CITY OF WEST DES MOINES
CITY COUNCIL MEETING COMMUNICATION

DATE: December 27, 2017

ITEM: Motion – Approval of Professional Services Agreement – Marketing Services

FINANCIAL IMPACT: Expense not to exceed $34,500 to be paid from available funds in the Parks (405) operating budget.

BACKGROUND: The Council is asked to approve an agreement with Red Dot Advertising & Design located in West Des Moines for professional services necessary to prepare a marketing plan and materials. The initial focus will be on developing information on major quality of life projects, such as the Five Waters Project and Library projects, for the upcoming Local Option Sales Tax (LOST) referendum in Polk County. All materials produced under this agreement cannot be campaign materials and will be informational only. The plan and materials will be created in such a way that they will also be used to communicate information about park projects to possible public/private partners (private donors, grant programs, etc.).

The scope includes strategic planning, creation of a messaging platform and case statement(s), and development of a brand/logo/slogan and marketing tool kit. The tool kit will include a brand style guide, project web page, social media templates, PowerPoint template, and literature system. Work will begin immediately following Council approval. All informational materials will be available for use by February 1, 2018.

The agreement with Red Dot Advertising & Design is attached along with their proposal. Red Dot Advertising & Design was selected following a Request for Proposal process. Nine proposals were received from a variety of local, Iowa, and out-of-state marketing firms. These proposals were scored by staff and a member of the Parks and Recreation Advisory Board with a background in marketing. The two top-scoring firms were then interviewed by the same staff and Board member. Red Dot Advertising & Design was ultimately selected for their thorough and engaging written proposal, understanding of the project and scope, ability to meet a short timeframe, work examples (one being the City of Johnston's recent brand identity), pricing, "chemistry" experienced during the interview, and location within West Des Moines.

OUTSTANDING ISSUES: None

RECOMMENDATION: That the City Council approve the agreement Red Dot Advertising & Design.

Lead Staff Member: Sally Ortgies, Director of Parks & Recreation

STAFF REVIEWS

Department Director	Sally Ortgies, Director of Parks & Recreation
Appropriations/Finance	Tim Stiles, Finance Director
Legal	Richard Scieszinski, City Attorney
Agenda Acceptance	

PUBLICATION(S) (if applicable)

Published In	
Dates(s) Published	

SUBCOMMITTEE REVIEW (if applicable)

Committee			
Date Reviewed			
Recommendation	Yes	No	Split

AGREEMENT FOR PROFESSIONAL CONSULTING SERVICES

This Agreement is made and entered into this 27th day of December, 2017, by and between the CITY OF WEST DES MOINES, a municipal corporation, hereinafter referred to as "City", and Red Dot Advertising & Design, (Fed. I.D. #_____), a professional corporation incorporated and licensed under the laws of the State of Iowa, party of the second part, hereinafter referred to as "Consultant" as follows:

THE CITY HEREBY AGREES TO RETAIN THE CONSULTANT FOR THE PROJECT AS DESCRIBED IN THIS AGREEMENT AND CONSULTANT AGREES TO PERFORM THE PROFESSIONAL SERVICES AND FURNISH THE NECESSARY DOCUMENTATION FOR THE PROJECT AS GENERALLY DESCRIBED IN THIS AGREEMENT.

1. SCOPE OF SERVICES

   Services provided under this Agreement for the Five Waters Project Marketing Services, shall be as further described in Attachment A, Scope of Services.

2. SCHEDULE

   The schedule of the professional services to be performed shall conform to the Schedule set forth in Attachment A. Any deviations from the Schedule shall be approved by the authorized City representative. The City agrees that the Consultant is not responsible for delays arising from a change in the scope of services, a change in the scale of the Project or delays resulting from causes not directly or indirectly related to the actions of the Consultant.

3. COMPENSATION

   A. In consideration of the professional services provided herein, the City agrees to pay the Consultant the following sum, pursuant to the Schedule of Fees set forth in Attachment A.

      I. Marketing Services $34,500.00 (not to exceed)

   B. The Consultant shall invoice the City monthly for services, based upon services actually completed at the time of the invoice. Final payment shall be due and payable within 30 days of the City's acceptance of Consultant's submission of final deliverables in accordance with the Scope of Services.

   C. In consideration of the compensation paid to the Consultant, the Consultant agrees to perform all professional services to the satisfaction of the City by performing the professional services in a manner consistent with that degree of care and skill ordinarily exercised by members of Consultant's profession currently practicing under similar circumstances. If the performance of this Agreement involves the services of others or the furnishing of equipment, supplies, or materials, the Consultant agrees to pay for the same in full.

4. INSURANCE

   A. Consultant understands and agrees that Consultant shall have no right of coverage under any and all existing or future City comprehensive, self or personal injury policies. Consultant shall provide insurance coverage for and on behalf of Consultant that will sufficiently protect Consultant or Consultant' representative(s) in connection with the professional services which are to be provided by Consultant pursuant to this Agreement, including protection from claims for bodily injury, death, property damage, and lost income. Consultant shall provide worker's compensation insurance coverage for Consultant and all Consultant's personnel. Consultant shall file applicable insurance certificates with the City, and shall also provide evidence of the following additional coverage.

B. The Consultant shall provide evidence of comprehensive general liability coverage and contractual liability insurance by an insurance company licensed to do business in the State of Iowa in the limits of at least $1,000,000 each personal injury accident and/or death; $1,000,000 general aggregate personal injury and/or death; and $1,000,000 for each property damage accident. The evidence shall designate the City as an additional insured, and that it cannot be canceled or materially altered without giving the City at least thirty (30) days written notice by registered mail, return receipt requested.

C. The Consultant shall also provide evidence of automobile liability coverage in the limits of at least $1,000,000 bodily injury and property damage combined. The evidence shall designate the City as an additional insured, and that it cannot be cancelled or materially altered without giving the City at least thirty (30) days written notice by registered mail, return receipt requested.

D. The Consultant shall provide evidence of professional liability insurance, by an insurance company licensed to do business in the State of Iowa, in the limit of $1,000,000 for claims arising out of the professional liability of the Consultant. Consultant shall provide City written notice within five (5) days by registered mail, return receipt requested of the cancellation or material alteration of the professional liability policy.

E. Failure of Consultant to maintain any of the insurance coverages set forth above shall constitute a material breach of this Agreement.

5. NOTICE

Any notice to the parties required under this agreement shall be in writing, delivered to the person designated below, by United States mail or in hand delivery, at the indicated address unless otherwise designated in writing.

FOR THE CITY:

Name: City of West Des Moines
Attn: Ryan T. Jacobson, City Clerk
Address: 4200 Mills Civic Parkway
City, State: West Des Moines, IA 50265-0320

FOR THE CONSULTANT:

Name: Red Dot Advertising & Design
Attn: Todd Schatzberg
Address: 112 Fifth Street
City, State: West Des Moines, IA 50265

6. GENERAL COMPLIANCE

In the conduct of the professional services contemplated hereunder, the Consultant shall comply with applicable state, federal, and local law, rules, and regulations, technical standards, or specifications issued by the City. Consultant must qualify for and obtain any required licenses prior to commencement of work, including any professional licenses necessary to perform work within the State of Iowa.

7. STANDARD OF CARE

Services provided by the Consultant under this Agreement shall be performed in a manner consistent with that degree of care and skill ordinarily exercised by members of the same profession currently practicing under similar circumstances.

8. INDEPENDENT CONTRACTOR

Consultant understands and agrees that the Consultant and Consultant's employees and representatives are not City employees. Consultant shall be solely responsible for payment of salaries, wages, payroll taxes, unemployment benefits, or any other form of compensation or benefit to Consultant or Consultant's employees, representatives or other personnel performing the professional services specified herein, whether it be of a direct or indirect nature. Further, it is expressly understood and agreed that for such purposes neither Consultant nor Consultant's employees, representatives or other personnel shall be entitled to any City payroll, insurance, unemployment, worker's compensation, retirement, or any other benefits whatsoever.

9. NON-DISCRIMINATION

Consultant will not discriminate against any employee of applicant for employment because of race, color, sex, national origin, religion, age, handicap, or veteran status. Consultant will, where appropriate or required, take affirmative action to ensure that applicants are employed, and that employees are treated, during employment, without regard to their race, color, sex, or national origin, religion, age, handicap, or veteran status. Consultant will cooperate with the City in using Consultant's best efforts to ensure that Disadvantaged Business Enterprises are afforded the maximum opportunity to compete for subcontracts of work under this Agreement.

10. HOLD HARMLESS

Consultant agrees to indemnify and hold harmless the City, its officers, agents, and employees from any and all claims, settlements and judgments, to include all reasonable investigative fees, attorney's fees, and court costs for any damage or loss which is due to or arises from a breach of this Agreement, or from negligent acts, errors or omissions in the performance of professional services under this Agreement and those of its sub consultants or anyone for whom Consultant is legally liable.

11. ASSIGNMENT

Consultant shall not assign or otherwise transfer this Agreement or any right or obligations therein without first receiving prior written consent of the City.

12. APPROPRIATION OF FUNDS

The funds appropriated for this Agreement are equal to or exceed the compensation to be paid to Consultant. The City's continuing obligations under this Agreement may be subject to appropriation of funding by the City Council. In the event that sufficient funding is not appropriated in whole or in part for continued performance of the City's obligations under this Agreement, or if appropriated funding is not expended due to City spending limitations, the City may terminate this Agreement without further compensation to the Consultant. To the greatest extent allowed by law, the City shall compensate Consultant as provided in Section 18(B) of this Agreement.

13. AUTHORIZED AMENDMENTS TO AGREEMENT

A. The Consultant and the City acknowledge and agree that no amendment to this Agreement or other form, order or directive may be issued by the City which requires additional compensable work to be performed if such work causes the aggregate amount payable under the amendment, order or directive to exceed the amount appropriated for this Agreement as listed in Section 3, above, unless the Consultant has been given a written assurance by the City that lawful appropriation to cover the costs of the additional work has been made.

B. The Consultant and the City further acknowledge and agree that no amendment to this Agreement or other form, order or directive which requires additional compensable work to be performed under this Agreement shall be issued by the City unless funds are available to pay such additional costs, and the Consultant shall not be entitled to any additional compensation for any additional compensable work performed under this Agreement. The Consultant expressly waives any right to additional compensation, whether in law or equity, unless prior to commencing the additional work the Consultant was given a written amendment, order or directive describing the additional compensable work to be performed and setting forth the amount of compensation to be paid, such amendment, order or directive to be signed by the authorized City representative. It is the Consultant's sole responsibility to know, determine, and ascertain the authority of the City representative signing any amendment, directive or order.

14. OWNERSHIP OF CONSULTING DOCUMENTS

All sketches, tracings, plans, specifications, reports, and other data prepared under this Agreement shall become the property of the City; a reproducible set shall be delivered to the City at no additional cost to the City upon completion of the plans or termination of the services of the Consultant. All

drawings and data shall be transmitted in a durable material, with electronic files provided when feasible to do so. The Consultant's liability for use of the sketches, tracings, plans, specifications, reports, and other data prepared under this Agreement shall be limited to the Project.

15. INTERPRETATION

No amendment or modification of this Agreement shall be valid unless expressed in writing and executed by the parties hereto in the same manner as the execution of the Agreement. This is a completely integrated Agreement and contains the entire agreement of the parties; any prior written or oral agreements shall be of no force or effect and shall not be binding upon either party. The laws of the State of Iowa shall govern and any judicial action under the terms of this Agreement shall be exclusively within the jurisdiction of the district court for Polk County, Iowa.

16. COMPLIANCE WITH FEDERAL LAW

To the extent any federal appropriation has or will be provided for the Project, or any federal requirement is imposed on the Project, Consultant agrees that Consultant will comply with all relevant laws, rules and regulations imposed on City and/or Consultant necessary for receipt of the federal appropriation. Consultant shall provide appropriate certification regarding Consultant's compliance.

17. SOLICITATION AND PERFORMANCE

A. The Consultant warrants that it has not employed or retained any company or person, other than a bona fide employee working for the Consultant, to solicit or secure this Agreement, and that the Consultant has not paid or agreed to pay any company or person other than a bona fide employee, any fee, commission, percentage, brokerage fee, gift or contingent fee.

B. The Consultant shall not engage the services of any person or persons in the employ of the City at the time of commencing such services without the written consent of the City.

18. SUSPENSION AND TERMINATION OF AGREEMENT

A. The right is reserved by the City to suspend this Agreement at any time. Such suspension may be effected by the City giving written notice to the Consultant, and shall be effective as of the date established in the suspension notice. Payment for Consultant's services shall be made by the City for services performed to the date established in the suspension notice. Should the City reinstate the work after notice of suspension, such reinstatement may be accomplished by thirty (30) days written notice within a period of six (6) months after such suspension, unless this period is extended by written consent of the Consultant.

B. Upon ten (10) days written notice to the Consultant, the City may terminate the Agreement at any time if it is found that reasons beyond the control of either the City or Consultant make it impossible or against the City's interest to complete the Agreement. In such case, the Consultant shall have no claims against the City except for the value of the work performed up to the date the Agreement is terminated.

C. The City may also terminate this Agreement at any time if it is found that the Consultant has violated any material term or condition of this Agreement or that Consultant has failed to maintain workers' compensation insurance or other insurance provided for in this Agreement. In the event of such default by the Consultant, the City may give ten (10) days written notice to the Consultant of the City's intent to terminate the Agreement. Consultant shall have ten (10) days from notification to remedy the conditions constituting the default.

D. In the event that this Agreement is terminated in accordance with paragraph C of this section, the City may take possession of any work and may complete any work by whatever means the City may select. The cost of completing said work shall be deducted from the balance which would have been due to the Consultant had the Agreement not been terminated and work completed in accordance with contract documents.

E. The Consultant may terminate this Agreement if it is found that the City has violated any material term or condition of this Agreement. In the event of such default by the City, the Consultant shall give ten (10) days written notice to the City of the Consultant's intent to terminate the Agreement. City shall have ten (10) days from notification to remedy the conditions constituting the default.

19. TAXES

The Consultant shall pay all sales and use taxes required to be paid to the State of Iowa on the work covered by this Agreement. The Consultant shall execute and deliver and shall cause any sub-consultant or subcontractor to execute and deliver to the City certificates as required to permit the City to make application for refunds of said sales and use taxes as applicable. The City is a municipal corporation and not subject to state and local tax, use tax, or federal excise taxes.

20. SEVERABILITY

If any portion of this Agreement is held invalid or unenforceable by a court of competent jurisdiction, the remaining portions of this Agreement shall continue in full force and effect.

21. MISCELLANEOUS HEADINGS

Title to articles, paragraphs, and subparagraphs are for information purposes only and shall not be considered a substantive part of this Agreement.

22. FURTHER ASSURANCES

Each party hereby agrees to execute and deliver such additional instruments and documents and to take all such other action as the other party may reasonably request from time to time in order to effect the provisions and purposes of this Agreement.

23. COUNTERPARTS

This Agreement may be executed in any number of counterparts, each of which shall constitute an original document, no other counterpart needing to be produced, and all of which when taken together shall constitute the same instrument.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed by their duly authorized officers or agents on the day and year first above written.

CONSULTANT	CITY OF WEST DES MOINES
BY:_____	BY:_____ Ryan T. Jacobson, City Clerk

ATTACHMENT A

SCOPE OF SERVICES

Outlined within Proposal

PROJECT SCHEDULE

Outlined within Proposal with Marketing Toolkit materials being available on February 1, 2018

SCHEDULE OF FEES

$34,500 (not to exceed)

HELLO red dot

November 22, 2017

Sally Ortgies
Director of Parks & Recreation
City of West Des Moines
4200 Mills Civic Parkway, Suite 2B
West Des Moines, IA 50265

Dear Sally,

Thank you for the opportunity to submit this proposal for creating an integratedmarketing plan. We are honored to be considered for the initiative and are eager to help make the Five Waters Project a reality with our marketing expertise.

As you requested, our response contains information about Red Dot, including our experience with similar projects, as well as an introduction to our team. In addition, we have included budgetary considerations based on the deliverables outlined in the RFP.
We believe that our experience working with municipalities, our depth of knowledge developing branded campaigns, and our strategic approach to creative problem solving make us an ideal fit for the City of West Des Moines Parks and Recreation.

Again, thank you for taking the time to review this proposal. We appreciate the opportunity to share our capabilities. We look forward to partnering with you to help your organization make a positive impact in our remarkable city and across our proud state.

Thank you and best regards,

Todd Schatzberg
Principal
Red Dot Advertising + Design
515.279.0712
todd@reddotad.com

advertising + design Red·dot

PROPOSAL

SAY HELLO TO RED DOT

Red Dot is an integrated branding, communications, advertising and design company located in West Des Moines, Iowa. Founded in 2001, our philosophy is to approach communications as both a strategic and creative exercise. Our internal process enables us to evaluate communications needs, map the appropriate message, and execute disruptive creative that is right on target.

COMPANY OVERVIEW

At Red Dot, we know that the most effective integrated solutions connect the dots — your brand to your target markets, and your brand experience to increased affinity from your target markets. As an independent strategic branding and advertising company, we stake our livelihood on it every day.

Whether we're involved in developing your organization's overall marketing plan, or we're simply asked to provide specific capabilities such as research, strategy, branding, advertising, public relations, website design or media planning — we pride ourselves on giving our clients work that solves their problems and gets results.

Our goal in working with the city of West Des Moines Parks and Recreation Department is to develop a long-term partnership that will enable us to help nurture the city of West Des Moines and expand your visibility through the Five Waters Project.

AREAS OF FOCUS

Our focus is on making strategic connections between our clients and their audiences. We have experience helping business-to-business and business-to-consumer companies — as well as non-profits — develop marketing messages and materials that set them apart in the marketplace.

Our strength, however, is our ability to put a brand to work. And we make brands work hard. Because, for the City of West Des Moines Parks and Recreation Department, we want to do more than simply raise awareness about the Five Waters Project.

We aim to create a campaign that engages and educates potential donors and organizations that award grants by inspiring them to help create a signature outdoor experience for West Des Moines and all of Central Iowa.

We want to position the project as a leading edge recreational destination for tourism, a retention and recruitment tool for employers and a resident's reason to live here. Together with your team, we'll create messages that motivate people to take action — whether by awarding the project a grant, making a donation to the capital campaign or supporting the efforts by sharing on social media.

CAPABILITIES

BRANDING
Brand Analysis
Strategic Planning
Brand Platform
Company Identity
Naming
Logo Design
Tagline Development

INTEGRATED COMMUNICATIONS
Advertising Campaigns
Public Relations
Social Media
Writing + Editing
Marketing Strategies
Product Launches
Event Promotion

ADVERTISING & GRAPHIC DESIGN
Design
Environmental Design
Packaging
Photography
Illustration
Writing

DIGITAL + MEDIA SERVICES
Web Development
Blog Development
E-blasts
E-newsletters
Surveys
Media Planning + Placement
Digital + Video

RESEARCH
Audience Analysis
Branding Research
Competitive Analysis
Image and Advertising Research
Positioning Research
Customer Perceptions Analysis
Customer Profiling
Customer Satisfaction
Employee Attitude and Satisfaction
Market Segmentation

OUR ASSIGNMENT

The City of West Des Moines Parks and Recreation Department is seeking proposals to provide marketing services related to the Five Waters Project. The City is seeking a creative, yet systematic and thorough approach that will provide effective communication to be used in fundraising and grant writing efforts.

GOALS

> Increase the probability of being awarded grants.

> Develop and roll out a cohesive fundraising effort with the new campaign.

> Build awareness through marketing efforts to execute on an all-encompassing theme.

AUDIENCES

> West Des Moines residents

> Visitors to the community

> Corporate donors

RED DOT PARTNERSHIP

RED DOT ENGAGEMENT PROCESS

We firmly believe that this is one of the most important aspects of the agency/client partnership. We begin with an assessment that helps us evaluate what is needed to determine the direction our partnership will take. Because we have a diverse group of clients, each with unique needs, we work differently with each company. That's why we take time to get to know you up front.

1. **DEFINE THE SCOPE** – Key team members meet to determine project parameters.

2. **CHEMISTRY CHECK** – A phone call or meeting with the extended team to begin the learning/relationship process.

3. **KNOWLEDGE SEEKING** – Key Red Dot team members research the industry and conduct interviews with client stakeholders to better understand the culture and the category.

4. **MILESTONES** – Members of the day-to-day team create a document that defines timelines and expectations for each project, and maintain an ongoing conversation about the relationship.

RED DOT PARTNERSHIP AT WORK

At Red Dot, our clients benefit from the strategic capabilities of a large firm (research, branding, competitive analysis) with the attention of a dedicated team of creative experts. From start to finish your Red Dot/West Des Moines Parks and Recreation team lives your brand and looks for creative ways to help you solve marketing problems — all while watching your budget.

We have a history of transforming perceptions. And we do it efficiently. That's because our small size makes us nimble and flexible, which helps us maximize your budget. And when our clients require expertise in web development, digital outreach, inbound marketing or media planning and buying, we tap into our network of experts and put them to work for you. All the while, we remain your primary point of contact, coordinating between your team, our team and their team to accomplish your goals.

RED DOT TEAM

Located in the heart of Historic Valley Junction, Red Dot has a team of eight full-time employees that have more than 150 years of combined experience. In addition, there are six employees currently residing in West Des Moines. We know the area quite well and have first-hand experience as residents of West Des Moines. From schools to soccer, baseball to pubic swimming pools, Raccoon River Park and more, we play a unique role in providing audience insights while utilizing our marketing experience to reach your goals. Meet the team selected to manage and support your needs.

TODD SCHATZBERG – **Creative Leadership**

Todd Schatzberg has honed his skills as a strategic thinker, branding expert and talented designer during his 18 years in the advertising industry. During his career, Todd has developed effective and memorable marketing campaigns and brands for a wide range of clients from startup firms to Fortune 500 companies, including Maytag, Pella, and The Principal. He is also proud of his agency's championship and team support of Reggie's Sleepout, an annual benefit for homeless youth. Using his extensive branding experience, Todd has launched new brands and helped large companies strengthen their presence. After starting Red Dot in 2001, Todd has grown it into a highly respected, versatile advertising and design studio.

Todd's role in the Five Waters Project includes monitoring strategic planning and overseeing creative development to ensure client satisfaction.

PAM GILLASPEY – **Brand Strategist**

Pam Gillaspey has more than 20 years of marketing and strategic brand leadership, previously serving as an account director at one of Iowa's largest advertising agencies. She joined Red Dot in 2010 to focus on building strategy into all client initiatives. Pam's portfolio spans all media and disciplines, and her insightful strategic thinking provides a strong track record in client ROI. Her brand vision has been a guiding force in creating and evolving brands like CoOportunity Health, City of Johnston, Ethanol, Maytag, McDonald's, National Pork Producers, NAPA, Pella and YSS. She has served on many volunteer boards including Ronald McDonald House Charities and Des Moines Swimming Federation.

As Brand Strategist, Pam will manage the strategic development of the Five Waters Project, and will work with your team to create the go-to-market plan.

DESIREE FLETCHER-CARUTHERS – **Public Relations Specialist**

For more than 15 years, Desiree Fletcher-Caruthers has been helping organizations tell their unique stories to national and international media and target audiences as both a public relations professional and a corporate spokesperson. Desiree's portfolio of experience spans the corporate, agency and franchise landscapes. She has implemented both business-to-business and business-to-consumer strategies and programming for organizations like Anytime Fitness, Maytag, Pella and Ruan Transportation. A strong believer in the ability of public relations and social media to complement and strengthen any brand, she is poised to help clients elevate their market presence. Desiree is also heavily involved in a faith-based Van Ministry that delivers food items and basic necessities to individuals in need and without transportation.

For the Five Waters Project, Desiree will develop and execute Public Relations strategies and tactics, as well as handle social media and digital outreach.

GINA ADAM – **Director of Brand Voice**

Gina Adam brings more than 20 years of copywriting and brand-building experience to Red Dot clients. A smart conceptual thinker, creative writer and donut aficionado, Gina has worked at several prominent agencies in Iowa and was most recently a partner at her own firm. During her career, she has helped develop engaging brand personalities, launch breakthrough products and create award-winning campaigns for clients such as Hy-Line International, Lennox Industries, HON, Kemin Industries, Kum & Go, Allied Insurance, ARAG Group, Maid-Rite and more. Her non-profit work includes writing and event promotion for United Way of Central Iowa, the Des Moines Music Coalition, Primary Health Care, The Boy Scouts of Central Iowa and more. She also serves on the Board of Directors for the Historic Valley Junction Foundation.

Gina will use the messaging pillars developed for the Five Waters Project and bring them to life by creating a distinct brand voice for all communications outreach.

JASON PLOOG – **Creative Director**

Jason Ploog began his advertising career in 1995. He worked as a design director at a central Iowa agency for almost nine years and spent three years as an associate creative director with another Des Moines firm. In 2006, Jason joined Todd Schatzberg as a creative partner in Red Dot. Jason is a versatile, experienced designer. From major product launches and public health awareness campaigns, to campaigns for inner-city youth centers and a public university, Jason has consistently proven his talent for brand development and his ability to adapt to a variety of clients. Jason's work has been recognized and published both locally and nationally.

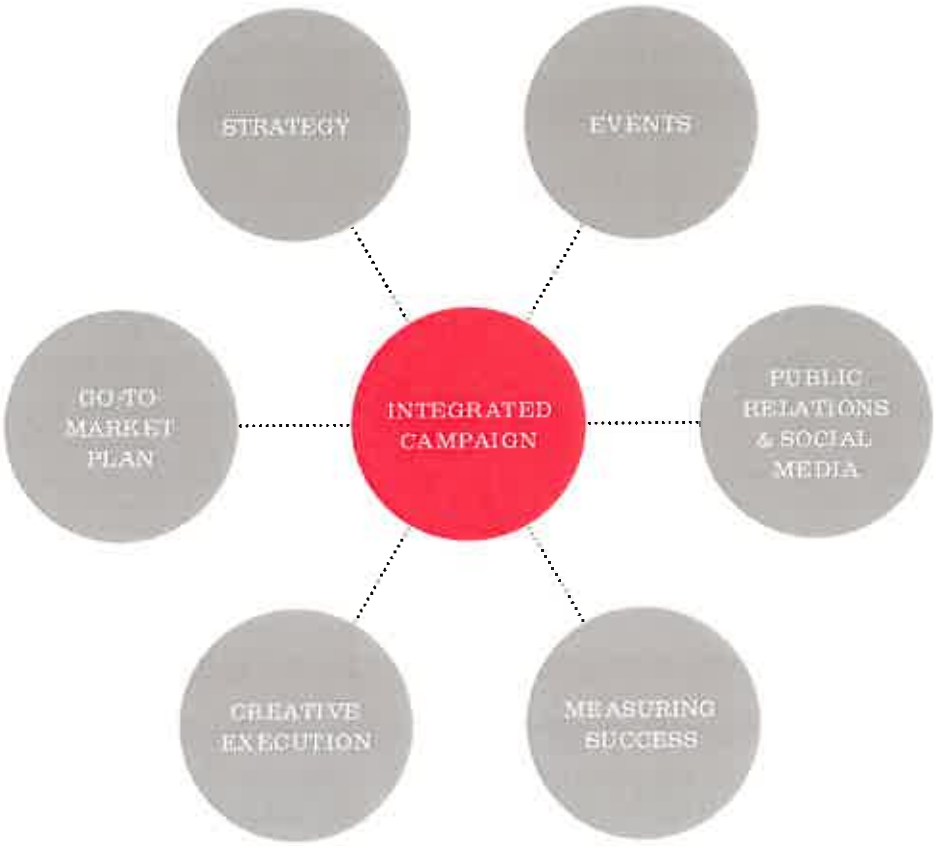
Leading the design team for the Five Waters Project, Jason will create eye-catching visuals and graphics using illustrations and photography to deliver on your messaging.

GO-TO-MARKET PLANNING AND EXECUTION

INTEGRATED STRATEGY AND CAMPAIGN PROCESS

Red Dot has a process for every project, whether it's designing a logo, writing a public relations plan or executing an integrated marketing campaign. We start with the core — the essence — of your organization. We want to find a connection. We want to know what makes you tick. What makes your organization unique. So, we work closely with you, connecting the dots between your city's core attributes, the target markets' desires and the competitions' deficiencies to position you perfectly.

In the case of the City of West Des Moines, we would start by developing a multi-year plan to promote the many benefits of developing the Five Waters Project. The plan will include campaign goals and objectives, as well as tactics for reaching your target audiences. In addition, the plan will identify key metrics that define success for the campaign.



Building the Strategy

The first step in the process is to define the needs of the plan. We will tap into the breadth of knowledge from the Five Waters Project committee to share information that will help lay the groundwork to build the plan. Depending on your specific needs, the groundwork may include the following: team exploratory discussions, goal setting and establishing metrics.

Audience Analysis

Creating a demographic profile of the audience is key to understanding and reaching the right targets. What motivates them? How do they like to receive information? Why would they consider supporting you? We uncover insights about your audience that will help position the Five Waters Project to connect emotionally with your target. These insights will also guide the tone and messaging, and be used in your targeted communication.

Messaging

Key messages will be developed to support the Five Waters Project. They are the support pillars that hold up the positioning of the project to build a consistent, meaningful story. This messaging platform will be tailored to deliver relevant benefits for each target audience.

Case Statement

Once the messaging platform is complete, Red Dot will go to work assisting the City with developing two concise documents that demonstrate the needs, those that have been met, and the potential achievements made possible by additional financial resources.

> An Internal Case Statement document will serve as a foundation for grant applications and promotional efforts.

> An External Case Statement document that can be tailored for specific audiences identified during the planning process.

Creating the Plan

The second step of our process is to develop a strategic plan for the campaign, ensuring we connect with the target audiences throughout. This includes researching and aligning partnerships, media and public relations to engage throughout the year.

The campaign will position the City of West Des Moines as a progressive city, continually striving to meet the emerging needs of residents and visitors, providing high quality parks and recreation facilities.

Initiatives that may come out of the plan include:

> Media plan and tactics

> Public relations strategies

> Ongoing media relations and social media concepts

> Direct mail/email/digital outreach campaign tactics

Master Creative Brief

Once the positioning is determined, we couple it with the approved strategy to develop a creative brief. The brief provides inspiration and direction for the creative team. Based on insights from the brief, we develop creative elements that bring your brand to life. The output includes essential tools for unveiling the Five Waters Project campaign.

Execution

Once the creative brief has been approved by you, we will commence putting all strategies and tactics into motion. Throughout the process, we'll work hand-in hand with your internal team to define the most efficient way to develop visuals, graphics and other materials to support the campaign.

Logo

Using insights from the creative brief, we will develop a Five Waters Project logo that will deliver on Five Waters brand promise. We'll also provide a visual representation of color palettes.

Tagline [Slogan]

Based on the output from the positioning, we'll develop a tagline that is unique and delivers the core essence of the Five Waters Project.

Brand Concepts

Based on information from the creative brief, we develop brand campaign concepts. Brand concepts demonstrate proposed brand voice, selected fonts, recommended iconography, images and colors that are designed to engage and move your audience into action. Here you'll see examples of headlines, collateral spreads and other sample executions of your brand at work.

Brand Style Guide

A brand standards guide is an output from the brand concepts. It's a document that consolidates key messaging points for company-wide use. It also includes graphic identity (color palettes, logo usage guidelines, fonts, photography rights and format guidelines) to ensure consistency in presentation of the brand.

Marketing Tool Kit

The marketing tool kit will include not only the Brand Style Guide, but also the following:

> Project web page

> Social media templates

> Power point template

> Literature system

Additional Execution Deliverables

Additional outreach materials, which may include a video, digital ads, print ads and various other collateral materials identified in the plan.

Measuring Success

There are many approaches to measuring Return on Investment (ROI) or Return on Marketing Investment (ROMI) when it comes to marketing. At Red Dot, we start by discussing campaign objectives and we look at various benchmarks to determine expectations based on dollars invested. Return on Objectives (ROO) is an approach that delivers what the campaign set out to do, and in some cases, this is as far as it goes. We can also track impressions, click rates, calls, responses and increased followers. Aligning funding goals and marketing goals takes the discipline of an organization to work collaboratively to define success.

advertising + design Red·dot

EXPERIENCE

RED DOT EXPERIENCE

ECONOMIC DEVELOPMENT AND COMMUNITY OUTREACH

Our team has participated in a variety of city and community outreach branding and marketing assignments, both locally and statewide. We understand that the branding of a city, event or recreation facilities must address its relationship with citizens and visitors, and it must connect with the unique value that the city/event offers the community.

Some city and community outreach clients we have worked on include:

City of Johnston

Red Dot partnered with the City of Johnston to help create a new brand identity that aligns with their economic growth goals of business and community development. We conducted a series of research initiatives (including focus groups, surveys and interviews) with Johnston residents, workers and business owners. The insights gained provided a solid path for informing and developing a new brand position that would emotionally resonate with all constituencies.

Once the research was analyzed and presented, Red Dot created a logo, tagline and message strategy that played to the city's strengths and differentiators. The result is a fresh new identity that holds on to the heritage of the Johnston script while demonstrating the ever-changing nature that allows the people of Johnston to Thrive. Every Day. The logo changes with the seasons, making it engaging and interactive with all that the city of Johnston offers.

Downtown Community Alliance

The Downtown Community Alliance (DCA) is a non-profit organization dedicated to promoting everything that is good about Downtown Des Moines. Their goal is to develop and maintain a vibrant city center — one that draws people to its nightlife, restaurants, shopping and arts scene. Red Dot has helped the DCA on numerous projects including brand development, outdoor, newspaper, radio and online advertising. The goal of all our work for the DCA is to capture the vibrant energy of a bustling and eclectic downtown — where there is always something interesting and new to be experienced.

Downtown Farmers' Market

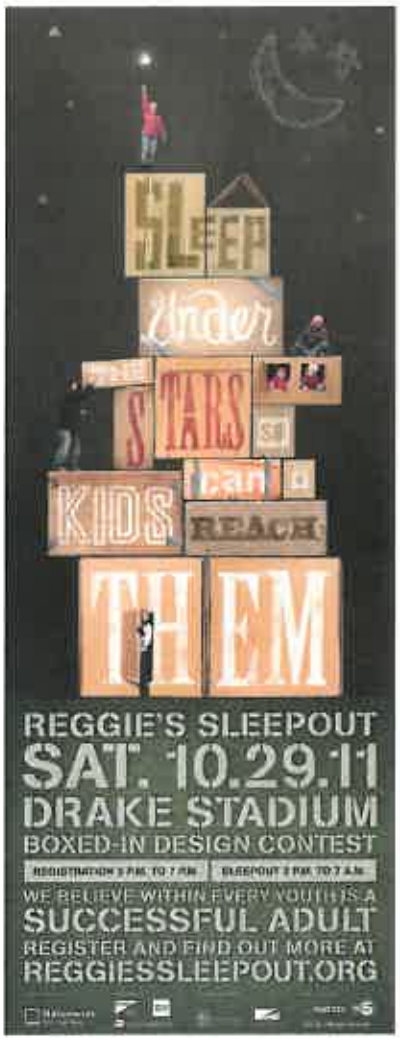
The Downtown Farmers' Market is arguably the best weekly event in Central Iowa — from food and music to arts and crafts. It's been growing for decades and, because it has been such a huge success for the City of Des Moines, surrounding communities have now begun hosting their own markets.

Red Dot helped the DCA distinguish the Downtown Farmers' Market by developing a unique brand. The campaign of street banners, print ads, wearables and merchandising was well received throughout the community and helped to elevate the status of the market. People responded to the increased visibility. The market did well. Oh, and the illustrations have won a bushel of awards, too.

Reggie's Sleepout

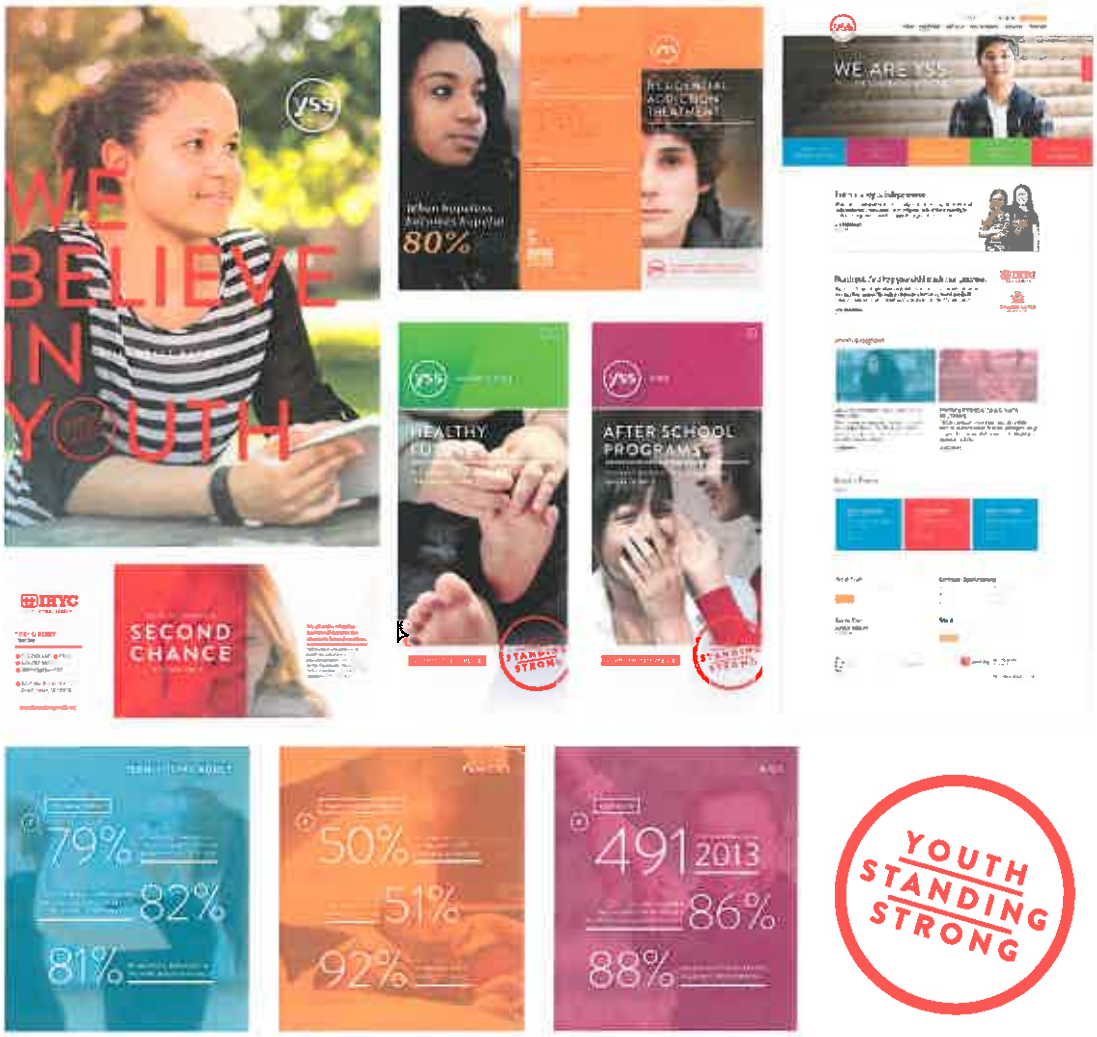
We're very proud of our association with Reggie's Sleepout — an annual event to secure funds for programs for the Iowa Homeless Youth Center. Without this important outreach, hundreds of kids in the Des Moines area would go to bed cold and hungry every night.

Red Dot has played an instrumental role in the event by developing the brand and publicizing it. In the six years since the beginning, the fundraiser has provided more than $600,000 to help support community outreach. We are continually amazed by the commitment of the staff and volunteers that support Reggie's Sleepout, as well as the resilience of the kids helped by the programs it funds. We find that we get back far more than we could ever give.



YSS

In addition to working with Reggie's Sleepout, we recently rebranded YSS, formerly Youth and Shelter Services, and created a campaign theme: Youth Standing Strong. We structured their website and created a better user experience, not only for donors to navigate, but also to align services with each audience segment. Additionally, we created a literature system that supports their services by audience.



CoOportunity Health

CoOportunity Health was launched as Iowa and Nebraska's only nonprofit health insurance CO-OP. Created by a provision of the Affordable Care Act (ACA – often known as Obamacare), which allows companies to set up consumer-owned and -operated plans. CoOportunity Health was among the first wave of companies to apply and be approved for funding. CoOportunity Health engaged Red Dot Advertising & Design in the spring of 2013 to support development and execution of an integrated brand awareness and marketing campaign for pre-launch educational activities and the open enrollment period.

The umbrella campaign objective was to create brand awareness and generate leads to support overall membership goals to be achieved during the open enrollment period from October 1, 2013 – March 31, 2014. With help from the marketers at CoOportunity Health, in just eight months we established a real presence in the Iowa and Nebraska insurance market.

We started with an educational campaign in June, using targeted digital banners to reach various business and consumer markets. Then we developed an ambitious go-to-market plan for the launch. A website, digital banner ads, videos, a traveling booth for events like RAGBRAI and the Hispanic Festival, a large installation at the Iowa State Fair, a comprehensive credit union program, product literature, sponsorship, outdoor, transit, print ads, radio and TV.

On October 1, the first day that the new health exchanges opened, our media program hit. Radio and TV went online in Iowa and Nebraska; print ads hit newspapers; busses and bus shelters went live; and CoOportunity Health began welcoming members. The campaign was a roaring success despite the well-publicized failings of healthcare.gov, which was the primary sell-point for CoOportunity Health.

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COST ESTIMATES

ESTIMATED INVESTMENT

Red Dot has a flat fee rate of $100/hour. Hours are estimated for each initiative and billed for actual hours expended. We scope initiatives and give a range to every project to ensure that there are no surprises if the scope of the project shifts. Our invoicing schedule is custom for each client we serve. We simply ask that payment be made within 30 days of invoice receipt. Red Dot pre-bills all hard costs associated with advertising outreach and production services that are more than $10,000.

Red Dot services include: Account management, concept, copywriting, creative direction, design, editing, illustration, photo shop, planning, project management, research and strategy.

The budget ranges listed will be adjusted once project details are defined.

STRATEGY // + BRANDING DELIVERABLES

Strategic Planning — **$2,500 – $3,500**

> Analysis and consultation

Creating the Case Statement — **$4,000 – $4,500**

> Messaging platform
> Case statement documents (2)

Visual, Voice and Vibe — **$13,000 – $14,000**

> Brand concept (copy tone and design)
> Logo
> Tagline (slogan)

Marketing Tool Kit — **$15,000 – $18,000**

> Brand style guide
> Project web page with potential video
> Social media templates
> PowerPoint template
> Literature system

TOTAL BUDGET: $34,500 – $40,000

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REFERENCES

RED DOT REFERENCES

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UIG
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Named the agency of record for UIG a few years ago, the Red Dot team first worked to develop a unique brand position and logo for "the agent's agency." Now we manage several ongoing projects for our client--from website design and sell sheets, to advertising copywriting and design. In addition, our PR expert authors monthly e-newsletters and handles all social media outreach.

Paul Nilles
Executive Vice President
GC3
West Des Moines, IA
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Our work with GC3 began when the company renamed itself several years ago. Since then, we've developed effective communications tools for adjusters (internal) and outreach to customers (external) by creating collateral pieces, a website and more. Our PR team also assists with e-news blasts and social media.

Teresa McLaughlin
Communications
Iowa Workforce Development
Des Moines, IA
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Email: teresa.mclaughlin@iwd.iowa.gov

Our relationships with clients last. We began working with Teresa McLaughlin at CoOportunity and she brought us to the table when she moved to Iowa Workforce Development. For both clients, we developed strategic branding and design that aimed to set them apart in their categories.

Andrew Allen
CEO
YSS
Ames, IA
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Email: aallen@yss.org

Red Dot has been working with IHYC for years, promoting Reggie's Sleepout. We also recently guided YSS (IHYC's sister organization) through a rebranding effort when Andrew Allan stepped into the role as CEO. Together with their leadership team, we carved out a powerful, uplifting brand, which included a website update and robust collateral system.

THANK YOU.

We appreciate the opportunity to present our capabilities, and we look forward to your decision. We're confident that with your knowledge and insight and our strategic thinking and creative, we will work together to develop a motivating campaign for the Five Waters Project that raises awareness and funds.