

APPENDIX A
VILLAGE OF BUFFALO GROVE
PROFESSIONAL SERVICES AGREEMENT
Village Brand Initiative

THIS AGREEMENT is dated as of the 21st day of March 2023 ("**Agreement**") and is by and between the **VILLAGE OF BUFFALO GROVE**, an Illinois home rule municipal corporation ("**Village**") and the Consultant identified in Subsection 1A below.

IN CONSIDERATION OF the recitals and the mutual covenants and agreements set forth in this Agreement, and pursuant to the Village's statutory and home rule powers, the parties agree as follows:

SECTION 1. CONSULTANT.

A. Engagement of Consultant. The Village desires to engage the Consultant identified below to provide all necessary professional consulting services and to perform the work in connection with the project identified below:

Company. North Star Place Branding + Marketing
Street : 1023 Kings Ave.
City, State, Zip : Jacksonville, FL 32207
Telephone: 904-645-3160
Email: Will@northstarideas.com

B. Project Description. The Consultant shall provide Professional Brand Consulting Services for the Village of Buffalo Grove.

C. Representations of Consultant. The Consultant has submitted to the Village a description of the services to be provided by the Consultant, a copy of which is attached as Exhibit A to this Agreement ("Services"). The Consultant represents that it is financially solvent, has the necessary financial resources, and is sufficiently experienced and competent to perform and complete the professional consulting services set forth in Exhibit A in a manner consistent with the standards of professional practice by recognized consulting firms providing services of a similar nature.

SECTION 2. SCOPE OF SERVICES.

- A. **Retention of the Consultant.** The Village retains the Consultant to perform, and the Consultant agrees to perform, the Services.
- B. **Services.** The Consultant shall provide the Services pursuant to the terms and conditions of this Agreement.
- C. **Commencement.** Time of Performance. The Consultant shall commence the Services immediately upon receipt of written notice from the Village that this Agreement has been fully executed by the Parties (the "Commencement Date"). The Consultant shall diligently and continuously prosecute the Services until the completion of the Work.,
- D. **Reporting.** The Consultant shall regularly report to the Communications Director ("Director"), or his/her designee, regarding the progress of the Services during the term of this Agreement.

SECTION 3. COMPENSATION AND METHOD OF PAYMENT.

- A. **Agreement Amount.** The total amount billed for the Services during the term of this Agreement shall not exceed the amount identified in the Schedule of Prices section in Exhibit B, unless amended pursuant to Subsection 8A of this Agreement.
- B. **Invoices and Payment.** The Firm shall submit invoices to the Village for all Services and subcontractor services **at the beginning of the contract (1/3), following the Research & Strategy presentation (1/3) and at completion of the Final Report (1/3) (Exhibit B).** The Invoices shall be in a Village approved and itemized format for those portions of the Services performed and completed by the Firm. The amount billed in any such invoice shall be based on the method of payment set forth in Exhibit B. The Village shall pay to the Firm the amount billed pursuant to the Illinois Local Government Prompt Payment Act (50 ILCS 505/1 et seq.)
- C. **Records.** The Consultant shall maintain records showing actual time devoted and costs incurred and shall permit the authorized representative of the Village to inspect and audit all data and records of the Consultant for work done under the Agreement. The records shall be made available to the Village at reasonable times during the Agreement period, and for three years after the termination of the Agreement.
- D. **Claim In Addition to Agreement Amount.** if the Consultant wishes to make a claim for additional compensation as a result of action taken by the Village, the Consultant shall provide written notice to the Village of such claim within 7 calendar days after occurrence of such action as provided by Subsection 8.D. of this Agreement, and no claim for additional compensation shall be valid unless made in accordance with this Subsection. Any changes in this Agreement Amount shall be valid only upon written amendment pursuant to Subsection 8.A. of this Agreement. Regardless of the decision of the Village relative to a claim submitted by the Consultant, the Consultant shall proceed with all of the Services required to complete the project under this Agreement as determined by the Village without interruption.

SECTION 3. COMPENSATION AND METHOD OF PAYMENT (cont.)

- E. **Taxes, Benefits and Royalties.** The Agreement Amount includes all applicable federal, state, and local taxes of every kind and nature applicable to the Services as well as all taxes, contributions, and premiums for unemployment insurance, old age or retirement benefits, pensions, annuities, or similar benefits and all costs, royalties and fees arising from the use on, or the incorporation into, the Services, of patented or copyrighted equipment, materials, supplies, tools, appliances, devices, processes, or inventions. All claim or right to claim additional compensation by reason of the payment of any such tax, contribution, premium, costs, royalties, or fees is hereby waived and released by consultant.

- F. **Final Acceptance.** The Services, or, if the Services are to be performed in separate phases, each phase of the Services, shall be considered complete on the date of final written acceptance by the Village of the Services or each phase of the Services, as the case may be, which acceptance shall not be unreasonably withheld or delayed.

SECTION 4. PERSONNEL SUBCONTRACTORS.

- A. **Key Project Personnel.** The Key Project Personnel identified in Exhibit B shall be primarily responsible for carrying out the Services on behalf of the Consultant. The Key Project Personnel shall not be changed without the Village's prior written approval.

- B. **Availability of Personnel.** The Consultant shall provide all personnel necessary to complete the Services including, without limitation, any Key Project Personnel identified in this Agreement. The Consultant shall notify the Village as soon as practicable prior to terminating the employment of, reassigning, or receiving notice of the resignation of, any Key Project Personnel. The Consultant shall have no claim for damages and shall not bill the Village for additional time and materials charges as the result of any portion of the Services which must be duplicated or redone due to such termination or for any delay or extension of the Time of Performance as a result of any such termination, reassigning, or resignation.

- C. **Approval and Use of Subcontractors.** The Consultant shall perform the Services with its own personnel and under the management, supervision, and control of its own organization unless otherwise approved by the Village in writing. All subcontractors and subcontracts used by the Consultant shall be acceptable to, and approved in advance by, the Village. The Village's approval of any subcontractor or subcontract shall not relieve the Consultant of full responsibility and liability for the provision, performance, and completion of the Services as required by the Agreement. All Services performed under any subcontract shall be subject to all of the provisions of this Agreement in the same manner as if performed by employees of the Consultant. For purposes of this Agreement, the term "Consultant" shall be deemed also to refer to all subcontractors of the Consultant, and every subcontract shall include a provision binding the subcontractor to all provisions of this Agreement.

SECTION 4. PERSONNEL SUBCONTRACTORS.(cont.)

- D. **Removal of Personnel and Subcontractors.** If any personnel or subcontractor fails to perform the Services in a manner satisfactory to the Village, the Consultant shall immediately upon notice from the Village remove and replace such personnel or subcontractor. The Consultant shall have no claim for damages, for compensation in excess of the amount contained in this Agreement or for a delay or extension of the Time of Performance as a result of any such removal or replacement. The Firm shall employ competent staff and shall discharge, at the request of the Village Manager, any incompetent, unfaithful, abusive or disorderly staff or subcontractor in its employ.

SECTION 5. CONFIDENTIAL INFORMATION.

- A. **Confidential Information.** The term "Confidential Information" shall mean information in the possession or under the control of the Village relating to the technical, business or corporate affairs of the Village; Village property; user information, including, without limitation, any information pertaining to usage of the Village's computer system, including and without limitation, any information obtained from server logs or other records of electronic or machine readable form; and the existence of, and terms and conditions of, this Agreement. Village Confidential Information shall not include information that can be demonstrated: (i) to have been rightfully in the possession of the Consultant from a source other than the Village prior to the time of disclosure of said information to the Consultant under this Agreement ("Time of Disclosure"); (ii) to have been in the public domain prior to the Time of Disclosure; (iii) to have become part of the public domain after the Time of Disclosure by a publication or by any other means except an unauthorized act or omission or breach of this Agreement on the part of the Consultant or the Village; or (iv) to have been supplied to the Consultant after the Time of Disclosure without restriction by a third party who is under no obligation to the Village to maintain such information in confidence.
- B. **No Disclosure of Confidential Information by the Consultant.** The Consultant acknowledges that it shall, in performing the Services for the Village under this Agreement, have access to or be directly or indirectly exposed to Confidential Information. The Consultant shall hold confidential all Confidential Information and shall not disclose or use such Confidential Information without express prior written consent of the Village. The Consultant shall use reasonable measures at least as strict as those the Consultant uses to protect its own confidential information. Such measures shall include, without limitation, requiring employees and subcontractors of the Consultant to execute a non-disclosure agreement before obtaining access to Confidential Information.

SECTION 6. WARRANTY; INDEMNIFICATION; INSURANCE

- A. **Warranty of Services.** The Consultant warrants that the Services shall be performed in accordance with the highest standards of professional practice, care, and diligence practiced by recognized consulting firms in performing services of a similar nature in existence at the Time of Performance, The warranty expressed shall be in addition to any other warranties expressed in this Agreement, or expressed or implied by law, which are hereby reserved unto the Village.

SECTION 6. WARRANTY; INDEMNIFICATION; INSURANCE. (cont.)

- B. **Indemnification.** The Consultant shall, without regard to the availability or unavailability of any insurance, either of the Village or the Consultant, indemnify, save harmless, and defend the Village, and its officials, employees, agents, and attorneys against any and all lawsuits, claims, demands, damages, liabilities, losses, and expenses, including attorneys' fees and administrative expenses, that arise, or may be alleged to have arisen, out of or in connection with, the Consultant's performance of, or failure to perform, the Services or any part thereof, whether or not due or claimed to be due in whole or in part to the active, passive, or concurrent negligence or fault of the Consultant, except to the extent caused by the sole negligence of the Village.
- C. **Insurance.** Contemporaneous with the Consultant's execution of this Agreement, the Consultant shall provide certificates and policies of insurance, all with coverages and limits acceptable to the Village, and evidencing at least the minimum insurance coverages and limits as set forth in Exhibit B to this Agreement. For good cause shown, the Communications Director ("Director") may extend the time for submission of the required policies of insurance upon such terms, and with such assurances of complete and prompt performance, as the Director may impose in the exercise of his sole discretion. Such certificates and policies shall be in a form acceptable to the Village and from companies with a general rating of A minus, and a financial size category of Class X or better, in Best's Insurance Guide. Such insurance policies shall provide that no change, modification in, or cancellation of, any insurance shall become effective until the expiration of 30 calendar days after written notice thereof shall have been given by the insurance company to the Village. The Consultant shall, at all times during the term of this Agreement, maintain and keep in force, at the Consultant's expense, the insurance coverages provided above, including, without limitation, at all times while correcting any failure to meet the warranty requirements of Subsection 6.A., Warranty of Services, of this Agreement.
- D. **No Personal Liability.** No elected or appointed official, agent, or employee of the Village shall be personally liable, in law or in contract, to the Consultant as the result of the execution of this Agreement.
- E. **Kotecki Waiver.** In addition to the requirements set forth above, the Firm (and any subcontractor into whose subcontract this clause is incorporated) agrees to assume the entire liability for all personal injury claims suffered by its own employees and waives any limitation of liability defense based upon the Worker's Compensation Act and cases decided there under. Firm agrees to indemnify and defend the Village from and against all such loss, expense, damage or injury, including reasonable attorneys' fees, which the Village may sustain as a result of personal injury claims by Firm's employees, except to the extent those claims arise as a result of the Village's own negligence.

SECTION 7. CONSULTANT AGREEMENT GENERAL PROVISIONS.

- A. **Relationship of the Parties.** The Consultant shall act as an independent contractor in providing and performing the Services. Nothing in, nor done pursuant to, this Agreement shall be construed (i) to create the relationship of principal and agent, employer and employee, partners, or joint ventures between the Village and Consultant; or (ii) to create any relationship between the Village and any subcontractor of the Consultant.
- B. **Conflict of Interest.** The Consultant represents and certifies that, to the best of its knowledge, (1) no Village employee or agent is interested in the business of the Consultant or this Agreement; (2) as of the date of this Agreement neither the Consultant nor any person employed or associated with the Consultant has any interest that would conflict in any manner or degree with the performance of the obligations under this Agreement; and (3) neither the Consultant nor any person employed by or associated with the Consultant shall at any time during the term of this Agreement obtain or acquire any interest that would conflict in any manner or degree with the performance of the obligations under this Agreement.
- C. **No Collusion.** The Consultant represents and certifies that the Consultant is not barred from contracting with a unit of state or local government as a result of (i) a delinquency in the payment of any tax administered by the Illinois Department of Revenue unless the Consultant is contesting, in accordance with the procedures established by the appropriate revenue act, its liability for the tax or the amount of the tax, as set forth in Section 11-42.1-1 et seq. of the Illinois Municipal Code, 65 ILCS 5/11-42.1-1 et seq.; or (ii) a violation of either Section 33E-3 or Section 33E-4 of Article 33E of the Criminal Code of 1961, 720 ILCS 5/33E-1 et seq. The Consultant represents that the only persons, firms, or corporations interested in this Agreement as principals are those disclosed to the Village prior to the execution of this Agreement, and that this Agreement is made without collusion with any other person, firm, or corporation. If at any time it shall be found that the Consultant has, in procuring this Agreement, colluded with any other person, firm, or corporation, then the Consultant shall be liable to the Village for all loss or damage that the Village may suffer, and this Agreement shall, at the Village's option, be null and void.
- D. **Sexual Harassment Policy.** The Consultant certifies that it has a written sexual harassment policy in full compliance with Section 2-105(A)(4) of the Illinois Human Rights Act, 775 ILCS 512-105(A)(4).
- E. **Termination.** Notwithstanding any other provision hereof, either party may terminate this Agreement, without cause, at any time upon 15 calendar days prior written notice. In the event that this Agreement is so terminated, the Consultant shall be paid for Services actually performed and reimbursable expenses actually incurred, if any, prior to termination, not exceeding the value of the Services completed as determined as provided in Exhibit B.
- F. **Term.** The contract shall be for a period of one (1) year from the date of Award.

SECTION 7. CONSULTANT AGREEMENT GENERAL PROVISIONS (cont.)

- G. **Compliance with Laws and Grants.** Consultant shall give all notices, pay all fees, and take all other action that may be necessary to ensure that the Services are provided, performed, and completed in accordance with all required governmental permits, licenses, or other approvals and authorizations that may be required in connection with providing, performing, and completing the Services, and with all applicable statutes, ordinances, rules, and regulations, including without limitation the Fair Labor Standards Act; any statutes regarding qualification to do business; any statutes prohibiting discrimination because of, or requiring affirmative action based on, race, creed, color, national origin, age, sex, or other prohibited classification, including, without limitation, the Americans with Disabilities Act of 1990, 42 U.S.C. §§ 12101 et seq., and the Illinois Human Rights Act, 775 ILCS 5/1-101 et seq. Consultant shall also comply with all conditions of any federal, state, or local grant received by Owner or Consultant with respect to this Agreement or the Services.

Consultant shall be solely liable for any fines or civil penalties that are imposed by any governmental or quasi-governmental agency or body that may arise, or be alleged to have arisen, out of or in connection with Consultant's, or its subcontractors', performance of, or failure to perform, the Services or any part thereof.

Every provision of law required by law to be inserted into this Agreement shall be deemed to be inserted herein.

- H. **Default.** if it should appear at any time that the Consultant has failed or refused to prosecute, or has delayed in the prosecution of, the Services with diligence at a rate that assures completion of the Services in full compliance with the requirements of this Agreement, or has otherwise failed, refused, or delayed to perform or satisfy the Services or any other requirement of this Agreement ("Event of Default"), and fails to cure any such Event of Default within fourteen (14) calendar days after the Consultant's receipt of written notice of such Event of Default from the Village, then the Village shall have the right, without prejudice to any other remedies provided by law or equity, to pursue any one or more of the following remedies:
1. **Cure by Consultant.** The Village may require the Consultant, within a reasonable time, to complete or correct all or any part of the Services that are the subject of the Event of Default; and to take any or all other action necessary to bring the Consultant and the Services into compliance with this Agreement.
 2. **Termination of Agreement by Village.** The Village may terminate this Agreement without liability for further payment of amounts due or to become due under this Agreement.
 3. **Withholding of Payment by Village.** The Village may withhold from any payment, whether or not previously approved, or may recover from the Consultant, any and all costs, including attorneys' fees and administrative expenses, incurred by the Village as the result of any Event of Default by the Consultant or as a result of actions taken by the Village in response to any Event of Default by the Consultant.

SECTION 7. CONSULTANT AGREEMENT GENERAL PROVISIONS (cont.)

- I. **No Additional Obligation.** The Parties acknowledge and agree that the Village is under no obligation under this Agreement or otherwise to negotiate or enter into any other or additional contracts or agreements with the Consultant or with any vendor solicited or recommended by the Consultant.
- J. **Village Board Authority.** Notwithstanding any provision of this Agreement, any negotiations, or agreements with, or representations by the Consultant to vendors shall be subject to the approval of the Village Board of Trustees. The Village shall not be liable to any vendor or other third party for any agreements made by the Consultant, purportedly on behalf of the Village, without the knowledge and approval of the Village Board of Trustees.
- K. **Mutual Cooperation.** The Village agrees to cooperate with the Consultant in the performance of the Services, including meeting with the Consultant and providing the Consultant with such confidential and non-confidential information that the Village may have that may be relevant and helpful to the Consultant's performance of the Services. The Consultant agrees to cooperate with the Village in the performance of the Services to complete the Work and with any other consultants engaged by the Village.
- L. **News Releases.** The Consultant shall not issue any news releases or other public statements regarding the Services without prior approval from the Director. Nothing Herein shall limit the Firm's right to identify the Village as a client of the Firm or from disclosing matters arising from the relationship between the Village and the Firm that are subject to disclosure under the Illinois Freedom of Information Act, (5 ILCS 140, et seq)
- M. **Ownership.** Designs, drawings, plans, specifications, photos, reports, information, observations, records, opinions, communications, digital files, calculations, notes, and any other documents, data, or information, in any form, prepared, collected, or received by the Consultant in connection with any or all of the Services to be performed under this Agreement ("Documents") shall be and remain the exclusive property of the Village. At the Village's request, or upon termination of this Agreement, the Consultant shall cause the Documents to be promptly delivered to the Village, in original format or a suitable facsimile acceptable to the Village
- N. **Favorable Terms.** Consultant represents that all of the benefits and terms granted by Firm herein are at least as favorable as the benefits and terms granted by Firm to Illinois Home Rule Municipalities

Should consultant enter into any subsequent agreement with any Illinois Home Rule Municipalities, during the term of this Agreement, which provides for benefits or terms more favorable than those contained in this Agreement, including all exhibits to this Agreement, then this Agreement shall be deemed to be modified to provide the Village with those more favorable benefits and terms.

Consultant shall notify the Village, in writing, promptly of the existence of such more favorable benefits and terms and the Village shall have the right to receive the more favorable benefits and terms immediately. If requested in writing by the Village, consultant shall amend this Agreement to contain the more favorable terms and conditions.

SECTION 7. CONSULTANT AGREEMENT GENERAL PROVISIONS (cont.)

O. Joint Purchasing/Purchasing Extension. The purchase of goods and services pursuant to the terms of this Agreement shall also be offered for purchases to be made by other Village, as authorized by the Governmental Joint Purchasing Act, 30 ILCS 525/0.01, et seq. (the "Act"). All purchases and payments made under the Act shall be made directly by and between each municipality and the Consultant. The Consultant agrees that the Village shall not be responsible in any way for purchase orders or payments made by the other Village. The Consultant further agrees that all terms and conditions of this Agreement shall continue in full force and effect as to other Village during the extended term of this Agreement.

The Consultant and the other Village may negotiate such other and further terms and conditions to this Agreement ("Other Terms") as individual projects may require. In order to be effective, Other Terms shall be reduced to writing and signed by a duly authorized representative of both the Consultant and the other municipality.

The Consultant shall provide other Village with all documentation as required in the Request for Qualifications, and as otherwise required by the Village including, but not limited to:

- Certificate of insurance naming each additional municipality as an additional insured

SECTION 8. GENERAL PROVISIONS.

- A. **Amendment.** No amendment or modification to this Agreement shall be effective unless and until such amendment or modification is in writing, properly approved in accordance with applicable procedures, and executed.
- B. **Assignment.** This Agreement may not be assigned by the Village or by the Consultant without the prior written consent of the other party.
- C. **Binding Effect.** The terms of this Agreement shall bind and inure to the benefit of the Parties hereto and their agents, successors, and assigns

SECTION 8. GENERAL PROVISIONS (cont)

- D. **Notice.** Any notice or communication required or permitted to be given under this Agreement shall be in writing and shall be delivered (i) personally, (ii) by a reputable overnight courier, (iii) by certified mail and deposited in the U.S. Mail, postage prepaid, (iv) by facsimile, or (v) by electronic Internet mail ("e-mail"). Facsimile notices shall be deemed valid only to the extent that they are (a) actually received by the individual to whom addressed and (b) followed by delivery of actual notice in the manner described in either (i), (ii), or (iii) above within three business days thereafter at the appropriate address set forth below. E-mail notices shall be deemed valid and received by the addressee thereof when delivered by e-mail and (a) opened by the recipient on a business day at the address set forth below, and (b) followed by delivery of actual notice in the manner described in either (i), (ii) or (iii) above within three business days thereafter at the appropriate address set forth below. Unless otherwise expressly provided in this Agreement, notices shall be deemed received upon the earlier of (a) actual receipt; (b) one business day after deposit with an overnight courier as evidenced by a receipt of deposit; or (c) three business days following deposit in the U.S. mail. By notice complying with the requirements of this Subsection, each Party shall have the right to change the address or the addressee, or both, for all future notices and communications to such party, but no notice of a change of addressee or address shall be effective until actually received. The provisions of this Section 8 D shall not control with respect to the manner of communications utilized by the consultant in rendering the Services.

Notices and communications to the Village shall be addressed to, and delivered at, the following address:

Village of Buffalo Grove ("Village")
50 Raupp Blvd.
Buffalo Grove, IL 60089
Attn: Dane Bragg
Email: dbragg@vbg.org
cc: pbrankin@vbg.org

With a copy to

Law Firm.
Street
City, State, Zip
Attention:
Email:

Notices and communications to the Consultant shall be addressed to, and delivered at, the following address:

Company. ("Consultant") North Star Place Branding+ Marketing
Street : 1023 Kings Ave.
City, State, Zip : Jacksonville, FL 32207
Attention: Will Ketchum
Email: Will@northstarideas.com

SECTION 8. GENERAL PROVISIONS (cont)

- E. **Third Party Beneficiary.** No claim as a third-party beneficiary under this Agreement by any person, firm, or corporation other than the Consultant shall be made or be valid against the Village.
- F. **Provisions Severable.** If any term, covenant, condition, or provision of this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remainder of the provisions shall remain in full force and effect and shall in no way be affected, impaired or invalidated.
- G. **Time.** Time is of the essence in the performance of this Agreement.
- H. **Governing Laws.** This Agreement shall be interpreted according to the internal laws, but not the conflict of laws rules, of the State of Illinois. Venue shall be in Cook County, Illinois
- I. **Entire Agreement.** This Agreement constitutes the entire agreement between the parties and supersedes any and all previous or contemporaneous oral or written agreements and negotiations between the Village and the Consultant with respect to the Request for Proposal.
- J. **Waiver.** No waiver of any provision of this Agreement shall be deemed to or constitute a waiver of any other provision of this Agreement (whether or not similar) nor shall any such waiver be deemed to or constitute a continuing waiver unless otherwise expressly provided in this Agreement.
- K. **Exhibit.** Exhibit, A and Exhibit B are attached hereto, and by this reference incorporated in and made a part of this Agreement. In the event of a conflict between the Exhibit and the text of this Agreement, the text of this Agreement shall control.
- L. **Rights Cumulative.** Unless expressly provided to the contrary in this Agreement, each and every one of the rights, remedies, and benefits provided by this Agreement shall be cumulative and shall not be exclusive of any other such rights, remedies, and benefits allowed by law
- M. **Counterpart Execution.** This Agreement may be executed in several counterparts, each of which, when executed, shall be deemed to be an original, but all of which together shall constitute one and the same instrument.
- N. **Calendar Days and Time.** Unless otherwise provided in this Contract, any reference in this Contract to "day" or "days" shall mean calendar days and not business days. If the date for giving of any notice required to be given, or the performance of any obligation, under this Contract falls on a Saturday, Sunday or federal holiday, then the notice or obligation may be given or performed on the next business day after that Saturday, Sunday or federal holiday.
- O. **No Waiver of Tort Immunity.** Nothing contained in this Agreement shall constitute a waiver by the Village of any right, privilege or defense available to the Village under statutory or common law, including, but not limited to, the Illinois Governmental and Governmental Employees Tort Immunity Act, 745 ILCS 10/1-101 et seq., as amended.

SECTION 8. GENERAL PROVISIONS (cont)

- P. **Freedom of Information.** The Firm agrees to furnish all documentation related to the Contract, the Work and any documentation related to the Village required under an Illinois Freedom of Information Act (ILCS 140/1 et. seq.) ("FOIA") request within five (5) calendar days after the Village issues Notice of such request to the Firm. The Firm agrees to defend, indemnify and hold harmless the Village, and agrees to pay all reasonable costs connected therewith (including, but not limited to attorney's and witness fees, filing fees and any other expenses) for the Village to defend any and all causes, actions, causes of action, disputes, prosecutions, or conflicts arising from Firm's actual or alleged violation of FOIA or the Firm's failure to furnish all documentation related to a FOIA request within five (5) calendar days after Notice from the Village for the same. Furthermore, should the Firm request that the Village utilize a lawful exemption under FOIA in relation to any FOIA request thereby denying that request, Firm agrees to pay all costs connected therewith (such as attorneys' and witness fees, filing fees and any other expenses) to defend the denial of the request. This defense shall include, but not be limited to, any challenged or appealed denials of FOIA requests to either the Illinois Attorney General or a court of competent jurisdiction.

Acknowledgement.

The undersigned hereby represent and acknowledge that they have read the foregoing Agreement, that they know its contents, and that in executing this Agreement they have received legal advice regarding the legal rights of the party on whose behalf they are executing this Agreement, and that they are executing this Agreement as a free and voluntary act and on behalf of the named parties.

IN WITNESS WHEREOF, the Parties have executed this Agreement as of the dates set forth below.

VILLAGE OF BUFFALO GROVE

By: 
Dane Bragg, Village Manager

Date: 04/03/2023

Firm

By: 

Title: President

Date: 3/30/23

**Exhibit A.
Scope of Services**

Over a 6-12 month period, the Consultant will develop a new brand for the Village of Buffalo Grove. Each phase of the project has a description of activities and deliverables, as well as a deadline for Village Staff to review the deliverables. During this review period, Village staff will provide the Consultant feedback on the deliverables, which should be incorporated into the final product before it is released to the Village Board and public.

Phase I: Research/Kick-off

After the consultant is selected and notified, the consultant will be officially awarded the contract at the Village Board meeting on **March 20, 2023**. The Consultant should plan to provide the Village Board with a presentation outlining the project's scope, process and deliverables at a date to be determined. Following award of the contract, the Consultant will have a kick-off meeting with Village Staff to discuss project details and logistics, collaboration, as well as hold a kick-off meeting with other stakeholders.

Deliverable: Project overview - a document and accompanying presentation that details the project's process, scope, timeline and deliverables.

Date for Award of Contract: **March 20, 2023**

Date for Kick-Off Meeting(s): To be mutually agreed upon.

Phase II: Branding Process

The Consultant will determine the process in which they will develop the new brand for the Village, collaborating and communicating with Staff throughout.

Deliverable: Draft brand deliverables including logo set and brand guidelines and determine any other deliverables needed during this phase.

Target Date for Staff to Review Deliverable: To be mutually agreed upon.

Phase III: Brand Deliverables

During this stage of the project, the Consultant should synthesize feedback from Phase II and develop a refined vision of the brand and finalize deliverables to bring forward to the Village Board for adoption.

Deliverable: Brand deliverables including a logo set, brand guidelines and any other deliverables identified in Phase II.

Target Date for Presentation to the Village Board: To be mutually agreed upon.

Target Timeframe: **To be mutually agreed upon.**

SCOPE OF SERVICES

OVERVIEW

About Buffalo Grove

The Village of Buffalo Grove (BG) is located 35 miles northwest of downtown Chicago and 20 miles north of O'Hare International Airport. The Village's land area is 9.3 square miles, with 21.7 percent in Cook County and the remaining 78.3 percent in Lake County.

Buffalo Grove has been recognized as one of the safest communities in the United States, the most family-friendly community in Illinois, one of the best Chicago suburbs for young professionals and one of "Best Places to Live" according to Money Magazine.

Buffalo Grove's four elementary school districts and two high school districts consistently receive acknowledgement for providing high quality education. Additional amenities include two library districts, strong park and forest preserve districts, and over 800 acres of parks and open space, including two municipal golf courses and miles of bike trails. Residents and visitors alike enjoy these community assets and take part in the various cultural and entertainment activities held in the community.

The Village's commercial base includes corporate business parks, a diverse retail sector and a wide range of professional services, including medical facilities. The Village is thrilled to be welcoming The Clove—a redevelopment project that will create a 22-acre modern central entertainment and residential district anchored by a national grocery store, retail shops, a park, restaurants and luxury multi-family residential units.

BG has an extensive transportation system with countless regional road system connections. In addition, the Metra North Central Service rail line connects to downtown Chicago and O'Hare Airport. Pace Suburban Bus provides access to adjacent communities as well as Metra's Union Pacific Northwest and Milwaukee District North rail lines. Residents, businesses and their employees, and visitors all benefit by the top-tier mobility in BG.

Additional information can be found the appendices:

- Appendix B: A Closer Look at Buffalo Grove
- Appendix C: Community plans

PROJECT GOALS

The Village of Buffalo Grove is seeking proposals to develop a new brand for the Village and greater community to achieve the goals of 1) fostering civic pride; 2) driving business, relocation and tourism; and 3) enhancing the professional image of the municipal government organization.

WORK EXPECTATIONS AND COLLABORATION

The Village maintains a high standard for excellence in all services and productions. This includes but is not limited to public presentations, community engagement, imagery, document organization, public communication, writing and analysis. Collaboration with Village Staff will be fundamental to work efficiently and effectively in reaching the Village's expectations. The Consultant should view Village Staff as not only representing their client (the Village) but also as a partner and member of the project team who contribute to the project. Such areas for collaboration include but are not limited to communication regarding working documents, progress and visuals as well as direct access to any other communication and community engagement materials.

EXPECTED PROJECT STAGES, DELIVERABLES, AND ACTIVITIES

Over a 6-12 month period, the Consultant will develop a new brand for the Village of Buffalo Grove. Each phase of the project has a description of activities and deliverables, as well as a deadline for Village Staff to review the deliverables. During this review period, Village staff will provide the Consultant feedback on the deliverables, which should be incorporated into the final product before it is released to the Village Board and public.

Phase I: Research/Kick-off

After the consultant is selected and notified, it is anticipated the Consultant will be officially awarded the contract at the Village Board meeting on **March 20, 2023**. The Consultant should plan to provide the Village Board with a presentation outlining the project's scope, process and deliverables at a date to be determined. Following award of the contract, the Consultant will have a kick-off meeting with Village Staff to discuss project details and logistics, collaboration, as well as hold a kick-off meeting with other stakeholders.

Deliverable: Project overview - a document and accompanying presentation that details the project's process, scope, timeline and deliverables.

Date for Award of Contract: **March 20, 2023**

Date for Kick-Off Meeting(s): To be mutually agreed upon.

Phase II: Branding Process

The Consultant will determine the process in which they will develop the new brand for the Village, collaborating and communicating with Staff throughout.

Deliverable: Draft brand deliverables including logo set and brand guidelines and determine any other deliverables needed during this phase.

Target Date for Staff to Review Deliverable: To be mutually agreed upon.

Phase III: Brand Deliverables

During this stage of the project, the Consultant should synthesize feedback from Phase II and develop a refined vision of the brand and finalize deliverables to bring forward to the Village Board for adoption.

Deliverable: Brand deliverables including a logo set, brand guidelines and any other deliverables identified in Phase II.

Target Date for Presentation to the Village Board: To be mutually agreed upon.

Target Timeframe: To be mutually agreed upon.

Professional Liability Insurance Requirements

1. Professional liability insurance with limits not less than \$1,000,00 each claim with respect to negligent acts, errors and omissions in connection with professional services to be provided under the contract, with a deductible not-to-exceed \$50,000 without prior written approval.
2. If the policy is written on a claims-made form, the retroactive date must be equal to or preceding the effective date of the contract. In the event the policy is cancelled, non-renewed or switched to an occurrence form, the Contractor shall be required to purchase supplemental extending reporting period coverage for a period of not less than three (3) years.
3. Provide a certified copy of actual policy for review.
4. Recommended Required Coverage (architect, engineer, surveyor, consultant): Professional liability insurance that provides indemnification and defense for injury or damage arising out of acts, errors, or omissions in providing the following professional services, but not limited to the following:
 - a. Preparing, approving or failure to prepare or approve maps, drawings, opinions, report, surveys, change orders, designs or specifications;
 - b. Providing direction, instruction, supervision, inspection, engineering services or failing to provide them, if that is the primary cause of injury or damage.
5. Statutory worker's compensation insurance.





December 30, 2022

Proposal to the Village of Buffalo Grove for Village Brand Initiative



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SECTION I - EXECUTIVE SUMMARY

1. **Executive Summary must include a brief overview of the key elements of your proposal. Please highlight any features or areas that differentiate your services and products from competitors and any specializations in solutions for local governments.**

Summary

North Star's branding process is designed to unearth knowledge and perceptions about the Village of Buffalo Grove, and then turn them into a brand identity befitting your people, your history, and your environment. From beginning to end, we aim to make the process collaborative, accessible, and inclusive because great community brands are not created in isolation.

Our philosophy is simple: ***Your brand should connect the soul of your community to the heart of your consumers.*** The BrandPrint process we use to realize that philosophy is much more complex, as it has been refined and perfected over the past 22 years through partnerships with over 300 communities in 46 states.

We begin our approach with thorough research that adapts to your schedule and community: we meet your residents, partners, and neighbors where and when they are available — whether that's online or in-person and as conditions allow — in hopes of hearing from the most diverse group possible. Importantly, each research study builds on the previous one, meaning that we react to information with more pointed questions as the process continues. In this way, we narrow our insights to arrive at a meaningful brand strategy, your DNA Statement, which guides the creative development and rollout of the brand and can serve as a touchpoint for future growth initiatives.

Our creative process builds in much the same way. Together with a committee that you select, we develop messaging and graphic designs step-by-step until we arrive at a comprehensive brand identity that feels exciting to you, your partners, and your audiences. With those foundational tools in hand, we then provide our best advice as far as introducing your new brand and using it to make immediate and long-term impact in your community with our recommended action plans.

Using our approach, we will be able to discover Buffalo Grove's optimum positioning, the best use of resources to leverage your equity in a brand, and the ideal creative messages to help achieve your goals. We will also provide guidance for you to coordinate and deploy the brand across the community and among your departments.

Experience: The Advantage of a Full-Service Place Marketing Specialist

Over the last two decades, North Star has partnered with over 300 communities coast to coast, helping them become more competitive. Bottom line...communities are our passion, and we've got the success stories to prove that passion. North Star frequently works alongside local governments, as well as destination marketing organizations and economic development agencies, and we rely on our partnership with local government staff to help us define the brand creation process. We're closely familiar with Illinois through projects in **Aurora, Carbondale, Des Plaines, Godfrey, Highland Park, Lake Bluff, Quincy**, and many others. Nationally, North Star has



collaborated on high-level initiatives with the states of Florida and Mississippi, with well-known cities such as Providence, Rhode Island and Newark, New Jersey, and with smaller communities like Marshall, Minnesota and Petersburg, Alaska. All that varied expertise is important for Buffalo Grove because you want a firm with the chops, credentials, and gravitas to manage your project.

Our portfolio of work and record of problem-solving prove that we do not offer a stock solution. The advantage of our specialization is that our process—which a generalist agency cannot replicate—helps us obtain precisely the right insights to develop the unique community brand identity you need to influence your audiences, build community pride, and create consistency among your departments. Rare in the place branding consulting industry, North Star is also a full-service agency that can help Buffalo Grove market well beyond the research, strategy, and brand creation stages.

Process: How Strategy Drives Your Brand and Unites Your Community

Our process combines a proven approach with customized creativity and out-of-the-box thinking specific to Buffalo Grove's situation. It begins with detailed research and expert-driven strategy development. Then it builds vivid brands in the real world through award-winning visual identity design and an action plan implementable by your team (or with our assistance as needed) within your budget and timeline.

Research and strategy will be paramount to reaching consensus concerning the direction of the brand well before any decisions about creative elements and activation are made. We find that the strongest connections between a community and its brand are made when everyone understands and supports the ideas that underlie the eventual logo and tagline. Thus, our process and guidance is centered first on creating understanding and buy-in to a DNA and strategic platform. This critical, foundational asset will outlive any campaign because it is the underlying truth and driving force of your community. With consensus on it, the creative decisions that follow will be relatively simple for your committee. Time and time again, we have learned that **strategy unites and inspires partner compliance and ultimately changes behavior.**



SECTION II - PROJECT

1. A detailed description of the consultant's approach to this project, as described in the Scope of Services.

a. Discuss how the approach would achieve the goals and objectives outlined in the Scope of Services.

Philosophy & Approach

North Star's only business focus is place branding and marketing. As such, we have developed a very strong philosophy on community branding and marketing in our two decades of experience.

North Star will not "create" the brand for Buffalo Grove. It already exists in the very DNA of your community. Rather, we will uncover your brand and bring it to life in ways that have meaning for your target audiences—residents, investors, businesses, talent, and Village employees. Through our research, we may discover additional target audiences to pursue.

Uncovering Buffalo Grove's unique DNA is essential to the success of all the marketing and community-building efforts that follow. Just as an individual's DNA determines everything from how that person looks to how that person acts (as well as their health and vibrancy), your DNA should be the foundational touchstone for everything in your community from marketing to infrastructure to policy. As such, the heart of any truly impactful brand is a research-driven and authentic DNA Definition.

Once identified, this DNA Definition can drive consistent and powerful communications, focus brand development, shape experiences, impact your environment, and more. Because this DNA is central to the Buffalo Grove community, it has the capacity to drive the brands for all of your Village departments, investors, initiatives, and campaigns.

Buffalo Grove's DNA Definition will be derived from an extensive research process and will be used to guide and inspire the Creative process, including formation of logos, brand guidelines, and deliverables.

b. Provide a work plan that incorporates the expected stages, deliverables and activities. Include a discussion regarding work collaboration with Village Staff in order to achieve expectations.

Phase 1: Market Research & Brand Strategy

Stakeholder Education

One of the most valuable skills North Star brings to the branding table is an understanding of how to best navigate the political waters that surround a project. We know when projects can derail, how to maneuver difficult political situations, and whom to include in the process. With this in mind, we have developed strategies for sidestepping potential problems and keeping your branding initiative on course.



Inclusiveness and early understanding are critical to the smooth implementation of a community brand. Educating your residents, businesses, and stakeholders on the purpose, process, and possibility of a brand early is the first step in achieving buy-in from these important audiences. Specific attention must be given to your Steering Committee to ensure that the leaders of this initiative share a vision for the purpose, desired outcomes, and accomplishments of this project. North Star has created an array of educational tools designed to increase understanding of and support for the Buffalo Grove branding initiative. To that end, we provide:

Educational Presentation: Live PowerPoint presentation (during the in-market trip) to your Steering Committee and/or stakeholders groups (determined and assembled by you) for purposes of educating and furthering buy-in of community branding. This is not a canned presentation. We will collaborate with the Village to determine who your audiences are and what you want to convey. Then we will craft the presentation to meet those goals. This presentation can also be given in a public 'town hall' forum to engage the community in the process and to gather initial feedback from the public regarding opportunities to rebrand.

Community Engagement Website/Brand Story Site: This site serves as an online tool to direct traffic of Buffalo Grove residents and stakeholders interested in learning more about the project, getting involved in the research stage, or becoming a Brand Ambassador after the launch of the new brand. This is a terrific tool to engage the Buffalo Grove community. Here is an example of a live educational site for Johnson City, TN: brandjc.com

Research

North Star has identified the following research studies to help achieve Buffalo Grove's branding and marketing goals. This compiled body of data points us in the direction we need to go to craft your story. You will notice both qualitative and quantitative studies included in this recommended matrix. North Star strongly advocates a mixed method approach to research because it will tell you not just "How, When, What, and Where" but also "Why." Only through mixed methodology can your community obtain a true picture of where your brand is now, why, where it should be, and how your preferred identity can best be accomplished.

Situation Analysis: This establishes the current lay of the land from the perspective of your critical partners and stakeholders. We administer an online questionnaire to your key internal organizations and meet with each group during the in-market visit to more fully understand your primary objectives, general history, political landscape, resources, competitors, etc.

Research, Planning, Communications, and Media Audit: We conduct a comprehensive review of previous studies conducted by the Village and planning documents. This includes community outreach and planning meetings, surveys, intercept surveys, volunteer discussions, and market research. In addition, we review and analyze marketing materials, branding, logos, social media, and messaging from public and private sector partners as well as recent press related to Buffalo Grove.

Familiarization Tour: A tour of Buffalo Grove's attractions, meeting facilities, hotels/motels, restaurants, commercial sites, local businesses, retailers, restaurants, parks, natural areas, and historic sites would be conducted. We determine the tour itinerary with the help of Buffalo Grove project leadership.



Key Stakeholder Interviews + Focus Groups: Some of our most valuable pieces of insight for the purpose of defining your DNA and crafting your creative work comes from these intensive one-on-one interviews and focus groups. With the assistance of the Buffalo Grove project leadership, we want to identify and speak to key stakeholders about Buffalo Grove (including Village staff, board members, business community members, hoteliers, attraction owners, tour operators, nonprofit and civic organizations, etc.). We also want to talk to articulate individuals who are passionate about the Village (artists, historians, teachers, coaches, ministers, matriarchs, patriarchs, activists, and more).

Online Community Survey & Brand Barometer: Giving residents a forum for sharing is important. We use some of the themes identified in the Familiarization Tour to craft a quantitative survey posted online for community-wide participation. The brand barometer, conducted as a part of the community survey, measures the strength of Buffalo Grove's resident advocacy relative to the rest of the United States as a place to live, work, and play. In other words, how likely your residents are to advocate the community for starting a business or planning a visit. We promote this survey using traditional and social media. Fascinating similarities and differences between leadership perspectives and resident perspectives are often revealed.

Influencer Perception Study: North Star conducts qualitative, in-depth phone interviews with professionals outside of Buffalo Grove to uncover contextual perspectives. In collaboration with the Buffalo Grove project team, we compile a list of 20 identified potential interviewees from a target pool of elected officials, third party site selectors, business executives in your preferred industries, tour operators, regional and state level executives in economic development and tourism, and other external influencers you identify.

Consumer Awareness + Perception Study: This survey is conducted using a statistically significant random sampling of consumers and non-consumers in two outside markets using research panels. Data will be cross-tabulated in a number of ways to reveal the most insightful patterns between consumer and non-consumer groups. For instance, perceptions and attitudes for those who have visited Buffalo Grove will be compared and contrasted to those who have not visited and are reporting perceptions purely on reputation. This is key to identifying any brand recognition issues. This study measures:

- Overall awareness and perceptions of Buffalo Grove
- Overall awareness and perceptions of competitor cities
- Measurements of Buffalo Grove's delivery of quality of life indicators
- Consumer experiences in Buffalo Grove
- Attitudes regarding Buffalo Grove's strengths and weaknesses
- Consumer opinions regarding what needs to be added or taken away
- Changes in consumer perceptions of Buffalo Grove after visiting
- Patterns of visitation activities associated with consumers' primary purpose of visitation

Competitive Positioning Review: We provide a brand messaging and marketing strategy analysis to evaluate Buffalo Grove's position relative to the competition in the area.

Insights & Strategy

Our insights come from asking a number of thought-provoking questions: What brand "story" does the research tell? What emotional attachments can the brand hold? What are Buffalo Grove's core values? How does the brand fit into the consumer's lifestyle? How can



the brand best be used to elicit Buffalo Grove’s desired emotional/behavioral responses? How does Buffalo Grove stand apart from competitors? These insight questions are compiled in a succinct storyline that leads directly to the Buffalo Grove strategic brand platform (DNA Definition). This platform is the critical touch point for all branded activity moving forward. For maximum brand impact, all efforts, thoughts, communications, and actions should literally and symbolically support its essence.

Situation Brief & Insight Development: We get our sharpest minds together at one time to review all of the research findings. Data on its face has limited value, but the connections between data points open up understanding and opportunity. The entire North Star team weaves together these connections into a compelling set of insights that start to tell Buffalo Grove’s story.

DNA Definition (Brand Positioning Statement): Based on those insights, a guiding statement for the management and development of your brand is created. This definition should serve as the touch point for all Buffalo Grove activity moving forward. It will help bring consistency across the brand. Many of our communities reference their DNA Definition when making decisions about everything from policy to infrastructure improvement to promotions. Included in your DNA Definition is:

- Target audience:** *For whom Buffalo Grove has the most appeal*
- Frame of reference:** *Geographic context of Buffalo Grove*
- Point of difference:** *What makes Buffalo Grove special*
- Benefit:** *Why it should matter to the consumer*

Here is an actual example of how this construct guided our client Santee, California and led to their “Do More. Due East.” brand positioning:

- Target audience:** *For those wanting a close-knit community and wide-open opportunity,*
- Frame of reference:** *Santee, hugged by natural beauty along Santee Lakes and Mission Trails Park,*
- Point of difference:** *gives Southern California a new, strong point of connection*
- Benefit:** *affording families the freedom to live their aspirations.*

Research and Strategy Presentation & Report: This represents a critical juncture in the project. We prepare a comprehensive review of all relevant research, insights, and recommended DNA Definition. We review the qualitative and quantitative analyses of Buffalo Grove’s current image and positioning. A preview of this presentation is shared with key branding committee members for editing and fine-tuning. The collaboratively perfected presentation is made in person at larger stakeholder meetings, and the accompanying report is shared digitally. DNA Definition approval is required before proceeding.



Phase II: Creative

Creativity

In this stage, the insights and strategy are transformed into tangible creative products that embody Buffalo Grove. An in-depth Creative Brief and a Creative Workshop guide this process. Straplines, logos, color, looks, and messaging (with brand standards) are created. Additional deliverables will be developed to express the new brand identity in the context of its future use.

Creative Committee Workshop: A collaborative, interactive meeting between the North Star team and the Buffalo Grove creative committee (a group of your choosing) will explore the roles of different creative elements and identify creative preferences. Our goal is to most effectively hone in on the type of work you want without limiting the creative thinking of our writers, graphic designers, and art directors. This meeting is always a lot of fun for everyone involved.

Community Creative Workshop: In addition, we would like to hold a 1 ½ hour public workshop session during our site visit or on a subsequent visit depending on scheduling. This workshop (usually held at an open, indoor public space or key partner space) allows interested citizens of your Village to hear about the process and provide their input. North Star will start the session with the educational PowerPoint and then encourage attendees to provide their answers to various Village character question prompts.

Straplines & Rationale (5): A strapline (tagline) is not the be-all and end-all for your brand, but it is the start of the story. Depending on how safe or edgy you want to be, Buffalo Grove straplines can capture people's attention immediately and pique their curiosity or they can serve as a solid, hard-working tool that starts the job of positioning Buffalo Grove in the minds of consumers. North Star will provide a minimum of five different straplines, along with rationale for the strengths of each line. We will conduct trademark searches (via the United States Patent and Trademark Office website) and Google searches to make sure there is basic clearance for each line presented. Upon selection, your legal team is required to conduct a more thorough search to ensure its availability, potentially securing a trademark if desired and avoiding any conflicts once in the market.

Brand Narrative: Your DNA Definition articulates the core of what makes Buffalo Grove special. The narrative takes that core and describes it in artistic and compelling language for connecting emotionally with your different consumers. The narrative defines your personality and tone of voice. It can be woven into ad copy, placed on websites, integrated into speeches, and distributed to businesses to use in their own communications about the place they call home. The more it is used, the more widely your brand is dispersed.

Logos (5): We will present a minimum of five logo options for the Village of Buffalo Grove that represent a variety of concepts and provide a round of revisions to your selected logo.

Color Palettes (2): Once your logo decision is made, we open up the possibilities visually by allowing you to select between two distinct colors palettes. This is a key decision in how your visual brand identity will "feel" since color evokes emotion.



Looks (2): We craft two entirely different visual looks that allow you to choose how your brand messaging will be conveyed in terms of headlines, photography style, special graphic elements, detailing, and copy points. We will also provide a round of revisions for the look of your choice to ensure it reflects your exacting standards. The Creative Committee will select one look, and it will be applied to all subsequent deliverables.

Brand Standards Guide: This guide contains all the necessary information for using your logos, color palette, typefaces, language, and other key elements to ensure consistency across all mediums from any department or organization (print and electronic advertising, website design, media placement, public relations, event, templates, etc.). We provide digital and printed versions of this guide as well as InDesign files so you can edit the guide as necessary.

Custom Deliverables (8-10): To assist in the communication of the final brand concept, we will work with you to identify a list of 8-10 custom deliverables that target your specific goals. This is a powerful addition as it brings the logo and design to life through elements in the real world. The production of associated materials remains outside of this scope—the deliverables are visual examples. Options include, but are not limited to:

Social Media Graphics • Templates (Email Signature, Presentation, Newsletter, etc.)
Business Cards • Letterhead • Envelopes • Brochures • Building + Monument Signage
Print and Electronic Advertising Merchandise (Apparel, Accessories, etc.)
Vehicle Wraps • Built Environment Applications

Phase III: Action & Implementation

Implementation

Following your brand's development, North Star has the ability to implement a strategic action and communications plan to begin the work of repositioning Buffalo Grove in the marketplace. This plan comprises the fundamental action steps that ensure the brand gains traction and maintains momentum. Many of these tasks involve setting up the communication, organization, and cooperation that will propel your brand forward. Our goal, and yours, is to make sure that Buffalo Grove's brand is the guiding principle for your future, not just a logo and line on your letterhead. This plan will be developed at/around the completion of the brand strategy and include estimated costs/budget and a suggested timeline for implementation.

Community Communication & Rollout Guidance: The first and most important audience for your brand and eventual campaign is your citizen base. To educate them on the process, the outcome, and the opportunity the new brand creates, North Star will prescribe a community rollout plan that details the brand and campaign to all interested stakeholders and citizens so that they can see, understand, and embrace it before the wider marketplace launch. This will include engaging those who sign up on the Community Engagement Website to be Brand Ambassadors.

Brand Action Ideas: These are both high-impact, custom ideas (up to 8) designed to raise the profile of the new Buffalo Grove brand and bring it to life in your community and foundational brand launch/implementation ideas and activities. Many of these ideas involve setting up the organization and cooperation that will propel your brand forward, while others serve as inspiration for brand adoption in creative and unique ways. Many of these ideas



may be accessible via a best practices knowledge-sharing database that North Star is currently developing. These ideas will address brand touchpoints ranging from economic development activities, the arts, infrastructure, and more.

Final Report and Presentation: At the completion of Phase III, we compile your brand into a final presentation that summarizes the research and takes viewers through the foundational creative development (line, logo, look, and color palette) as well as the steps of the action plan. Each step is illustrated using the custom deliverable designs. We always leave time for discussion to ensure understanding, buy-in, and a clean beginning to the ongoing implementation of your brand. Your final report will show the research, strategy, creative work, and action plan in their entirety and will be shared digitally along with raw data files, a logo suite, and JPEG image files of all deliverables and your brand style guide.

Phase IV: Evaluation (Future/Optional)

Evaluation & Results Tracking

Evaluation yields new information, which may lead to the beginning of a new planning cycle. Information can be gathered from concept pre-testing, campaign impact in the marketplace, and tracking studies to measure a brand's performance over time.

Ideally, evaluation answers two basic questions: Have responses to the brand among target audiences changed in the way the BrandPrint intended? And have these changes resulted in action that will achieve the desired objectives of the brand?

The research studies in this plan are designed to produce benchmarks and results that can be used for comparison with future studies. Additionally, over two decades of community branding experience have shown us that true success can be seen in the spread of excitement, inspiration, and innovation surrounding your brand among residents and stakeholders. Lastly, we are always available to answer questions and help with later marketing riddles. We have maintained an ongoing personal and business relationship with most of our clients, some for more than a decade. These tracking studies are outside the proposed scope of work, but we wanted Buffalo Grove to be aware of their future availability.

We use the following tools to measure tactical effectiveness:

Social Media: We perform social listening audits for our clients and measure not only likes, shares, and friends but also qualitative factors, such as sentiment.

12-Month Follow Up: We follow up after a year of your brand implementation to discuss the successes you have enjoyed and hurdles that you are working to overcome. We provide suggestions and direction for next steps in your continual brand integration.

Brand Barometer: Getting the talk right on the street is the most important thing a community can do to bolster its development efforts. Word of mouth has always been important; in this post-digital world, it is essential. With the benchmark included in your brand study, the Brand Barometer becomes a simple and inexpensive way to validate your success in word of mouth advertising and resident advocacy. We strongly recommend a Brand Barometer measurement every year to track the progress of the community.



d. Demonstrate a general understanding of Buffalo Grove and its dynamic.

The Buffalo Grove Situation

With a name that honors the local terrain and our national mammal, the Village of Buffalo Grove characterizes strength and boldness and shows an equal amount of care and camaraderie. In Buffalo Grove, advanced manufacturing companies build pharmaceutical supplies, the neighbors down the road build a new home, and the young adults begin to build their families. The Village's rich history of education and deep-rooted values remain steadfast in the present day. Highly acclaimed schools draw families to Buffalo Grove, and feelings of safety and security make them want to stay. The community comes together for food and fun during Buffalo Grove Days, and local farmers reap their reward during the Sunday Farmers' Markets. Every being is valued and protected, as seen through the Pinta Pride Project's parade and the Village's pledge to Save the Monarchs. The residents are well-connected—to each other and to the larger Chicago area. Buffalo Grove contributes to the Chicago metro's success but holds its own in the midst of strong competition. The businesses are as diverse as the people who live there, and current redevelopment projects present a promising future.

A Village known for its safety doesn't have to have a brand that plays it safe, and a community cornered by its larger, well-known neighbor is able to create an image that is uniquely its own. Just as Buffalo Grove is true to its history, North Star wants to help the Village uncover a brand that is genuine and long-lasting. Buffalo Grove already has so much to build off of, and the Village is primed for continued success. A cohesive and authentic brand centered on what makes the community of Buffalo Grove distinct will resonate with residents, businesses, and community groups; bolster community pride; and allow Village leadership to unite under a core identity.

e. Provide the number of meetings virtual or in person for each phase of the work.

Throughout the project, our Project Manager will conduct bi-weekly calls with the Buffalo Grove project lead. These calls will last approximately 20 minutes and will be used to provide updates and schedule future meetings.

The in-market visit to Buffalo Grove in Phase I is an essential part of the North Star Research process. While our team is in Buffalo Grove, we will meet with the project lead, Village staff, and other key stakeholders. We will heavily rely on the Buffalo Grove project lead to help us set up interviews and focus groups for our trip. At the end of Phase I, North Star will present the Research & Strategy findings to the Buffalo Grove steering committee. This meeting is able to be conducted in-person or virtually, and follow-up presentations with key stakeholders can be scheduled virtually as well.

During Phase II, the selected Buffalo Grove Creative Committee will be expected to participate in a minimum of five virtual meetings to provide feedback and direction. These meetings include the Creative Workshop, Strapline presentation, Logo and Color Palette presentation, Looks presentation, and the Final Creative Presentation. Depending on the feedback and unanimity of the Creative Committee, additional meetings may be scheduled at a later time. North Star will also host an in-person Creative Workshop in Buffalo Grove during the Creative process to hear from Village residents and gain valuable insights from the community.

In Phase III, North Star will compile all Research, Strategy, and Creative elements into a Final Report that includes an Action and Evaluation plan. This meeting is able to be conducted in-person or virtually.



2. A project schedule which should outline a specific timeline for each of the proposed project elements as detailed in the Scope of Services.

Project Timeline

Getting Started Call Week 1

Phase I

Market Research + Brand Strategy

Situation Analysis	Weeks 1 – 2
Research & Planning Audit	Weeks 1 – 2
Communication & Media Audit	Weeks 1 – 2
Community Engagement Website	Weeks 1 – 2
In-Market (Tour, Focus Groups, Interviews)	TBD
Online Community Survey & Brand Barometer	Weeks 4 – 8
Qualitative (Influencer) Perception Study	Weeks 6 – 10
Consumer Awareness + Perception Survey	Weeks 8 – 10
Competitive Positioning Review	Weeks 8 – 10
Situation Brief & Insight Development	Week 11
DNA Definition Development	Weeks 11 – 13
Research & Strategy Presentation	Week 14

Phase II

Creative

Creative Brief Development (Internal)	Week 15
Creative Workshop/Community Workshop	Week 15
Foundational Creative Development	Weeks 16 – 20
Custom Deliverable Development	Weeks 21 – 25

Phase III

Action & Implementation

Community Communication & Rollout Guidance	Weeks 26 – 30
Brand Action Ideas	Weeks 26 – 30
Final Report & Presentation	Weeks 31 – 32

Proposed Timeline

32 Weeks

Timeline is dependent upon an efficient client approval process, which requires that data and feedback from the client is received at key milestones. If the client approval and consensus process takes longer than 36 weeks, North Star will invoice any remaining contracted amount at that time and reserves the right to propose project extension fees at a blended hourly rate.



2. History of the Consultant.

History of Firm

The Burdette Agency, Inc. d/b/a North Star Place Branding + Marketing is incorporated in the State of Florida and has been in business since 2000. Led by Will Ketchum and Patrick Golden, both 20+ year place branding veterans, the North Star team is comprised of knowledgeable professionals who specialize in research, strategy, marketing, media, and creative. Each team member has the place branding expertise to play a unique role in crafting the economic development branding initiative for Buffalo Grove.

3. Description of location and facilities where work will be performed.

Description of Facilities

North Star Place Branding + Marketing is permanently located in Jacksonville, Florida and has an office in Nashville, Tennessee with 17 team members across both offices. Members of both offices will lead the Village of Buffalo Grove project.



SECTION IV - CAPACITY

1. Key Consultant personnel to be assigned to this project.

Sam Preston will be your Project Manager and point of contact for any questions and issues throughout the project. He will hold regular meetings with the Village of Buffalo Grove project leaders and report on a monthly basis, at minimum, outlining any significant meetings, discussions, actions, and results.



Sam Preston

Director of Project Management • Project Manager

Having lived in the west and the southeast, Sam is well traveled. Growing up in Idaho, he developed a natural wanderlust and a love of wide open spaces, viewpoints, and opportunities. His studies led him to Utah and there he caught the marketing and branding bug at some of Salt Lake City's best branding agencies. As a Floridian, Sam now enjoys a different kind of wide open space with his growing family. With nearly a dozen years of experience advising clients, Sam is known as a highly organized, steady force at the table for every project. He is a champion of the client's interests, but with a keen eye for the brand and marketing approach that will serve them best.

Education: Utah Valley University



Patrick Golden

Executive Creative Director

With his background in history, passion for architecture, and love of a good story, Patrick loves learning about the place he hasn't been, a town off the beaten path, or the true heart of a city. Combine these qualities with his love of strategy and design, and he is ready to distill all of this into design mark, logos, straplines, and narratives that are as authentic as the places they represent. And he's got the awards to show it—dozens of Addys and an Effie for marketing effectiveness. Patrick has even painted the art on our walls and designed our office spaces. He's a true Renaissance creative man. Being mistaken for a local is the greatest compliment you can pay Patrick. He always has a bag packed, a camera in his hand, and a sketchbook in his backpack, ready to rack-up as many miles and experiences as possible.

Education: Flagler College



Ed Barlow

Senior Vice President, Director of Strategic Planning

Ed loves a good riddle. Ever since being the fastest to find the toaster in the tree in his pediatric dentist's waiting room, he has been solving marketing and operational challenges with creative and strategic instincts. Most recently, Ed gained valuable experience on both the client and agency sides of the branding relationship as an ADDY-award-winning Director of Marketing and Communications for the parent corporation to a group of national facility services companies serving transportation, travel, aviation, retail, healthcare,



and hospitality industries. He has also worked as Senior Copywriter and Marketing Strategist for a branding design firm in Nashville specializing in persuasive content for Music Row, corporate, and nonprofit clients. His success can be traced to intense curiosity, ability to listen intently, and all those questions that lead to solving any riddle. Ed caters to North Star clients with creativity, effective communication, and customer service. His insights and instincts lead clients to a broad, inclusive approach to successful community place branding for the long-term. He has led successful community place branding initiatives for Iowa's Creative Corridor; Lima/Allen County, Ohio; Brookings, South Dakota; Jamestown, New York; Helena-West Helena, Arkansas; Downtown New Orleans, Louisiana; State of Mississippi; State of Florida; Goshen, Indiana; and Tehachapi, California.

Education: Florida State University | MA, Southern Methodist University



Roberto Muñoz

Research & Market Insights Director

Writing, marketing, research—all done with careful accuracy and quick wit: Roberto is a five-tool player for the placemaking game thanks to his endless energy and versatile skill set. After a stint at a downtown Nashville marketing agency, Roberto joined North Star as a supportive teammate with a penchant for finding the right words—and numbers—to tell a community's story in vivid detail. Whether working on business development or a research presentation, he always looks to learn about unique towns and cities nationwide and about the character and voice that sets them apart. He also puts his dual language skills to work for our many clients that have Hispanic populations. After college, Roberto returned to the Music City to spend time with family and begin a career in advertising. If he's not poring over commas and decimal points, he's likely catching a minor league ballgame in Nashville's Germantown or making a seasonal pilgrimage to Wrigley Field in Chicago.

Education: The University of Chicago



Anita Carter

Senior Vice President, Creative Services

Driven by avid curiosity—be it learning the origin of a word or phrase or everything there is to know about a place—Anita is an explorer at heart. The need to know how things work and what "makes people tick" led her to a Psychology degree with a focus in marketing. From being on the team that developed some big consumer brands like the Cadillac Escalade to overseeing an international spa skincare brand and developing place brands in her home state of Florida, the desire to know what is going on "behind the curtain" has proven a truly valuable asset. At North Star, Anita gets involved at every level digging into research to help develop sound strategic foundations and bringing those ideas to life through big ideas, expressive writing, and creative expressions. When she's not busy figuring things out, Anita is exploring the world with many of her adventures taking her to wine growing regions, a passion she shares with her husband. She's a trained massage therapist too, but she only pulls that trick out of the bag in emergencies.

Education: Florida State University



Tyler Holder

Director of Strategic Communications

While a Florida native, Tyler’s career and curiosity often takes him well beyond state lines. From supporting economic development projects to managing community initiatives across the U.S. and beyond, Tyler brings a wealth of experience in public relations, content creation, and social media management to our team. Whether it’s developing the positioning for a place marketing campaign or navigating complex, multi-layered local issues, his integrated mindset ensures we approach each project holistically, considering all perspectives and opportunities. As an avid and steadfast Jacksonville Jaguars fan, Tyler takes time away from the office to venture into a couple away stadiums in his teal and black each year—from New York, Houston, Nashville, Seattle, and more.

Education: University of North Florida



Taylor Mende

Creative Services Manager

No matter the project or client need, Taylor brings much more than a warm smile to the task at hand. Growing up in a small town in Western New York gave her an appreciation for learning about what makes a community unique. With media, marketing, and account service experience in agencies up and down the East Coast, Taylor understands the importance of solid client relationships. She listens and anticipates needs, then responds with psychic-level ability...It’s something she learned while working in Guest Services at the ultimate destination for millions of families—Walt Disney World. When she isn’t assisting clients, Taylor enjoys capturing perfect moments behind the lens of her camera and maintaining her undefeated-at-home Jeopardy! status.

Education: State University of New York College at Cortland



Chad Landenberger

Senior Art Director

Creative, witty, and a lover of puns, Chad brings enthusiasm to all projects he touches. Born in Michigan, he grew up in Arizona, Nevada, Colorado, and now calls Florida home. He brings his vast experience to North Star, leveraging his branding, illustration, and typography skills to produce outstanding, strategy-based creative for our client communities. On top of that, his passion for travel and design is a perfect amalgam for the North Star team. Outside of the office, Chad can be found attending gallery openings, musical events, and spending time with his family. When the summers are unbearably hot in Florida, he can usually be found vacationing in the mountains.

Education: University of North Florida



Sydney Gorak

Social Media/PR Coordinator

Fueled by a passion for journalism, Sydney brings creativity and excitement to developing content that brings North Star and our client's social media handles to life. Born in Maryland and spent time in Pennsylvania before settling in Florida, Sydney has a passion for discovering what makes a place a community. Sydney's copywriting, social media marketing, and brand building experience pair nicely with our integrated team. When not focusing on our client's social media efforts, you can find Sydney snapping photos or spending time on the beach.

Education: Flagler College



Robin Shattler

Writer/Editor

Raised in the heartland of Florida and having spent her college years on the plains of Auburn, Alabama, Robin has a soft spot for small-town America. With an education in business marketing and intercultural communication, Robin brings a love of learning and a keen eye for detail to the North Star team. Well-traveled and well-versed in all-things-marketing—including graphic design, social media, and research—she found a home in a writing and editing role where she gets to help others feel right at home in their communities. After the workday is over, Robin trades in her pencil and keyboard to read fantasy novels and Twitter trends and spends her weekends caring for her plants and cheering her sports teams on to victory.

Education: Auburn University



Will Ketchum

President • Leadership & Strategic Oversight

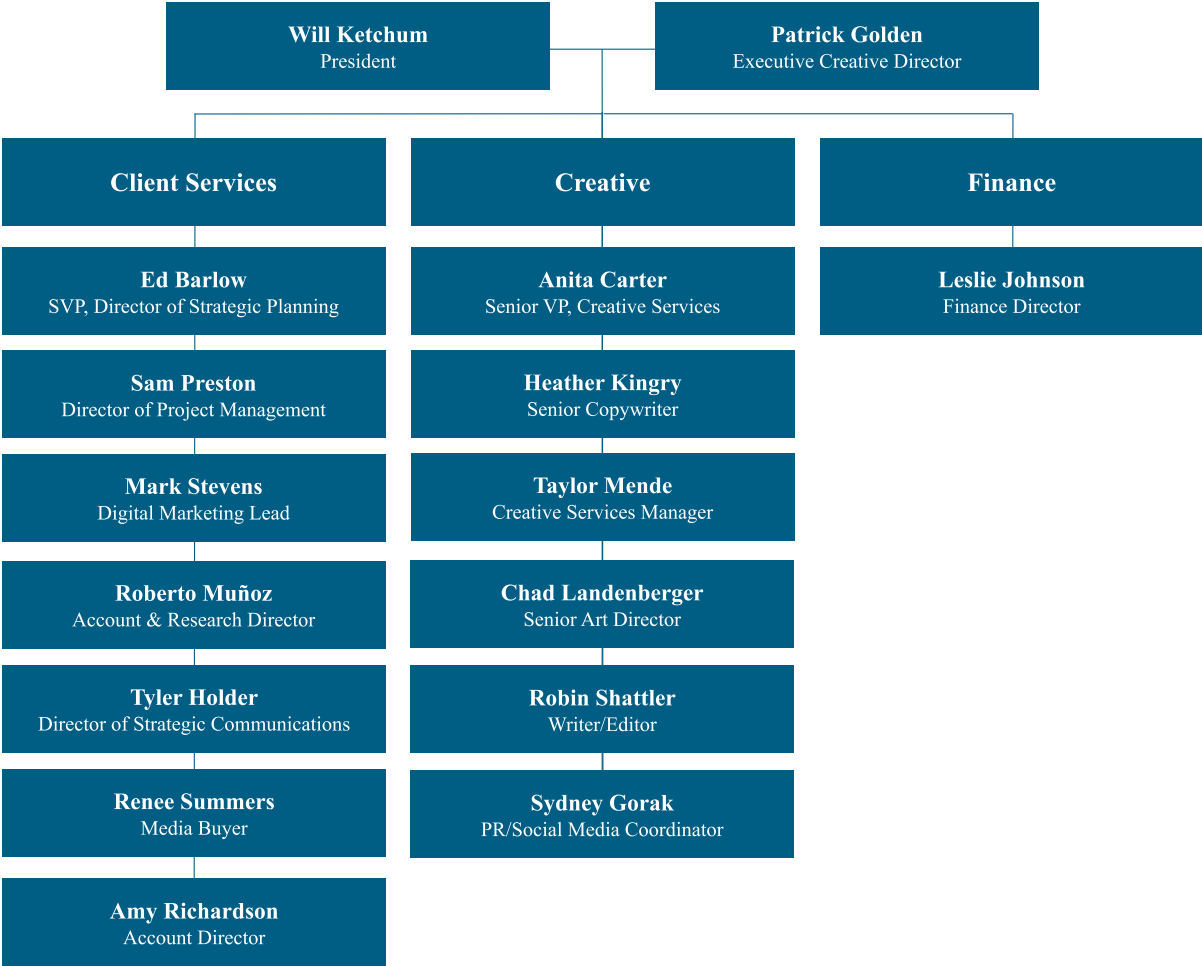
Communities are everything—spirit, pride, livelihoods, ambitions, friendships, recreation, and most of all, home. With that point of view, Will is as passionate about community and place branding as they come. From our Jacksonville office, he manages North Star operations and is always close to clients and our work. He's advised Fortune 1000 companies, major metros, and rural counties on marketing and brand strategy over his 30 years in the agency business and has a particular focus in community economic development. He has led a community-wide visioning process to create a competitive global identity for Jacksonville which involved a wide array of city leaders, stakeholder groups, and sponsors. Will has never seen a trail he didn't want to take—whether it's traveling to solve branding challenges in amazing client communities or traveling for fun with his family.

Education: Vanderbilt University | MBA, University of North Carolina at Chapel Hill



2. Organizational chart identifying disciplines, specific personnel, and the role of those who will be assigned to this project.

Organizational Chart





3. Provide a breakdown of the Percentage of work, at each phase, that is to be completed by the Consultant and any subcontractor.

North Star will complete 100% of the work in Phase I, 100% of the work in Phase II, and 100% of the work in Phase III.

4. Identify portions of this project, if any, that the consultant will subcontract.

North Star does not intend to subcontract any portion of the Buffalo Grove Brand Initiative project.



SECTION V – EXPERIENCES AND REFERENCES

1. Related experience. Please provide a general overview of the consultant team’s related experience during the past five years.

At North Star, we partner exclusively with municipalities, governmental entities, chambers, regions, destinations, and community organizations. For over two decades, we have helped places like Buffalo Grove express what makes them distinct in an authentic and compelling way. Our approach has proven its versatility with regard to creating meaningful, long-lived brands in the following places in just the past five years.

- | | | |
|------------------------|----------------------|-----------------------|
| Bakersfield, CA | Kern County CA | Sioux Falls, SD |
| Clark County, NV | La Vista, NE | Osceola Chamber, FL |
| Downtown Maryville, TN | Lake Geneva, WI | Osceola County, FL |
| Downtown York, PA | Marshall, MN | Union County, NC |
| Fayetteville, NC | Monadnock Region, NH | Virginia's Blue Ridge |
| Georgetown, TX | Newport News, VA | York County, PA |
| Indio, CA | Placer County, CA | |
| Johnson City, TN | Santee, CA | |

2. Work Samples. Please provide three to six work samples that individually and/or collectively illustrate the consultant team’s expertise in the following elements.

See our featured case studies on the following pages.



NEW ROCHELLE IDEALLY YOURS

CHALLENGE:

Despite its strategic location on the Long Island Sound, Metro North line, I-95 and just a short train ride from Manhattan, New Rochelle, New York long suffered from a lack of awareness, activity and unity, which impeded its growth opportunities. A lack of consensus existed in the community on what New Rochelle represents as well as what its growth strategy should be in order to maximize its economic opportunities. Further, the lack of downtown development fostered a perception of stagnation, blight and crime among residents and neighbors. In response, the city sought a brand DNA, identity and narrative that could help bring clarity, build unity and spark growth across its opportunity-filled community.

INSIGHTS:

Rich with talent and long serving as a magnet for independent thinkers in art and business, New Rochelle has built a legacy of originality and individual expression with historical significance. The city's park-like setting is home to three colleges of great renown – Iona, Monroe and the College of New Rochelle – as well as an urban core popular among a young demographic of entrepreneurs and artists. Healthcare is a key driver of its economy, and the area's business friendly focus sets the city up for growth.

Between the downtown area's passion for creativity and culture and the potential of its waterfront, New Rochelle offers an urban experience without the undesirable chaos of its neighbors. There is an ease to life in the community.

BRAND STRATEGY:

New Rochelle is a community increasing in mobility, diversity, culture, accessible housing and amenities that is ideal for young professionals and new families looking to grow with their city.

Hence the strapline, *Ideally Yours*, which stands as an open invitation to inspire people to pursue their ideals in New Rochelle. It is an exclamation about the possibilities within the city and a statement encouraging others to make the community ideally theirs as they grow together.

The logo mark is made up of a modern, transparent lockup of the "NRNY" letters (New Rochelle, New York), reflecting the broad diversity that lives in the community and an interesting mosaic demonstrating New Rochelle's many facets and cultures. The color palette reflects the natural setting in New Rochelle – from its waterfront on the Sound to the park-like canopy throughout the community. In the time following the brand's implementation, New Rochelle has seen continued momentum in downtown development with interest from residents, local employers and prospective businesses – as evidenced by recently attracting \$2.2 billion in private investment.

Doing Business Here | Downtown Plan | Talent | Data | Sites & Buildings | Already Here | Quality of Life

NEW ROCHELLE
IDEALLY YOURS

Ideally you want a community that embraces and enables your hopes and dreams. New Rochelle does that and more. Our trajectory has shifted even higher since we have been here. New Rochelle pulled together the right people to get on in the building and then supported our efforts with services and introductions that allowed us to open sooner than expected. Make New Rochelle ideally yours. We sure did.

SEARCH SITES & BUILDINGS | **MAPS** | **NEWS**

Contact Commissioner of Development Luiz Aragon today at (914) 654-2185

FEATURED PROPERTY
2462 Huguenot Street
12,000 square feet
Fiber Optics

Is this property ideal for your business? Contact us today to see how we can help make it ideally yours here in New Rochelle and save you time and money in the process.

New Tenants Attract More Foot Traffic Downtown
Brooklyn Broke My Wallet. New Rochelle is the New Ideal!
Take the Metro North to the Next Food Scene
Click here for the IdeallyNRNY guest blog

MAPS
Minutes from Manhattan. The easy commute between NYC and Stamford. Right in Westchester County. See how close you are to your jobs AND your community.

IDEALLY NRNY: STORIES OF IDEALS REALIZED
Listen to how these original thinkers found success and their ideal community in New Rochelle.

DOWNTOWN PLAN
Join the excitement in New Rochelle. We are here to help your ideas come true. Start today.



SPECIAL ADVERTISING SUPPLEMENT

FOCUS ON NEW ROCHELLE
www.newrochelleny.com

NEW ROCHELLE
NEW ROCHELLE

MAKE DOWNTOWN IDEALLY YOURS

Vibrant, active, and accessible, Downtown New Rochelle is your next great location just minutes from Manhattan, Stamford, and the Hudson River Valley.







CHALLENGE:

Georgetown, TX had a recognizable logo that was literally everywhere. On the sides of buildings and inlaid floors of public buildings and on signs. And. And. And. But it was hard to use. Plus the guidelines were strict. So departments and partners went rogue and asked for forgiveness instead of permission. All of this led to a lack of cohesion and identity, which clearly was not reflective of this great Texas community north of Austin. City administration wanted the mark to evolve and be indicative of the community's distinct promise but not make this about a logo or line. So how do you add meaning and relevance to something that already exists without seeming forced, arbitrary or disingenuous?

INSIGHTS:

Texas elicits certain expectations as does the Texas Hill Country. But few communities can deliver on that quintessential character while still offering ease and opportunity. Georgetown is that Central Texas community you are drawn to and hoped for. Historic yet current; convenient yet distinct; down-to-earth and forward thinking; far enough from urban complexity but close enough for urban experiences on your terms. Georgetown is celebrated for its historic and lively Downtown Square destination in Central Texas. The region is synonymous with growth, opportunity, and active lifestyles. Georgetown delivers those in a more comfortable, manageable setting than others. A strong sense of community attracts many to Georgetown from lifetime residents to newcomers.

BRAND STRATEGY:




So that classic logo made sense, but we needed to move it forward. The meaning and relevance were there. It just had to be told in context. So Georgetown retained its classic monogram logo; we just gave it a modern haircut and color. The creative process revealed a Texas cowboy hat in the monogram that had always been there. The logo helps deliver on the promise of the Texas town you hoped for with all of the lifestyle and opportunity you want moving forward. The serif fonts provide a sense of stability and history while the unique letter forms lend an air of friendliness. The all lowercase and italic strapline is welcoming and echoes the forward motion of the script "G", creating a cohesive and attractive lockup. **More than welcome** is a big Texas welcome to the quintessential Hill Country community. The common phrase is easy to remember but with many positive associations. It strongly delivers the sense of belonging and opportunity available to everyone in Georgetown, and it provides a great opportunity to showcase Georgetown's many superlatives. The line is also a strong invitation for businesses and visitors. While the previous palette was limiting, the expanded colors are built around a new, more vibrant shade of red as Georgetown's signature, a way to include the beloved red poppy without using a flower image. Secondary tones reflect the natural, scenic beauty of the place and the welcoming, approachable nature of her people. The selection of vibrant and more muted tones provide the flexibility to create department logos and other extensions with a level of distinction if desired.

The place for
Living

Blue Hole Park, just one of the welcoming spots in Georgetown.

Don't let our small-town charm fool you. Sure, Georgetown delivers the authentic and welcoming community that you would expect from Texas, but you get so much more than that. Here you can slow down and enjoy life without falling behind by taking advantage of the opportunity to grow and build the future you want for your family. **In Georgetown, you are more than welcome.**

GEORGETOWN
TEXAS

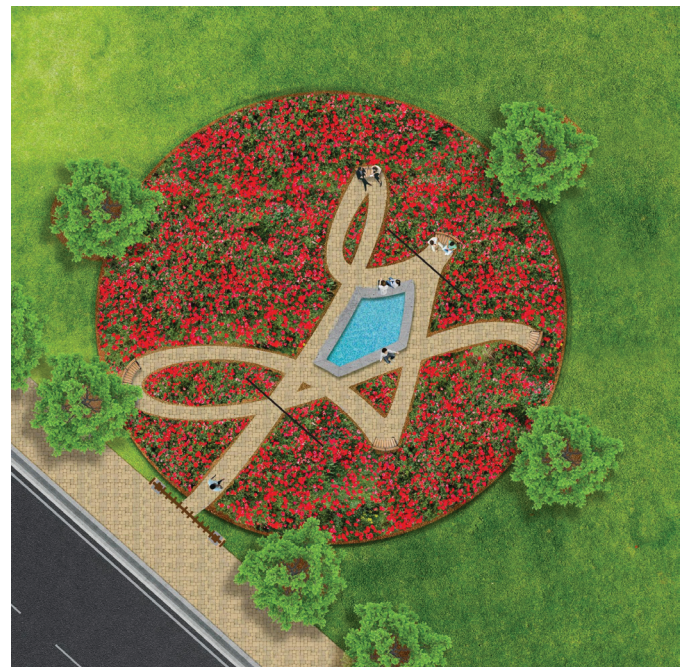
Georgetown.org |   

Dining

GEORGETOWN
TEXAS



GEORGETOWN
TEXAS
more than welcome





take center stage

CHALLENGE:

You're the first. You're the largest. You're known around the world for music and art. But people don't even know where they are when they visit Indio – whether for the Coachella Valley Music and Arts Festival or Stagecoach Country Music Festival or tamales or golf or dates. How can you take an accurate nickname and make that meaningful, relevant and (most importantly) memorable for all aspects of the community, including economic development, all year long? And how can you do that for a city with a decentralized message and individual departments used to doing their own thing?

INSIGHTS:

Indio is the largest and most authentic center of the Coachella Valley, and it has served as a gathering point for cultures, commerce and creativity for centuries. It invites the world to infinite cultural exchange with signature events and a diversifying economy. A place of opportunity built on agrarian traditions with an energetic, youthful eye towards the future, Indio demonstrates an impressive scale of opportunity in the Valley amidst the beautiful desert landscape. Now, it has an opportunity to leverage its most well-known advantage (City of Festivals) to communicate the breadth and depth of how people, with their interests, their talents and their businesses, can step into the spotlight to garner the respect and regard they deserve in Indio, the Valley, and beyond.

BRAND STRATEGY:

Indio needed to lean into its defining descriptor but tell a broader story. Invite people to step into their spotlight. To enjoy their second act. Or upstage everything. North Star advised celebrating the gathering place for cultural exchange with leisure, commerce and community engagement. So Indio added meaning to the City of Festivals with an imperative and an invitation for people to **TAKE CENTER STAGE**. It compels the audience to act. The line places you at the center of the Valley. It connects to the nickname but goes beyond that to all the opportunity available in Indio. Businesses and entrepreneurs can know their enterprise will be important in Indio.

Indio also deserved a new mark that reflected its legacy and exciting future. The result has a festive and welcoming feeling that matches the personality of the diverse community. It demonstrates Indio's position as a place in the desert for respite, entertainment and cultural exchange. The unique letter shapes tie to festivals and celebrations with their notched edges calling to mind tickets or streamers, while the strong lines tie to Indio's agricultural roots. The vibrant, festive color palette combines colors from the rich, natural environment into a hardworking, broad palette. Other visuals in Indio's toolkit place the viewer in the same place as the human subject in the visual who is **TAKING CENTER STAGE**. The strong horizontal images give the background a monumental scope – taking advantage of Indio's great natural vistas and exciting atmosphere. The use of strong brand colors unites the many images and allows each to feel unique while at the same time banding them together as a whole experience. This helps portray the multifaceted uniqueness of Indio. The subtle triangular indicator helps point the visual attention to the Indio logo, indicating that this is the place where you **TAKE CENTER STAGE**.

take center stage

In the City of Festivals, we put the spotlight on you.
 Donec eget eleifend augue. Praesent suscipit, vitae suscipit laculis, eros ante rhoncus nulla, sed scelerisque massa lacus et nisi. Phasellus malesuada maximus leo, ac commodo est. Nunc porttitor metus ac congue fringilla. Ut feugiat quis, vestibulum in diam.
www.indio.org

INDIO
california

take center stage

In the City of Festivals, we put the spotlight on your business.
 Donec eget eleifend augue. Praesent suscipit, vitae suscipit laculis, eros ante rhoncus nulla, sed scelerisque massa lacus et nisi. Phasellus malesuada maximus leo, ac commodo est. Nunc porttitor metus ac congue fringilla. Ut feugiat quis, vestibulum in diam.
www.indio.org

INDIO
california

INDIO
take center stage



INDIO

take center stage

INDIO
water authority

INDIO ECONOMIC
DEVELOPMENT

INDIO
public works

INDIO
teen center

INDIO
sustainability

INDIO
senior center



CHALLENGE:

Santee has spent decades surprising newcomers that ventured its way. But many in San Diego County were still completely unaware or just thought of it as the far East as in way inland, way far away, Santee found that old perceptions and expectations live long when inland communities only face inward. But talk to many newcomers to Santee over the last few decades and you will hear pride knowing that they got in on the secret here. Their message to others (with a subtle poke at their previous communities along the oceanfront) is that you don't just coast in Santee, you thrive.

INSIGHTS:

Some described it as a 20-minute city meaning you can be almost anywhere in 20 minutes (unless at the peak of San Diego rush hour). The beach, downtown, the desert, the mountains, you name it. So not that far really. What Santee has done quietly on its side of the county is create a close-knit, welcoming community where people can engage with their neighbors. The ability to connect with family, friends and neighbors without sacrificing economic or leisure opportunities makes the affordable, scenic location attractive.

BRAND STRATEGY:

North Star recommended focusing on young professionals and families with active lifestyles seeking a sense of community and belonging without giving up the best of Southern California and the freedom to chase their aspirations. The community's 40th anniversary provided a great vehicle for reaching those along the coast and throughout Southern California.

Creative tools needed to identify, invite and introduce Santee to people who thought East County meant almost Arizona, which was a lot for creative elements to do effectively and succinctly. The logo successfully communicates forward momentum, personality, a welcoming nature, and the scenic inland experience. The "Do More. Due East." line is memorable with consonance and rhythmic sounds. It tells audiences that there is a lot more in Santee than they may know and broadly challenges the low expectations some have of East County communities. The tone tells audiences they can do more with their families and their finances here, connecting access with affordability.



DON'T JUST COAST THRIVE

"I wouldn't be doing so well, so fast if I had chosen another city."

Gene Chaffin
BNS Brewing & Distilling Co.
Since 2012

DO MORE WITH YOUR BUSINESS. DUE EAST IN SANTEE.
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliqui.

cityofsanteeca.gov |

DON'T JUST COAST THRIVE

"This is more than the place I live, this is where my family has grown"

Diahann Abbott
4 Year Santee Resident

DO MORE WITH YOUR FAMILY. DUE EAST IN SANTEE.
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cityofsanteeca.gov |





CHALLENGE:

What's a community to do when common descriptors are overshadowed and overlooked? Such was the dilemma for La Vista, Nebraska: Overshadowed by its older, slightly larger neighbor Papillion, which takes top billing for shared assets like the school district. And overlooked by an even larger neighbor to the north, Omaha. How can this town used to second thoughts get folks to take a first or fresh look? Should be easy when your name literally means "view." Right?

INSIGHT:

La Vista enjoys a comfortable setting as the newest city in the middle of the state's fastest growing region. The location serves as a calm, family friendly oasis in a crowded metro with easy access to the best of that region. It boasts a forward-thinking perspective unlike some neighbors, which ensures an unlikely balance of outsized economic opportunity and enviable small town sense of community.

BRAND STRATEGY:

North Star recommended pursuing folks who want to be in the middle of opportunity and activity while enjoying a strong sense of community. La Vista appeals to those who celebrate small gestures and innovate with big ideas. It stands out as a place not chasing trends but truths in its decision making, which gives residents and businesses the confidence to succeed.

For a community whose name means view, creative elements should elevate that device both in tone and visuals. Brand tools should encourage audiences to change their perspective on La Vista while giving them a place to improve their own future. The design mark is both a stylized monogram "LV" and a take on framing a view with your hands or fingers like a photographer might demonstrate. The line plays on the name and can be interpreted as either "a place from which to view something" or "a way of thinking." It underscores the message that La Vista is in "the middle of it all," from where you can see (access) everything.

PUT LIFE IN PERSPECTIVE



WITH SO MUCH TO DO AND SO MUCH TO SEE, YOU'LL ALWAYS HAVE SOMETHING GREAT IN YOUR SIGHTS IN LA VISTA.



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LA VISTA
IMPROVE YOUR POINT OF VIEW.

www.cityoflavista.org |   

PUT OPPORTUNITY IN PERSPECTIVE



SMART GROWTH, ABUNDANT OPPORTUNITIES, AND REAL COMMUNITY CHARM MAKE LA VISTA THE PERFECT PLACE TO LAUNCH YOUR BIG IDEAS.



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LA VISTA
IMPROVE YOUR POINT OF VIEW.

www.cityoflavista.org |   

POTTY TRAINED AND READY FOR A NEW POINT OF VIEW AS WELL AS SOME TREATS.
ADOPT ME.

LA VISTA POLICE K9 FOR A DAY



LA VISTA
IMPROVE YOUR POINT OF VIEW.





3. References. Please provide five references of similar scope work. When possible, please utilize references that are associated with the work samples discussed above.



New Rochelle, NY

Ms. Kathy Gilwit
Communications and Marketing Manager
City of New Rochelle
914.654.2117
kgilwit@newrochelleny.com
Project Scope: Full BrandPrint
Contract Value: \$68,000



Georgetown, TX

Ms. Aly Van Dyke
Communications and Public Engagement Director
City of Georgetown
512.630.6210
aly.vandyke@georgetown.org
Project Scope: Research, Creative Redevelopment, Action
Contract Value: \$40,000



Indio, CA

Mr. Bryan Montgomery
City Manager
City of Indio
760.391.4015
bmontgomery@indio.org
Project Scope: Full BrandPrint
Contract Value: \$74,500



Santee, CA

Ms. Marlene Best
City Manager
City of Santee
619.258.4100 ext. 295
mbest@cityofsanteeca.gov
Project Scope: Full BrandPrint
Contract Value: \$80,000



Lake Bluff, IL

Mr. Drew Irvin
Village Administrator
Village of Lake Bluff
847.234.0774
dirvin@lakebluff.org
Project Scope: Full BrandPrint
Contract Value: \$65,000



2. List of current affiliations, accreditations or awards that indicate a high level of service is provided to clients of the firm.

Recognition & Accolades

North Star is a member of 3CMA (City-County Communications & Marketing Association) and has been awarded multiple times with its "Brand of the Year" Savvy Award, as well as won dozens of ADDY and Clio Awards.

North Star's work has been recognized by major publications like Reader's Digest and [American City & County](#) for their community branding project in Gallatin, TN. Reader's Digest also deemed Gallatin its [Nicest Place in America for 2017](#).

North Star has served as a keynote speaker, panel moderator, session leader, and break-out facilitator for local government audiences at national, regional and local conferences over the years.

National Speaking Engagements

3CMA Annual Conference
American Advertising Federation 100th Anniversary Host
American Advertising Federation Annual Conference Host
American Chamber of Commerce Executives Annual Meeting
Alliance for Innovation Branding Webcast
American Marketing Association
International City/County Management Association (ICMA) Annual Conference
National League of Cities (NLC) Leadership Training Institute
Travel & Tourism Research Association Conference
National Rural Economic Developers Association Annual Conference

Regional Speaking Engagements

3CMA Regional Conference
Southeastern Tourism Society's Annual Meeting
Southeastern Tourism Society's Marketing College

State & Local Speaking Engagements

Alabama Tourism Partnership Governor's Conference
California Association for Local Economic Development Annual Conference
California League of Cities Annual Conference and Expo
Florida City/County Management Association Annual Meeting
Georgia Governor's Conference on Tourism
Georgia Downtown Association Conference
Georgia City-County Management Association Annual Conference
Illinois Municipal League Annual Conference
Illinois City Management Association Annual Meeting
Kenai Peninsula Tourism Marketing Conference
Michigan Downtown Association Annual Conference
Mississippi Governor's Conference on Tourism
Municipal Management Association of Northern California
Pennsylvania Association of Convention & Visitors Bureau Annual Meeting
South Carolina Governor's Conference
Southeast Texas City Manager Association Annual Meeting
Tennessee Governors Conference for Economic & Community Development



ATTACHED ADDENDUM

**VILLAGE OF
BUFFALO GROVE**



Finance Department
Fifty Raupp Blvd.
Buffalo Grove, IL 60089-2198
Phone 847-459-2500
Fax 847-459-7906

Village Brand Initiative Addendum #1

TO: Prospective Respondents and Other Interested Parties
FROM: Village of Buffalo Grove Finance Department
ISSUE DATE: December 13, 2022
SUBJECT: ADDENDUM #1

Note: This Addendum is hereby declared a part of the original RFP documents and in case of conflict, the provisions in the following Addendum shall govern.

The following changes and clarifications shall be made to the RFP Documents for the Village Brand Initiative project.

Q1: Whether companies from Outside USA can apply for this?

A1: No.

Q2: Whether we need to come over there for meetings?

A2: The Villages expectation is there should be a blend of in person and virtual meetings. If your process only includes virtual meetings, please state that explicitly.

Q3: Can we submit the proposals via email?

A3: No, please following the directions given in the RFP.

Q4: While we see that the Village Board will need to approve the contract award on Feb. 21, has the board already discussed it and has a majority approved the concept of branding the Village?

A4: Yes, Village staff has discussed the concept and anticipated timeline for this initiative, and the board was supportive of the proposal.

Q5: Is there a not-to-exceed budget for this project that we should be aware of?

A5: No.

Q6: We see there is very specific language about stages, activities, and some exact meeting dates, all leading to project completion by Q4 2023. Would you be open to learning more about our process, suggested phasing, and key meeting milestones within our proposal before locking on these? We believe we will be able to achieve the very same outcomes in a highly collaborative fashion but can bring to bear the benefit of our



**VILLAGE OF
BUFFALO GROVE**



experience with community branding process (i.e. community engagement, resident inclusiveness, research, consensus building, etc.) for your consideration.

A6: Yes, those stages are not set in stone. They were included as a way to try to break up the project into phases that can be invoiced upon completion. That being said, we are flexible and open to whatever process your company uses to garner successful outcomes, and we can restructure those phases if needed.

Q7: Although Phase I of the project is titled "Research/Kick-off," the expectations for the research portion are not stated in detail. Our branding process includes a fully encompassing research process with focus groups, depth interviews, quantitative surveys and more. Is this depth and array of research steps something we may propose to the Village?

A7: Yes and encouraged.

PROSPECTIVE RESPONDENTS ARE TO ACKNOWLEDGE RECEIPT OF
ADDENDUM #1. PLEASE INCLUDE AND NOTE THIS ADDENDUM IN YOUR
RESPONSE.

RESPONDENT: Will Ketchum

SIGNED:  DATE: 12/29/22

TITLE : President

Exhibit B.
Schedule of Prices

SCHEDULE OF PRICES

Village Brand Initiative

TO: THE VILLAGE OF BUFFALO GROVE, ILLINOIS

FULL NAME OF CONSULTANT: The Burdette Agency, Inc. dba North Star Place Branding + Marketing

MAIN BUSINESS ADDRESS: 1023 Kings Ave., Jacksonville, FL 32207

PLACE OF BUSINESS: Jacksonville, FL

The undersigned, declares that it has carefully examined the proposed work, the Contract Documents, and all other documents referred to or mentioned in the Contract Documents and it proposes and agrees, if this Proposal is accepted, that it will contract with the Village, in the form of the Contract attached, to complete the Work titled "Village Brand Initiative", and that it will take in full payment therefore the sums set forth in the following Schedule of Prices.

SCHEDULE OF PRICES

<hr/>	
<hr/>	
Phase I –Research/Kick off	
A	Cost \$ 33,000
<hr/>	
Phase II – Branding Process	
B	Cost \$ 33,000
<hr/>	
Phase III – Brand Deliverables	
C	Cost \$ 32,000
<hr/>	

Total Cost, Add Items A+B+C \$ 98,000

Written amount of Total Cost Ninety Eight Thousand Dollars and 0/100

SCHEDULE OF PRICES

COST BREAKDOWN

Scope	Percentage of Work	Cost
A. Phase I.		
Site Visit and FAM Tour	21%	\$7,000
Community Engagement	21%	\$7,000
Quantitative & Qualitative Research	45%	\$14,750
Research & Strategy Presentation	13%	\$4,250
Subtotal	100%	\$33,000
B. Phase II.		
Creative Committee Workshop & Regular Meetings	16%	\$5,250
Community Creative Workshop	9%	\$3,000
Creative Brand Development	55%	\$18,250
Key Messaging & Brand Narrative	20%	\$6,500
Subtotal	100%	\$33,000
C. Phase III.		
Creative Deliverables & Applications	41%	\$13,000
Brand Standards Guide	15%	\$4,750
Brand Action Ideas & Rollout Guidance	25%	\$8,250
Final Report & File Transfer	19%	\$6,000
Subtotal	100%	\$32,000
TOTAL COST		\$98,000

** Please recall as noted in our Q+A submission that our proposed order of milestones and deliverables is different than the Village's RFP order and was left open for further discussion.*

Design Guidelines (Optional) \$ _____ Included in Phase III Brand Standards Guide _____

Additional 1-hour virtual / in person meetings outside base services \$ 195/hr _____

An original digital or scanned copy of the Schedule of Prices in PDF format consisting of pages 7-8. File shall be submitted as a separate file from the proposal and named as follows:

VoBG-2022-29 Schedule of Prices for Village Brand Initiative

2/7/23 _____

Date

will@northstarideas.com _____

E-mail

(904) 645-3160 x 1006 _____

Phone Number



Signature

Will Ketchum _____

Printed Name

President _____

Title

APPENDIX B
A CLOSER LOOK AT BUFFALO GROVE

A closer look at Buffalo Grove



BG by the numbers



34%
of residents were born outside of the United States



87%
of residents have some level of post-secondary education



34%
of residents identify as a race that is non-White/non-Hispanic



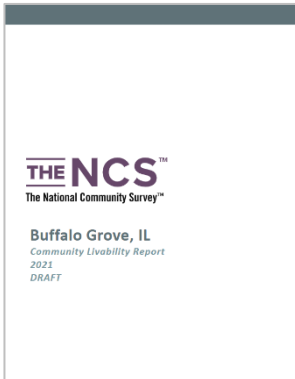
79%
of residents have access of 4+ acres of park

According to Chicago Metropolitan Agency for Planning's July 2022 Release of Community Data Snapshot.

APPENDIX C

VILLAGE REPORTS AND LONG-TERM PLANS

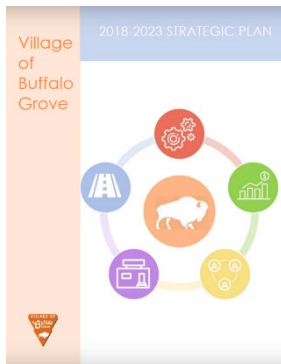
Community Livability Report (2021)



The National Community Survey™'s Community Livability Report analyzed the opinions of a representative sample of 248 residents of the Village of Buffalo Grove in 2021 and found:

- Buffalo Grove to be a desirable place to live, and residents feel strongly about inclusion.
- Community members see some improvements in the economy, yet also see it as an area of opportunity.
- Mobility services are appreciated.
- Residents feel safe in their community.

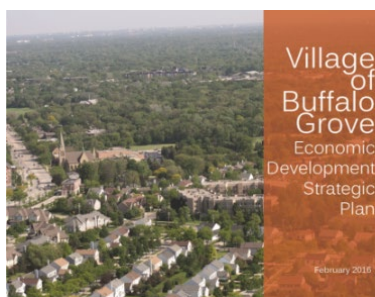
[View the report.](#)



2018-2023 Strategic Plan (2017)

The 2018-2023 Strategic Plan, adopted in December of 2017, is comprised of five overarching strategic planning priorities based on feedback received from employees, senior staff, and the Village Board. These priorities direct the development of the annual budget and guide the Village's work throughout program areas.

[View the plan.](#)



Economic Development Strategic Plan (2016)

The Village of Buffalo Grove Economic Development Strategic Plan identifies how the Village can optimize its role to achieve long-term economic growth and serves as a platform to leverage funding, partnerships and programs with our private, public and non-profit partners.

[View the plan.](#)