling Eyes, LLC**, a Wisconsin limited liability company (d/b/a "Wausau on Water") ("Developer").

### RECITALS

**WHEREAS**, the City and Developer entered into that certain Development Agreement dated as of December 28, 2015 which was amended by that certain First Amendment to Development Agreement dated as of April 29, 2016 and by that certain Second Amendment to Development Agreement dated as of May 9, 2016 (as amended, the "Development Agreement") with respect to certain property in the City of Wausau, Wisconsin, described therein; and

**WHEREAS**, the parties hereto now desire to amend certain terms of the Development Agreement (capitalized terms which are not otherwise defined herein shall be deemed to have the same meanings herein as are ascribed to such terms in the Development Agreement).

**NOW, THEREFORE**, in consideration of the foregoing, and other valuable consideration, effective as of the Effective Date, the parties hereto agree as follows:

1. **Project Completion Deadline**. The "Project Completion Deadline" referred to in the Development Agreement is hereby changed from September 30, 2016 to January 15, 2017.

2. **Completion of Banners, Signs and Murals**. Notwithstanding the requirement that the Project be constructed no later than the Project Completion Deadline, Developer may complete the installation of banners, signs and photo murals on the outside of the Building as soon as possible when weather permits in 2017; provided, however, that all such components of the Project shall be completed no later than June 1, 2017.

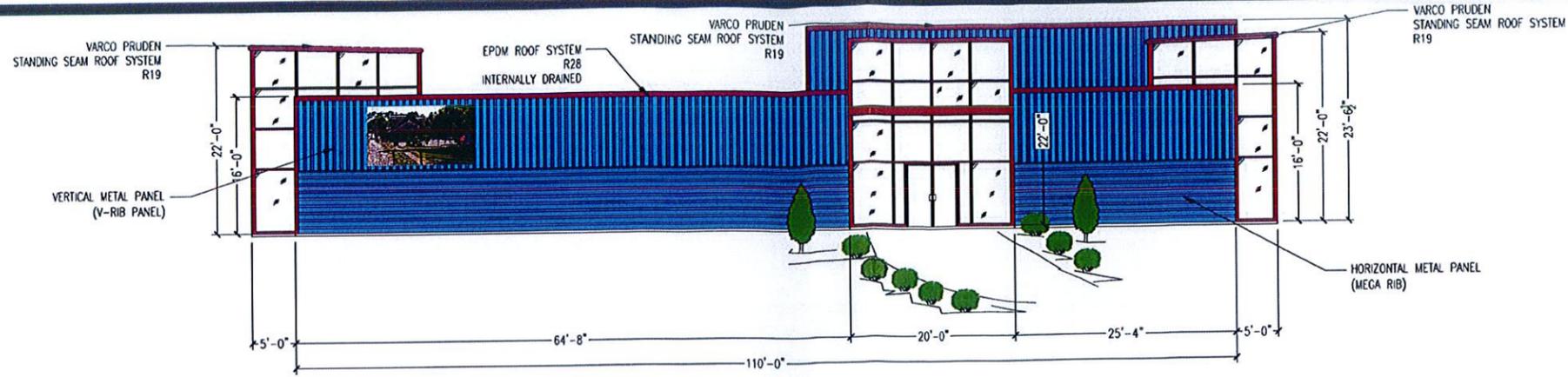
3. **Commitments of the City**. Commitments of the City are hereby amended as follows:

a. **Handicapped Parking**. The City shall endeavor to immediately designate and clearly mark no fewer than two (2) handicapped parking spaces.

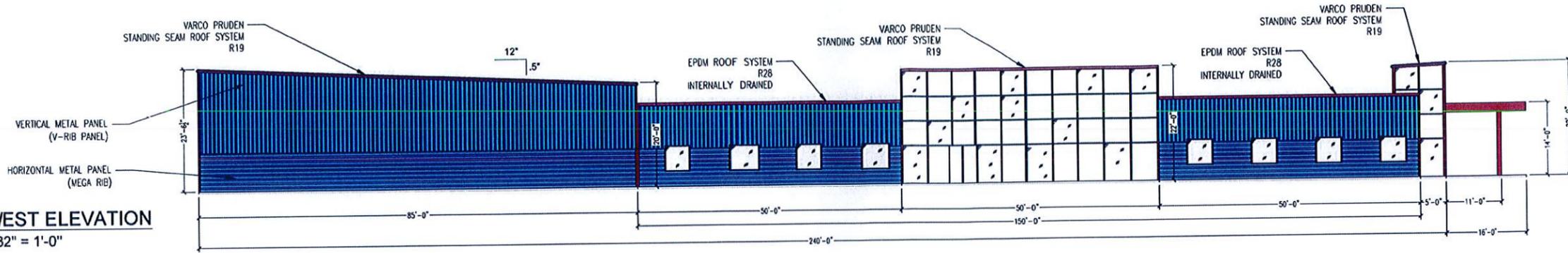
b. **Parking Stalls**. The City shall paint and clearly mark no fewer than eighty (80) parking stalls as soon as possible when weather permits in 2017. The City shall endeavor to complete all parking lot work no later than June 30, 2017. If factors beyond the City's control hinder or delay the City's ability to complete the work as specified, the City shall keep Developer reasonably informed on the status of City obligations and steps the City plans to undertake to remedy any hindrance or delay.

PLOTTED: 3/2/2016 3:52:32 PM

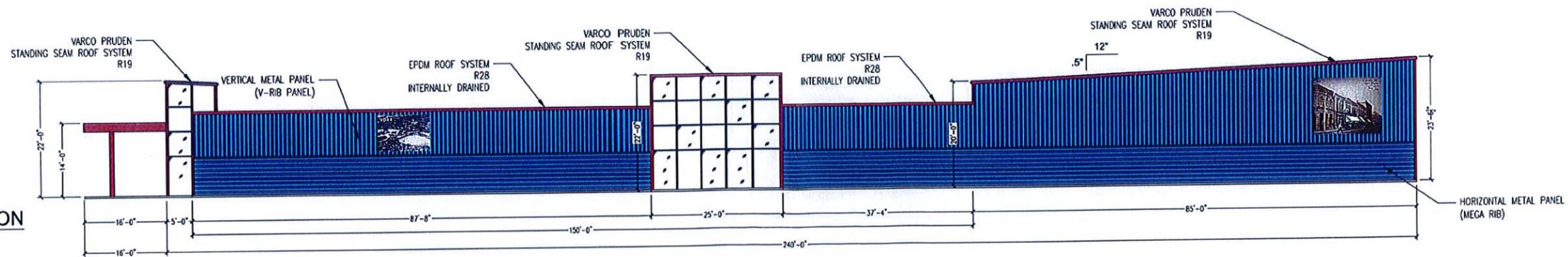
**SOUTH ELEVATION**  
1/8" = 1'-0"



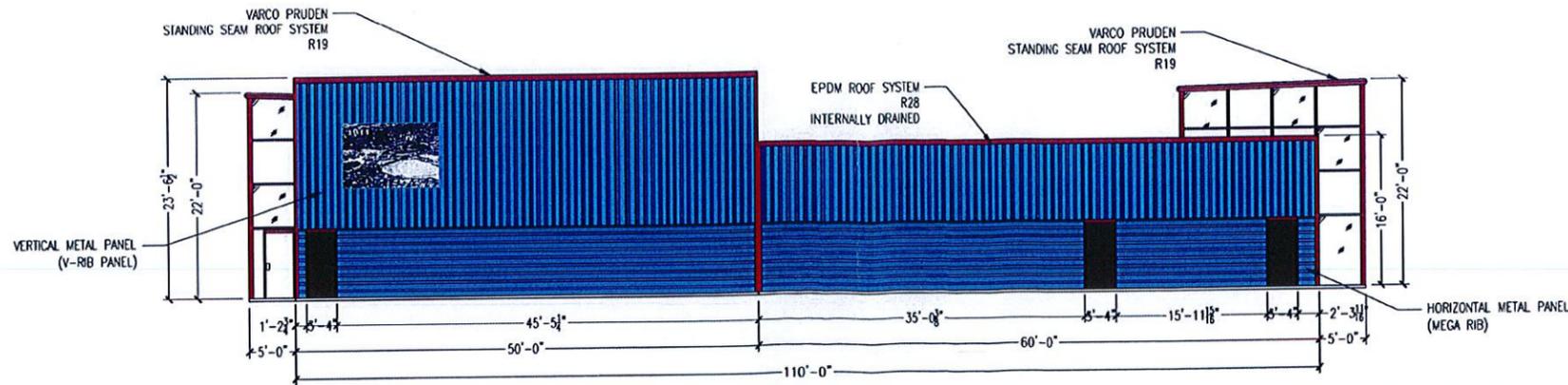
**WEST ELEVATION**  
3/32" = 1'-0"



**EAST ELEVATION**  
3/32" = 1'-0"



**NORTH ELEVATION**  
1/8" = 1'-0"



**United Structures Inc.**  
P.O. Box 527 Schofield, WI 54476 715-355-1040 Fax 715-359-0541



**REVISIONS**

NUMBER	DATE	DESCRIPTION
1		
2		
3		
4		

**PROPOSED:**  
**WOW - BILL GREENWOOD**  
WAUSAU, WI

SCALE	DATE
As Noted	
DRAWN BY	
DA	1/22/2016
DRAWING DESCRIPTION	
ELEVATIONS	
PAGE	
SHEET 3 OF 16	