



DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
WEDNESDAY, JULY 08, 2026 – 5:00 PM
CHAMBER OF BUCHANAN CITY HALL - 302 N REDBUD TRAIL, BUCHANAN MI

AGENDA

THE Downtown Development Authority OF THE CITY OF BUCHANAN, in compliance with Michigan’s Open Meetings Act, hereby gives notice of a regular meeting to be held in the Chamber of City Hall.

** Comments may be submitted in writing at least 4 hours in advance to the City Clerk at Clerk@cityofbuchanan.com*

I. Call to Order

II. Pledge of Allegiance

III. Roll Call

IV. Approve Agenda

V. Public Comments - Agenda Items Only *(3-minute limit)*

VI. Approve Minutes

A. Minutes - Consider the minutes from the Regular DDA Meeting held on June 10, 2026.

VII. Unfinished Business

A. Marketing RFP Interviews

- 1) 5:05-5:35pm - Duneland Media
- 2) 5:35-6:05pm - Destination by Design
- 3) 6:05-6:35pm - JV Studios
- 4) 6:35-7:00pm - KZoom

B. BBB Funding Proposal for OPEN signs - Discussion & Consideration

VIII. New Business

A. Consideration of Donation of Glice Synthetic Ice Rink - Discussion & Consideration

B. Finance Reports

- 1) Consider approving the expenditures.
- 2) Accept the Financial Reports as submitted.

IX. Communications

A. DDA Funding Application

X. Public Comment - Non-Agenda Items Only *(3-minute limit)*

XI. Staff/Committee Comments

XII. Adjournment



DOWNTOWN DEVELOPMENT AUTHORITY (DDA) REVISED
WEDNESDAY, JUNE 10, 2026 – 5:00 PM
CHAMBER OF BUCHANAN CITY HALL - 302 N REDBUD TRAIL, BUCHANAN MI

MINUTES

THE Downtown Development Authority OF THE CITY OF BUCHANAN, in compliance with Michigan's Open Meetings Act, hereby gives notice of a regular meeting to be held in the Chamber of City Hall.

** Comments may be submitted in writing at least 4 hours in advance to the City Clerk at Clerk@cityofbuchanan.com*

I. Call to Order

Mast called the meeting to order at 5:01pm.

II. Pledge of Allegiance

Mast led in the Pledge of Allegiance.

III. Roll Call

Present: Weedon, Mast, Capron, Fletcher, Hein, Jones, Williams

Absent: Reed, Finan

City Staff Present: City Manager Tony McGhee, City Clerk Kalla Langston-Weiss, Planning & Community Development Director Kristen Gundersen

IV. Approve Agenda

Hein moved, seconded by Jones to approve the agenda as presented. Voice vote carried unanimously.

V. Public Comments - Agenda Items Only *(3-minute limit)*

Dennis Mori – The Downtown Business Boosters are asking the DDA to purchase 'open' flags for downtown businesses. A consistent signage will help visitors clearly see which businesses are open on Front, Main, and Days. The flags are inexpensive and the Boosters are working with the City to meet sign ordinance requirements.

Dan Martin – Represents KZoom, introduced himself and will be available for questions later in the meeting.

Clerk Langston-Weiss shared correspondence from Joseph Paolucci with the DDA.

VI. Approve Minutes

A. Minutes- Consider the approval of the Regular Meeting Minutes for May 13th, 2026.

Hein moved, seconded by Jones to approve the minutes for May 13th, 2026 as presented. Voice vote carried unanimously.

VII. Unfinished Business

A. Buchanan Equity Update: Consideration of Next Steps Regarding Unpaid Loan

City Manager McGhee reported that a new loan agreement and amortization schedule had been prepared, verified with the auditors, emailed to Mr. Paolucci on May 11, 2026, and hand-delivered on May 13, 2026. Staff stated the first payment was due June 1, 2026.

The DDA discussed whether to take no action or direct legal counsel to send a demand letter. Staff stated legal counsel had reviewed related materials and would proceed as directed by the DDA. Staff also reported that liability coverage for the board had been verified with the City's liability carrier.

Capron moved, seconded by Jones, to direct legal counsel to send a demand letter regarding the unpaid loan, as stated in the agreement. Roll call vote carried unanimously.

VIII. New Business

A. Marketing RFP Consideration and Award- Consider the proposals received in response to the Marketing Request for Proposals and award the contract to the selected firm.

McGhee summarized the marketing RFP process, noting that the RFP had been sent to more than a dozen regional candidates, posted online, and that the DDA had received and reviewed proposals. He recommended that the DDA identify preferred firms and invite them back for interviews before awarding a contract.

Board members spoke to their priorities for a marketing firm, including retention of visitors and branding. Finan was absent but submitted comments for consideration. By consensus, the board decided to interview their four top firms – JV Studios, Duneland Media, Destination by Design, and KZoom – at their next meeting.

B. DDA Funding Application- Consideration of DDA Funding Application for Event Funding Support

McGhee presented a draft DDA funding application intended to create a more structured process for funding requests. There was discussion on the length of the application and level of information being asked for. Williams suggested breaking the application into an initial application and a more detailed follow-up application. The initial application would consist of pages 9-12, with the remaining pages being completed if the initial application was approved.

Williams moved, seconded by Capron to approve the DDA Funding Application as amended, with an initial application consisting of pages 9-12 coming before the DDA and if approved the remaining application to be completed afterwards. Voice vote carried unanimously.

C. Finance Reports

- 1) Consider approving the expenditures.
- 2) Accept the Financial Reports as submitted.

McGhee reviewed expenditures, including for the Farmer's Market, Downtown flowers, and Paxton Media Group. McGhee also reported revenue from the Farmer's Market.

Weedon moved, seconded by Hein to approve expenditures as presented. Voice vote carried unanimously.

C. BBB Funding Proposal for OPEN signs- Discussion

The DDA discussed the request for funding to support uniform open signs for downtown businesses. There was discussion on the colors, the sign ordinance, ADA standards, and maintenance. Hein would like to see a quote for higher quality signs that could be put under wayfinding. By consensus, staff was directed to research ADA and sign ordinance requirements, evaluate what would be required of

businesses and property owners, look into flag and higher-quality sign options, and provide planning-level cost information for blade sign or alternative options.

IX. Communications

A. DDA Development and TIF Plan Update

Staff reported that the first reading took place on May 26, 2026, and the second reading is scheduled for June 22, 2026.

X. Public Comment - Non-Agenda Items Only (3-minute limit)

A comment was made noting that the sign issue was expected to be returned at the next meeting and that the next meeting was also expected to be a two-hour marketing RFP meeting.

XI. Staff/Committee Comments

Hein commented that recent meetings had felt rushed and requested that the DDA slow down discussion on significant issues and consider postponing votes when more time is needed. Weedon commented that the funding request application will help. Hein also attended the Michigan Downtown Association summer workshop and encouraged the rest of the board to pursue training when available.

XII. Adjournment

Motion made by Williams, seconded by Weedon to adjourn at 5:52pm. Voice vote carried unanimously.

Kalla Langston-Weiss, City Clerk

Chairperson Tracy Mast

Pending Approval



Kzoom
536 E. Michigan
Kalamazoo, MI 49007
kzoom.com

**DDA DISCOVER
BUCHANAN PROPOSAL**

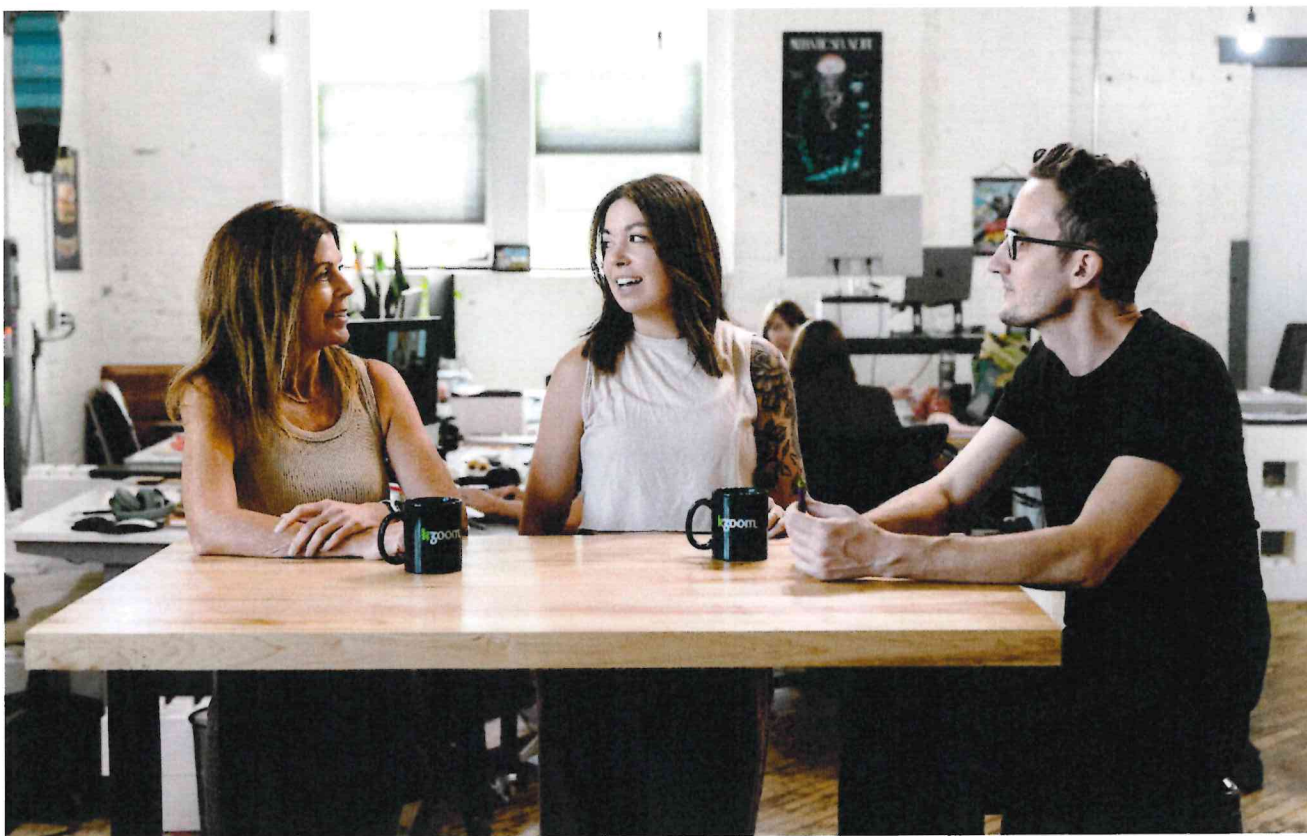
Proposal by Kzoom

OVERVIEW

Based on questions from Kzoom, and answers provided by Tony McGhee, it is Kzoom's understanding that the Discover Buchanan efforts are at the starting line, and not a continuation of past or ongoing marketing efforts. The good news of this is that data collected now will be very clear with results and aren't clouded by multi-campaign sources. In the future, having this pure/actual data will allow us to understand the growth of our efforts.

As Tony described, there have been some hit or miss attempts to tie into people visiting Harbor Country and westward, but not much in the last decade. After the recent reconstruction of the downtown area as well as reactivated DDA (which has been dormant for the last 5-6 years), it is now time to reinforce this foundation and build on efforts.

With the RFP target of attracting both nearby locals as well as tourists, we understand the goal is to reach 30% locals and 70% visitors from out of the area.



Kzoom's Approach & Methodology/Marketing Strategy Development

The primary communications channels identified are internet and social media marketing. With this in mind and the \$18K, \$36K, and \$60K annual budget scenarios prepared, it is Kzoom's position that this first year be focused on quality research and developing content as the foundation, which will spark interest and can be built on in the future.

As a comparative approach, many cities are ready for creative approaches that included Downtown Dollars programs, but without critical assets in place such as a website, and videography/photography, you'd end up driving traffic, but people's first impression of the region is one that is not the quality level you want to establish.

For the initial research phase, we plan to combine a variety of data sources to create both the high-level and in-depth market assessments. With the higher budget options for research of Scenario #2 (\$36K annually) and Scenario #3 (\$60K annually), our capabilities to produce multi-layered, quality data include:

- Existing statistics from the City of Buchanan
- Public regional wide data
- Local Search Traffic (this is retrieved through existing paid software Kzoom uses)
- Primary area websites and traffic (this is retrieved through existing paid software Kzoom uses)
- Lodging data including hotel & short-term rental stays through Key Data Dashboard. Through Key Data Dashboard, we can assess now and in the future real time lodging volumes and profits, see where gaps are in annual event planning, create custom geographic mapping of areas in focus, and customize up to 45+ KPIs measured for specific insights on visitor stays to your region.
- Up to 20 Primary businesses and attraction website traffic volumes and activities monitored (included in Scenario 3, and part of a software Kzoom routinely uses)
- Real-time foot traffic through Placer.ai

Kzoom's Approach & Methodology/Marketing Strategy Development

Placer AI does come at a cost, and does not offer single reports. It must be an ongoing subscription for use. One of the values through this high level software, one that we are familiar with through our collaborative work in Kalamazoo with Discover Kalamazoo (<https://www.discoverkalamazoo.com/>) is that Placer AI can see past metrics and not only present activities. Additionally, Placer AI can produce real data on all of the following and more:

- **Visitor Origins**
- **Travel Distances**
- **Dwell Times**
- **Demographic Breakdowns**
- **Event Impact**
- **Visitor Journeys (routes)**

From the research phase, Kzoom will move into a conversational presentation of the results where we will collaborate together with you to create a specific strategic plan for our content. With Kzoom's 4 full-time videographers and photographers, we produce content quickly for immediate use online and through social media. If your existing team desires to use this content for social media in addition to Kzoom using items for the website or advertising, we have many collaborative online resources such as Vimeo and Pixieset where we can organize and share finished pieces of content that are ready for you to use.



FIRM BACKGROUND & QUALIFICATIONS

With the goal of converting regional tourism stays into trips to Buchanan's CBD, our recommendations will come directly from the combination of research in this area. As an example, we will look at all existing search terms related to regional search online, such as:

- Things to do in Harbor Country Michigan
- Things to do near South Bend, IN
- Things to do in Southwest Michigan
- Things to do in Michigan City, IN
- Local festivals in Southwest, MI
- Wineries near Michigan City, IN
- Wineries near South Bend, IN

(These are just a small example of the vast keyword search data we'll collect.)

From these search results, we'll be able to summarize a list of priorities of how you can connect with the ALREADY EXISTING search traffic from people looking for activities near Buchanan.

When it comes to applying the research results to an ongoing digital advertising campaign, one of the things that comes standard in our in-depth marketing audit is Cost Per Click data. This is a real-time view of what different search terms will cost to run ads for them. Our digital advertising campaign will be a combination of both high search volume as well as low Cost Per Click opportunities. As a specific example, further along in this RFP under the title Search Engine Optimization Research and Report Examples, you will find a Full SEO Audit for Bricks and Minifigs Kalamazoo. On Page 6 of this report, in the bottom right corner is a clickable link to the full list of all keywords researched. In this report, you will find the Cost Per Click data in Column D.

Regarding brand identity, this is included in any and all outcomes included at each tier of Scenarios 1, 2, and 3. If a brand guideline is desired, we have a dedicated full-time designer at Kzoom who creates high-level branding documents and assets.

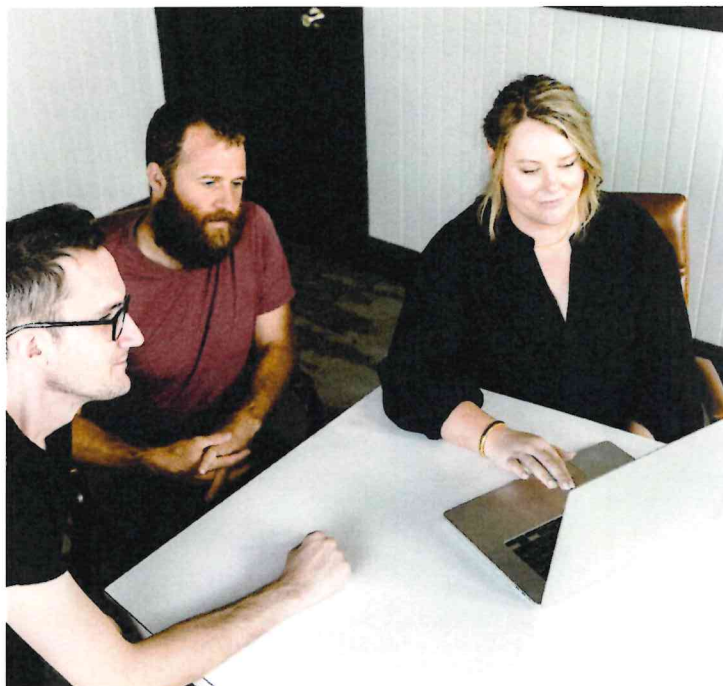
Marketing and Promotional Campaign Implementation

With a content plan in place, we will set in motion the website, content production, as well as digital advertising campaigns to begin driving traffic immediately to DiscoverBuchanan.com. All items here include any meeting or communication time as well as previews and revisions.

Regarding a particular objective in the RFP: "Utilizing social media platforms as appropriate, including content development, posting, monitoring, and responding to interactions related to Discover Buchanan messaging and promotions," based on the budgets given, Kzoom did not find a place to add social media management. This is because in Scenario 3 (\$60K), we placed a higher priority on research. There is a large cost for the Placer AI software and use (\$12,000) in Scenario 3. One option here would be to forgo this part of the research and insights for this year, and use these dollars toward social media management. Based on Kzoom's pricing of complete management of posts, \$12,000 would be the equivalent of 66 posts across any platform (with the exception of TikTok). Kzoom has 3 full-time social media specialists and we operate many organizations' complete content and social media strategies.

Performance Tracking and Reporting

At the close of the first year, Kzoom will provide a final report that will include all statistics from keyword search, website traffic, website traffic sources, digital advertising results, as well as a comparative report from the same softwares employed in the research phase, whether this be Key Data Dashboard or Placer AI. This report will include a meeting to discuss the results and answer any questions about the report.



MEET KZOOM'S TEAM

Kzoom is a professional visual marketing firm of 20 years. Founded in 2003 by Dan Martin, we produce curated media, compwose stunning designs, and execute marketing strategies for companys of all sizes. Our services methodologically drive traffic to your website, build brand awareness, and engage with your target audience to achieve results.

Kzoom's mission is to advance the greatest causes in the city we care about the most. We have provided media support and digital marketing strategy to 300+ companies within a 100-mile radius of Kalamazoo.



DAN MARTIN
Owner & Creative
Team Lead



SANDY KOSCINSKI
Office Manager



JORDAN AVERY
Vice President of
Operations



KIAH MCMEEKAN
Marketing
Manager



ANEESHA JAIN
Digital Marketing
Specialist



JONNY FINCH
Media Lead



LAURA KOSCINSKI
Videographer



NATE CONKEL
Photographer



HANNAH JOHNSTON
Social Media
Specialist



NORA DUNCAN
Design Lead



MATT DAVIS
SEO Specialist



JARED KELLEY
SEO Specialist



GERAH DUTKIEWICZ
Web Lead

Michigan Sports Commission Video

This project had the objective of recording 4 seasons of sports in Michigan, as well as popular things to do in West Michigan. The target audience was groups considering where to host tournaments and sporting events. Kzoom produced the creative concept of this video, merging a sport “motion” with another motion related to tourism activities (picking apples, fishing, going out to eat, etc.)



Scan the QR code to view video

Reference:

Katy Tigchelaar, VP Operations
ktigchelaar@westmisports.com

City of Kalamazoo Business Attraction Video Campaign

Recording for this project began in March 2026, and we’ve recently completed several of the outcomes in the last month. This campaign is connected to the upcoming completion of the Kalamazoo Event Center, and the city has anticipated opportunities for business and real estate growth that are a potential if paired with the incoming influx of visitor traffic to downtown Kalamazoo. We are highlighting a diverse spread of business owners and attractions from the 4 corridors to Kalamazoo’s downtown.



Scan the QR code to view video

Reference:

Bobby Boyd, Economic Development Supervisor
boydb@kalamazoo.org

Otsego Michigan Promotional Video

This 2019 video project was produced to attract locals and others outside of town to Otsego’s downtown. All video clips of festivals, schools, and activities were recorded on a single Saturday. The animated logo at the end was also animated by Kzoom.



Scan the QR code to view video

Reference:

Aaron Mitchell, City Manager
amitchell@cityofotsego.org



PHOTOGRAPHY SAMPLES

State of Economic Development

This sample is to show the quality of Kzoom's photography, as seen here at the annual State of Economic Development event, hosted by Southwest Michigan First in Kalamazoo.



Reference:

Kim Viers, Manager

kviers@southwestmichiganfirst.com



Fore Kalamazoo

Reference:

Mac Ward, Director

mward@ghgkz.com



Pfizer Vaccine

During 2020-2022, Kzoom documented the Covid-19 Vaccine release from Pfizer's Portage, MI facility.



We begin every client engagement at Kzoom with first a high-level audit, followed by an in-depth market assessment (we call this our SEO/Marketing audit). Kzoom has 2 full-time career SEO Specialists, and we conduct over 100 reports like this annually.

The Seo/Marketing audit reveals areas of opportunity and allows for discussion to define our specific marketing approach. In time, having this data on the front-end allows for the client and Kzoom to measure results and progress as the original research becomes a benchmark of our success.

Bricks and Minifigs Research

Bricks and Minifigs sought to have this research completed with a primary focus on what were people in the Kalamazoo and Portage areas searching for and in what volumes for Kids Activities. The results allowed them to realize where to place efforts with digital advertising, and who they were competing with as a new franchise that was launched in 2022.

Reference:

Allison Weiner, Co-owner

kalamazoo.mi@bricksandminifigs.com



2025 Marketing Report for Fleetwoods HVAC

This is a digital report for the 2025 Year impact of marketing across all channels for Fleetwoods HVAC in Paw Paw, MI. The report includes growth across social media platforms, website, and digital advertising, all operated by Kzoom. All photography and videography used for Fleetwoods was produced by the Kzoom team as well. Statistics that use a comparison in green are comparing to the 2024 year. For example, on page 10, we increased website traffic with +275,000 impressions in 2025 as compared to 2024, and +7,800 website visits in 2025 compared to 2024.

Reference:

Nick Fleetwood, Owner Fleetwoods HVAC

nick@fleetwoodsheating.com



WEBSITE & PERFORMANCE SAMPLES

269 Network Website

This website which was launched by Kzoom in 2025 is an example of a component we'd envision for Discover Buchanan, with an event calendar as well as a directory of places to see and things to do.



[View Website](#)

R.W.LaPine Website

This is an example website with a larger video banner on the homepage. Based on the video capture included in the proposals, we would envision a similar video component on DiscoverBuchanan.com.



[View Website](#)

Reference:

Jared Lapine, Marketing Director
jaredlapine@rwlapine.net

West Wind Dental Website

In this recent June 2025 Performance report, you can see on page 4 that we've increased total website traffic 15x since we began work with West Wind in 2023:



[View Website](#)

Reference:

Jolie Hamilton, Co-owner
harleenme1@gmail.com



[View Performance Report](#)



PROCESS & TIMELINE

Discovery Meeting - Scheduled upon acceptance of RFP Award

- Hear selection of budget/package from Buchanan
- Discussion of strategic approach for Options 1, 2 or 3
- Collection of existing research
- Set goals of desired KPIs
- Discuss timeline
- Select creative approach

Research Phase - 1-2 Months

- Kzoom will produce high-level and in-depth reports
- Between 1-2 months, we will schedule a 90 minute meeting to discuss the results and findings.

Content Production - Per date with activity

- Based on when there is a great opportunity for lots of activity, such as existing popular times in Buchanan such as RedBud National in early July, Summer at The Common concerts, or the Memorial Day parade.

Website - 3-6 Months

- Phase 1 of Website: Based on Research, we'll incorporate keyword data into the sitemap and H1 Headers to build this site so it ranks from the very beginning. The primary website can be completed in 3 months time.
- Phase 2 of Website: Because we'll be shooting content to go on the website, in Months 3-6, we'll update pages when new images become available.

Website Updates 3 Months - 12 Months

- Throughout the course of the year, we've built into Scenarios 2 and 3 "unlimited updates to existing pages," so we'll be able to add events and current promotions in real time.

Digital Advertising - To be scheduled

- Based on when events/highlights are, we can run digital advertising campaigns to drive traffic to these area highlights.

SCENARIO 1: \$18,000

Research & Video Based Campaign with Digital Advertising

Services	Description	Cost
High Level Market Assessment	Insights from Buchanan will be combined with regional data, lodging data, and local search.	\$1,500
In Depth Market Assessment	Complete marketing audit of area-wide consumer search volume and web traffic.	\$1,500
Placer AI	-	-
Web Design	-	-
Web Maintenance	-	-
Videography	5 hours of shooting onsite with a 30 second primary ad outcome.	\$7,770
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	-	-
Final Report	Digital ad results, and comparative SEO/web traffic.	\$2,210
Total		\$18,000

SCENARIO 2: \$36,000

Research, Video-Based Campaign with Digital Advertising & Full Website

Services	Description	Cost
High Level Market Assessment	Insights from Buchanan will be combined with regional data, lodging data, and local search.	\$1,500
In Depth Market Assessment	Complete marketing audit of area-wide consumer search volume and web traffic, hotel/short-term stay data.	\$4,000
Placer AI	-	-
Web Design	Complete build & design of 12 Page website, DiscoverBuchanan.com.	\$13,260
Web Maintenance	-	-
Videography	6 hours of shooting onsite with a 30 second primary ad outcome.	\$8,880
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	-	-
Final Report	Reporting from website, digital ad results, comparative SEO/web traffic, and hotel/short term rentals.	\$3,000
Total		\$35,660

SCENARIO 3: \$60,000

Highest Level Research, Video-Based Campaign with Digital Advertising & Full Website

Services	Description	Cost
High Level Market Assessment	Insights from the City of Buchanan and known regional data.	\$1,500
In Depth Market Assessment	Area-wide consumer search volume, web traffic, hotel/short-term stay data, traffic from 20 local websites, and Placer AI Foot traffic data.	\$6,500
Placer AI	Annual subscription with access to past foot traffic, monthly reporting to include visitor origins, travel distances, dwell times, demographic breakdowns, event impact, and visitor journeys (routes).	\$12,000
Web Design	Complete build & design of 12 Page website, DiscoverBuchanan.com.	\$13,260
Web Maintenance	9 Months - \$850/mo for unlimited updates to existing pages, and troubleshooting & security.	\$7,650
Video/Photo	6 hours of shooting onsite with a 30 second primary ad outcome. Photographer included.	\$9,760
Additional Video Outcomes	4 social media videos (\$460/each) - featuring events or seasons.	\$1,840
Digital Advertising	6 months of digital ad campaigns.	\$3,180
Billboard Design	Discover Buchanan billboard design including all previews, revisions.	\$960
Final Report	Reporting from website, digital ad results, comparative SEO/web traffic, and hotel/short term rentals.	\$3,000
Total		\$59,650

PROPOSAL SUBMITTED BY: KZOOM

Company Name: **Kzoom**

Phone Number: **269-330-6565**

Address: **536 E. Michigan Kalamazoo, MI 49007**

Contact Person/Person Submitting Proposal: **Dan Martin, Owner**

Email: **dan@kzoom.com**

Signature:

A handwritten signature in black ink that reads "Dan Martin". The signature is written in a cursive style with a large, stylized initial "D".

Date: **5/26/26**

MAY 2026

DDA Discover Buchanan Proposal

Duneland Media



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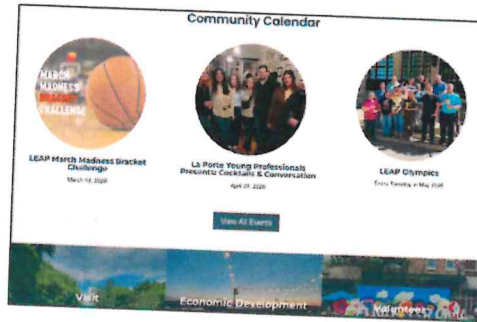
- 3 About Duneland Media
 - 4 Relevant Experience & References
 - 5 Duneland Services Explained
 - 6 Tiered Marketing Budget Options
 - 9 Marketing Report
 - 10 Investment
-



Relevant Experience



cityoflaporte.com



laportepartnership.com



michigancitylaporte.com



valpochamber.org

References

Jessica Bruder Spolijaric

Director of Communications – City of LaPorte Indiana
(219) 325-8368

Courtney Parthun

Clerk Treasurer – City of LaPorte Indiana
(219) 362-9512

Bert Cook

Executive Director – LaPorte Economic Advancement Partnership



About Duneland Media

Duneland Media is a full service marketing agency focused on helping communities, organizations, and local businesses strengthen their online presence and community engagement through strategic digital marketing and creative content.

We understand that successful downtown marketing is about more than simply posting on social media. It is about promoting local businesses, increasing event participation, encouraging tourism, and creating stronger connections between residents, visitors, and the community.

Our team has experience managing social media campaigns, website content, paid advertising, photography, video production, and analytics reporting for organizations looking to grow awareness and community involvement. We focus on creating professional, consistent, and engaging marketing that reflects the unique identity of each community we work with.

We also understand the importance of transparency and communication. That is why we provide detailed monthly reporting that tracks performance across social media, website traffic, digital advertising, and audience engagement so clients can clearly see how their marketing efforts are performing.

Our goal is to help the Buchanan DDA continue building awareness of downtown events, local businesses, and community initiatives while creating a stronger and more connected online presence for residents and visitors alike.

Duneland Leadership



Adam Konieczny
CEO / CO-FOUNDER



Tim Franke
PRESIDENT / CO-FOUNDER



Marisa Plesac
OPERATIONS MANAGER



Duneland Services Explained

Photo & Video

Duneland Media will create professional photo and video content showcasing Buchanan's downtown, businesses, events, and historic character. This content, including cinematic drone footage, will be used across the Discover Buchanan website, social media platforms, and ongoing promotional campaigns.

Website Redesign

The Discover Buchanan website serves as a central destination for promoting downtown businesses, events, dining, shopping, and community experiences. Our goal is to create a modern, easy-to-navigate website that encourages regional visitors to explore Buchanan and engage with the downtown district.

The website would be mobile-friendly, SEO-focused, and built in WordPress to provide long-term flexibility and scalability for future growth. Duneland Media has experience developing community-focused websites designed to increase visibility, strengthen local engagement, and support economic development initiatives.

Search Engine Optimization

Our SEO strategy is designed to help more visitors discover Buchanan's downtown businesses, events, and experiences online. Through website optimization, local search strategies, and targeted content development, we help drive regional tourism traffic to the Discover Buchanan website and improve visibility across Google Search.

Google Ads

Google Ads helps promote Buchanan's downtown businesses, events, and experiences by placing the Discover Buchanan website in front of people actively searching online for local dining, shopping, tourism, and things to do. Through targeted keywords and location-based advertising, these campaigns help increase website traffic, improve visibility across Google Search, and attract more regional visitors to the area.

Social Posting

Social media plays an important role in promoting Buchanan's downtown businesses, events, and visitor experiences. Our approach focuses on creating consistent, community-focused content designed to increase awareness, encourage engagement, and drive traffic to the Discover Buchanan website.

Duneland Media will develop and manage content across Facebook and Instagram platforms while highlighting local businesses, seasonal events, and destination experiences that help position Buchanan as a regional tourism destination.

Targeted Meta Ads

Targeted social media advertising helps promote Buchanan's downtown businesses, events, and experiences to regional audiences while driving traffic to the Discover Buchanan website and increasing awareness throughout Southwest Michigan, Northwest Indiana, and the Chicagoland region.

Posting example:



Tiered Marketing Budget Options

Essential Plan \$1,500 per month

<p>One social post of Facebook and Instagram each week</p> <ul style="list-style-type: none"> • One custom social media post each week across Facebook and Instagram • Content focused on Buchanan businesses, events, and community highlights • Graphics and messaging aligned with the Discover Buchanan brand • Posts submitted for approval prior to publishing • Basic community engagement included 	\$450/Month
<p>Targeted Meta Ads to the City of Buchanan</p> <ul style="list-style-type: none"> • Duneland Media will create and manage Facebook and Instagram ad campaigns • Facebook and Instagram ad campaigns promoting downtown events and tourism initiatives • Campaigns may utilize custom photo and video content, including drone footage • Ads targeted toward Buchanan • Monthly optimization focused on reach, engagement, and website traffic 	\$600/Month
<p>Search Engine Optimization (Available with Website Development)</p> <ul style="list-style-type: none"> • Basic monthly SEO maintenance for the Discover Buchanan website • Focus on keyword updates, metadata optimization, and improving visibility for Buchanan-related searches • Light monthly performance monitoring and website optimization 	\$450/Month



Growth Plan \$3,000 per month

<p>Two social posts of Facebook and Instagram each week</p> <ul style="list-style-type: none"> • Two custom social media posts each week across Facebook and Instagram • Content focused on Buchanan businesses, events, tourism experiences, and seasonal promotions • Increased posting frequency to support stronger engagement and regional visibility • Graphics and messaging aligned with the Discover Buchanan brand • Posts submitted for approval prior to publishing • Community engagement and comment monitoring included 	<p>\$600/Month</p>
<p>Targeted Meta Ads to the area of Southwest Michigan and Northwest Indiana</p> <ul style="list-style-type: none"> • Facebook and Instagram ad campaigns promoting downtown events, tourism initiatives, and seasonal attractions • Campaigns may utilize custom photo and video content, including drone footage and downtown imagery • Ads targeted throughout Southwest Michigan, Northwest Indiana, and the Chicagoland region • Monthly optimization focused on reach, engagement, event awareness, and website traffic 	<p>\$800/Month</p>
<p>Search Engine Optimization (Available with Website Development)</p> <ul style="list-style-type: none"> • Ongoing SEO optimization for the Discover Buchanan website • Focus on tourism keywords, downtown businesses, events, and local search visibility • Monthly keyword updates, metadata improvements, and content recommendations • Ongoing monitoring and optimization to improve long-term Google visibility 	<p>\$900/Month</p>
<p>Google Ads</p> <ul style="list-style-type: none"> • Google Search campaigns promoting Buchanan events, businesses, dining, shopping, and tourism experiences • Geographic targeting focused on Southwest Michigan, Northwest Indiana, and Chicagoland • Campaigns optimized monthly to improve website traffic and engagement • Monthly advertising spend billed separately from management fees 	<p>\$700/Month</p>



Destination Plan \$5,000 per month

<p>Three social posts of Facebook and Instagram each week</p> <ul style="list-style-type: none"> • Three custom social media posts each week across Facebook and Instagram • Content focused on Buchanan businesses, tourism experiences, downtown events, seasonal campaigns, and community engagement • Increased posting frequency designed to maximize regional visibility and audience growth • Graphics and messaging aligned with the Discover Buchanan brand • Posts submitted for approval prior to publishing • Full community engagement and comment monitoring included 	<p>\$750/Month</p>
<p>Targeted Meta Ads to the area of Southwest Michigan, Northwest Indiana, and the Chicagoland region</p> <ul style="list-style-type: none"> • Larger-scale Facebook and Instagram ad campaigns promoting Buchanan as a regional tourism destination • Campaigns may utilize custom photo and video content, including drone footage, downtown imagery, and event coverage • Ads targeted throughout Southwest Michigan, Northwest Indiana, Chicagoland, and additional regional visitor markets • Ongoing optimization focused on tourism awareness, engagement, website traffic, and event promotion 	<p>\$1,300/Month</p>
<p>Search Engine Optimization (Available with Website Development)</p> <ul style="list-style-type: none"> • Advanced monthly SEO optimization for the Discover Buchanan website • Focus on tourism-related searches, downtown businesses, events, dining, shopping, and regional travel keywords • Ongoing keyword strategy, metadata updates, local SEO improvements, and content optimization • Continuous monitoring and optimization designed to improve long-term Google visibility and website traffic 	<p>\$1,350/Month</p>
<p>Google Ads</p> <ul style="list-style-type: none"> • Expanded Google Search campaigns targeting regional tourism, events, dining, shopping, and weekend travel searches • Geographic targeting throughout Southwest Michigan, Northwest Indiana, Chicagoland, and surrounding visitor markets • Ongoing campaign optimization focused on increasing website traffic, visitor engagement, and tourism awareness • Monthly advertising spend billed separately from management fees 	<p>\$1,600/Month</p>



Marketing Report

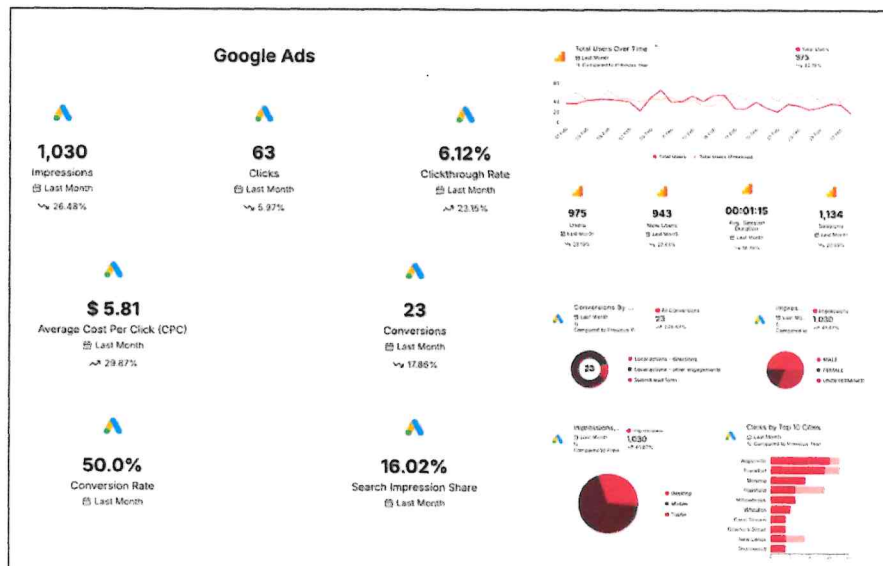
With each plan, at the end of each month, we provide a comprehensive marketing report that gives you a complete view of how your campaigns and digital presence are performing. Our reporting is designed to deliver full transparency, measurable results, and actionable insights so you can clearly see the value of your marketing investment.

Each report includes detailed performance tracking across every marketing service we manage, including:

- Social media performance and engagement (Facebook, Instagram, and other platforms)
- Google Ads and paid advertising metrics
- Website traffic, visitor behavior, and conversion tracking
- Audience reach and engagement trends
- Campaign performance and ad effectiveness
- Content performance and growth analytics
- Lead generation and customer interaction data

We don't just provide numbers, we explain what the data means, what's working, where opportunities exist, and how we are adjusting strategies to improve results month after month. Our reporting process aligns with the City of Buchanan DDA's goals for transparency, measurable outcomes, audience engagement, website activity tracking, and performance evaluation. We utilize industry-standard analytics tools and KPI tracking to monitor campaign effectiveness and ensure marketing efforts are driving meaningful visibility, engagement, and visitor activity for Buchanan's downtown businesses and events.

Below is a sample preview of some of the reporting data included each month. The actual reports provided are far more detailed and customized to reflect the full scope of marketing services being performed for your organization.



Investment

We recommend selecting both the website redesign and photo/video services along with the marketing plan that best fits your goals for promoting and growing Discover Buchanan.

<input type="checkbox"/>	Website Redesign	\$6,000/QTY
<input type="checkbox"/>	Photo & Video	\$1,500/QTY

<input type="checkbox"/>	Essential Marketing Plan	\$1,500/Month
<input type="checkbox"/>	Growth Marketing Plan	\$3,000/Month
<input type="checkbox"/>	Destination Marketing Plan	\$5,000/Month

Terms and Conditions

- The project starts as soon as we receive your initial invoice payment and all assets are collected.
- Delays in providing information and materials requested of the client will result in a delay in the project of at least the same duration (depending on the team's workload).
- Possible causes of delay not attributable to Duneland Media are as follows:
 - Unexpected and unanticipated iterations beyond the initially defined project scope.
 - Potential vulnerabilities detected in the code that require finding alternative solutions to those proposed.
 - Access to the definitive hosting being made available to our systems team.
 - A shutdown of proposed services.

Payment Terms

- For websites, 50% of the website projects are billed at the acceptance of the proposal. The remaining 50% is due 90 days after the initial payment. Hosting and the last 50% of the website is due once the website is live.
- For marketing services, a recurring invoice will be sent to you on the first day of each month.
- For photography, video, and design services, 50% of the project is billed at the acceptance of the proposal. The remaining 50% is due at the completion of the project.
- Duneland Media charges a management fee calculated as a percentage of your total spending.



Contact us at

<https://www.dunelandmedia.com/>
gwen@dunelandmedia.com
219-433-0114



Thank you for reaching out and considering Duneland Media to support the marketing efforts for Discover Buchanan. We look forward to connecting with you soon to answer any questions, learn more about your goals, and discuss how we can help support the continued growth of Buchanan's downtown district.

We would love the opportunity to work with you and believe our experience working with organizations and communities such as the City of La Porte, La Porte County, La Porte Urban Enterprise Association, and other regional businesses and tourism-focused initiatives makes us a strong fit for this project.

Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL
SUBMISSION PROPOSAL SUBMITTED BY: Gwen Walstra

Duneland Media

Company Name

(219) 369-4676

Phone Number

305 Pine Lake Ave.

Address

La Porte, IN 46350.

City, State Zip code

Gwen Walstra

Contact Person/Person Submitting Proposal

gwen@dunelandmedia.com

Email



Signature of Person Submitting Proposal

5/27/2026

Date



May 27, 2026

Discover Buchanan Downtown District Marketing

Buchanan Downtown Development Authority

PREPARED BY:

Destination by Design Planning LLC
136 Furman Rd, ste 6 Boone, NC 28607
Zach Hoffman, Operations Manager
(828) 263-7933 | zach@dbdplanning.com

Cover Letter

Dear Members of the Selection Committee,

Destination by Design (DbD) is pleased to submit our proposal to partner with the Buchanan Downtown Development Authority on the Discover Buchanan downtown marketing initiative. Buchanan has a strong foundation to build from: a walkable downtown, local businesses, events, nearby regional tourism traffic, and a distinct community character that can be translated into a more visible and compelling visitor experience. We are excited by the opportunity to help the DDA turn those strengths into a practical marketing program that increases awareness, drives targeted foot traffic, and supports greater economic activity within the Central Business District.

We understand that this effort is about more than simply posting on social media or placing a few advertisements. Buchanan is seeking a partner that can help understand the regional visitor market, define what makes downtown Buchanan different, and create a coordinated strategy that encourages people already traveling through the region to choose Buchanan as part of their trip. Our approach is built around that exact goal.

Our team brings extensive experience helping communities tell their story in a way that is both authentic and marketable. In Harney County, Oregon, we have supported long-term destination and community marketing efforts for a rural region with strong outdoor, cultural, and local business assets. That work has included brand strategy, destination storytelling, website development, campaign planning, content development, and ongoing marketing support designed to help a lesser-known destination stand out in a competitive visitor market. The challenge in Harney County is similar in many ways to Buchanan's opportunity: helping a community with real character and strong local assets capture more attention, encourage more exploration, and turn awareness into economic benefit.

DbD also brings deep experience in community branding, downtown marketing, wayfinding, and public-sector communications across the Midwest, including work in Michigan and Illinois. Our team understands how to position communities that are close to larger destinations but need a stronger identity of their own.

For Buchanan, our work would begin with understanding the market and the audience. We would look at regional tourism patterns, nearby destinations, visitor behavior, local business mix, and the types of travelers most likely to respond to

Buchanan's downtown experience. From there, we would help the DDA identify the strongest messages, best promotional channels, and most realistic opportunities to convert regional tourism activity into actual downtown visits.

We believe the best downtown marketing feels true to the place. It should not make Buchanan sound like every other nearby destination. Instead, it should highlight what is specific and appealing about Buchanan: its local businesses, historic character, events, creative energy, nearby visitor traffic, and sense of place. Our role would be to shape those assets into clear, consistent messaging and campaign materials that help people quickly understand why downtown Buchanan is worth their time. Our approach includes regular reporting, transparent recommendations, and ongoing adjustments so that the DDA can see what is working and make informed decisions over time.

At the same time, good marketing must be practical. The DDA needs a partner that can help with strategy, but also with implementation. Our in-house team brings together brand strategy, graphic design, website development, content planning, social media, media buying, and reporting. This allows us to move from planning into action without losing consistency.

Destination by Design would be honored to help the Buchanan DDA build the Discover Buchanan initiative into a stronger platform for downtown visibility, visitor engagement, and business support. We see this as an opportunity to create marketing that is approachable, memorable, and grounded in the real character of Buchanan while giving the DDA practical tools to attract more people, encourage more spending, and strengthen the long-term vitality of the Central Business District.

Thank you for the opportunity to submit this proposal.



Matt Powell
 Communications Director, Destination by Design
matt@dbdplanning.com, (828) 386-1866
 136 Furman Rd. Boone, NC 28607
www.destinationbydesign.com

Executive Summary

UNDERSTANDING THE PROJECT:

The Buchanan Downtown Development Authority is seeking a marketing partner to help make downtown Buchanan more visible, more active, and more competitive within the broader regional visitor market. Buchanan is located near several popular destinations and benefits from strong seasonal tourism in the surrounding area, but downtown is not yet capturing its full share of that visitor activity. The goal of the Discover Buchanan initiative is to close that gap by using market research, clear positioning, coordinated promotion, and targeted media to bring more people into the Central Business District.

Buchanan needs a partner that can help the DDA understand who its best potential visitors are, what motivates them, how they are already moving through the region, and what messages or experiences would encourage them to spend time downtown. The work should help identify opportunities for local businesses, events, restaurants, shops, and experiences to be presented as part of a stronger and more unified downtown destination. The final result should be a clear, manageable marketing program that helps the DDA promote downtown Buchanan consistently, track what is working, and make smart adjustments over time.

APPROACH:

Destination by Design's approach begins with understanding Buchanan as both a downtown district and a visitor destination. We would start by reviewing the community's existing assets, regional tourism patterns, current marketing tools, business mix, events, and audience opportunities. This early work would help establish a strong foundation for identifying the types of visitors most likely to respond to Buchanan's downtown experience and the messages most likely to convert awareness into actual visits.

From there, our team would develop a marketing strategy that is grounded in Buchanan's real character and focused on practical results. Rather than creating generic small-town messaging, we would help define what makes downtown Buchanan distinct, appealing, and worth a stop. This could include its local businesses, walkable setting, events, dining and shopping, historic character, creative energy, and proximity to other regional destinations. The strategy would organize these strengths into clear campaign themes, audience priorities, promotional channels, and recommendations for turning regional tourism traffic into downtown foot traffic.

Our implementation approach is designed to connect strategy with action. Depending on the selected budget tier, DbD can support campaign planning, social media content, business and event promotion, digital advertising, media coordination, website content, and reporting. Each component would be developed to work together, so that the Discover Buchanan website, social channels, paid media, and brand messaging all reinforce the same downtown identity and visitor invitation.

Because this is a public-sector marketing effort, we also place a strong emphasis on transparency, communication, and measurable value. We would provide clear scopes of work, realistic deliverables, and regular reporting tied to metrics such as reach, engagement, website activity, campaign performance, and feedback from downtown businesses. Our goal would be to give the DDA a dependable marketing partner that can help strengthen downtown visibility, support local economic activity, and build a flexible platform for long-term promotion.

DESTINATION BY DESIGN

Place Branding & Destination Storytelling

Destination by Design (DbD) is a multi-disciplinary placemaking and marketing firm. We specialize in economic development strategies that increase visibility and enhance quality of life. Our team collaborates to create the places you love by developing and promoting vibrant Main Streets and destination-quality parks, trails, and recreation areas.

For nearly 15 years, we have partnered with communities to develop and leverage assets for sustainable growth, while providing branding solutions to tell their stories.

Our Communications division takes a hands-on approach, working closely with communities and facilitating a process to help them discover their authentic identity. Beginning with boots-on-the-ground, we engage stakeholders, perform market research, and extract insights to shape a community-led vision for the brand.

Using what we discover, our creative team develops a strategy to serve as the cornerstone for all marketing and communication efforts. By crafting intentional brand language—including positioning, promise, voice, and taglines— we ensure a cohesive identity and messaging.

Building on this framework, we translate the brand visually through logo designs, photography, videos, websites, signage and marketing collateral. Our designers provide comprehensive art direction to ensure that the visual brand remains consistent with the strategy, and recognizable in diverse environments.

Our collaborative, multidisciplinary approach results in distinctive visual solutions, increased public engagement, and innovative end-products for communities and destinations nationwide.



Project Team

Erin Welsh, Marketing Director at Destination by Design, will serve as the primary point of contact and lead day-to-day coordination for the Buchanan Downtown Development Authority's Discover Buchanan marketing program. She will help keep the project organized, responsive, and aligned with the DDA's goals for increasing downtown visibility, attracting targeted visitors, and supporting local businesses within the Central Business District.

Creative direction will be led by Senior Art Director Matt Wagoner, with design support from Dylan Connell, to develop clear, cohesive, and engaging marketing materials that can be used across the Discover Buchanan website, social media, digital advertising, print materials, and other visitor-facing communications. Their work will help ensure that downtown Buchanan is presented with a consistent look, feel, and message that reflects the character of the community.

Strategic oversight will be provided by Matt Powell to help ensure that the overall marketing approach remains focused, practical, and adaptable over time. Together, this team will work closely with DDA and City staff to support market analysis, campaign strategy, creative development, media coordination, website content, social media planning, and ongoing reporting throughout the contract term.

Supported by Destination by Design's broader team of strategists, designers, content specialists, and digital marketing professionals, this structure provides Buchanan with a responsive and well-managed process.



Matt Powell

Communications Director

A multi-award-winning Creative Director, Matt leads all of DbD's branding and marketing-related projects, directs multimedia and web campaigns, and develops targeted brand strategies to promote quality of life. With a Masters in Communications and an undergraduate in Recreation & Tourism Management, Matt is passionate about helping communities discover authentic brand stories that increase their visibility, visitation, and economic vibrancy.



Erin Welsh

Marketing Director

With over three years at Destination by Design, Erin brings a wealth of expertise in brand strategy, marketing, and project management. A proud Elon University alumna and longtime resident of the NC High Country, Erin has led impactful projects for municipal, county, and destination marketing organizations. Her strategic insights and storytelling skills foster strong connections with communities, driving successful outcomes for clients. Outside of work, she enjoys exploring the region's scenic beauty and staying active in the local community.



Matt Wagoner

Senior Art Director

Matt has been a designer for 15+ years, and has built brands for communities, non-profit organizations and startups big and small. He especially loves taking communities through a discovery process, the branding journey, and helping them uncover the unique attributes that will make them stand out. Matt is a graduate of University of South Carolina with a Fine Arts degree in Graphic Design. His favorite activities include long walks on the beach, camping with the fam, and mountain biking- just don't ask him to ride a skinny.



Megan Biddix

Social Media and Brand
Communications Strategist

Megan built her career in hospitality and nonprofit leadership, supporting small businesses and downtown development and sparking a passion for place-making and the stories that connect people to community. She holds a degree in cultural anthropology with a minor in sustainable development from Appalachian State University. Outside of work, she enjoys exploring back roads with her dog, tending her growing plant collection, traveling, skiing, and diving into a good book.



Jon Black

Visual Content Director

Jon Black is a photographer & director with 15 years experience in the field. Curious about the wide-ranging human experience Jon is always learning from the communities and institutions he documents. Jon currently has his eye on innovation and sustainable development. From small organizations to enterprise scale operations, witnessing people work towards a common-good goal keeps him inspired. Jon loves jumping on the trampoline with his family, traveling abroad and learning to cook.



Sarah Pinnix

Paid Media Specialist

With more than 17 years of experience in the digital space, Sarah witnessed the advent of the social media era, helping brands and organizations. Sarah Pinnix is a seasoned digital marketing expert with over 16 years of experience helping businesses and organizations achieve real, measurable growth. Known for her data-informed approach, Sarah's core focus is on getting results with paid advertising and social media, managing campaigns on platforms like Google Ads, Meta (Facebook and Instagram), TikTok, and YouTube. An avid hiker and kayaker, Sarah has a passion for exploring the outdoors, cooking with fresh local produce, and checking out the culinary landscapes of the places she visits.

Project Approach

TASK 1-A:

Option A: High Level Market Assessment

DELIVERABLES:

High-Level Market Assessment Summary; review of existing marketing and promotional materials; digital and social media audit findings; priority audience overview; downtown asset and experience assessment; initial marketing opportunities and strategic direction.

TASK 1.1: PROJECT INITIATION AND KICKOFF

Destination by Design will begin the engagement with a kickoff meeting with DDA and City staff to confirm project goals, priority audiences, communication protocols, available information, reporting expectations, and overall workflow. This meeting will establish roles, review the project schedule, clarify decision-making procedures, and create a shared understanding of how the Discover Buchanan initiative will move from discovery into strategy and implementation.

TASK 1.2: REVIEW OF EXISTING MARKETING, CONTENT, AND PROMOTIONAL MATERIALS

Our team will review existing materials provided by the DDA and City, which may include prior marketing content, event promotions, downtown business information, social media activity, website content, photography, brand materials, and related planning or economic development documents. This review will help identify current strengths, gaps, and opportunities while giving our team a clear understanding of how downtown Buchanan is presently presented to residents, businesses, and visitors.

TASK 1.3: HIGH-LEVEL REGIONAL TOURISM AND VISITOR MARKET REVIEW

Destination by Design will conduct a high-level review of regional tourism trends, nearby destination activity, seasonal visitation patterns, and publicly available data sources that may help identify potential visitor markets for downtown Buchanan. This assessment will focus on understanding how Buchanan can better connect with travelers already visiting the broader region during spring, summer, and fall travel seasons. The review will help identify likely audience groups, visitor motivations, and opportunities to position downtown Buchanan as a worthwhile stop, day trip, or repeat destination.

TASK 1.4: DIGITAL AND SOCIAL MEDIA AUDIT

To ensure recommendations are informed by existing marketing activity, Destination by Design will conduct a focused review of Buchanan's digital and social media presence, including available account insights, current content patterns, audience engagement, and consistency of messaging. This audit will identify what types of content appear to be working, where there may be missed opportunities, and how digital channels can better support the Discover Buchanan initiative.

TASK 1.5: DOWNTOWN ASSET AND EXPERIENCE ASSESSMENT

Our team will complete a high-level assessment of Buchanan's downtown assets and visitor experiences, including local businesses, restaurants, shops, events, public spaces, cultural assets, and other features that contribute to the Central Business District's appeal. This assessment will help identify the experiences and themes that should be elevated through marketing and will provide direction for future content, website storytelling, social media, and advertising.

TASK 1.6: AUDIENCE AND OPPORTUNITY DEFINITION

Using insights from the kickoff, material review, digital audit, and high-level market assessment, Destination by Design will define priority audiences and near-term marketing opportunities for downtown Buchanan. This may include local residents, regional day-trippers, weekend visitors, travelers already visiting nearby destinations, event attendees, and niche audiences connected to shopping, dining, arts, heritage, or seasonal experiences.

TASK 1.7: HIGH-LEVEL MARKET ASSESSMENT SUMMARY

At the conclusion of Option A, Destination by Design will prepare a concise High-Level Market Assessment Summary outlining key findings, audience priorities, downtown positioning opportunities, marketing considerations, and recommended next steps. This summary will serve as a practical guide for the marketing strategy, campaign framework, media recommendations, website content, and performance tracking that follow.

TASK 1-B:

Option B: In-Depth Market Assessment

DELIVERABLES:

In-Depth Market Assessment and Strategic Direction Report; stakeholder and business engagement summary; consumer or visitor input summary; competitive and comparative community analysis; digital, website, and social media audit findings; downtown asset and business mix opportunity assessment; audience segmentation; visitor conversion opportunities; recommended strategic direction for marketing implementation.

TASK 1.1: PROJECT INITIATION AND KICKOFF

Destination by Design will begin with a kickoff meeting with DDA and City staff to confirm goals, audiences, available data, communication protocols, reporting expectations, and workflow. This meeting will establish roles, review the schedule, clarify decision-making, and align the team on how Discover Buchanan will move from research into strategy and implementation.

TASK 1.2: REVIEW OF EXISTING MARKETING, CONTENT, AND PROMOTIONAL MATERIALS

Our team will review materials provided by the DDA and City, including marketing content, event promotions, downtown business information, social media activity, website content, photography, brand materials, downtown plans, event calendars, and relevant tourism resources. This review will identify how Buchanan is currently positioned, where the downtown experience is strongest, and where Discover Buchanan can create

greater consistency and appeal.

TASK 1.3: IN-DEPTH REGIONAL TOURISM AND VISITOR MARKET ANALYSIS

Destination by Design will review regional visitor patterns, seasonal travel behavior, nearby destination activity, target markets, and opportunities to convert existing tourism traffic into downtown Buchanan visits. This may include tourism reports, available visitor data, drive-market information, regional attraction patterns, and travel behavior trends.

TASK 1.4: STAKEHOLDER AND BUSINESS ENGAGEMENT

Destination by Design will conduct targeted engagement with DDA representatives, City staff, downtown business owners, event organizers, tourism partners, and other stakeholders as appropriate. These conversations will explore current challenges, visitor perceptions, promotional needs, business mix opportunities, event alignment, and ideas for strengthening downtown as a visitor destination.

TASK 1.5: CONSUMER OR VISITOR INPUT

bD may develop a brief online survey or visitor-facing input tool to gather feedback from residents, regional visitors, downtown customers, or target audiences identified with the DDA. The survey may explore awareness of downtown Buchanan, reasons for visiting, barriers to visitation, preferred experiences, event interests, and media habits.

TASK 1.6: COMPETITIVE AND COMPARATIVE COMMUNITY ANALYSIS

Our team will review a select group of nearby or comparable downtown destinations to understand how Buchanan can stand out within the regional market. This analysis may consider positioning, visitor messaging, website content, social media activity, event promotion, business mix, and tourism-facing experiences.

TASK 1.7: DIGITAL, WEBSITE, AND SOCIAL MEDIA AUDIT

Destination by Design will review Buchanan's digital presence, including current social media channels,

website or landing page content, search visibility, business information, event promotion, visual consistency, and available analytics. Findings will inform recommendations for the Discover Buchanan website, content priorities, social media management, paid media strategy, and reporting.

TASK 1.8: DOWNTOWN ASSET, EXPERIENCE, AND BUSINESS MIX OPPORTUNITY ASSESSMENT

Our team will assess Buchanan's downtown assets and visitor experiences, including shops, restaurants, events, public spaces, arts and culture, historic character, walkability, nearby attractions, and complementary experiences. This task will also consider business mix opportunities or experience gaps that may strengthen downtown's appeal over time.

TASK 1.9: AUDIENCE SEGMENTATION AND VISITOR CONVERSION OPPORTUNITIES

Using the full set of research findings, Destination by Design will define priority audience segments for Discover Buchanan. For each audience, we will identify likely motivations, recommended messages, content needs, and potential marketing channels, with a focus on converting regional tourism traffic into downtown visits and spending.

TASK 1.10: IN-DEPTH MARKET ASSESSMENT AND STRATEGIC DIRECTION REPORT

At the conclusion of Option B, Destination by Design will prepare an In-Depth Market Assessment and Strategic Direction Report summarizing findings from the material review, stakeholder engagement, visitor input, comparative analysis, digital audit, downtown assessment, and audience segmentation. The report will provide clear recommendations for positioning, audiences, messaging, promotional priorities, website content, campaign development, media strategy, and performance measurement.

TASK 2:

Marketing Strategy Development

DELIVERABLES:

Discover Buchanan Marketing Strategy Summary; marketing goals and performance measures; priority audience profiles; downtown positioning and brand identity framework; core messaging and visitor conversion strategy; seasonal campaign and content framework; recommended channel and media approach; downtown business and event promotion framework; reporting and strategic tracking framework.

TASK 2.1: MARKETING GOALS, AUDIENCES, AND PERFORMANCE MEASURES

Destination by Design will work with the DDA to define clear marketing goals tied to downtown visitation, business engagement, resident participation, regional awareness, website traffic, and campaign performance. Priority audiences will be refined based on the selected market assessment and may include local residents, regional day-trippers, weekend visitors, nearby destination travelers, event attendees, families, arts and culture visitors, culinary visitors, and shopping-focused audiences. We will also identify practical performance measures such as reach, engagement, website activity, click-through rates, content performance, event promotion response, and business feedback.

TASK 2.2: DOWNTOWN POSITIONING AND BRAND IDENTITY FRAMEWORK

Destination by Design will develop a positioning framework that defines what makes downtown Buchanan distinct, appealing, and worth visiting. This framework will establish the tone, personality, and key themes for the Discover Buchanan initiative and guide how downtown is presented across the website, social media, advertising, business features, event promotions, and visitor-facing materials. The goal is to identify a specific and memorable identity that reflects Buchanan's businesses, experiences, character, and place within the regional tourism market.

TASK 2.3: CORE MESSAGING AND VISITOR CONVERSION STRATEGY

DbD will develop a practical messaging framework that helps move potential visitors from awareness to action. This will include key messages, supporting storylines, calls to action, and content themes that encourage people to visit downtown, explore local businesses, attend events, and spend more time in the Central Business District. Particular attention will be given to converting regional tourism traffic by giving nearby visitors a clear reason to add downtown Buchanan to their trip.

TASK 2.4: SEASONAL CAMPAIGN AND CONTENT STRATEGY

Destination by Design will create a seasonal campaign framework organized around key travel periods, local events, business district activity, and regional visitor behavior. This framework will identify when to emphasize experiences such as dining, shopping, live music, arts and culture, seasonal events, weekend getaways, family activities, and holiday promotions. It will also guide content planning by identifying priority storylines, campaign themes, business features, and creative needs throughout the year.

TASK 2.5: CHANNEL STRATEGY AND MEDIA APPROACH

This task will outline how major marketing channels can work together to support Discover Buchanan. Recommendations may address the promotional website, social media, paid digital advertising, boosted content, email marketing, local and regional media, print, radio, outdoor advertising, and partner cross-promotion. The strategy will identify which channels are best suited for awareness, engagement, event promotion, and conversion, while recognizing that implementation will be scaled based on the selected monthly service tier and any separately approved media, website, or production budgets.

TASK 2.6: DOWNTOWN BUSINESS AND EVENT PROMOTION FRAMEWORK

Destination by Design will establish a practical approach for promoting downtown businesses, events, and experiences throughout the year. This framework will identify how individual businesses can be featured within a broader downtown story, how event promotion can be coordinated in advance, and how partner content can be incorporated into the Discover Buchanan marketing system while maintaining a consistent downtown identity.

TASK 2.7: DISCOVER BUCHANAN MARKETING STRATEGY SUMMARY

Task 2 will conclude with a Discover Buchanan Marketing Strategy Summary that brings together the goals, audiences, positioning, messaging, seasonal campaign direction, channel recommendations, business and event promotion approach, and performance tracking framework into one clear working document. This strategy will guide the selected monthly service tier and provide a foundation for future website content, social media planning, media placement, creative development, and ongoing marketing management.

TASK 3:

Social Media and Campaign Support

DELIVERABLES:

This task will support ongoing Discover Buchanan marketing through scalable social media planning, content development, light campaign coordination, and partner communication. Services will be tailored to the selected monthly tier and will rely on existing, DDA-provided, or approved source content unless original content capture is separately authorized.

TASK 3.1: SOCIAL MEDIA PLANNING AND CONTENT CALENDAR

Destination by Design will develop monthly content calendars for Discover Buchanan based on campaign priorities, seasonal themes, events, and available business or downtown content. The content calendar will organize planned posts, general themes, source content needs, and coordination items for DDA or City review.

TASK 3.2: COPYWRITING AND CREATIVE DEVELOPMENT

DbD will develop social media copy and simple social graphics using existing, DDA-provided, or approved materials. Content may highlight downtown businesses, events, seasonal experiences, visitor tips, and campaign themes. The number of posts developed each month will be based on the selected service tier.

TASK 3.3: PUBLISHING AND CHANNEL SUPPORT

Depending on the selected service tier, DbD may support publishing, light monitoring, and coordination with DDA or City staff on comments or messages. Lower tiers assume DDA or City staff will publish posts and manage direct community engagement, while the highest tier includes a greater level of publishing and light channel management.

TASK 3.4: CAMPAIGN CREATIVE AND BOOSTED CONTENT COORDINATION

DbD may develop light campaign creative and coordinate boosted content or paid social activity when approved by the DDA. Paid media spend, boosted content budgets, and more complex campaign development will be approved separately and are not included in the monthly service fee unless specifically identified in the selected tier.

TASK 3.5: COORDINATION WITH DDA, CITY STAFF, AND DOWNTOWN PARTNERS

DbD will coordinate with DDA and City staff to gather event information, identify content opportunities, confirm business features, and maintain an organized content workflow. DDA or City staff will assist with timely source content, business updates, approvals, and local response needs.

TASK 4:

Discover Buchanan Promotional Website / Landing Page

Destination by Design can plan, design, and launch a dedicated promotional website or landing page for the Discover Buchanan initiative using the final name selected by the DDA. This service would be scoped as a separate one-time project and may include site structure, visitor-facing content, mobile-friendly design, basic SEO, accessibility best practices, analytics setup, and launch coordination. Ongoing website updates after launch would be provided hourly or under a separately approved support arrangement.

TASK 5:

Performance Tracking and Reporting

DELIVERABLES:

This task will help the Buchanan Downtown Development Authority understand how the Discover Buchanan marketing program is performing and where adjustments may be needed over time. Destination by Design will track key metrics across applicable social media, website, paid campaign, and related marketing activities based on the selected monthly service tier. Reporting frequency and level of detail will correspond with the selected tier and any separately approved media or campaign activities.

TASK 5.1: PERFORMANCE TRACKING SETUP

Destination by Design will confirm the tools and metrics needed to track campaign activity, website performance, social media engagement, and paid media results. This may include Google Analytics, social media platform insights, paid advertising dashboards, website traffic reports, and other available tracking tools. The goal is to establish a simple reporting structure that captures the information most useful to the DDA.

TASK 5.2: MONTHLY PERFORMANCE REPORTING

DbD will prepare regular performance reports summarizing marketing activity, campaign reach, engagement, website traffic, top-performing content, paid media results, and other relevant metrics. Reports will be designed to be easy to understand and useful for DDA staff, board members, and community partners.

TASK 5.3: CAMPAIGN REVIEW AND OPTIMIZATION

Based on performance results, Destination by Design will provide practical recommendations for improving future marketing activity. This may include adjustments to content themes, posting schedules, audience targeting, ad creative, media placement, website content, or campaign timing. The intent is to ensure the Discover Buchanan program remains responsive and improves over time.

TASK 5.4: DOWNTOWN BUSINESS FEEDBACK

DbD will work with the DDA to incorporate feedback from downtown businesses when practical. This may include informal input, short check-ins, or simple feedback tools to help understand how businesses are experiencing campaign activity, event promotion, and visitor interest. This feedback will help connect marketing performance with the on-the-ground experience of the Central Business District.

TASK 5.5: YEAR-END SUMMARY AND RECOMMENDATIONS

At the end of the contract year, Destination by Design will prepare a year-end summary highlighting major activities, campaign performance, audience trends, website and social media results, and recommendations for the next year of Discover Buchanan marketing. This summary will help the DDA evaluate progress and plan future investment.

Schedule

While the proposed schedule provides a clear framework for implementation, we recognize that timelines may shift as DDA coordination, City review, downtown partner input, and campaign needs evolve over the course of the contract. Destination by Design will work collaboratively with the Buchanan Downtown Development Authority and City staff to maintain momentum, communicate proactively, and make thoughtful adjustments as needed to support the timely and effective delivery of services.

END MONTH 2

Discovery Summary / Market Assessment Delivery

- High-Level Market Assessment Summary or In-Depth Market Assessment and Strategic Direction Report delivered, outlining key findings, audience opportunities, visitor conversion opportunities, and early strategic direction

MONTH 2

Field Visit / Stakeholder Engagement

- Field visit completed;
- Stakeholder and business input gathered;
- Downtown assets and visitor experience reviewed

END MONTH 3

Marketing Strategy Delivery

- Discover Buchanan Marketing Strategy Summary delivered and reviewed with DDA/City staff

MONTH 4

Website Launch

- Discover Buchanan promotional website or landing page launched with analytics tracking in place

END OF YEAR

Website Launch

- Annual performance summary delivered with key results, lessons learned, and recommendations for the next contract year

QUARTERLY

Ongoing Performance Reporting

- Performance reports delivered;
- Campaign activity reviewed;
- Recommendations made for content, targeting, media, and seasonal adjustments

MONTH 1 - 2

Discovery and Market Assessment

- Review of existing materials completed;
- Regional tourism and visitor market review completed;
- Digital/social media audit completed

MONTH 1

Project Initiation

- Kickoff meeting completed;
- Communication protocols, schedule, and project workflow confirmed

MONTH 2 - 3

Marketing Strategy Development

- Marketing goals, priority audiences, downtown positioning, messaging framework, seasonal campaign direction, and channel strategy developed

MONTH 3 - 4

Website Planning, Design, and Content Development

- Website structure approved;
- Initial content developed;
- Business/event/experience content drafted

MONTH 4 - 5

Campaign Creative and Media Planning

- Initial campaign creative developed;
- Social media content calendar prepared;
- Media recommendations and paid campaign setup completed

MONTH 5 - 12

Campaign Implementation

- Social media, website updates, business/event promotions, paid campaigns, and media placements implemented according to selected service tier

01

MONTH

02

MONTH

03

MONTH

04

MONTH

05

MONTH

06

MONTH

Budget & Cost Proposal

Destination by Design has structured the budget to respond directly to the DDA's requested monthly service tiers while keeping foundational startup work separate from ongoing implementation. The market assessment, marketing strategy, and promotional website are one-time services that establish the foundation for Discover Buchanan. The monthly tiers are intended to support scalable levels of organic social media planning, content development, publishing, coordination, and reporting. Paid media, website updates, content shoots, and third-party expenses are handled separately so the DDA can control costs based on need and available budget.

ONE-TIME STARTUP COSTS

The DDA may select either Option A or Option B for the market assessment. Marketing Strategy Development and the Discover Buchanan Promotional Website / Landing Page are presented as separate one-time services because they are front-end deliverables that establish the foundation for ongoing campaign implementation.

SERVICE	FEE
Option A: High-Level Market Assessment	\$10,000
Option B: In-Depth Market Assessment	\$25,000
Marketing Strategy Development	\$10,000
Discover Buchanan Promotional Website / Landing Page	\$20,000

TIER 1: CONTENT PLANNING AND CREATIVE DEVELOPMENT

\$1,500/month | \$18,000 annually

This tier provides a focused level of support for keeping Discover Buchanan active with planned, consistent content. Services include one monthly coordination meeting, a basic monthly content calendar, creative direction, copywriting, visual selection, and development of up to four social media posts per month using existing or DDA-provided content. This level supports content planning and creative development, while DDA or City staff would remain responsible for publishing posts, responding to comments and messages, managing community engagement, providing source content, and supplying timely business or event updates.

Does not include: paid media management, boosted content budgets, original photography or video, short-form video editing, website development, website updates, major campaign creative, or detailed business-by-business content development.

TIER 2: ORGANIC SOCIAL MEDIA SUPPORT

\$3,000/month | \$36,000 annually

This tier provides a more active level of organic social media support for Discover Buchanan. Services include one monthly coordination meeting, a monthly content calendar, copywriting, visual selection, development of up to eight social media posts per month, basic social graphics, seasonal messaging, business and event promotional content, and a monthly performance snapshot. This level provides stronger support for maintaining a consistent social media presence while still relying on DDA or City staff for direct community management, message responses, and source content.

Does not include: paid media management, boosted content budgets, original photography or video, short-form video editing, website development, website updates, full community management, large campaign creative packages, or extensive business-by-business content development.

TIER 3: FULL SOCIAL MEDIA MANAGEMENT AND CAMPAIGN COORDINATION

\$5,000/month | \$60,000 annually

This tier provides the most complete level of ongoing support within the requested monthly structure. Services include monthly or biweekly coordination, a monthly content calendar, copywriting, creative development, publishing of up to twelve social media posts per month, light monitoring of comments and messages, coordination with DDA or City staff on responses, business and event feature planning, monthly analytics reporting, and quarterly strategy check-ins. This tier may also include coordination for boosted content or limited paid social activity, but all media spend would be approved and billed separately.

Does not include: ad spend, full-scale media buying, original photography or video shoots, short-form video editing, new website development, website updates, large printed collateral packages, or major campaign creative unless separately authorized.

ASSUMPTIONS AND PRICING TRANSPARENCY

The one-time startup costs are separate from the monthly service tiers. Market assessment, marketing strategy development, and website development require concentrated planning, creative, and technical effort before ongoing campaign implementation begins.

Monthly service tiers are focused on social media and campaign support. They do not include paid advertising costs, boosted content budgets, website updates, media placement costs, printing, photography, video production, specialty illustration, third-party software subscriptions, hosting fees, or other outside vendor expenses unless specifically authorized in writing by the DDA.

Photography, videography, and on-site content shoots are not included in the monthly service tiers or one-time startup costs unless specifically identified in the approved scope. If the DDA requests original content capture, including professional photography, video production, b-roll, interviews, event coverage, or seasonal downtown shoots, those services will be scoped and priced separately.

Website updates after launch are not included in the core social media tiers and may be provided on an hourly basis depending on the type, frequency, and volume of updates requested.

Paid media and boosted content budgets will be approved separately by the DDA before any funds are committed. Destination by Design does not mark up media placements unless otherwise agreed upon in advance.

OPTIONAL / AS-NEEDED SERVICES:

SERVICE	FEE
Website Updates After Launch	Hourly, based on type and volume of updates
Paid Media / Boosted Content Management	Scoped separately or billed hourly, depending on campaign complexity
Paid Media Spend	Direct pass-through, approved by the DDA in advance
Photography, Video, or Content Shoots	Scoped and priced separately
Printing, Outdoor, Radio, Print Ads, or Other Media Placements	Direct pass-through or separately approved vendor costs
Additional Creative or Campaign Development Beyond Tier Limits	Hourly or fixed fee upon approval

Case Studies

Harney County, OR

Project Timeline: 2022 - Ongoing
Services Provided: County Branding, Chamber Branding, Content Production, and Marketing Plan

Harney County, located in remote eastern Oregon, may appear as one of the emptiest areas in the continental US, but it conceals a resilient community and diverse ecosystem. Amidst the expansive high desert, mountains, and meadows, the Burns Paiute Tribe's influence fosters reverence for the land. With our branding and marketing experience, we are positioning Harney as an innovative steward of its natural resources, developing an authoritative brand voice, crafting a land ethos, promoting a new natural resource and restoration economy, while amplifying community voices, and embracing the frontier identity. The essence of the brand revolves around the elements of land, water, sky, and soul, with a focus on becoming an example of stewardship within the region and the United States.

REFERENCE

Marla Polenz
 Communications Coordinator
 High Desert Partnership
 (541) 573-7820
marla@highdesertpartnership.org

[Click for Link](#)



Item VII. A.

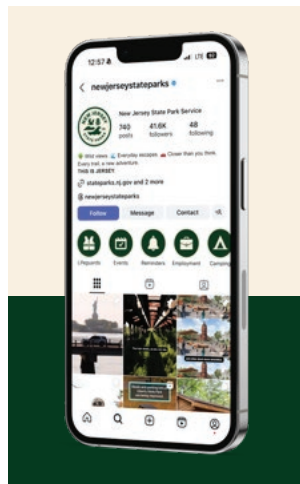
New Jersey State Parks, NJ

Destination by Design partnered with the New Jersey Division of Parks and Forestry to lead a transformative rebranding initiative for the entire New Jersey State Park System. The project began with the development of a unified brand identity for the Division—one that honors the state's natural beauty, ecological diversity, and deep cultural heritage while creating a more engaging and accessible experience for the public.

Following the successful launch of the organizational brand, the partnership expanded to include the rebranding of every individual state park, forest, and historic site across New Jersey. Through in-depth research, stakeholder engagement, and field visits, Destination by Design developed custom logos, visual identities, and signage-ready brand systems tailored to the unique story and environment of each location.

This system-wide rebranding effort ensures consistency across all communications and touchpoints while celebrating the distinct character of each park. The result is a modern, cohesive, and flexible brand family that invites all visitors to explore, connect, and discover the best of New Jersey's natural and historic treasures.

[Click for Link](#)



Visit Bath County, VA

Project Timeline: 2022–2023

Services Provided: Destination Branding, Marketing Plan, Campaign Photography, and Community Engagement

Bath County offers a wide range of experiences—from outdoor adventure to quiet restoration—set within the Allegheny Mountains. In partnership with Visit Bath County, Destination by Design helped shape a destination identity that balances the region’s natural beauty, historic character, and long-standing tradition of wellness.

Anchored by the enduring appeal of the County’s natural springs, the identity positions Bath County as a restorative destination where nature, heritage, and unhurried experiences come together—inviting visitors to reconnect, recharge, and return.



[Click for Link](#)



DeSoto County, FL

Project Timeline: 2023 - 2024

Services Provided: Destination Brand, Website,
and Marketing Content

Discover the last southern wilderness, where history, landscape, and cultures merge into "FLORIDA WILD." Partnering with DeSoto County, DbD crafted a distinctive destination identity that invites adventurers to explore this inland gem and uncover a new side of Florida. We not only developed the [VisitDeSoto.com](https://www.visitdesoto.com) and [GoDeSotoFL.com](https://www.godesotofl.com) websites but also created the original content that brings them to life. Together with the branding, marketing, and advertising campaigns we produced, these sites serve as the central platforms driving visitors and businesses to experience and invest in DeSoto County.

The Florida Wild campaign earned top honors from Visit Florida, receiving the 2024 Henry Award for Best Integrated Marketing Campaign.

REFERENCE

Sondra Guffey
Economic Development Director
(863) 993-4807
s.guffey@desotobocc.com

Click for Link



New River Gorge Towns, West Virginia

Project Timeline: 2025

Services Provided: Regional Tourism Brand

DbD helped create NRG Towns to unite the communities surrounding New River Gorge National Park and Preserve under a shared identity - "Real Towns. Unreal Adventures." The brand captures Appalachian heritage, outdoor adventure, and small-town connection, inviting visitors and residents to "Feel the NRG." A flexible visual system features adaptable logos, vibrant colors, and playful iconography, supported by a comprehensive style guide. Implementation emphasizes community-led adoption, regional collaboration, and growth through partner toolkits, storytelling campaigns, and events like NRG Towns Day. The result is a cohesive, authentic brand that builds pride, strengthens tourism, and positions the region as a premier Appalachian destination.



City of Cleveland, TX

Municipal Branding, Brand Strategy, Logo, Messaging, and Community Engagement

Cleveland, Texas—a growing community at the edge of the Texas Piney Woods—sought a unifying brand to strengthen local identity, promote outdoor recreation, and position the city for long-term economic growth. Through an inclusive, research-driven process, we developed a strategic brand platform that reflects Cleveland’s welcoming spirit, bold vision, and deep-rooted pride.

The “All Paths Lead Home” brand captures the warmth of small-town life while highlighting Cleveland’s access to nature, resilient character, and entrepreneurial momentum. Drawing inspiration from its railroad heritage and cultural diversity, the brand evokes a powerful sense of belonging—anchored by the city’s historic downtown, family-focused values, and proximity to Sam Houston National Forest.

The strategy now serves as a foundation for community storytelling, tourism marketing, and business attraction—equipping Cleveland with a distinctive identity that honors its past while confidently embracing the future.

REFERENCE

Emilio Levario, AICP, PCED
Director of Community Development | Cleveland, TX
(832) 599-0899
elevario@cleveland.texas.gov



City of Aiken, SC

Agency of Record, Website, Destination Brand & Marketing Campaign

Nestled in the heart of South Carolina, Aiken is a captivating city that seamlessly blends history, charm, and modern vitality. With roots dating back to the early 19th century, Aiken is steeped in equestrian heritage, cultural diversity, and a strong sense of community—a city where visitors can explore picturesque trails, boutique shopping, diverse culinary delights, and rich history. Destination by Design (DbD) is helping shape Aiken’s competitive tourism future through an inclusive brand strategy, visual identity refinement, and extensive marketing initiatives, including the development of a new website (VisitAikenSC.com), commercial content and creative production, and a comprehensive digital marketing campaign plus print advertising. These efforts have resulted in a 250% increase in web traffic, demonstrating the power of a strategic, well-executed tourism marketing approach in driving engagement and visitation.

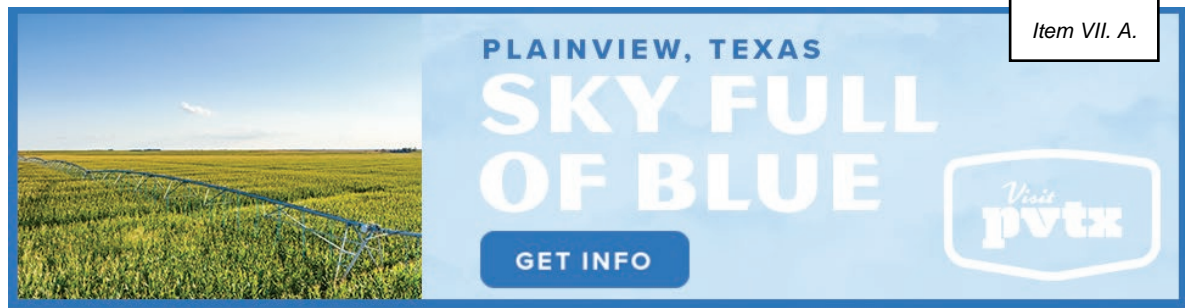


Plainview, TX CVB Brand Marketing

Tourism Branding, Marketing Plan,
and Community Engagement

Plainview, Texas—a community rapidly revitalizing its historic downtown and enhancing quality of life through park investments—sought a modern, future-focused brand to elevate its appeal as a visitor destination and highlight its unique cultural and recreational assets. Through our collaborative, research-driven approach, we developed a comprehensive branding strategy that celebrates Plainview’s rich history and budding downtown arts scene.

The “PVTX” brand identity was crafted to capture the city’s distinct sense of place, using a memorable shorthand to foster local pride and enhance recognition among travelers exploring the Texas Panhandle. The tagline “Sky Full of Blue”—inspired by hometown legend Jimmy Dean- is now a memorable symbol of Plainview’s wide-open landscapes, blue-sky adventures, and limitless opportunities for visitors to experience the Texas Panhandle.



Rockingham County, NC

Blueway Brand, Blueway Guidebook, and Visitors Guide

Among the gentle sloping landscape of the North Carolina/Virginia border lies Rockingham County, NC. In its past the county was an industrial hub of textile manufacturing, largely because of its easy access to waterways as a means of transportation. Today the county's 4 major rivers and 3 large lakes support the economy in another way – Tourism & Recreation. DbD worked with the Rockingham, Co. to develop a brand that could represent the County's blueways which included a printed "passport map" that would help users get out on the water. An invitation was extended for adventurers to "Rock the RoCo." And now the brand has extended to a plethora of signage throughout the county, as well as additional branded assets that can be seen throughout.

[Click for Link](#)



Item VII. A.



Northville, MI Parks & Recreation

Services Provided: Wayfinding Design, and Branding

Northville's parks and recreation system is a defining part of community life, serving residents across neighborhoods, seasons, and activities. Destination by Design partnered with Northville Parks and Recreation to develop a cohesive brand identity that unifies the system while remaining flexible enough to work across diverse park types and experiences.

Grounded in community context and on-the-ground understanding of how the parks are used, the brand establishes a clear visual and verbal framework that supports recognition, consistency, and long-term adoption. The identity balances approachability with clarity, ensuring it feels welcoming to everyday users while functioning effectively across signage, communications, and program materials.

The result is a parks and recreation brand that strengthens system-wide identity, supports future growth, and creates a consistent foundation for wayfinding, outreach, and engagement—reinforcing Northville's parks as shared community assets.

REFERENCE

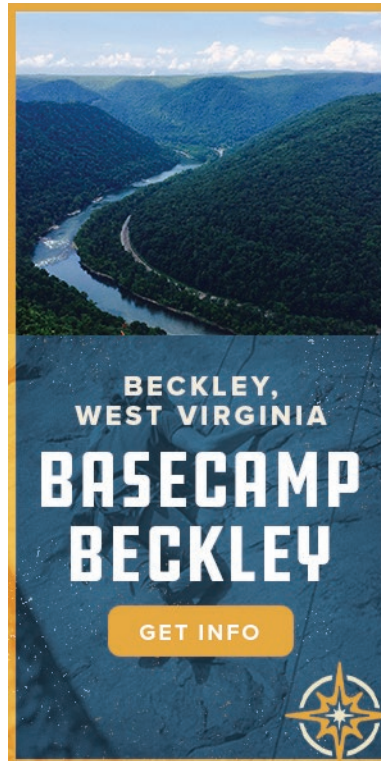
Derek O. Smith
Parks & Recreation Director
Charter Township of Northville, MI
(248) 449-9941
dsmith@twp.northville.mi.us



City of Beckley, WV

Destination Branding and Outdoor Tourism Plan

The Beckley Outdoors Plan and the Basecamp Beckley brand will establish and promote Beckley, WV as a premier outdoor destination. In addition, the DbD planning team led a tourism master planning effort to develop and improve unique outdoor infrastructure such as trails, greenways, river accesses, rock climbing areas, parks, public art, and multi-use public spaces for events and festivals. These projects aim to create a vibrant City that attracts and retains businesses, residents, and visitors.



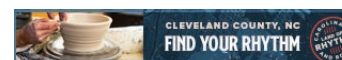
Cleveland County Tourism, NC

Destination Brand, Content Creation,
Web Development, & Marketing Execution

Cleveland County, NC, known to some as an Americana roots-music mecca, is poised for growth as a tourism destination. Until now, they had never undertaken a strategic, holistic evaluation of their tourism product and potential for brand evolution. How could the County begin to leverage what they do have, while broadening their appeal to a wider audience of cultural and outdoor enthusiasts? Enter “The Land of Rhythm”, an innovative brand solution that beckons visitors to “Find Your Rhythm Here”, whatever it may be. Project deliverables also include a new DMO website and content strategy. This project is freshly minted and planning for a 2021 roll-out.



* Digital ad flight used on the website of Garden & Gun Magazine



Visit Hickory, NC

Destination Branding

Nestled between the Blue Ridge Mountains and the bustling piedmont, Hickory Metro combines small-town warmth with metropolitan amenities. In partnership with the Hickory Conover Tourism Development Authority, DbD has been instrumental in redefining the Hickory brand, creating a welcoming identity that showcases its vibrant community and boundless opportunities. From family-friendly activities and gourmet dining experiences to top-notch sports facilities and expansive outdoor spaces, Hickory offers an ideal blend of relaxation and adventure. Our efforts highlight the area's cultural vibrancy, connectivity, and appeal as a central hub for business, leisure, and sports tourism, positioning Hickory as a dynamic destination for visitors from near and far.



Talbot County, MD

Tourism Website

Destination by Design recently launched [TourTalbot.org](https://www.tourtalbot.org), a fully custom tourism website for Tour Talbot County, Maryland, showcasing the county's authentic Eastern Shore charm and vibrant mix of history, arts, dining, and outdoor experiences. The new site elevates the destination's digital presence and serves as a centralized planning tool for travelers, inviting them to explore Talbot County's towns and attractions with ease.

Developed through a collaborative process with county tourism leadership, the website features a user-friendly architecture that combines intuitive navigation, smart search functionality, and immersive storytelling. Visitors can easily filter listings for attractions, dining, lodging, and events—all powered by a flexible content management system that allows staff to manage updates and optimize content efficiently.

Built on a fully custom WordPress platform, the site emphasizes performance, ADA/WCAG accessibility, and long-term maintainability. The design features a clean, inviting interface with scalable visual modules, vibrant imagery, and an engaging mobile experience that captures the beauty and personality of Maryland's Eastern Shore.

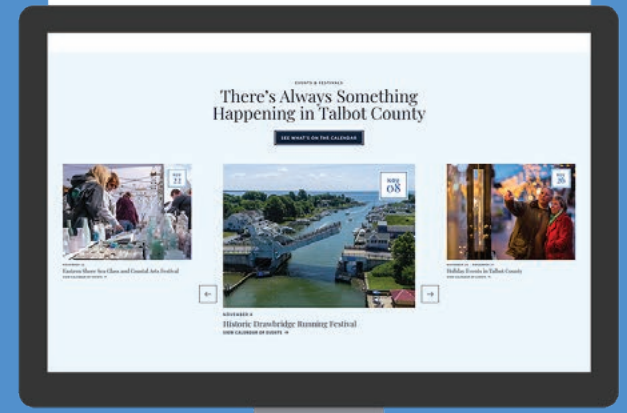
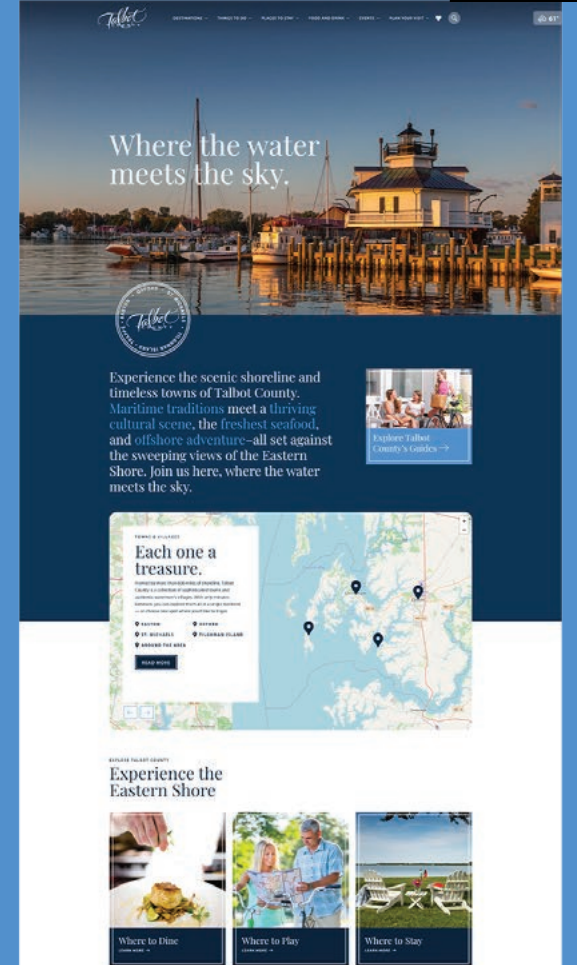
REFERENCE

Cassandra Vanhooser
Director Economic Development and Tourism
(410) 770-8000
cvanhooser@talbotcountymd.gov

LINKS



[Click to Website](https://www.tourtalbot.org)



Great Trails State Coalition

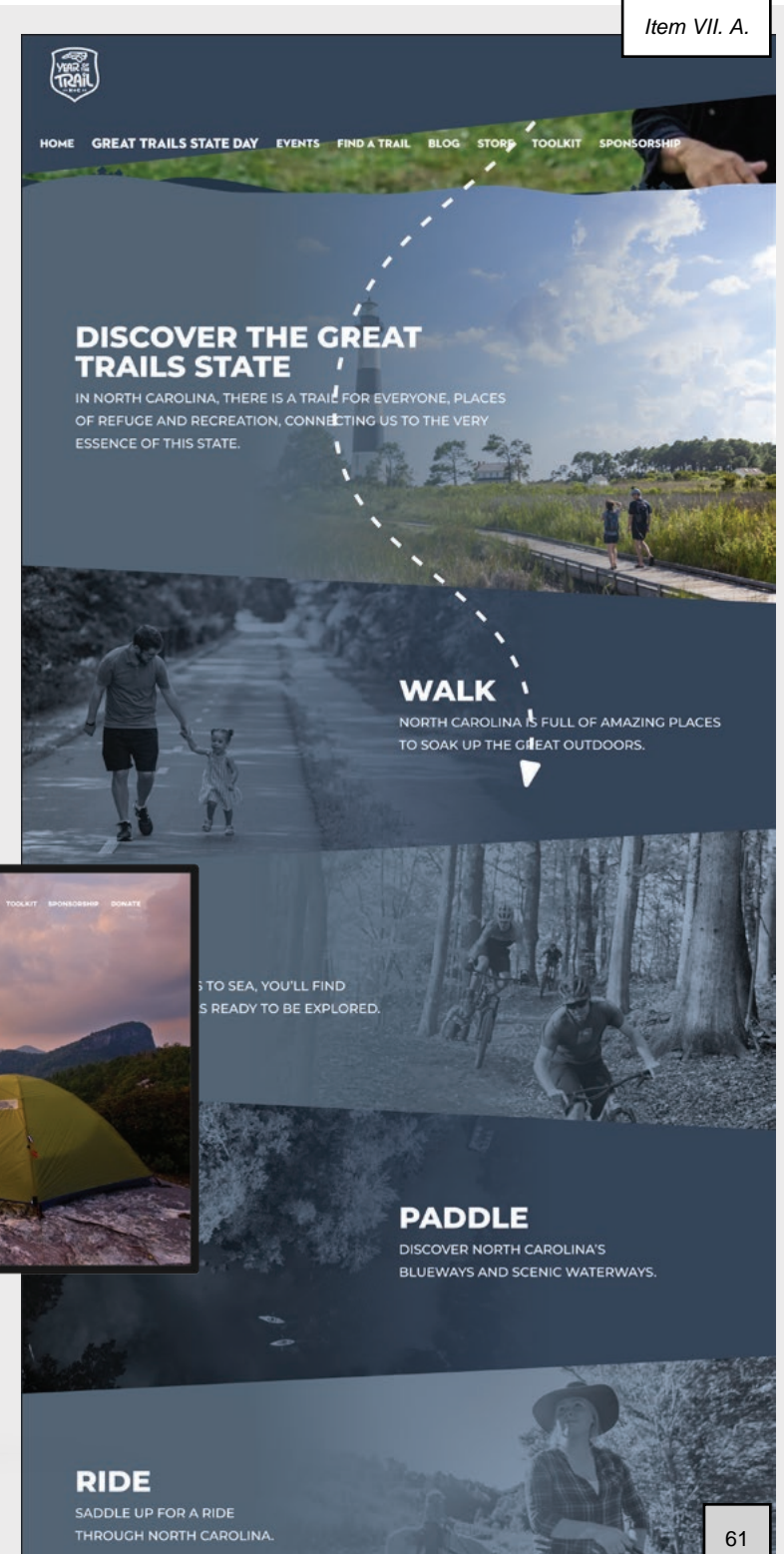
Brand, marketing campaign, and custom website

The Year of The Trail, a campaign showcasing and celebrating North Carolina's trails and diverse trail experiences, aims to elevate trail usage and legislative investment in the state's trail system. Destination by Design crafted an engaging brand for the campaign and the Great Trails State Coalition, the project's overseer. Alongside branding, the team produced original content and creative assets—including photos, videos, and a custom website. [GreatTrailsNC.com](https://www.GreatTrailsNC.com) stands as a pivotal tool in realizing the campaign's vision, serving as a dynamic hub where trail enthusiasts and curious explorers can engage with trails, share their experiences, find trail events, and actively support trail-related legislation while providing a toolkit for community leaders to promote trails in their own backyards. With its innovative and responsive design, the website contributes significantly to making 2023 the transformative Year of The Trail in North Carolina.

LINKS



[Click to Website](#)



Rutherford County, NC

Tourism Development Website and Public Engagement Marketing Management

The newly redesigned RutherfordBound.com serves as the central hub for communicating the vision, progress, and impact of the Rutherford Bound initiative. With a fresh, modern design and enhanced functionality, this is more than just a website, it is a dynamic storytelling platform that highlights how strategic investments in infrastructure, outdoor recreation, and downtown revitalization are transforming Rutherford County into a premier destination to visit, live, and work.

RutherfordBound.com has played a key role in rallying support for the initiative, helping to secure more than \$23M in funding for transformative projects. The site continues to be a critical tool in shaping a thriving, forward-thinking community—one that welcomes new families, attracts a talented workforce, and strengthens Rutherford County's identity as a vibrant and connected destination.

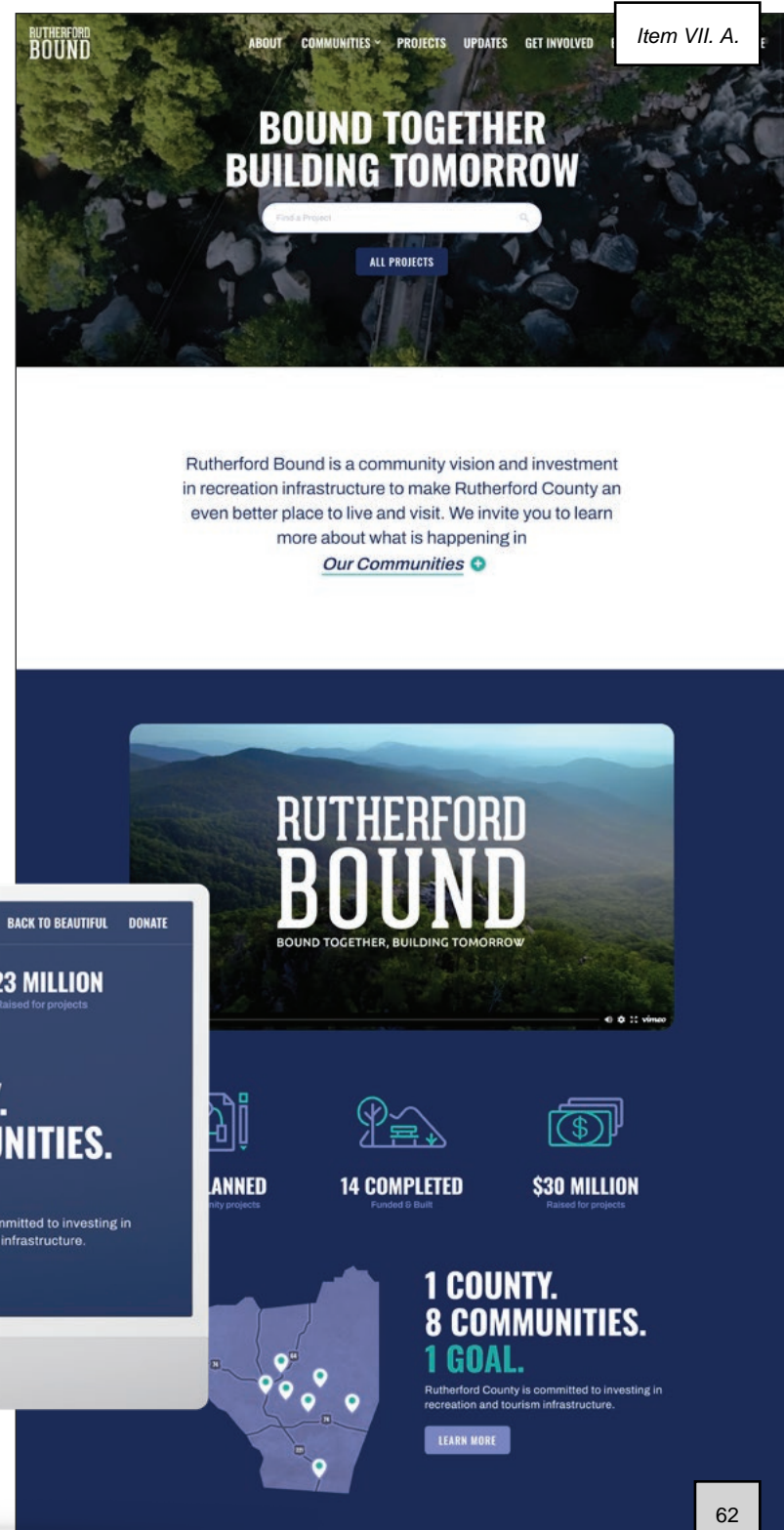
REFERENCE

Don Cason
Executive Director
Rutherford County Tourism
Development Authority
(828) 287-6121
don.cason@rutherfordcountync.gov

LINKS



Click to Website



Item VII. A.

McDowell County, NC

Destination Branding, Marketing Plan, Content Creation, and Social Media Creation

Destination McDowell is a 15-year visionary strategy, masterminded by the McDowell County Tourism Development Authority, aimed at skillfully managing its capital infrastructure program through strategic decision-making and investments. Through an extensive, year-long collaboration with local businesses, government officials and staff, residents, and tourism partners, the plan harnesses the diverse geography of McDowell County – from high peaks to river valleys – to enrich the visitor experience. Recommendations include innovative public venues, streetscapes, expansive trail systems and more, fostering downtown revitalization and outdoor adventure.

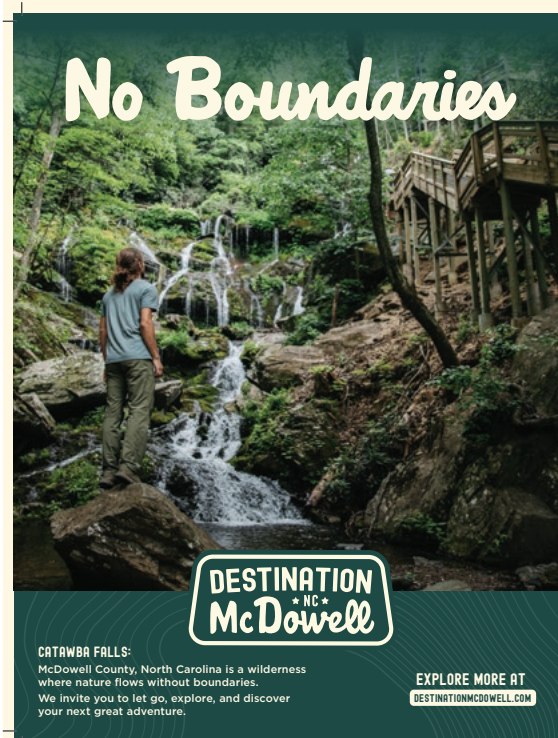
REFERENCE

Shannon Odom
Executive Director
McDowell County
Tourism Development Authority
(828) 668-4282
execdirector@blueridgetravelers.com

LINKS



Click for Link



Town of Boone, NC

Outdoor Recreation Tourism Map Series

Watauga County is one of the most vibrant outdoor recreation destinations in Western North Carolina. To highlight the area's key outdoor recreation assets, the local Tourism Development Authority commissioned DbD to develop a custom map series featuring Rocky Knob Mountain Bike Park, the New River Paddle Trail, premier road cycling routes, and a variety of hiking trails along the Blue Ridge Parkway.

REFERENCE

Wright Tilley
 Executive Director
 Boone Tourism Authority
 (828) 266-1345
wtilley@exploreboone.com



Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL

SUBMISSION PROPOSAL SUBMITTED BY: Destination by Design

Destination by Design
Company Name

(828) 263-7933
Phone Number

136 Furman Rd Ste 6
Address

Boone, NC 28607
City, State Zip code

Zachary Hoffman
Contact Person/Person Submitting Proposal

zach@dbdplanning.com
Email


Signature of Person Submitting Proposal

05/20/26
Date

Let's Get
Started.



828-386-1866

zach@dbdplanning.com

Monday-Friday
9:00am-5:00pm



MARKETING PROPOSAL

Discover Buchanan

MARKETING PROPOSAL

Prepared for:

**Buchanan Downtown
Development Authority (DDA)**
Buchanan, Michigan

Statement of Confidentiality

Recipient understands and agrees that any Confidential Information shared by the Releaser cannot be used or disclosed to any other person, entity or third party except for the purposes of carrying out business relating to the Project or Releaser. It is the responsibility of the Recipient to safeguard this Confidential Information, disclosing it only to its employees, representatives, consultants and trusted personnel on a "need-to-know" basis. All representatives privy to Confidential Information shall be bound and shall abide by the terms and conditions of this Agreement.

PROJECT DETAILS

The Vision

The Buchanan Downtown Development Authority (DDA) is seeking a partner to drive targeted foot traffic to Buchanan's Central Business District (CBD). Despite substantial regional tourism, the community is not currently capturing its proportionate share of visitor activity and spending. JV Studios is excited to propose a comprehensive media and marketing strategy designed to close this gap by converting regional tourism traffic into increased visitation and economic activity within Buchanan's downtown.

The Production Framework

We have structured this project around a multi-phased approach to ensure both strategic insight and high-impact execution:

- **Market Analysis:** Conduct a general or in-depth review of regional tourism trends and visitor demographics to identify immediate opportunities for the CBD.
- **Marketing Strategy Development:** Establish a differentiated brand identity for Buchanan's downtown and recommend specific tactics for converting regional travelers into local visitors.
- **Campaign Implementation:** Execute high-quality visual content and promotional activities, including the potential development of a dedicated "Discover Buchanan" website and management of social media platforms.
- **Performance Tracking:** Utilize industry-standard analytical tools to track key performance indicators such as audience reach, website activity, and feedback from downtown businesses.

Scalability & Collaboration

While our baseline provides the foundational strategy required for the DDA's goals, our scope is modular and can be expanded based on evolving needs:

- **In-Depth Assessment:** Options to scale up the market analysis to include deeper data segmentation, stakeholder engagement, and consumer surveys for actionable business recruitment insights.
- **Enhanced Media Placements:** Scalable support for identifying and negotiating opportunities across internet, print, radio, television, and outdoor media.
- **Tiered Budgeting:** Modular service tiers designed to provide value at different investment levels, ranging from focused social engagement to comprehensive multi-channel campaign management.

PROJECT DETAILS

Approach & Methodology

Market Analysis Approach

For the High-Level Market Assessment, we can synthesize regional tourism data already in the public record (i.e. Pure Michigan visitation reports, Berrien County and Southwest Michigan tourism analytics, MEDC and Michigan Travel Commission dataset), supplemented by proprietary insights from our network of regional businesses and venue partners. Combined with publicly available demographic and behavioral data on regional travelers, this produces a foundational view of who is already moving through the region, where they spend, and where Buchanan's opportunities sit.

For the In-Depth Assessment, we can go beyond secondary data. Structured stakeholder interviews with CBD merchants and DDA members. A custom consumer survey deployed to regional visitors and Chicago-area weekenders. Comparative analysis of three to five peer downtown destinations (New Buffalo, St. Joseph, South Haven, Three Oaks, Niles) in order to surface what's working in the region and what makes Buchanan distinct. The output is segmented, actionable, and directly tied to messaging and business-recruitment recommendations.

Marketing Strategy & Brand Identity

Our framework moves through three phases: discovery, differentiation, deployment. We don't recommend brand identity work in the abstract; we ground every decision in what the market analysis tells us about who Buchanan can credibly attract. From there, we develop the brand position for downtown Buchanan and translate that position into a content strategy, platform plan, and advertising approach executable within the DDA's budget.

Converting Regional Tourism Traffic

The conversion mechanic is our specialty. Drawing visitors who are already in the region, such as Chicago weekenders heading to Lake Michigan, families exploring Berrien County, or day-trippers from South Bend, requires showing up at the right moments with the right invitations. This includes but isn't limited to: search results when they're planning the trip, social content when they're discovering, geo-targeted display ads when they're already nearby, and event-driven outreach when there's a real reason to make the detour today. The Discover Buchanan website becomes the hub; every other channel feeds it.

Tools, Data, Performance Metrics

Our analytics stack adapts to channel mix and ad spend level. The full suite includes Google Analytics 4 + Search Console for website performance, Meta Business Suite for social and paid social, geo-targeting platforms for foot-traffic-adjacent measurement, and quarterly merchant feedback surveys to capture what businesses are actually seeing on the ground. From day one we will track website sessions and engagement, social reach and follower growth, ad-driven conversions, and qualitative merchant sentiment, synthesized quarterly into a single board-ready scorecard.

WHO WE ARE

JV Studios is a full-service creative production and marketing firm founded in 2012 by brothers John and Vince Pinto. We've spent the past 12+ years helping brands and communities tell their stories through video, photography, web, social, and integrated marketing campaigns that drive measurable results.

OUR ROOTS

Headquartered in Saint Joseph, MI with full-service studios in Chicago & Grand Rapids, we are deeply rooted in the same Southwest Michigan region Buchanan calls home. Our owners live in Saint Joseph. Our local team works the Berrien County market. We've built durable partnerships with neighboring communities. We don't view this proposal as outreach into an unfamiliar region. We view it as work for our backyard.

OUR TEAM

A growing full-time team, we encompass brand strategists, producers, project managers, photographers, videographers, and editors, anchoring a vetted network of 85+ creatives across the country. We scale from intimate boutique projects to multi-camera live event productions, right-sizing our team to match the project without ever passing the cost of unused capacity to our clients.

OUR CORE COMPETENCIES

- Creative production: brand films, commercial photography, event coverage, social-first video content
- Marketing strategy: brand identity, positioning, content strategy, customer-journey design
- Digital execution: website design and development, paid social, paid search, organic SEO, programmatic media buying, email and SMS marketing
- Performance tracking: analytics setup, attribution reporting, optimization cycles

OUR RECENT RELEVANT WORK

- Downtown business storytelling: long-running creative engagements with Merz Apothecary (Chicago) and Serenity Springs, translating small-business identity into compelling regional brand stories
- Tourism and hospitality: collaborations with venue, retreat, and event clients across Michigan and the Midwest, including Petite Acres
- Multi-channel campaigns at scale: recently completed a \$150K national YMCA "Learning Hub" campaign with integrated brand, video, and digital deployment

WHY THIS MATTERS FOR BUCHANAN

You don't need to bring a Chicago or Detroit firm in to get high-end creative work. We're 30 minutes from your Central Business District. We know the region's tourism rhythms, the neighboring downtowns, and the visitor segments the DDA is trying to capture. And we deliver every element of this engagement, from market analysis, website, brand, media, through monthly reporting, all under one roof.

WHY JV STUDIOS



WE MOVE MOUNTAINS

- **We Listen:** We strive to understand your needs and desired outcomes, carefully crafting each production to maximize impact on the target audience
- **We Care:** We are passionate about what we do and we want to bring your passion to life
- **We Deliver:** Our name is our brand, we stop at nothing to ensure a successful project
- **We Educate:** Transparency is a staple of our partnership with our clients
- **We Support:** You ask, we make it happen. Our team prides ourselves on delivering the “JV Experience”, ensuring not only is the project outcome successful, but the process is enjoyable

12

YEARS ESTABLISHED

85+

TRUSTED CREATIVES

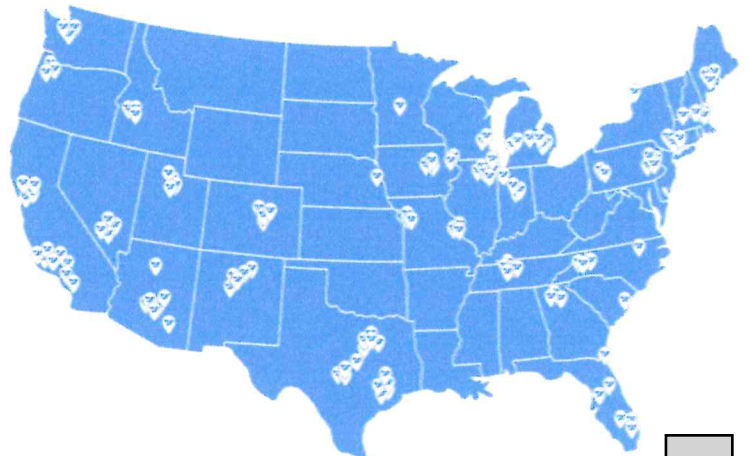
500+

COMPLETED PROJECTS

OUR TRUSTED NETWORK

Midwest roots, globally connected - we complete projects worldwide.

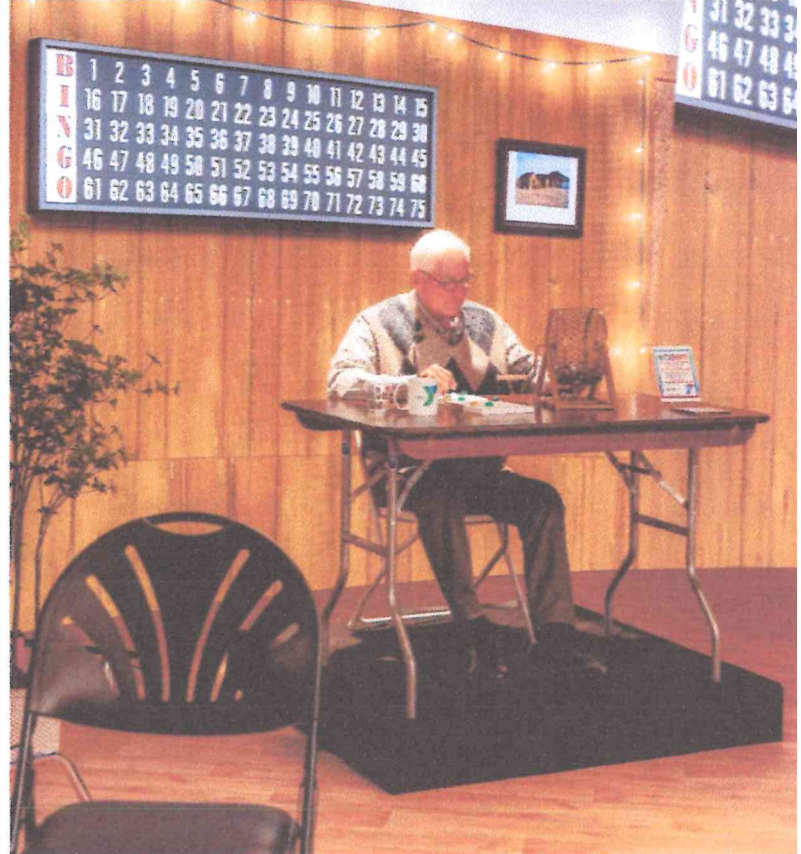
From video production specialists to commercial photographers, expert editors, and marketing gurus, we consistently recruit top talent to elevate our clients' projects.



VISUAL REFERENCES

VISUAL REFERENCES

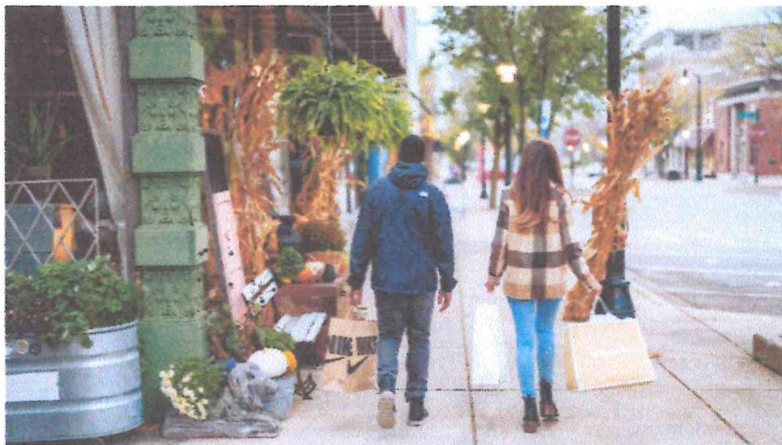
YMCA "Learning Hub"



[VIEW COMMERCIALS](#)

VISUAL REFERENCES

Serenity Springs

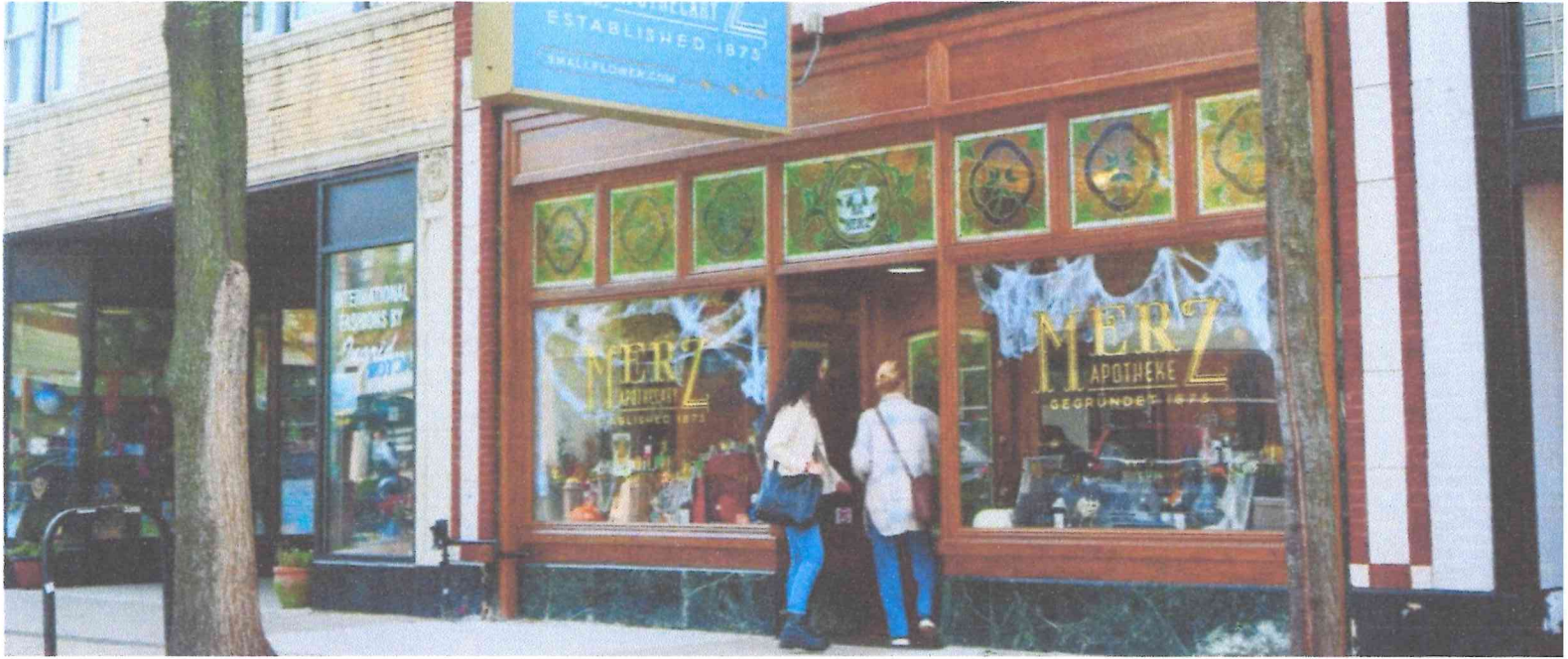


[VIEW GALLERY](#)

[VIEW BRAND STORY](#)

VISUAL REFERENCES

Merz Apothecary



[VIEW BRAND STORY](#)

PROJECT ESTIMATES

MARKET ANALYSIS

JV Studios can provide two levels of market assessment designed to identify exactly where the gap exists between regional tourism and downtown Buchanan's economic capture. Both levels utilize our regional expertise and data-driven strategy to provide actionable insights for the campaign.

<p>OPTION A</p>	<p>Objective: A foundational overview of the regional tourism landscape to identify immediate "low-hanging fruit" for the Central Business District (CBD).</p> <ul style="list-style-type: none"> ● Regional Data Mining: Analysis of existing regional tourism reports and publicly available visitor data. ● Demographic Profiling: Identification of the primary traveler types currently visiting Southwest Michigan. ● Initial Opportunity Mapping: Broad identification of which visitor segments are most likely to convert into downtown Buchanan customers. ● High-Level Reporting: Provide high-level and easy to analyze reporting and key action items for the board to consider. ● Projected Timeline: 2 Weeks. <p>Baseline Investment: \$6,500</p>
<p>OPTION B</p>	<p>Objective: A deep-dive analytical report that provides a roadmap for long-term business recruitment and highly targeted marketing segmentation.</p> <ul style="list-style-type: none"> ● Primary Consumer Research: Deployment of custom consumer surveys to understand visitor motivations and "pain points". ● Stakeholder Engagement: Structured 1:1 interviews with ~10 CBD business owners and DDA members to identify current business-mix opportunities and gather qualitative insights. ● Competitive Positioning: Comparative analysis of neighboring "destination" towns to establish Buchanan's unique brand edge. ● Behavioral Segmentation: Synthesis of regional tourism traffic patterns from publicly available data sources and our survey-derived insights to pinpoint when and where to deploy Discover Buchanan advertising. Optional upgrade to commercial geo-targeting data available on request. ● Business Recruitment Insights: Actionable data to help the DDA attract specific types of businesses that the current market may be missing. ● Estimated Timeline: 4–8 Weeks. <p>Comprehensive Investment: \$19,950</p>

Why this matters for Discover Buchanan:

Choosing the right level of analysis ensures that the Marketing Strategy Development phase is built on facts rather than assumptions. Whether you select the High-Level or In-Depth assessment, the results will directly inform our brand identity and media placement strategy.

BASE PACKAGES

Three retainer tiers structured for graduated engagement. Each tier builds on the prior. Ad spend invoiced separately. Event coverage, merchant spotlight features, and supplemental content production are available as add-ons.

	OVERSIGHT	COLLABORATOR	PARTNER
SCOPE OF WORK	Lean digital management. Website maintenance, brand consistency support, and light social presence. Designed for a DDA that wants a managed baseline while keeping internal control of strategy and execution.	Tier 1 + active paid social management and regular content production. Best fit for a DDA ready to invest in audience growth while reserving budget for scale-up.	Tier 2 + multi-channel paid media, integrated content strategy, and quarterly board-level strategic engagement. Our recommended baseline for a full-year Discover Buchanan campaign.
SOCIAL MEDIA FREQUENCY	4 posts per month (~1 per week) across Instagram/Facebook. Reactive engagement reviewed weekly during business hours. Single-platform creative focus.	8 posts per month (~2 per week) across Instagram/Facebook. Response within 3 business days. Quarterly content calendar collaboratively planned.	12 posts per month (~3 per week) across Instagram/Facebook + one additional platform (LinkedIn or TikTok). Response within 2 business days. Monthly content calendar built with the DDA.
ADS & BOOSTED CONTENT	Optional organic post boosting. DDA covers ad spend at its discretion. JV provides targeting and reporting on boosted content.	Managed Meta paid social campaign targeting regional visitors. DDA covers ad spend at its discretion. JV manages strategy, creative, weekly optimization, and reporting.	Managed paid social media across Meta, targeting Chicago weekenders and Berrien County visitors. DDA covers ad spend at its discretion. JV manages strategy, creative, optimization, and provides quarterly attribution analysis.
REPORTS & ANALYTICS	Quarterly performance summary delivered via email on website sessions, social reach, top organic posts, boosted-content performance. No formal review meeting included.	Quarterly performance report for website, social, and paid-campaign attribution. Quarterly 45-minute virtual review call with DDA leadership.	Quarterly board-ready scorecard on website performance, social reach + engagement, paid-campaign ROI, attribution analysis. Quarterly in-person or virtual board presentation. Annual strategic review informing the renewal decision.
ADDL SERVICES	None included in base tier. Event coverage, photo/video shoots, and merchant content available as add-ons, quoted separately.	Annual photo refresh included (1 day on-site, ~25 edited images for use across channels). Event coverage, video production, and merchant spotlight features available as add-ons, quoted separately.	Quarterly photo and short-form video shoots included (4 per year, on-site in the CBD). Event coverage, full-length brand video production, merchant spotlight features, and stakeholder interview content available as add-ons, quoted separately.
	\$1,500.00 / mo <i>*Excludes Ad Spend</i>	\$3,000.00 / mo <i>*Excludes Ad Spend</i>	\$5,000.00 / mo <i>*Excludes Ad Spend</i>

COMPREHENSIVE SUPPORT

Recommended

The DDA committed to making Discover Buchanan a flagship initiative needs more than a managed retainer, it needs a campaign that produces visible results, generates data you can defend to your board and community, and builds the foundation for a successful renewal conversation in year two. Our Comprehensive tier is the package we'd recommend for the first year: it increases the content velocity of the Partner tier, runs paid media across three major channels, and brings JV's strategic team directly to your boardroom on a quarterly cadence. It is also the package that produces the cleanest year-end story to inform your renewal decision.

<p>PLANNING</p>	<ul style="list-style-type: none"> • Quarterly strategic planning sessions with DDA leadership and board members on calendar key initiatives, review prior-quarter performance, set next-quarter priorities • Annual brand audit and refresh: review brand consistency across touchpoints, evolve creative as the campaign matures • Monthly content and campaign calendar built collaboratively with the DDA, mapped to Buchanan's event schedule, regional tourism seasonality, and merchant moments • Active CBD merchant outreach: quarterly conversations to source content opportunities, gather feedback, and identify emerging promotional priorities
<p>EXECUTION</p>	<ul style="list-style-type: none"> • 16-20 (~4 per week) social posts per month across Instagram, Facebook, LinkedIn, and one short-form video platform (i.e. TikTok), with next-day responsiveness. • Monthly on-site photo and video shoots in the CBD, producing seasonal storytelling, business spotlights, and event content (12 shoot days per year). • Quarterly business spotlight content series (within monthly shoot): short-form video and photo features for merchants, distributed across Discover Buchanan channels. • Active multi-channel paid media across Meta and Google, targeting Chicago weekenders and Berrien County visitors. DDA covers ad spend at its discretion; JV manages strategy, creative, and ongoing optimization • Baseline Search Engine Optimization (SEO), Website maintenance and Brand messaging deployment.
<p>ANALYSIS</p>	<ul style="list-style-type: none"> • Monthly Standard Performance Report + Quarterly KPI scorecards on website performance, social reach and engagement, ad-driven conversions, and merchant feedback consolidated in a single board-ready dashboard • Mid-campaign attribution analysis, including what's driving foot traffic and merchant sales lift, and where to reallocate budget • Monthly In-Person or Virtual Quarterly reviews with the DDA board with recommendations for the next quarter • Year-end strategic review with Board, presenting a comprehensive report with recommendations for the next contract year.
<p>SUB TOTAL</p>	<p>\$10,000/mo *Excludes Ad Spend</p>

REVIEWS & REFERRALS

REVIEWS & REFERENCES



Client: DEKit
 Contact: Nick Weiner
 Email: nweiner@dekit.com

Client: The Garden Ice Arena
 Contact: AJ Glowacki
 Email: aj@thegardenicearena.com

Scope:

- Website Development,
- Paid Digital Media Oversight,
- Organic Social Media Strategy and optimization,
- Marketing and sales strategy consulting

Scope:

- Web Development,
- Organic Marketing Strategy
- Sales & Operations Consulting



| CASE STUDIES

[VIEW CASE STUDIES](#)

Dig in to challenges, goals, and further details of our some of our previous projects.



Request for Proposal Form - 2016 - 2017 - 2018 - 2019 - 2020 - 2021 - 2022 - 2023 - 2024 - 2025 - 2026 - 2027 - 2028 - 2029 - 2030 - 2031 - 2032 - 2033 - 2034 - 2035 - 2036 - 2037 - 2038 - 2039 - 2040 - 2041 - 2042 - 2043 - 2044 - 2045 - 2046 - 2047 - 2048 - 2049 - 2050 - 2051 - 2052 - 2053 - 2054 - 2055 - 2056 - 2057 - 2058 - 2059 - 2060 - 2061 - 2062 - 2063 - 2064 - 2065 - 2066 - 2067 - 2068 - 2069 - 2070 - 2071 - 2072 - 2073 - 2074 - 2075 - 2076 - 2077 - 2078 - 2079 - 2080 - 2081 - 2082 - 2083 - 2084 - 2085 - 2086 - 2087 - 2088 - 2089 - 2090 - 2091 - 2092 - 2093 - 2094 - 2095 - 2096 - 2097 - 2098 - 2099 - 2100

Request for Proposals

PLEASE INCLUDE AS THE LAST PAGE OF PROPOSAL

SUBMISSION PROPOSAL SUBMITTED BY: Tim Zwartz
JV Studios, LLC

JV Studios, LLC
Company Name

(708) 525-1229
Phone Number

711 Pleasant St.
Address

St. Joseph, MI 49085
City, State Zip code

Timothy Zwartz
Contact Person/Person Submitting Proposal

tim@thejvstudio.com
Email

Timothy Zwartz
Signature of Person Submitting Proposal

5-27-26
Date

Memorandum



Date: June 30, 2026
To: Buchanan Downtown Development Authority
From: Tony McGhee
Subject: Consideration of Downtown Open Sign Program

Background

The Buchanan Business Boosters submitted a funding proposal requesting that the Downtown Development Authority consider funding a coordinated “OPEN” sign program for downtown businesses.

The proposal requests DDA funding for the purchase and installation of open signs for businesses in the downtown area. The proposal identifies approximately 40 storefronts along Front Street, Days Avenue, and Main Street between Redbud Trail and Oak Street, and requests that the DDA fund 20 open sign kits. The anticipated cost included in the proposal is approximately \$52.99 per kit for 20 kits, for a total material cost of \$1,059.80, plus labor.

The stated goal of the proposal is to create a coordinated and professional appearance throughout downtown, improve visibility for visitors and residents, help identify which businesses are open, strengthen the visual identity of the downtown district, and support small businesses by reducing the individual cost of purchasing and installing signage.

Prior DDA Discussion

This item was discussed during the June DDA meeting. During that discussion, there appeared to be general interest in the idea of a coordinated business open program, but there was also discussion about the quality of the signs and whether a more expensive option would be a better investment if the DDA were going to pursue the program.

The concern discussed was that if the DDA is going to spend money on this type of district improvement, it should try to purchase something that lasts multiple years so the same funding request is not coming back on an annual basis. A lower-cost banner may reduce the initial cost, but if it wears out quickly, fades, or needs to be replaced after one season, the long-term value to the DDA is reduced.

Memorandum

During that discussion, the open banner used by Thistle Down and Row was referenced as an example of a more robust banner that appears similar to the one proposed but has been in place for more than a year and has continued to wear well. Based on that conversation, staff said it would investigate the cost and availability of a more durable open banner option before bringing the item back to the DDA for further discussion.

Staff reviewed a more durable open banner option available through Etsy. The product is listed as an “elegant, double-sided, heavy-duty open flag”. This type of banner appears to be a more substantial option than the lower-cost banner kits referenced in the original proposal and is more consistent with the DDA’s discussion about purchasing something that looks professional, holds up better outdoors, and provides a longer-term visual benefit to the downtown.

Cost Comparison

The original proposal was based on 20 open sign kits at \$52.99 each, for a total material cost of \$1,059.80, plus labor. This was the cost included in the Buchanan Business Boosters proposal for the initial request.

After the June DDA discussion, staff reviewed a more durable open banner option similar to the banner used by Thistle Down and Row. That banner option is available through Etsy at a cost of \$129 per banner. This is a higher upfront cost than the option included in the original proposal, but aligns with the DDA’s discussion about purchasing a higher-quality banner that may last multiple years and avoid the same funding request coming back on an annual basis.

For the original request of 20 banners, the cost comparison would be:

Original proposed banner option: $\$52.99 \times 20 = \$1,059.80$, plus labor.

More robust Etsy banner option: $\$129 \times 20 = \$2,580.00$, plus labor.

Cost difference for the original 20 banners: \$1,520.20.

If the DDA were to make the program available to the entire DDA district, staff estimates there are approximately 70 businesses or leasable spaces that could potentially request a banner. The cost comparison for a district-wide program would be:

Memorandum

Original proposed banner option: $\$52.99 \times 70 = \$3,709.30$, plus labor.

More robust Etsy banner option: $\$129 \times 70 = \$9,030.00$, plus labor.

Cost difference for a district-wide program: $\$5,320.70$.

This is the core cost and policy question for the DDA. The original option has a lower upfront cost, but the more robust banner may be a better long-term value if it lasts multiple years, maintains its appearance, and prevents the DDA from needing to fund the same request again each year. If the DDA wants this to become a consistent downtown standard, staff believes durability and long-term appearance should be significant factors in the discussion.

Program Scope

If the DDA wants to pursue this request, staff believes there are two larger questions the Board should discuss before making a final decision.

First, the DDA should decide whether it wants to fund the lower-cost option identified in the original proposal or invest in the higher-quality open banner discussed during the June meeting. If the DDA's intent is to create a program that lasts more than one year, the more durable banner option may be the better fit even though it will cost more up front.

Second, the DDA should decide whether this program should be limited to the original area of the DDA included in the proposal or whether it should be offered to all businesses and leasable spaces within the DDA district that want to participate. This is an important policy question. All businesses and properties within the DDA district contribute to the DDA's funding through the tax increment captured within the district. For that reason, the Board should discuss whether program opportunities funded by the DDA should be limited to one portion of the district or made available district-wide.

If the DDA limits the program to the original proposal area, the total cost will be lower. However, businesses outside that area may reasonably ask why they are not eligible for the same program when they are also located within the DDA district and contribute to the DDA's funding. If the DDA opens the program to the full district, the cost could increase, but the program would be more equitable and consistent across the DDA.

Installation and Compliance

The DDA should also consider the requirements for hanging banners or signs from buildings. Before any signs are installed, staff should confirm compliance with the City's sign, building, zoning, and design review requirements. Depending on how the sign is mounted and where it is located, the business or property owner may need approval from the building owner, confirmation that the sign does not create a safety issue, and review to ensure it does not interfere with pedestrian movement, doors, windows, building features, public sidewalk clearances, or other signs.

Because many downtown buildings are within an area where exterior building changes and signage can trigger additional review, the DDA should assume that any program needs to be coordinated with staff before installation. This will help ensure the program is consistent, safe, and does not create confusion for individual businesses or property owners.

Pros and Cons

Pros

- Depending on the banner selected and number of businesses offered to, the program could be a relatively low-cost way to provide a visible improvement downtown.
- It directly supports downtown businesses by helping reduce the individual cost of signage.
- A consistent open sign program could improve the appearance and identity of the district.
- The signs may help visitors and residents more easily identify businesses that are open.
- A higher-quality banner option may last longer and provide a better return on investment than a lower-cost product.
- If made district-wide, the program would be available to all businesses and leasable spaces within the DDA district.
- The program would show that the DDA is investing in small, practical improvements that benefit businesses.

Cons

- If the program is limited to only a portion of the DDA, other businesses may question why the benefit is not available to the full district.
- The more durable banner option will cost more than the original proposal.
- There may be additional labor, installation, hardware, shipping, or replacement costs.

Memorandum

- Some buildings may have different mounting challenges or design review considerations.
- The DDA will need to determine who owns the signs, who maintains them, and whether replacement signs would be funded in the future.
- A district-wide program could increase the total cost if all businesses or leasable spaces request a sign.

Policy Decision

Ultimately, this is a policy decision for the DDA. The Board should determine whether this type of business support and visual improvement program is an appropriate use of DDA funds. If the DDA wants to move forward, staff recommends that the Board also determine whether it wants to fund the original limited request or create a district-wide program available to all businesses and leasable spaces within the DDA district.

Staff further recommends that, if the DDA proceeds, the Board select one standard sign style, confirm the final cost of the more durable banner option, determine whether the program will be limited or district-wide, and direct staff to review installation and approval requirements before any banners are purchased or installed.

Attachment A: Open Banner Request from Buchanan Business Boosters

Attachment A





FUNDING PROPOSAL

JUNE 1, 2026

■ **CITY OF BUCHANAN DOWNTOWN DEVELOPMENT AUTHORITY**



PREPARED FOR

TRACY MAST, Chair
JOSEPH WILLIAMS, Vice Chair

DOWNTOWN DEVELOPMENT AUTHORITY

302 N Redbud Trail
Buchanan, MI 49107

tmast@cityofbuchanan.com
jwilliams@cityofbuchanan.com

**BUCHANAN
BUSINESS
BOOSTERS**

PREPARED BY

DENNIS MORI, President
JENNIFER MARTELL, Member

BUCHANAN BUSINESS BOOSTERS

moriconi2024@outlook.com
jmartell@apexintegrated.net

EXECUTIVE SUMMARY

The Buchanan Business Boosters is respectfully requesting that the DDA make an investment of \$1,500 for the purchase and installation of OPEN signs at every business downtown (Red Bud Trail to Oak, Chicago to Dewey). A coordinated downtown OPEN sign program is a simple, cost-effective beautification initiative that improves business visibility, enhances the customer experience, and reinforces a unified downtown identity. By helping businesses present a consistent and welcoming appearance while drawing people inside of the businesses that are open, the DDA can make a visible investment in the success of the entire downtown district.



ORGANIZATION OVERVIEW

The Buchanan Business Boosters exists to bring together all business owners, organizations and community members who believe Buchanan matters. Through collaboration, events and community-driven initiatives, we work to strengthen downtown, support local businesses and create a vibrant community for residents and visitors alike.

PROJECT DESCRIPTION

As Buchanan continues to invest in creating a vibrant, welcoming, and visually appealing downtown district, consistent signage presents an opportunity to further strengthen the customer experience while enhancing the overall appearance of our business corridor.

GOALS & OBJECTIVES

The proposed signs would:

- Create a uniform and professional appearance throughout downtown.
- Improve visibility for visitors and residents by clearly identifying businesses that are open and welcoming customers.
- Strengthen the visual identity of downtown Buchanan.
- Support small businesses by reducing the individual cost of purchasing and installing quality signage.
- Demonstrate the DDA's continued commitment to investing in initiatives that benefit the entire downtown business district.

RECOMMENDATION

The proposed sign style, which is visible at RiverTown Gallery & Studio located at 111 Main St serves as an example of a cohesive design that could be adopted across participating businesses. While each business maintains its unique identity, a consistent "OPEN" sign program would provide a recognizable visual element that unites the district and contributes to a more polished downtown atmosphere.



ANTICIPATED COST

We are estimating a total budget of \$1,500 based on the list price on Amazon of \$59.99 per two kits. There are an estimated 40 storefronts on Front St, Days and Main St between Red Bud Trail and Oak.

The kits are currently on sale for \$52.99 per two.

$\$52.99 \times 20 = \$1,059.80$ plus labor

This relatively small investment would provide a lasting visual improvement while supporting local businesses and reinforcing the welcoming character of downtown Buchanan.

Memorandum



Date: June 30, 2026
To: Buchanan Downtown Development Authority
From: Tony McGhee
Subject: Consideration of Donation of Glisce Synthetic Ice Rink

The Buchanan Downtown Development Authority has been presented with an opportunity to receive a Glisce synthetic ice rink and related equipment as a gift. The rink was originally purchased by Bethany Church in LaPorte through a Patronicity campaign and used at the LaPorte Fairgrounds. According to the information provided, the rink was popular enough that the City of LaPorte eventually installed a real ice rink, which made the synthetic rink no longer needed. The equipment was then sold to another organization in January 2026. That organization is no longer moving forward with the rink, and the equipment has now been offered to Buchanan for free.

The email material provided indicates that the rink was approximately \$100,000 when originally purchased new. The information states the rink system is a 51.5-foot by 25.7-foot fully equipped Glisce Eco-Rink system with a skatable surface of approximately 1,330 square feet. While this is not a cash contribution, the potential value of receiving the rink and related equipment at no cost is meaningful and could provide the DDA with a new seasonal downtown amenity at a much lower entry cost than purchasing a new system.

Based on the information provided, the equipment includes the synthetic rink panels, a surface vacuum, two “whale” skate helpers for younger children, 48 pairs of skates, a skate rack, sideboards that surround the rink and could potentially be used for sponsor or advertising opportunities, curling stones, two skate sharpeners, and side rails for the curling rink. The materials also indicate that one side of the rink surface has never been used, which may help extend the useful life of the system. The current rink setup shown in the attached photos appears to be approximately 18 feet by 30 feet, with a separate curling lane option also included.

Glisce is a synthetic ice product that allows people to skate using regular ice skates without the need for refrigeration, water, ice-making equipment, or the utility costs associated with a traditional ice rink. The rink surface is made of interlocking panels that are installed on a

Memorandum

flat surface, connected row by row, and surrounded by dasher boards. Because the system is synthetic, it can be used in more flexible weather conditions than a traditional outdoor ice rink and could potentially be operated seasonally as a downtown activity, holiday attraction, or special event feature.

There are operational considerations the DDA should discuss before deciding where to accept the gift. The Glice manual states that the rink should be installed on a flat, clean, and smooth surface with no more than a one-degree slope and no dips or bumps. The panels must acclimate to the installation site for 24 hours before installation, and the system needs space around the edge to accommodate the dasher board feet. The system can be assembled and disassembled, but it will require staff or volunteer labor, a manager/lead, and a storage plan when not in use.

The rink also requires regular maintenance. The Glice materials states that a successful rink depends on keeping the surface clean and keeping skates sharp. Maintenance includes vacuuming, periodic polishing or cleaning, use of Glice cleaning and care products, skate sharpening, and protecting the surface from dirt, street shoes, weather, and direct exposure when not in use. The material provided notes that no conditioner is included with the equipment, but that it is available through the Glice website and is not expected to be a major expense. Glice also offers online training through the Glice Academy, including rink installation and rink management training. The manual indicates that, for a publicly used rink, warranty coverage is tied to having a Glice Academy certified rink manager.

From a DDA perspective, this could be a strong downtown placemaking opportunity. A synthetic ice rink could create a family-friendly activity, bring people downtown during colder months, support downtown businesses, provide a reason for residents and visitors to spend more time in the district, and create sponsorship or advertising opportunities through the rink boards. The curling lane could also provide an additional programming option for events, leagues, or small group activities. Because the rink would be received as a gift, the DDA would not have the same upfront capital cost that would normally come with this type of amenity.

At the same time, accepting the rink does not mean there will be no cost. The DDA would need to consider where the rink would be located, whether the location has an appropriate flat surface, how the rink would be set up and taken down, where it would be stored, who

Memorandum

would manage and supervise it, what insurance or liability issues may need to be addressed, how skates would be checked out and returned, whether fees would be charged, and whether the rink would be operated by the DDA, the City, volunteers, or a third-party partner. The DDA would also need to budget for cleaning products, replacement parts, possible repairs, storage, signage, staff time, and any site improvements needed to make the rink safe and functional.

Staff is not asking the DDA to make a final decision on the full operating model at this time. The immediate question is whether the DDA is interested in accepting the Glice rink and related equipment as a donated asset. If the DDA is interested, staff would recommend accepting the gift subject to final review of condition, storage needs, insurance and liability considerations, and development of an operating plan and budget before the rink is placed into public use.

Recommendation

Staff recommends that the DDA discuss whether it is interested in accepting the donated Glice synthetic ice rink and related equipment. If the DDA wishes to move forward, staff recommends accepting the gift conditionally and directing staff to complete a follow-up review of location options, setup and storage requirements, maintenance needs, insurance considerations, staffing or volunteer needs, and estimated operating costs before the rink is placed into service.

This opportunity appears to have real potential as a downtown attraction and seasonal amenity. However, the DDA should also understand that the value of the gift comes with ongoing responsibilities. If the DDA is comfortable taking on those responsibilities, the rink could become a unique addition to downtown Buchanan and a tool to bring additional activity, energy, and visitors into the district.

Attachment A: Information on Available Glice Synthetic Ice Rink

Attachment A



Glice 
Swiss Eco Rink Technology™

Installation & Operation Guide

Glice AG Hirschengraben 33b,
6003, Luzern, Switzerland
info@glice.com / www.glice.com



Welcome and thank you for choosing Glice!

Congratulations on choosing a Glice Rink! We thank you for trusting our company and products. Our commitment to our customers is to provide an exceptional skating experience matched by outstanding customer service and support.

In addition to the present written guide we have created an online Glice Academy where you can learn all important details regarding the installation and maintenance of a Glice Rink (glice.com/academy). Please note that the Glice warranty for a publicly used Glice Rink can only be maintained if the rink is operated by a Glice Academy certified rink Manager.

The present guide pertains to our commercial skating rink products. Please read it carefully prior to installing and operating your Glice Rink. For Glice Home customers that have purchased our 10 mm products please refer to the Glice Home Rink Guide.

Regards,
Your Glice Team.



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Operational Summary

1. Preparation

Brief your staff before installation, verify your Glice goods and make sure the rink foundation is properly prepared.

2. Installation

Position panels and install row by row. Once the surface is ready, assemble the dasher boards starting with the feet.

3. Fine Tuning

Last minute preparations before the opening of the rink: make sure all connections are secure and that all panel plugs are correctly inserted and are level with the surface.

4. Maintenance

Make sure you properly maintain your Glice Rink. To make sure your customers have the very best skating experience, regularly clean and maintain your rink. Please see the Maintenance section to learn how to maintain your warranty.

5. Disassembly

Start by removing the dasher boards and support feet. Next, punch the plugs through the back of the panel after elevating them with a wood wedge, starting at an outside corner. Placing an item such as a broom stick between the Glice panels and the ground will offer the necessary gap.

6. Storage & Transport

Store and transport your Glice panels on the pallets or pallet boxes that came with your rink. Make sure they are secured safely in storage boxes before transport.



1.) Preparation

A. Briefing of the installation crew

- The crew has to be briefed on the installation process as described in this document. It's important that the staff observes all safety instructions as described in the installation process.

B. Reception of goods

- Verify in the Packing List that all goods, parts and tools are in perfect condition to install.
- Set up all the materials close to the area designated for the rink.
- Acclimate panels before installation. The Glice panels must be exposed 24 hours (after packing is removed) to the temperature and humidity at the installation site.

C. Preparation of the ground

- The under-floor must be flat (no more than 1 degree of slope) with no dips or bumps across the installation surface. The surface must be clean and smooth so the panels can expand and contract when temperature changes occur.
- Measure and mark the 4 corner points. If available, refer to the rink layout drawing to see how all components go together. It is a good practice to install the rink on a thin layer of protective foam or plastic to protect the bottom of the panels.
- Make sure there is a space of 12,7 cm all around the edge of the panels to accommodate the dasher board feet.



Item VIII. A.



2.) Installing Glice Panel

A. Placing the Glice Panels

1. Make sure that the installation is smooth and has no debris that will interfere with the panels connecting.
2. In general, the long side of the panels should be aligned with the long side of the rink.
3. Place panels one by one, taking into account the correctness of the tongue and groove.
4. Check to see the mated tongue and groove are clean. If there is any debris or dirt, remove it with a clean rag.
5. Slide the panels together so the tongue is completely inserted into the groove. The panel plug holes should be exactly aligned.
6. Using the nylon hammer, knock the panel plugs into each hole. Make sure the rounded end of the plug goes into the hole, and hammer down the flat end. Plugs must be flush with the panel surface.
7. Finish each row before starting the next one.
8. If panel installation is interrupted, make sure to always finish a complete row in order to avoid problems fitting the tongue and groove in the event of temperature changes during installation.
9. Never use broken or deformed plugs when installing a rink.

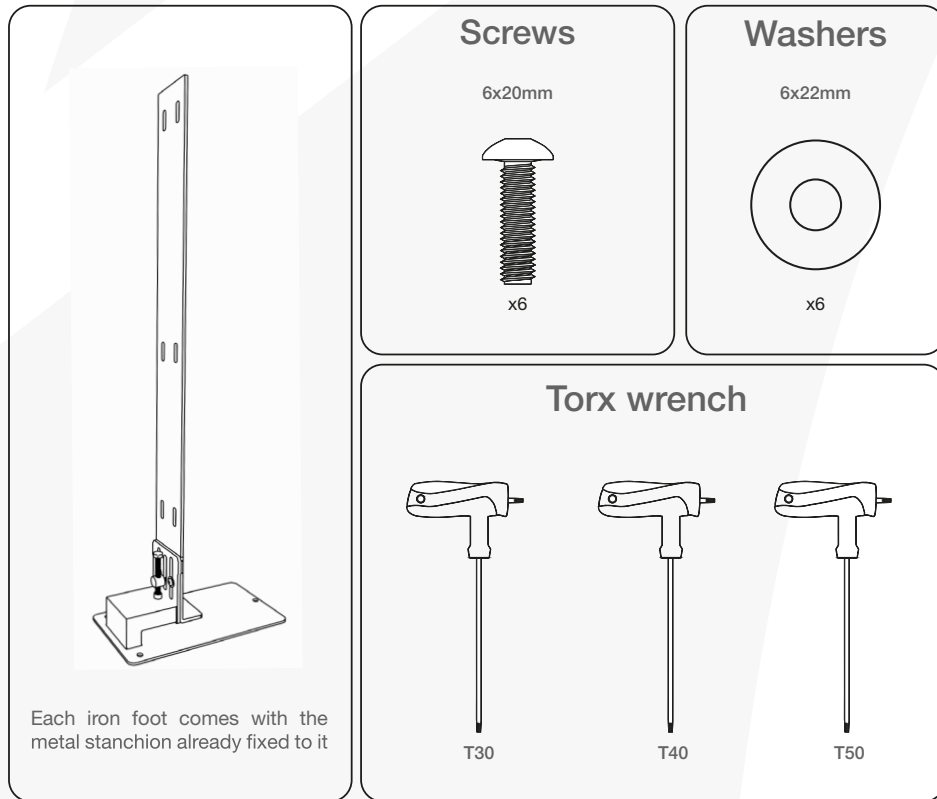


With regard to 13mm Panels please note that the Glice warranty is only offered if a maximum of 50 Glice Panels of 13mm thickness are installed as a permanent outdoor surface and a maximum of 100 Panels of 13mm thickness as an indoor surface. Concerning the installation of 20mm Panels big Glice Panel surfaces with special shapes need to be consulted with the Glice technical department in order to benefit from the Glice warranty.

3.) Installation of the dasher board system

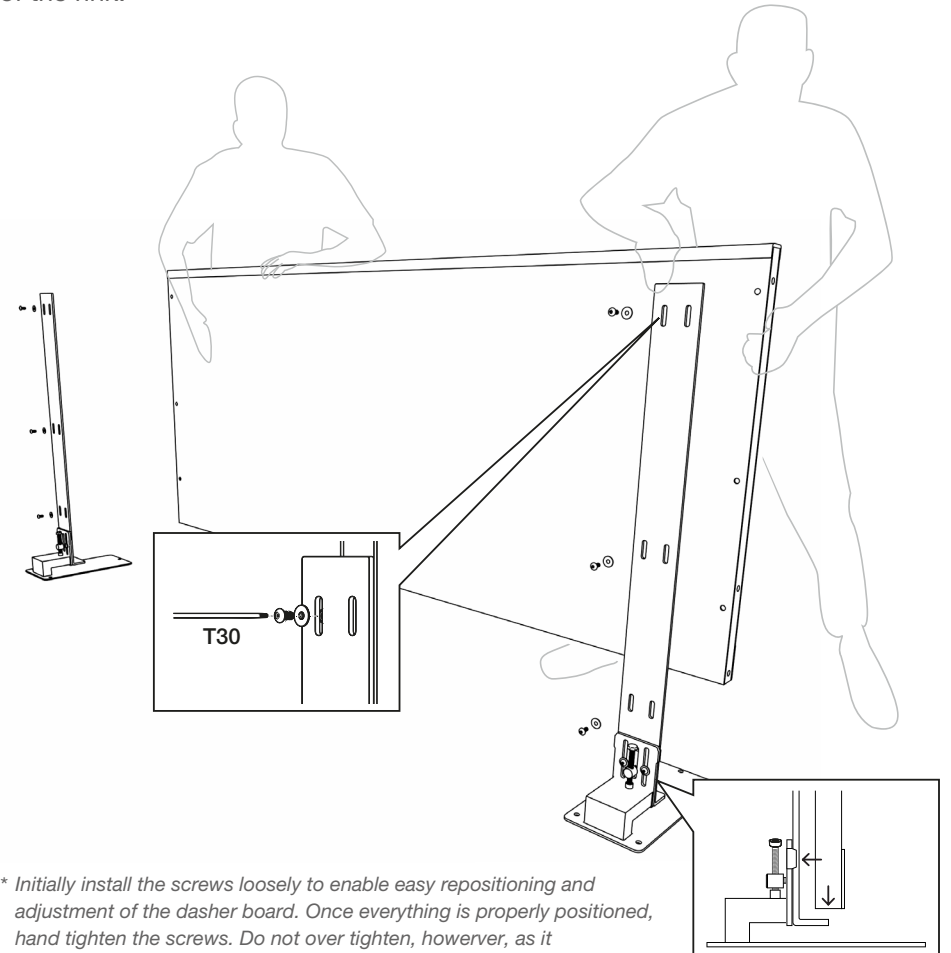
Make sure you have all of the required parts and tools before you begin the installation. If there's something missing, contact your Glice Representative.

Iron foot and hinge



Place each foot within a distance of approx. 1965 mm from each other. It is recommended to start with a corner module to make sure the feet and modules are positioned correctly. Place the dasher board module on the tabs of the iron feet with the help of an additional person. While one person holds the dasher board module, the other one fixes the hinges with the corresponding screws as shown below.

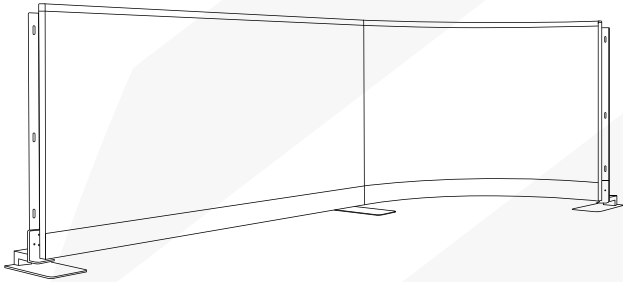
Your rink has two special modules, they need to be placed on the short sides of the rink.



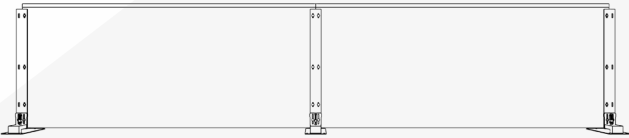
* Initially install the screws loosely to enable easy repositioning and adjustment of the dasher board. Once everything is properly positioned, hand tighten the screws. Do not over tighten, however, as it can damage the dasher board fasteners.

Panel installation process

Once the first dasher board module is fixed it should look like the picture below.



Continue with the next dasher board module, on the left or right of the first one, fixing it in the same way as the first one.



Once the dasher board modules are completely levelled and there are no more gaps in between them, tighten all the screws, first those in the iron foot, then the ones in the iron hinge starting from the top. Next, proceed to mount the next dasher board module (to the left or right) applying the same process. Do not over-tighten the screws. Hand tight is sufficient.

Placing of additional accessories

1. Place the rubber floor on the space where you put on your skates and enter the rink. Remember that every roll is 15m long and 1,25m wide. The rubber floor can be easily cut to fit the available space.
2. Prepare the skate shelves, your ticket counter and the machines used for maintenance such as the Sharpening Machine and Cleaning System.

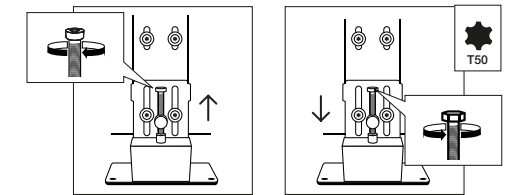
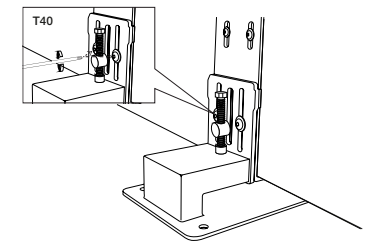
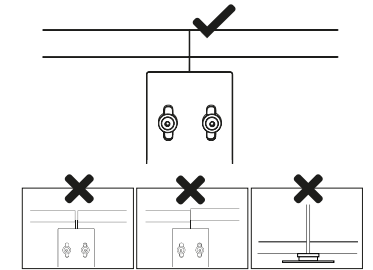
Cover your Glice skating surface with a tarp whenever it's not being used, particularly when the rink is outdoors. It is also important not to allow street shoes that can grind dirt into the surface on your Glice rink.

Leveling Process

Once the second module is fixed, check the hand railing between the two dasher board modules. If it is uneven or if there is a gap between the two modules, you need to level them.

Before starting that process, you need to loosen the screws in the iron foot which holds the iron hinge. For this, use the T40 Torx wrench.

Once all the screws in the dasher board foot and the white metal stanchion are loosened, start to level the dasher board modules by turning the big screw to the left or right wether you need to raise or lower them. To elevate or lower the overall dasher board stanchion use the T 50 Torx tool which is in the toolkit.



Turn the screw to the left if there is a gap between the dasher board modules on the lower side

Turn the screw to the right if there is a gap between the dasher board modules on the upper side

4.) Fine Tuning (before the rink opening)

In order to operate a Glice rink successfully, we recommend that you appoint a rink manager who can be certified with our online learning program. Please contact your Glice representative to provide that service. Here are some important steps to consider prior to opening your Glice rink:

- Make sure your staff are trained on all steps required to properly maintain and safely operate your Glice Rink. This training can be offered by your rink manager who has completed the Glice training and received a certificate.
- Before opening, the rink manager needs to go through the Practical Training Checklist together with a Glice supervisor or representative.
- Verify that the panels are properly connected (without gaps) and that all plugs are in place for every hole and are all flush with the surface. Periodically, check to make sure all of the plugs remain flush.
- Prior to opening the rink, it is important to make sure there is no debris on the surface and it is perfectly clean. If necessary, use the Glice Rink polisher with plain water to clean a new surface. of any surface dirt. After drawing the rink mist on a thin layer of Glice Care.
- Glice skates must be sharpened before opening, and their sharpness must be maintained during rink operations. When skates are checked in, their edges should be inspected with a Glice Edge Checker to determine if they need sharpening. Your rink manager will be fully trained in sharpening procedures.
- Before opening, make sure that your operating procedures are well understood by staff members. This includes admission, ticketing, obtaining waivers, checking skates in and out and paying attention to how successful skaters are on the rink. Staff should also have first-aid kits available and be trained in their use.



5.) Maintenance

Keep in mind that only a well-maintained and properly cared for rink offers the very best skating experience. The two most important principles to follow for operating a Glice rink successfully are to maintain a very clean skating surface and insure that skates are always sharp.


	<i>Indoor</i>	<i>Outdoor</i>
Low Use	Daily - Vacuum cleaning Weekly - Rink Polishing Yearly - Power washing	Daily - Vacuum cleaning Bi-weekly - Rink Polishing Monthly - Power washing
Heavy Use	Daily - Vacuum cleaning 2x Week - Rink Polishing Monthly - Power washing	Daily - Vacuum cleaning (2x) Daily - Rink scrubbing Bi-monthly - Power washing

Glice Vacuum Cleaner or Sweeper Cleaner

Before polishing the floor, dust, particles-shavings, etc, have to be removed by using our Glice vacuum cleaner. For bigger surfaces, use our Sweeper Cleaner. Please dispose of any plastic shavings or particles in a bag marked as “polymers for recycling” and place it in a recycling waste bin.

Glice Floor Polishers

- Using the Glice Polishers will help remove dirt that penetrates the connections between panels.
- Fill up the tank with plain water and activate the polish/vacuum function. Clean/dry the complete surface.

 **Maintenance of battery-powered cleaning machines:**
 The batteries need to be charged at least every three to four weeks (even during periods when the rink is not in use). Always follow the instructions in the manuals of the machines.

Protect the Glice Surface

The Glice surface requires protection from temperature swings and direct sunlight with a cover, roof, or tarp when not in use to prevent damage. A tarp will also prevent dust which will reduce cleaning cycles.

UV Protection

To uphold the Glice Warranty for outdoor rinks, it's necessary to provide sun protection starting at a UV index* of 6 when the rink is not in use, achieved through shading like a tent or tarp cover.

*As a reference for UV measurements, use the app "The SunSmart Global UV", available free of charge at Apple App and Google Play stores.

Temperature changes

Glice panels respond to temperature changes by expanding or contracting. To protect them, use a tent or tarp to cover the rink when temperatures fluctuate more than 15° Celsius per day.

Panel maintenance

In addition, a well-maintained panel (applying Glice Care) offers protection against the effects of UV radiation. The correct maintenance following our manual is mandatory in all climate conditions.

D. Glice Power Washer Cleaning

Occasionally after heavy use and in environments with more dust and debris, we recommend utilizing our Glice Power Washer with an integrated hot water boiler for deeper cleaning. There are generally two ways of doing this:

- Disassemble your Glice Rink and clean the panels one by one in an outdoor place.
- Use the Glice Power Washer directly on your Glice Rink. In case your rink is indoors, make sure you have sufficient drainage that will not damage adjacent areas of the rink. Use the Glice Polisher to vacuum excess water!

E. How to use GliceClean and GliceCare solutions.

- Applying both solutions is recommended to maintain the functionality of your rink and achieve rink success over time. Using both Glice Clean and Glice Care solutions is a condition in the warranty of the surface.
- Make sure you have vacuumed your surface before applying both solutions. Walk on the surface with socks or shoe protectors.
- Dilute 5% of the Glice Clean Solution in water and put it in the deposit of the Glice Fogger. Spray the Glice Clean mixture on the surface and leave it there for at least 15 min. before cleaning with the Glice Polisher.
- Once you have dry cleaned the rink with the Glice Polisher, finish off by spraying a thin layer of 100% Glice Care with the second fogger. This will enhance the gliding experience. Your Glice rink is clean and ready to skate!
- **RECOMMENDATION:** The online Glice rink manager certification training provides detailed instruction on how to maintain the Glice surface and can train other staff members. Contact your Glice representative for more information.



F. Maintenance and sharpening of your skates

- For the best skating experience, skates must be sharpened regularly.
- The frequency of sharpening will depend on how well the Glice Rink is maintained, the skating session times, the weight of the skater, etc.
- Each time rental skates are returned, their blade should be checked with the Glice Edge Checker on both sides of the hollow for sharpness. See the information sheet or videos available for how to use this tool.
- Glice has provided an automated sharpening machine that was developed to provide accurate sharpening with a minimum of effort. Periodically the sharpening wheel must be replaced after a large volume of blades are sharpened. The sharpening machine was developed to give you the best result with minimum effort.
- For more information on the usage of the sharpening machine please take a look at the corresponding section in the manual.

Note: Read the operating instructions carefully before use. Operations that are not in accordance with the manual and/or disregard safety instructions may damage the machine and/or result in serious personal injury. Improper use of the sharpener may also invalidate its warranty.

Use and sharpening of figure skates:

Figure skates have toe picks, and when used in certain jumps it can gouge the Glice surface. Toe picked jumps are not allowed on the rink. Such gouges are not covered by the Glice warranty, but may be repairable. Contact your Glice representative. Figure skates can be sharpened with the Glice Sharpening machine by following this procedure:

- a) Before sharpening, apply a toe picks protector over the pics so they are not ground down.
- b) Use a special grinding wheel (60 mm instead of 100 mm). Contact your Glice representative to order these items which are not included in the standard sharpener package.



ProSharp Sharpening Machine Parts

- 1. Clamp Handle
- 2. Vacuum Hose Connection
- 3. Start/Stop Button
- 4. Power Inlet (On/Off)
- 5. Lid for Grinding Wheel
- 6. Grinding Wheel
- 7. Grinding Wheel Lock
- 8. Adjustment Screw
- 9. Locking Screw
- 10. Wheel Pressure Adjustment
- 11. NEW: Digital Cycle Counter
- 12. NEW: Interior Grinding Wheel safety system



Technical Data

- Power: Power supply unit 150W, 12VDC or 15VDC, 10-15AMPS
- Weight: 32.6 lbs (14.8 kg)
- Width: 8.6" (220 mm)
- Length: 27.5 " (700 mm)
- Height: 12.6" (320 mm)

ProSharp Sharpening Steps and Settings

1. Sharpening of skates

- Clamp the skate into the middle of the skate holder, always with the heel of the skate placed towards the grinding wheel.
- Choose the sharpening cycles from 1 to 5 by quickly pushing the start button. One button push initiates one back-and-forth cycle of sharpening. Press the button multiple times for multiple cycles of sharpening as necessary. We recommend doing 2 cycles per skate! Sharpening is finished when the wheel is back in the start position and the motor has stopped.
- Check the sharpening result on the skate blade with the Glice Edge Checker. If the blade is still dull, repeat the sharpening process.
- RECOMMENDATION: The online Glice Rink Manager Certification training provides detailed instruction on how to maintain sharp skates and can train other staff members. Contact your Glice representative for more information.

2. Emergency stop of Sharpener

- Push the start button once when the motor is doing the first half-cycle (going to left). Sharpening will stop and the wheel comes back to the home position.
- One push after the first half-cycle (going to right) resets the counter and takes the wheel back to the start position after the cycle is finished.
- Two pushes after the first half-cycle will stop the sharpening process and takes the wheel back to home position.

The Glice sharpener works for all types of skates. However, we use a grinding wheel with a specific hollow which is better for skating on Glice. This means visitors who bring their own skates for sharpening should be informed previously if they are used to skate on natural ice.



3. Changing the grinding wheel

- Changing of the grinding wheel should be done only when the power cord is disconnected.
- Open the grinding wheel door; release the grinding wheel thumb-screw by turning to the left. Remove the wheel and replace it with another one. Return the thumbscrew and tighten it gently by turning to the right.
- We recommend using the grinding wheel provided with the sharpening machine, which will produce the ideal hollow for skating on Glice synthetic ice.

4. Adjusting the grinding wheel sideways

- Adjust the grinding wheel in small steps, 1/8 (15 degrees) turn of the wheel at a time.
- An easy way to position the grinding wheel is to first drive the wheel to the left, so you get more room to adjust the screw. To do this, push the start button for five seconds and keep the button down. The wheel will start to go to the left without grinding. Once you let go of the start button, the wheel will stop.
- If you want to place the wheel even further left, push the button again for five seconds and repeat the previous steps. Push once more and the wheel will come back to the home position.
- Adjusting the grinding wheel can be done by screwing the adjustment screw. Clockwise moves the wheel towards you and the other way moves the wheel away from you. The adjustment screw can be found beside the grinding wheel, see picture on p.13

5. Maintenance

- After sharpening, unplug the power cord. Clean the machine of metal shavings with the Glice Vacuum Cleaner.
- Every wheel lasts around 2000 cycles. Change the grinding wheel according to the instructions. It is worn out when it is no longer taking away material from the steel and/or gives an unsatisfactory result. You will know when to change the wheel because the automatic counter outside the sharpening machine will show 2000 cycles.
- After 1-3 years of usage, or around 10,000 cycles the Glice Sharpener should be serviced by an authorized technician in order to maintain your warranty. Contact your Glice representative to arrange this service.



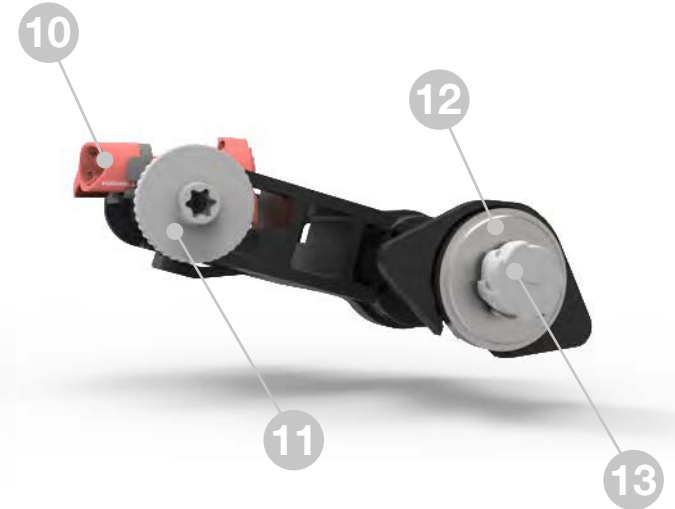
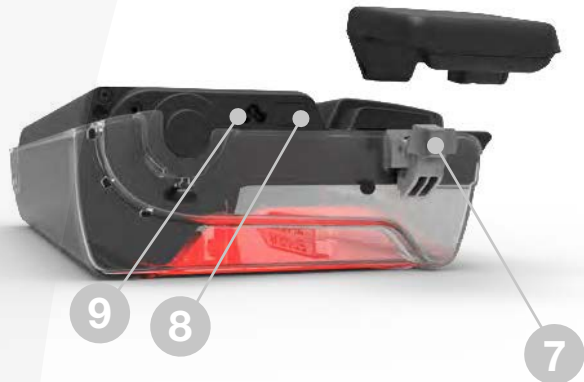
Sparx Sharpening Machine Parts

- 1. Skate Clamp
- 2. Keypad
- 3. Clamp Lever
- 4. Triggers
- 5. Slot Covers
- 6. Sharpener Base
- 7. Lever Dock
- 8. Power Switch
- 9. Power Input Port
- 10. Height Adjustment Knob
- 11. Alignment Adjustment Driver Slot
- 12. Grinding Ring Arbor
- 13. Thumb Nut



What's in the box:

- Travel Guard
- Power Cord
- Goalie Risers (2)
- Optical Alignment Tool
- Alignment Ring
- Clamp Lever
- Alignment Driver



Sparx Sharpening Steps and Settings

1. Sharpening of skates

- Once you have loaded the skate, closed the Slot Covers, and adjusted the height of the Grinding Ring, you are ready to begin sharpening.
- Press the Play Button. Once the button has been pressed, it will change from white to blue and the sharpening process will begin.
- Upon pressing the Play Button, the Air Filter fan and grinding motor will turn on. The Cycle Counter will flash with the current cycle number until that cycle (out and in) is completed. The sharpener will continue to run until all cycles have been performed.
- At the completion of the final cycle, the end of sharpening is marked by a “cycle complete” tone and the case LEDs will turn green. The fan will continue to run for an additional 30 seconds after the final cycle completes.

2. Additional cycles

- If additional cycles are desired, you can reset the cycle count and press the Play Button again.

If the Grinding Ring skips when it first makes contact with the blade, the Grinding Ring's height is too high. When properly set, the Grinding Ring should make a smooth transition onto the skate blade.



Sparx Sharpening Steps and Settings

3. Unloading of skate

- Disengage slot covers. Move both Slot Covers away from the skate.
- Press and hold down the Clamp Lever to open the Skate Clamp. Remove the skate from the Skate Clamp and release the Clamp Lever.

4. Edge Deburring

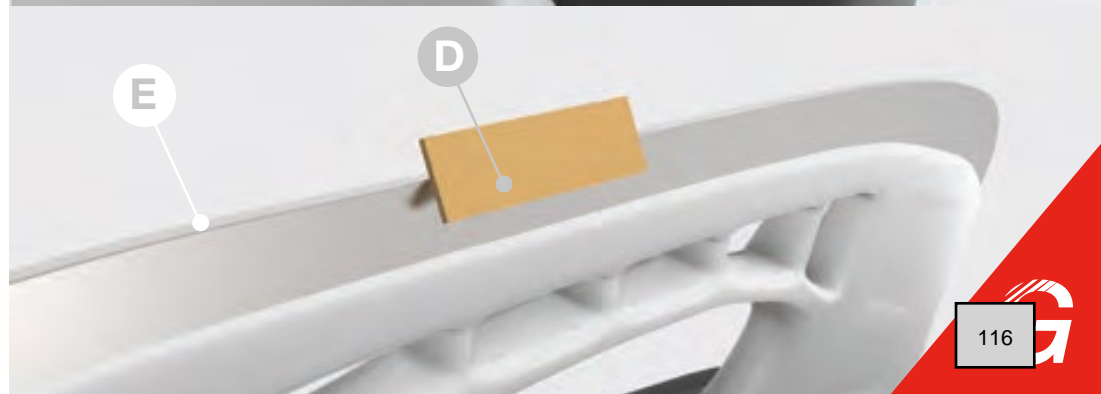
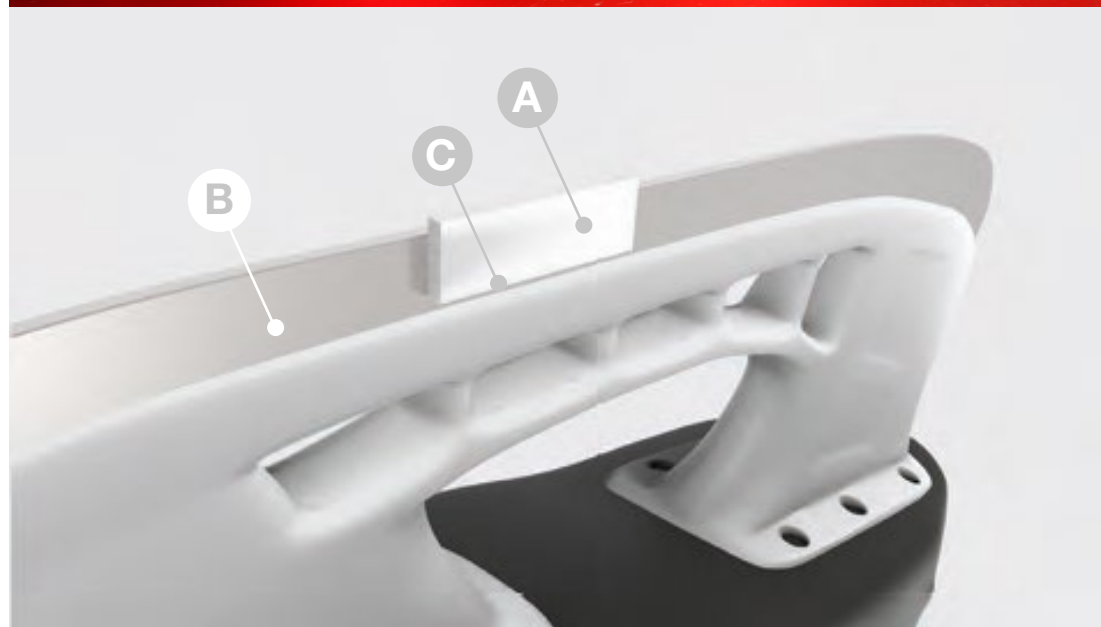
- Press the Honing Stone (A) against the face of the skate blade (B). Do not put pressure on the side of the stone closest to the blade edge. With light pressure, press down on the lower side of the stone (C) and slowly run the stone back and forth along the length of the blade for four full passes. Repeat on the opposite side.
- Press the Leather Strop (D) against the edge of the skate blade (E) at a 45 degree angle. With light pressure, slowly run the strop back and forth along the length of the edge for four full passes. Repeat on the opposite side.

When deburring coated steel, make sure to only use the Leather Strop to ensure you do not remove or damage the coating.

We recommend using protective gloves when deburring the skate blade.

5. Powering off

- On the side of the sharpener, locate the Power Input Port.
- Toggle the Power Input Port switch to the off position (I=on,0=off).



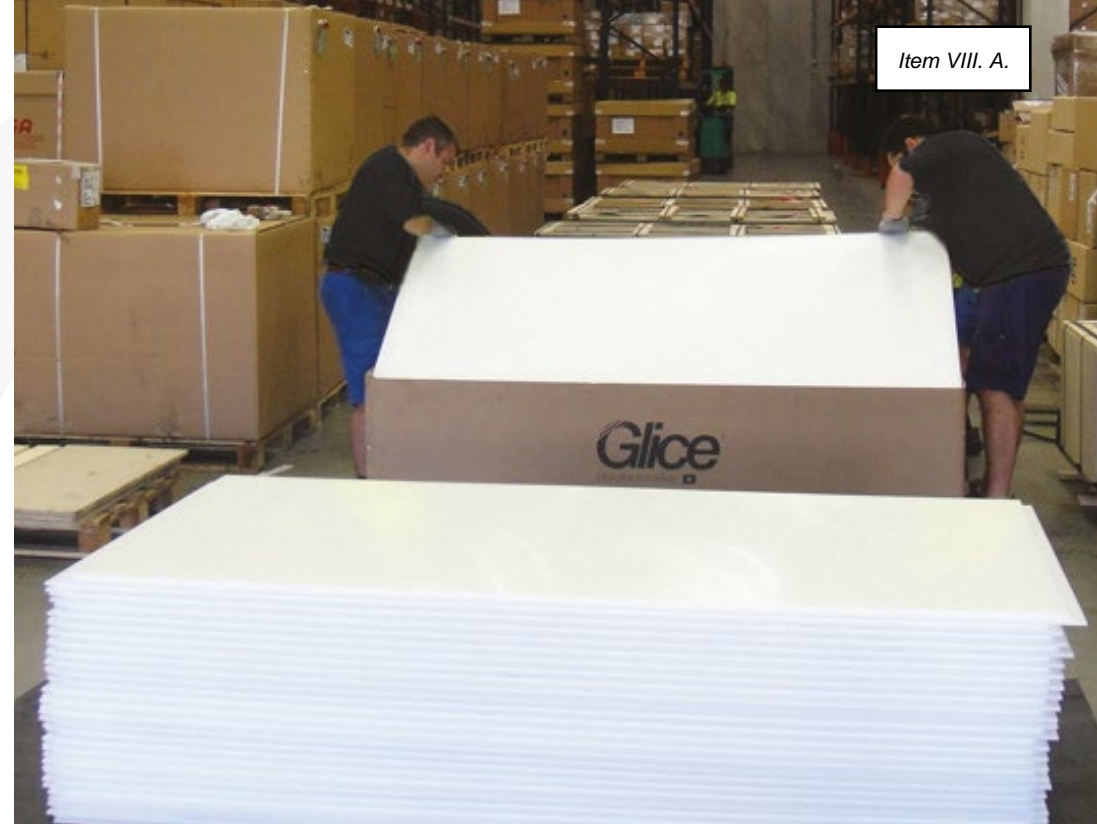
6.) Disassembly

- Disassemble the dasher boards one by one. Start by removing the screws and plates. Make sure to hold the dasher boards to avoid them falling off of the feet while the screws and plates are removed.
- Remove the dasher board feet and metal plates from under the panels.
- Disassemble the panels starting from one corner and following the row to the end.
- To disconnect the panels themselves, lift them about 1 inch or 3 cm and place the Glice installation tool or another object of this dimension (i.e. a smooth wooden pieces) along the panel sides. Then you can remove the plugs with the Glice punch and hammer.
- Going panel by panel, continue to remove the plugs and slide the panels apart so they can be retrieved and stored. Do not bend the panel and force a different angle to the connections of the surrounding panels while removing it. Otherwise, the tongue and groove connection and holes could be damaged.
- Repeat these steps until every panel is free and ready for removal from the site. it is helpful to have storage pallet boxes or pallets nearby to stack the panels.
- If you plan to set up the rink in the same configuration again, we recommend numbering the tongues of the panels. This will help you identify their correct positions for future use.



7.) Storage and transport

- It is recommended that you store the panels and dasher boards on the pallets that were used for delivery.
- For safe transportation, make sure that all parts are fixed and attached well. The panels are very slippery, so never transport a pallet without appropriate packaging and attachment.
- Never store more than two pallets on top of each other.
- Panels and pallets are heavy, so make sure you take all necessary safety precautions for you and your staff.
- Always protect the panels from UV exposure by covering them with a dense dark foil or tarp which blocks UV rays.



Pallet box

Our pallet boxes are made of steel to make sure that the panels and dasher boards are perfectly protected. They can be purchased as an option.

1. Take into account that the panels expand and contract with temperature changes. Therefore, loosen the screws of the pallet boxes during the storage period. Remember to fix them again before moving or transporting the pallet boxes.
2. Cover the Glice products which are stored within the pallet boxes so they stay clean and dry.



Glice limited warranty terms

1. GLICE PRODUCTS FUNCTIONING

The Glice Panels, dasher boards and accessories (henceforth the “Product”) are manufactured for their final use from raw materials, semi-finished and finished products of the highest quality.

Except as stipulated in Clause 2, the Product has a 12-year warranty (on 20mm Panels), a 6-year warranty (on 13mm Panels), a 5-year warranty (on 10mm Panels), a 3-year warranty (Sharpening Machine), a 2-year warranty (Dasher boards), a 3-year warranty (Eisstock Lane with 20mm Panels), a 2-year warranty (Eisstock Lane with 13mm Panels) or a 1-year warranty (all other Accessories) covering manufacturing defects counting from the date of delivery of the Product (henceforth the “Warranty”). This Warranty is only valid as long as the Glice Product is installed, maintained and used according to the procedures described in the Glice Manual and under the condition that the purchase is registered in the [Glice warranty database](#). This Warranty is non-transferable and extended only to the original purchaser of the Product.

2. REPAIR OR REPLACEMENT

For this Warranty to be valid and executable, Glice must be notified in writing of any defective Product within 15 days of the time such defect is discovered. Such notification must be accompanied by dated proof-of-purchase and a photograph sample of the defective Product. If any Product covered by this Warranty does not function as warranted, if the failure is not included in the list of exclusions in Clause 3, and if Glice deems the Warranty to be applicable, Glice will at its sole discretion and subject to each individual case: (i) repair the Product; (ii) replace the Product; (iii) return the amounts paid by buyer terminating the purchase agreement; or (iv) reduce the price of the relevant invoice.

The expenses caused by the execution of this Warranty (transport, uninstallation and reinstallation etc.) will be borne by the purchaser. In no event shall Glice be liable for costs or fees associated with uninstallation, reinstallation or transports to replace the defective Product. The value of the Product to be replaced shall be calculated on the base of the time the Product has been used by the owner prior to the defect or damage.

3. WARRANTY EXCLUSIONS

The Warranty does not cover, among others, the following:

- a) Breakdowns and malfunctions of the Product caused by defective assembly, improper use, inadequate handling, negligent storage or failure to perform adequate maintenance
- b) Damage caused by external causes such as acts of nature, or damage caused by civil disturbance, including, but not limited to war, flood or fire.
- c) Ordinary wear and tear of the Product
- d) Damage caused by accidents or modification of the Product without Glice’s prior written consent

The list above is not exhaustive, as other issues may not be covered by this Warranty.

4. LIMITATION OF LIABILITY

Glice shall under no circumstances be liable towards the purchaser or to third parties for any indirect, special or consequential damage or accidents, even if Glice was informed of the possibility that such damage could be caused.

5. NOTIFICATIONS

Except as indicated otherwise in the Sales Contract, all communication concerned with the Warranty shall be considered duly delivered if it is in writing and delivered in person, by courier or sent by certified mail with acknowledgment of receipt, addressed to the purchaser at the invoicing address supplied to Glice. In addition to all the above Glice may, if it so desires, send the purchaser any notification regarding the Warranty by e-mail. All notifications sent by e-mail shall be considered duly performed when it is transmitted to an e-mail address, which the purchaser has supplied to Glice.

6. APPLICABLE LAW

The validity, construction and performance of this Warranty shall be governed and construed in accordance with the provisions of Swiss law. The parties hereby expressly agree that all disputes arising out of this Warranty shall be settled by the Courts and Tribunals of the city of Lucerne (Switzerland).

INSOFAR AS PERMISSIBLE UNDER APPLICABLE LEGISLATION, THE WARRANTY IN THIS DOCUMENT IS IN LIEU OF ANY OTHER WARRANTY OF ANYKIND, BOTH EXPRESSED AND IMPLIED, INCLUDING ANY WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE, SATISFACTORY QUALITY, DURABILITY OR WARRANTIES DERIVED FROM COMMERCIAL USES.

Glice used products limited warranty terms

1. GLICE PRODUCTS FUNCTIONING

The Glice Panels, dasher boards and accessories (henceforth the “Product”) are manufactured for their final use from raw materials, semi-finished and finished products of the highest quality.

Except as stipulated in Clause 2, the Product has a 9-year warranty (one side used, one side new on 20mm Panels at time of purchase), a 6-year warranty (both sides used on 20mm Panels at time of purchase), a 5-year warranty (on 13mm Panels), a 4-year warranty (on 10mm Panels), a 2-year warranty (Sharpening Machine), a 1-year warranty (Dasher boards) or a 1-year warranty (all other Accessories) covering manufacturing defects counting from the date of delivery of the Product (henceforth the “Warranty”). This Warranty is only valid as long as the Glice Product is installed, maintained and used according to the procedures described in the Glice Manual and under the condition that the purchase is registered in the [Glice warranty database](#). This Warranty is non-transferable and extended only to the original purchaser of the Product.

2. REPAIR OR REPLACEMENT

For this Warranty to be valid and executable, Glice must be notified in writing of any defective Product within 15 days of the time such defect is discovered. Such notification must be accompanied by dated proof-of-purchase and a photograph sample of the defective Product. If any Product covered by this Warranty does not function as warranted, if the failure is not included in the list of exclusions in Clause 3, and if Glice deems the Warranty to be applicable, Glice will at its sole discretion and subject to each individual case: (i) repair the Product; (ii) replace the Product; (iii) return the amounts paid by buyer terminating the purchase agreement; or (iv) reduce the price of the relevant invoice.

The expenses caused by the execution of this Warranty (transport, uninstallation and reinstallation etc.) will be borne by the purchaser. In no event shall Glice be liable for costs or fees associated with uninstallation, reinstallation or transports to replace the defective Product. The value of the Product to be replaced shall be calculated on the base of the time the Product has been used by the owner prior to the defect or damage.

3. WARRANTY EXCLUSIONS

The Warranty does not cover, among others, the following:

- a) Breakdowns and malfunctions of the Product caused by defective assembly, improper use, inadequate handling, negligent storage or failure to perform adequate maintenance
- b) Damage caused by external causes such as acts of nature, or damage caused by civil disturbance, including, but not limited to war, flood or fire.
- c) Ordinary wear and tear of the Product
- d) Damage caused by accidents or modification of the Product without Glice’s prior written consent

The list above is not exhaustive, as other issues may not be covered by this Warranty.

4. LIMITATION OF LIABILITY

Glice shall under no circumstances be liable towards the purchaser or to third parties for any indirect, special or consequential damage or accidents, even if Glice was informed of the possibility that such damage could be caused.

5. NOTIFICATIONS

Except as indicated otherwise in the Sales Contract, all communication concerned with the Warranty shall be considered duly delivered if it is in writing and delivered in person, by courier or sent by certified mail with acknowledgment of receipt, addressed to the purchaser at the invoicing address supplied to Glice. In addition to all the above Glice may, if it so desires, send the purchaser any notification regarding the Warranty by e-mail. All notifications sent by e-mail shall be considered duly performed when it is transmitted to an e-mail address, which the purchaser has supplied to Glice.

6. APPLICABLE LAW

The validity, construction and performance of this Warranty shall be governed and construed in accordance with the provisions of Swiss law. The parties hereby expressly agree that all disputes arising out of this Warranty shall be settled by the Courts and Tribunals of the city of Lucerne (Switzerland).

INSOFAR AS PERMISSIBLE UNDER APPLICABLE LEGISLATION, THE WARRANTY IN THIS DOCUMENT IS IN LIEU OF ANY OTHER WARRANTY OF ANYKIND, BOTH EXPRESSED AND IMPLIED, INCLUDING ANY WARRANTY OF FITNESS FOR A PARTICULAR PURPOSE, SATISFACTORY QUALITY, DURABILITY OR WARRANTIES DERIVED FROM COMMERCIAL USES.

How to maintain your Glice Warranty

Step 1 - Always register your Glice purchase here first:

<https://app.smartsheet.com/b/form/b4821c7da61d44938ecde2dcbc9908fc>

13/20mm Skating Panels – Indoor Installation	Additional – For Outdoor Installations
<ol style="list-style-type: none"> 1. Keep your Glice rink clean and only use GliceClean and GliceCare solutions on the skating panels in accordance with manufacturers instructions. 2. Follow the instructions in the Guide for regular treatment/conditioning of the skating panels. 3. During installation and removal, ensure that the panels are not subjected to dropping or bending. 4. Do not allow figure skaters to conduct toe-pick jumps that can deeply gouge the skating panels. 	<ol style="list-style-type: none"> 5. Cover the rink panels with tarpaulins or other sunlight protection when the rink is not in use. 6. Periodically pressure wash the rink surface to remove embedded dirt surface, so it stays white. 7. Ensure there is nothing interfering with the Glice panel's ability to expand or contract with outdoor temperature changes. 8. If you uninstall and store the skating panels outside, they must be covered with a tarp to protect them from sun, rain/snow and dirt.
Leisure Dasher Boards – Indoor Installation	Additional – For Outdoor Installations
<ol style="list-style-type: none"> 1. Wash down Glice Dasher boards with a pH neutral cleaner using a 50% dilution with water if cleaning is needed. Don't use alcohol or abrasive cleaners. 2. Glice Leisure Dasher boards are not intended for serious hockey play or training. Do not shoot pucks at Leisure dasher boards or impact the dasher boards as part of hockey "body-checking". 	<ol style="list-style-type: none"> 3. Be sure the Dasher board feet are securely anchored so that wind or other impacts cannot displace the Dasher board causing damage. 4. Periodically check and retighten the screws that hold the Dasher boards to the stanchions and feet, but just hand-tighten them. 5. If you uninstall and store the dasher boards outside, they must be covered with a tarp to protect them from sun, rain/snow and dirt.
Glice Sharpener – Indoor Installation	Additional – For Outdoor Installations
<ol style="list-style-type: none"> 1. Keep the Sharpener clean inside, regularly vacuum metal particles that accumulate inside, 2. Change the grinding wheels on the prescribed schedule base on sharpening count. 3. Insure that the sharpener is connected to a grounded electric socket with at least 10 amps of available power. 	<ol style="list-style-type: none"> 4. Ensure the Sharpener is located in a dry location with no exposure to rain/snow or other weather. 5. Always factory service the sharpener after 10,000 sharpening cycles regardless of indoor or outdoor use. Contact your Glice representative for service.

- Always notify Glice of warranty issue(s) within 15 days of identifying a problem
- Always send pictures and complete descriptions of the issue to helpdesk@glice.com
- Do not uninstall or attempt a repair prior to being contacted by a Glice representative.



Get started today!

Wherever you are, we will support you to make your project a success!

America

Glice USA

Glice Canada

Glice Argentina

Glice Brazil

Glice Chile

Glice Colombia

Glice Mexico

Glice Peru

Glice Uruguay

Europe

Glice Austria

Glice Baltics

Glice Benelux

Glice Croatia

Glice Czech Republic/Slovakia

Glice France

Glice Germany

Glice Italy

Glice Spain

Glice Sweden

Glice Switzerland

Glice Turkey

Glice UK

Asia-Pacific

Glice Australia

Glice China

Glice Hong Kong

Glice India

Glice Indonesia

Glice Japan

Glice Malaysia

Glice New Zealand

Glice Singapore

Glice South Korea

Middle East

Glice Iran

Glice Israel

Glice Morocco

Glice South Africa &
Sub-Saharan Africa

Glice Middle East

Glice AG

Hirschengraben 33b, 6003

Luzern, Switzerland

Switzerland: +41 44 586 0693

USA: +1 216 307 8999

info@glice.com / www.glice.com



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BETHANY CHURCH

Attention: Niles DDA Main Street
333 N 2nd Street Suite 303, Niles, MI 49120

Date: 1/6/2026

Invoice Number: 1 Community 2026
Terms: 30 Days

Description	Quantity	Unit Price	Cost
GLICE Skating Rink & Curling Lane	1	\$13,000.00	\$13,000.00
		Subtotal	\$13,000.00
		Total	\$13,000.00

Thank you for helping the purchase of this rink we hope it is a great success and blessing in your community!

Sincerely yours,

Carey Garwood

Bethany Church

102 G Street

LaPorte, IN 46350

51.5 X 25.7 Eco-Rink Fully Equipped-Used System

Carey Garwood
garwood13@hotmail.com
(219) 363-8060

Delivery: Bethany Lutheran Church, 102 G St, La Porte, IN 46350

323- 26

Skatable Length in feet 51.57

Skatable Width in feet 25.79

Skatable Surface in sqft 1330.11

Product	Unit(s)	Description
Glice Panel 20 mm	64	Premium Eco-Ice Technology
Glice Care 5L	2	Maintenance liquid
Glice Clean 1L	2	Cleaning liquid
Glice Sharpening Machine	1	Easy-to-handle and effective skate sharpening
Glice Smart Polisher	1	High performing cleaning system incl. 2 fogger
Rubber Floor	2	Effective protection of skates and floor. 15 x 1.25m
Glice Skate Shelf	1	Smart design and extra robust. 48 Pairs per Shelf
Glice Leisure Skates (pairs)	48	High quality materials, extra-durable blade and high-comfort
Glice Vacuum Cleaner	1	High performing, industrial quality grade
Grinding wheel	0	Extra units for the period of rink operation
Glice Rink Manager Certification	1	Access to Glice Academy, FB Forum & Certification
Glice Pallet Box	5	Iron transport and storage Box
Glice Skating Aid	2	Learning support for beginners

Subtotal 51,172.68 USD

Installation
Transport (estimation) DDP 1,960.00 USD

Total 53,132.68 USD

Total 53,132.68 USD

Terms of Payment	50% to confirm order, 50% to ship
Payment Information	Options: Check, Wire, ACH, or Major Credit Cards Send checks to: Glice USA, Inc. 7102 La Vista Place Suite 203 Longmont, Colorado USA 80503-0801
Glice USA Bank Information	Account#: 671635776 ACH Routing#: 102001017 Wire Routing#: 021000021



Application for Event Funding Support

Introduction and Funding Priorities

The Buchanan Downtown Development Authority exists to support the long-term strength, activity, and economic vitality of Buchanan's downtown district. The DDA's role is to help create a downtown that is active, attractive, walkable, economically strong, and welcoming to residents, businesses, property owners, and visitors. To consider supporting events and activities that benefit the District, the DDA has developed a two-part application for funding. The Part I application should be completed for initial consideration. If the DDA is interested in funding the event or activity, the Board of the DDA will request the applicant complete and submit Part II of the application.

DDA funds should be used in a way that advances the purposes of the Downtown Development Authority and the City's approved Development Plan and Tax Increment Financing Plan. These purposes generally include supporting downtown development, preventing deterioration of property values, encouraging private investment, improving public spaces, supporting business activity, increasing pedestrian traffic, and strengthening the downtown as a center of commerce, culture, civic life, and community identity.

The DDA recognizes that events, programs, and community activities can play an important role in bringing people downtown. Because DDA funds are public dollars intended to benefit the district as a whole, funding requests will be evaluated based on their direct benefit to the downtown district and their ability to advance DDA priorities.

Priority will generally be given to requests that:

- Bring people into the downtown district.
- Encourage visitors to stay downtown for a meaningful period of time.
- Create opportunities for additional spending at downtown businesses.
- Support or involve downtown merchants, restaurants, property owners, or community partners.
- Activate public spaces, sidewalks, parks, plazas, trails, or other downtown amenities.
- Support the long-term image, vibrancy, and economic health of the district.
- Leverage other funding sources, sponsorships, volunteers, or in-kind support.
- Demonstrate strong planning, accountability, and follow-through.

DDA funding is not intended to replace an organization's own fundraising efforts or support activities that have limited connection to the downtown district. The DDA may approve, partially approve, deny, or request changes to any application based on available funding, alignment with DDA priorities, and the expected public benefit to the district.



Application for Event Funding Support

PART I – INITIAL APPLICATION

Applicant Instructions

The Downtown Development Authority meets at 5:00PM on the second Wednesday of each month. Applicants must submit their completed Part I application to the City Clerk by 5:00PM on the Monday of the week prior to the DDA meeting. If selected to funding consideration, the applicant will be asked to complete Part II, Final Application, before a final determination on the funding request is made. The entire process should be expected to take sixty (60) days before a final determination on the application is made.

Please complete all sections of this application and attach the required supporting documents. Incomplete applications may be returned for additional information or delayed until a future DDA Board meeting. Submission of an application does not guarantee funding. Any award may be subject to conditions, documentation requirements, reimbursement procedures, or post-event reporting.

Organization Name: _____

Primary Contract Person: _____

Title/Role: _____

Mailing Address: _____

Phone Number: _____

Email Address: _____

Federal Tax ID/EIN if applicable: _____

Please attached articles of incorporation or IRS tax status with application

Type of organization:

<input type="checkbox"/> Nonprofit	<input type="checkbox"/> Business
<input type="checkbox"/> Community Group	<input type="checkbox"/> Civic Organization
<input type="checkbox"/> Event Committee	<input type="checkbox"/> Other

Is the organization formally incorporated or recognized as a nonprofit?

Yes No

Not Applicable

Has the organization previously received funding from the Buchanan DDA or City of Buchanan? If yes, list the year, amount received, and purpose of the funding.

Yes No

Year	Amount
_____	_____
_____	_____



Application for Event Funding Support

Section 2: Event, Program, or Project Information

Event Date(s) and Time(s): _____
 Location: _____
 Setup time: _____
 Cleanup time: _____

Is the event/program located within the DDA district? If not fully located within the DDA district, explain how it will directly benefit the downtown district.

Yes No
 Partially

Is this a new or existing event/program? If existing, how many years has it been held?

New Existing; Number of years held: _____

Brief description of the event/program/project:



Application for Event Funding Support

Who is the intended audience?

Is the event open to the general public? If no, please explain.

Yes No

Will there be an admission fee or ticket cost? If yes, list the amount.

Yes; Amount: _____ No

Section 3: Funding Request

Total Project/Event Funding: _____
Amount Requested from DDA: _____
Amount Committed from Other Sources: _____
Amount Still Needed: _____

Describe specifically how DDA funds would be used. Be as detailed as possible.



Application for Event Funding Support

Part I Applicant Certification

By signing below, the applicant certifies that the information provided in this application is true and accurate to the best of their knowledge. The applicant understands that submission of an application does not guarantee funding and that any funding awarded by the Buchanan Downtown Development Authority must be used only for the purpose approved by the DDA.

The applicant further understands that DDA funding is public funding intended to benefit the downtown district and that the DDA may require receipts, invoices, proof of payment, photos, attendance information, or other documentation before or after funds are released.

The applicant agrees to recognize the Buchanan Downtown Development Authority in promotional materials when appropriate and agrees to submit a post-event report within 45 days after the event or program is completed, unless another timeline is approved by the DDA.

Authorized Representative Name

Title

Signature

Date



Application for Event Funding Support

PART II – FINAL APPLCIATION

The following Part II application should be completed after the Buchanan Downtown Development Authority (DDA) has reviewed the Part I application and determined that the Part II application should be submitted for the purposes of making a final funding decision. The information provided on the Part I application will be combined with the Part II application and presented to the DDA for final review and consideration.

Requested DDA funds would be used for:

- | | |
|--|---|
| <input type="checkbox"/> Marketing/advertising | <input type="checkbox"/> Entertainment/performance costs |
| <input type="checkbox"/> Equipment rental | <input type="checkbox"/> Tents/tables/chairs/staging/sound |
| <input type="checkbox"/> Security/public safety | <input type="checkbox"/> Restrooms/sanitation/trash service |
| <input type="checkbox"/> Signage/wayfinding | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Downtown beautification or activation | <input type="checkbox"/> Other |

Please attach an itemized budget showing all anticipated revenues and expenses.

Is the organization contributing its own funds to the event/program? If yes, list the amount.

Yes; Amount _____ No

Will the event generate revenue? If yes, identify the source of revenue, the projected amount of revenue and how it will be used.

Yes No

Section 4: Downtown Impact

The DDA will give strong consideration to the direct impact the event or program is expected to have on the downtown district. Please provide realistic estimates and explain how the estimates were developed.

Estimated Attendance: _____

Prior Year Attendance: _____

Two Years Ago: _____

Estimated Attendance From Buchanan (49107) _____

Estimated Attendance from Outside Buchanan: (49107) _____



Application for Event Funding Support

How long do you expect the average attendee to remain downtown?

Less than 1 hour

1-2 hours

2-4 hours

More than 4 hours

All day/multiple days

Explain what will encourage attendees to stay downtown before, during, or after the event.

How will the event create opportunities for additional spending at downtown businesses?

Will downtown businesses be directly involved? If yes, list participating businesses and describe their role.

Yes

No



Application for Event Funding Support

**Will the event include vendors, food trucks, merchants, artists, performers, or other sellers?
If yes, please describe.**

Will the event encourage attendees to visit restaurants, retailers, bars, service businesses, or other downtown destinations? If yes, describe how.

Yes

No

Will the event activate a public space, such as the Common, downtown sidewalks, parks, trails, public parking areas, or other civic spaces? If yes, describe.

Yes

No

Section 5: Alignment with DDA Goals

Please explain how the request supports one or more of the following DDA priorities.

Pedestrian activity and walkability:

Support for downtown businesses:



Application for Event Funding Support

Marketing and promotion of downtown Buchanan:

Community identity, sense of place, or quality of life:

Use or improvement of public spaces:

Attraction of visitors from outside the community:

Section 6: Marketing and Promotion Plan

How will the event/program be marketed? Check all that apply.

- | | |
|---|---|
| <input type="checkbox"/> Social media | <input type="checkbox"/> Website |
| <input type="checkbox"/> Email newsletter | <input type="checkbox"/> Posters/flyers |
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Paid digital advertising | <input type="checkbox"/> Regional tourism/event calendars |
| <input type="checkbox"/> Chamber or partner promotion | <input type="checkbox"/> Business cross-promotion |
| <input type="checkbox"/> Other | |

Describe the marketing plan and timeline.



Application for Event Funding Support

What geographic area will the marketing target?

- | | |
|--|---|
| <input type="checkbox"/> Buchanan (49107) only | <input type="checkbox"/> Berrien County |
| <input type="checkbox"/> Southwest Michigan | <input type="checkbox"/> Northern Indiana |
| <input type="checkbox"/> Regional audience | <input type="checkbox"/> Other |

How will downtown Buchanan and the DDA be recognized in marketing materials?

Will the DDA logo be included on promotional materials if funding is awarded? If no, please explain.

- Yes No

Section 7: Event Planning, Operations, and Coordination

Who is responsible for overall event management? (Please attach list key volunteer roles, staff, or committee members involved in planning and implementation.)

Will the event require any of the following?

- | | |
|--|---|
| <input type="checkbox"/> Road closure | <input type="checkbox"/> Sidewalk closure |
| <input type="checkbox"/> Use of public parking | <input type="checkbox"/> Park or public space reservation |



Application for Event Funding Support

- Police assistance
- Temporary structures
- Amplified sound
- Food vendor permits
- Portable restrooms
- Other

- Fire/EMS coordination
- Electrical access
- Alcohol approval/licensing
- Trash/recycling service
- Insurance certificate

Have you coordinated with City staff regarding permits, road closures, park use, public space use, police/fire/EMS needs, trash, restrooms, or other logistics? If yes, please describe.

- Yes
- No
- Not Yet

Describe the plan for parking, traffic flow, pedestrian safety, trash, restrooms, and general cleanup.



Application for Event Funding Support

Does the applicant have event insurance or the ability to provide a certificate of insurance if required?

Yes
 Not Sure

No

Section 8: Measurement and Reporting

If funding is awarded, the applicant will be expected to provide a brief post-event report to the DDA. This report helps the DDA evaluate whether the funding achieved its intended purpose and whether future requests should be considered.

How will attendance be tracked?

How will the applicant evaluate the success of the event/program?

Will the applicant survey or gather feedback from attendees, vendors, downtown businesses, or partners? If yes, please describe.

Yes

No

Can the applicant provide photos, receipts, invoices, attendance estimates, marketing examples, and a brief written summary after the event? If not, why

Yes

No



Application for Event Funding Support

Section 10: Required Attachments

Please attach the following, if applicable:

- Itemized event/program budget
- Event layout or site map
- List key volunteers, staff, or committee members involved in planning and implementation
- Marketing plan or sample promotional materials
- List of participating downtown businesses or partners
- Proof of nonprofit status, if applicable
- Certificate of insurance, if already available
- Prior year attendance or financial information, if this is an existing event
- Letters of support, if available
- Other supporting information

Part II Applicant Certification

By signing below, the applicant certifies that the information provided in this application is true and accurate to the best of their knowledge. The applicant understands that submission of an application does not guarantee funding and that any funding awarded by the Buchanan Downtown Development Authority must be used only for the purpose approved by the DDA.

The applicant further understands that DDA funding is public funding intended to benefit the downtown district and that the DDA may require receipts, invoices, proof of payment, photos, attendance information, or other documentation before or after funds are released.

The applicant agrees to recognize the Buchanan Downtown Development Authority in promotional materials when appropriate and agrees to submit a post-event report within 45 days after the event or program is completed, unless another timeline is approved by the DDA.

Authorized Representative Name

Title

Signature

Date



Application for Event Funding Support

Buchanan DDA Funding Request Scoring Rubric

Each application may be scored using the following 100-point rubric. The rubric is intended to help the DDA Board evaluate requests consistently, while still allowing the Board discretion based on available funding, timing, community benefit, and alignment with DDA priorities.

Criteria	Max Points	Evaluation Guidance	Score
Alignment with DDA Goals and Public Purpose	15	15 = clearly advances DDA goals, supports downtown development, creates direct public benefit, and aligns strongly with the Development Plan/TIF Plan. 10 = generally supports DDA goals and provides a reasonable downtown benefit. 5 = some connection to downtown, but benefit is limited or unclear. 0 = does not clearly support DDA goals or provide a downtown public benefit.	
Number of People Brought Downtown	15	15 = expected to bring a large number of people downtown, including visitors from outside the community. 10 = expected to bring a moderate number of people downtown. 5 = expected to bring a small number of people downtown. 0 = unlikely to generate meaningful downtown traffic.	
Length of Time People Will Stay Downtown	10	10 = designed to keep people downtown for several hours or throughout the day. 7 = likely to keep people downtown for one to two hours. 3 = brief event with no clear strategy to extend visits. 0 = unlikely to keep people downtown beyond a short stop.	
Potential for Additional Downtown Spending	15	15 = strong likelihood of generating spending at downtown restaurants, retailers, bars, service businesses, vendors, or destinations. 10 = reasonable likelihood of creating some additional spending. 5 = connection to spending is limited or indirect. 0 = unlikely to create additional downtown spending.	



Application for Event Funding Support

Criteria	Max Points	Evaluation Guidance	Score
Downtown Business Participation and Coordination	10	<p>10 = directly involves multiple downtown businesses or has a strong plan for business participation and cross-promotion.</p> <p>7 = includes some downtown business involvement.</p> <p>3 = business involvement is limited or informal.</p> <p>0 = no demonstrated involvement of downtown businesses.</p>	
Marketing Reach and Promotion of Downtown Buchanan	10	<p>10 = strong, realistic marketing plan that promotes downtown Buchanan to local and regional audiences.</p> <p>7 = adequate marketing plan with some downtown promotion.</p> <p>3 = limited or unclear marketing plan.</p> <p>0 = no meaningful marketing plan provided.</p>	
Budget, Matching Funds, and Financial Leverage	10	<p>10 = clear, reasonable budget that leverages other funds, sponsorships, donations, volunteers, or in-kind support.</p> <p>7 = generally reasonable budget with some outside support.</p> <p>3 = lacks detail or relies heavily on DDA funding without a strong explanation.</p> <p>0 = incomplete, unclear, or unreasonable budget.</p>	
Applicant Capacity and Event Readiness	10	<p>10 = strong planning, experience, partnerships, and ability to successfully complete the event/program.</p> <p>7 = appears capable, but some details need to be finalized.</p> <p>3 = limited demonstrated capacity or significant unanswered logistical questions.</p> <p>0 = does not demonstrate ability to successfully complete the event/program.</p>	
Accessibility, Safety, and Community Benefit	5	<p>5 = accessible, welcoming, safe, and provides broad community benefit.</p> <p>3 = provides some community benefit, but access or safety details need more work.</p> <p>1 = community benefit is narrow or unclear.</p> <p>0 = unresolved safety, access, or public benefit concerns.</p>	



Application for Event Funding Support

Suggested Funding Guidance

Score Range	Recommended Consideration
90-100 points	Strongly aligned with DDA goals; high priority for funding if funds are available.
75-89 points	Good alignment; recommended for funding or partial funding.
60-74 points	Some alignment; consider partial funding, conditions, or request revisions.
Below 60 points	Limited alignment; generally not recommended unless there are special circumstances or additional information is provided.

Additional Board Considerations

In addition to the score, the DDA Board may consider whether the request fits within the current DDA budget, whether similar requests have already been funded, whether the applicant has completed prior reporting requirements, whether the event duplicates another activity, and whether funding the request helps create a balanced mix of downtown programming throughout the year.

The Board may also attach conditions to any funding award, including limits on eligible expenses, required recognition of the DDA, post-event reporting, or coordination with City staff before funds are released.