



DOWNTOWN
LANSING INC.

DLI Board Meeting – September 14, 2023 – 11:30 a.m.

DLI Office

112 S. Washington Square

Lansing, MI 48933

Our Mission

Downtown Lansing Inc. is dedicated to making Lansing a place where people want to be, by encouraging its businesses, neighborhoods, and stakeholders to build a dynamic culture known for its vibrancy, sustainable growth, and business friendly environment.

AGENDA

- I. Call to Order:
- II. Citizen's Comments (items not on the agenda) *The public may comment for up to three minutes.*
- III. Correspondence – Community Foundation Update
- IV. Special Guests: Andy Kilpatrick, City of Lansing
- V. Consent Agenda Approvals
 -  Agenda for September 14, 2023
 -  Minutes from August 10, 2023
 -  Committee Reports
 -  Monthly Financials – J. Durham
- VI. Old Town Updates
- VII. Reports
 -  Director Report
 -  President's Report
- VIII. Action/Discussion Items
 - Reutter Park Programs and Materials
 - ARTery Alley
 - Committee & Project Management System
 - Website Contract
- IX. Other New Business
- X. Closed Session: Director Review
- XI. Adjourn DLI Board Meeting (*Motion Required for Adjournment*)

Jen Estill, President
Julie Durham, Treasurer
Tamera Carter, Member
Karl Dorshimer, Member

J.V. Anderton, Vice President
Jennifer Hinze, Secretary
Joshua Pugh, Member
Jesse Flores, Member

Board Advisors:

Patricia Spitzley, City Council

WELCOME!

Visitors are invited to attend all meetings of the DLI Board.

If you wish to address the Board, you will be recognized by the President during Citizen's Comments



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AGENDA

- I. Call to Order:
- II. Citizen's Comments (items not on the agenda) *The public may comment for up to three minutes.*
- III. Correspondence: None
- IV. Special Guests: None
- V. Consent Agenda Approvals:
Board Reviewed consent agenda items. J.V. Anderton motioned to approve. J. Pugh Second. Motion passed.
- VI. Old Town Updates:
 - The Old Town Silver Gala is moving forward with tickets on sale now.
 - There are some sewer issues happening with various properties around Old Town that need to be addressed.
 - There are a couple vacancies currently in Old Town including the Grid being up for sale as well as another business unofficially available for sale on the 100 block.
- VII. Reports
 -  Director Report:
The board reviewed C. Edgerly's Directors report with J. Reinhardt which included new staff member, Shakayla Zoss joining as our DLI Marketing & Branding Specialist.

Earlier this week the Gentilozzi Real Estate project was unveiled. Board members asked clarifying questions regarding the deadline for construction to be complete, how this will add to residential downtown. More updates to follow.

J. Anderson shared details and ticket sales information for the upcoming Forks & Corks event, scheduled to take place August 24. Goal is to sell 140 tickets, currently only 9 have sold. Promotions Committee is working on a marketing plan to push sales and promotions this week. The Evening of Excellence is also coming up next week, August 17th from 5:00-7:00 p.m. Email

Cathleen to RSVP today.

President's Report: See you at the Evening of Excellence!

VIII. Action/Discussion Items

CMA: T. Benoit shared the information from the Board packet about the CMA. Board reviewed all residential, real estate, retail and neighborhood connectivity documents. The Board asked about the PR plan to roll-out the announcement of the CMA results. This will be done by C. Edgerly along with our new Marketing & Branding specialist. A website is also being developed to house all of this data and break-it down for all those interested in viewing. C. Edgerly will also work with the consultants on additional roll-out to the City EDP department, Council, etc. Board provided additional suggestions for clarification.

Downtown Maintenance Contract: T. Benoit reviewed the Lake State Maintenance extension with the Board. C. Edgerly recommends renewing the contract for one year, and then preparing to go out to bid for a 3-5 year contract after the first of the year.

Public Right of Way Permit Process: The Board reviewed updates to the Public Right of Way permitting process. The past 2 years we have not charged due to COVID but still collect documentation. Discussion took place regarding DLI's role in the permitting process, what the typical charge is, whether permits should be annual vs. seasonal and why DLI collects permit fees in the first place. Does city charge?

Website Contract: No action was taken due to lack of a quorum with Jen recusing herself.

IX. Other New Business: None

- X. **Adjourn DLI Board Meeting:** Motion to adjourn at 1:00 p.m. by J.V. Anderton. Motion seconded by J. Durham. Motion passed unanimously.

Jen Estill, President
Julie Durham, Treasurer
Tamera Carter, Member
Karl Dorshimer, Member

J.V. Anderton, Vice President
Jennifer Hinze, Secretary
Joshua Pugh, Member
Jesse Flores, Member

Board Advisors:
Patricia Spitzley, City Council



DOWNTOWN LANSING INC.

Organization Committee Meeting

August 2, 2023 at 8:00 a.m.

Zoom Meeting

<https://us02web.zoom.us/j/89961174730>

MINUTES

Committee Members Present: Melissa Cole, Laura Biehl, Cathy Zell

Guest: Caleb Johnson

Committee Members Not Present: J.V. Anderton, Renee Roth, Chris Nugent

- **Call to order:** C. Edgerly called the meeting to order at 8:10
- **Committee Chair:** M. Cole has agreed to chair the Organization Committee and try it out. Thank you Melissa!
- **Review & Approve July 12 Meeting Minutes:** Meeting minutes approved by C. Zell. Second by L. Biehl.
- **Volunteer hours:** 17
- **Communication Team:**
 - News stories: **Deadline to submit August 24, 2023**
 - Merchant News:
 - CMA results/recommendations (Justin or Kathleen Duffy)
 - Evening of Excellence Award Winners (Cathleen) – include thank you to planning committee in this article
 - Small Business Support Grants (Erin Robinson or Julie)
 - Downtown Parking re-cap or survey (Hal or Jim Corbett)
 - Downtown Farmers Market & Capitol Farmers Market (Jazmin)
 - Introducing new Marketing & Branding Specialist (Cathleen)
 - Downtown Lansing Food Fight - Laura
 - Business Huddle
 - Businesses Coming Soon
 - Small Business grant feature with videos –
 - E-News: **Deadline to submit August 24**
 - Business of the month: JJ's Hot Dogs – Laura Biehl, Committee also discussed Next month highlighting Tatse as well as a little feature on Lansing Shuffle's shuffleboard courts once they're open.
 - Volunteer of the month: Congrats Laura! Suggestions for this month: Dennis from DPS
 - Meet our New Marketing & Branding Specialist

- Evening of Excellence Recap and include a THANK YOU to volunteer planning team.
- Capital Afrofest – Melissa Cole
- Downtown Lansing Food Fight

The Committee also discussed the idea of having a committee member spearhead the monthly newsletter group communications, help gather article ideas and determine who will help write them. This will aid the committee and staff even more in having content ideas prepared in advance of each Committee meeting. C. Zell offered to help in a couple months once she is back at work.

- **Capital City Food Fight (Laura)**
- **Evening of Excellence – Volunteer & Business Appreciation Event**
 - Thursday, August 17. Please RSVP your attendance
 - Doors open at 5pm, awards start at 5:30 p.m. Lansing Art Gallery
- **Annual Partnership** – Updated Copy to include menu of options for the entire year. Cathleen emailed to the committee.
Please review and let Cathleen know if we can set-up a meeting with your company regarding sponsorship opportunities for the Fall or into 2024.
- **Social Media Stat Review:**

Facebook

New followers: 20

Total followers: 9,985

Top 3 posts:

1. Sparrow Bloom Opening Soon (and included Grand Opening Date)
2. Tiny Bit of Wood Coming Downtown
3. River Trail downtown construction complete post

Instagram

New followers: 35

Total followers: 11,968

Top 3 posts

1. Sparrow Bloom Opening Soon
2. July 25 Farmers Market Reel
3. Don't sleep on these Downtown Dinner Dining options reel

Twitter

New followers: Cathleen made the committee aware of changes happening here. Decrease of 40 followers – do we want to keep tracking this? Twitter use overall is going down and with new staff we will look into Thread and keep assessing.

Total followers: 14,759

Top 3 posts:

1. 4th of July post
2. Costume Shop sale at Riverwalk Theatre
3. July 11 Downtown Farmers Market post

- **DLI Updates (J.V. and staff)** – Cathleen provided updates to the Committee regarding the Comprehensive Market Analysis. The Executive team and staff are finalizing work with the consultants to have these documents shared as infographics, via an interactive and very user-friendly webpage, and will have all the supporting data available too via the website. That is expected to be live and public later this month.

We look forward to welcoming a new staff members, Ms. Shakayla Zoss as our Marketing & Branding Specialist August 21

This past month we welcomed J. Durham, Jesse Flores, and Josh Pugh to the DLI Board of Directors. C. Zell asked about our Board Chair.

- **Save the Date for these Important Events:**
 - Every Thursday in July from 4:30-6:30 p.m. | Live Music Thursdays at Nelson Gallery
 - August 8, 22, 29 | Farmers Markets at Reutter Park
 - August 17 at 5:30 p.m. | Evening of Excellence
 - August 24, 6:00-9:00pm | Forks & Corks – get your tickets today!
- **Adjourn:** Motion to adjourn at 8:36 a.m. by Cathy, Second by L. Biehl. Motion approved.



Promotions Committee Meeting

August 9th, 4:00 p.m. at DLI Office

AGENDA

1. Call to order/approval of July minutes: (motion needed)

2. DLI Updates: Jazmin

- New residential building coming downtown on Grand behind atrium on the river
- Offer out to a marketing and branding specialist, should be starting in a couple weeks

3. Volunteer hours from July: Share in meeting

- Hannah: 2
- Keri: 2
- Colton: 4
- Jeremy: 5

4. Projects

A. Downtown Lansing Farmers Market - Each Tuesday now-September How can I help?

- Vendor recruitment (especially actual food based businesses/farmers - produce, eggs, meat, fish, etc.)
- Promote the market weekly and ATTEND yourself! Share promotions of who and what is there, any purchase you made, and future dates

B. Forks & Corks (Hannah and Colton on sub-committee)

- [Tickets available for sale](#), not going well. 9 tickets sold total, goal of 170.
- Options
 - Reduce ticket sale goal to 100, change the amount of tastings to reduce costs.
 - Put money towards Facebook ads, contact tv stations.
 - Postpone (have already multiple times)
 - Cancel
- Last year sales were low too, but promo started a bit sooner. Prior to that, it was done at the Lugnuts stadium and was easier to fundraise for that because food was donated (now food is partially paid for).
- Didn't end up securing enough sponsors to offset the cost.

- Businesses that are participating should spread the word. Flyers, bill stuffers, social posts.
- Add restaurants to website and FB event.
- Social posts, share restaurants that are attending, post in event. Can send an email to full newsletter list.

C. Fall Fest

- Planning committee to come, Hannah, Colton, Jeremy, Keri, Sarah can help
- Tentative date: Saturday, Sep 30, 2023 , 2-6 p.m at Reutter park.
- Activities:
 - 10 artisan makers using the vendor stalls
 - Balloon installation/photo op area
 - Pumpkin patch (free pumpkins / first come, first serve)
 - Straw for some seating/games
 - Fall carnival games (i.e. pumpkin bowling, pumpkin tic tac to, pumpkin checkers)
 - Use of the ping pong table and cornhole equipment in the park
 - S'more stations
- Live entertainment
 - 2-2:30 Music playing
 - 2:30-3 Storytime with A Novel Concept
 - 3-4 AOTA Hip Hop
 - 4-5 Pinter Whitnick
 - 5-6 The Corzo Effect
- Petting zoo from 4-H group
- Hayrides around the park

D. Holiday Market at Reutter Park

- Fridays and Saturday in December from 12/1 - 12/23 from 4-7 p.m.
- Vendor recruitment has started
 - We have three applicants so far
 - Goal: 9 vendors for each date, weekend, and/or the entire season
- Activity suggestions/ideas
 - 12/1 - Meet the Grinch + Scavenger Hunt - COLTON
 - Impression 5 free admission to people who finish the hunt
 - 12/2 - Ornament Making + Holiday Storytelling
 - A Novel Concept or library
 - 12/8 - Horse Drawn Carriage Rides
 - Would prefer not to use the company from last year
 - 12/9 - Pictures with Santa & Nana Claus - DONE (JAZMIN)
 - Photographer, Santa, Nana already booked
 - 12/15 - Caroling
 - Sign up link exists for groups/orgs to sign up for 30 minute slots
 - 12/16 - Cookie Decorating - KERI

- Sweet Encounter
- 12/22 - Ugly Sweater Party
 - DJ, glow sticks
 - Melik could DJ, talk about it on radio
 - Liquor license? Jazmin
- 12/23 - Dog Dress Up Event - SARAH
 - Talk to Preuss Pets, Kirbay
 - Maybe Soldan's?

E. Holiday Marketing Campaign

- Grinch campaign, 12 weeks of christmas
- FOX 47 co-op campaign
 - FOX 47 recorded commercials
- Window front decorations
 - Could do a pizza party as a prize
- Holiday scavenger hunt (Sarah made a bingo card last year)
 - Encouraging people to take photos in businesses
 - Go to holiday market on there

5. Volunteer tasks throughout the month:

- Attend, take photos, and promote Downtown Lansing activities/events
- Actively participate in events we discussed above.
- Marketing team to help with social posts for events, lead and help with all aspects of planning and production of events, fundraising etc.
- Post & Tag your photos using #GrubLansing #ShopLansing #LiftUpLocal

6. Upcoming dates & Other Committee Projects to note:

- Evening of Excellence: August 17 beginning at 5:30 p.m. RSVP to Cathleen

8. Adjourn:

DLI Design & Public Spaces Meeting Minutes

August 31, 2023

Attendance: Valerie Marvin, Jeremy Hurt, Brent Forsberg, Mary Leys

Staff: Trevor Benoit

1. **Call to Order:** The meeting was called to order at 4:02 p.m.
2. Approval of meeting minutes: Mary moved, and Brent seconded, that the minutes from the previous meeting be adopted. The motion passed unanimously.
3. **DLI happenings/Updates:** T. Benoit provided updates noting that several big developments have been announced, which will benefit the downtown community.

Volunteers were honored at the annual evening of excellence.

Jazmin has left DLI for a job with LEAP. Trevor will finish out the run of summer markets at Reutter Park. The last Market will include a Fall Fest theme and is scheduled for September 26. A holiday market is being planned.

Shakayla Zoss has been hired as the DLI Marketing & Branding Specialist.

4. **DLI Fiscal Year 2024 Planning**

Fall clean-up is scheduled for Saturday, September 30, from 10 am to noon. Sign-up links will go out via the normal methods. The DLI office will serve as the meeting place. They will provide gloves, tools, etc. The size of zones was discussed, as was the possibility of having La Cocina Cubano cater the lunch, to be eaten in the recessed garden patio adjoining the downtown library.

5. **New Committee Chair:**
Mary proposed, and Brent supported, Jeremy Hurt as the Chair of the DPS committee. He was unanimously elected.
6. **Rain Gardens:**
Conversation continued regarding the downtown rain gardens along Michigan Ave. Bob has reached out to Nicole McPherson – the new City Engineer. She is good to get together to discuss these. Trevor will invite her to attend the September committee meeting. Dennis should be consulted, as he knows a bit more about their original design.
7. **Adjournment:**
Valerie moved, and Brent second, that the meeting be adjourned. The motion passed unanimously, and the meeting adjourned at 5:01 p.m.

DLI General Fund
August Statement of Activity
August 2023

	Aug 23	YTD	Budget	% of Budget
Ordinary Income/Expense				
Income				
Assessment Transfer Income	0.00	28,043.15	365,000.00	7.68%
Business Development		0.00	8,000.00	0.00%
Design & Public Spaces	0.00	0.00	50,000.00	0.00%
Grant Income	0.00	50,000.00	4,200,000.00	1.19%
Macotta Club	0.00	0.00	150,000.00	0.00%
Middle Village	1,000.00	2,250.00	65,000.00	3.46%
Misc. Income	0.00	0.00	1,000.00	0.00%
Promotions	0.00	1,625.00	38,000.00	4.28%
Organization	0.00	0.00	5,000.00	0.00%
Operations Transfer	0.00	0.00	85,000.00	0.00%
Transfers In		0.00	-561,913.00	0.00%
Total Income	1,000.00	81,918.15	4,405,087.00	
Expense				
Business - Match on Main	0.00	25,000.00	0.00	100.00%
Business Development	209,131.33	347,936.31	1,549,000.00	22.46%
Design & Public Spaces	4,717.23	5,194.05	670,000.00	0.78%
Information Technology	2,907.00	5,814.00	34,887.00	16.67%
Middle Village Micro Market	0.00	100.00	38,000.00	0.26%
Macotta Club	0.00	0.00	1,200,000.00	0.00%
Misc. Operating	6,697.80	60,793.50	356,000.00	17.08%
Organization	8,441.01	9,164.85	56,200.00	16.31%
Personnel	27,242.96	54,138.11	443,000.00	12.22%
Promotions	1,781.99	3,303.93	58,000.00	5.70%
Transfers Out	0.00	0.00	0.00	0.00%
Total Expense	260,919.32	511,444.75	4,405,087.00	11.60%
Net Ordinary Income	-259,919.32	-429,526.60	\$0.00	
Fund Balance	1,523,301.53	1,523,301.53	561,913.00	
Net General Fund Balance	1,263,382.21	1,093,774.93	561,913.00	

SEPTEMBER DIRECTORS REPORT

CMA Publicity: Over the past couple weeks, we have been publicly sharing the results of the Downtown Comprehensive Market Analysis publicly with our local and regional partners. Included in the CMA result announcements was a Downtown Lansing featured panel at the September Chamber of Commerce Economic Luncheon. As next steps, C. Edgerly will share the CMA results with the Council Committee on Development & Planning in the hopes that they will adopt the results as part of a Downtown Development Master Plan. If Council is willing to do that, CIB planning consultant Justin Sprague will then sit-down with the City's Economic Development & Planning Dept. as well as this Council Committee to discuss next steps, a development master checklist for downtown, etc. The full results of the CMA live online and will continue to be shared at: <https://cma.downtownlansing.org/>

New Staff Members: Please join me in officially welcoming Ms. Shakayla Zoss, Marketing & Branding Specialist, as well as Jenny Christensen, Events & Market Intern, to the DLI staff team!

Economic Development Course: DLI offers continuing professional development opportunities to our staff members through various trainings, conferences, workshops and webinars offered by local, statewide and national partners including:

- International Downtown Association
- Main Street America
- Michigan Downtown Association
- Michigan Economic Developers Association (MEDA)
- MML
- The Lansing Regional Chamber of Commerce

September 12-14 I will be attending the 3-day MEDA Economic Development Course at the downtown Courtyard Marriott September 12-14. This course is the first step in the process of becoming a Certified Economic Developer (CEcD).

City of Lansing Parking Study: As discussed over the past couple months, the City of Lansing has engaged a qualified team of planning specialists from Walker Consultants to conduct a parking and mobility study related to the commercial areas of Downtown, Old Town, REO Town and the Lansing Center/Stadium District.

They've put together a public survey to gain feedback and assess how on- and off-street parking is being used, identify issues and opportunities for improvement, and develop a plan for operating, managing, and financing the parking system now and into the future. If you haven't already shared your feedback, you can do so online at: <https://www.surveymonkey.com/r/LR3CWP2>

Economic Luncheon on the Transformation of Downtown Lansing: On Thursday, September 7, C. Edgerly was honored to be speak at the Greater Lansing Chamber of Commerce's Economic Luncheon as part of a Downtown Lansing panel presentation. The panel discussed the future of Downtown Lansing, the challenges and opportunities businesses and

residents need to address to build a stronger and more sustainable downtown, the data from our CMA and future opportunities for growth.

Moderator Lorri Rishar of [Edge Partnerships](#) led our panel which also featured local leaders Pat Gillespie of [Gillespie Group](#), John Hindo of [Boji Group, LLC](#), Van Martin of [Martin Commercial Properties](#),

Congrats to this Year's Evening of Excellence Award Winners:

Last month, Downtown Lansing Inc. was proud to honor a dozen small businesses, volunteers and community partners for their commitment and contributions to Lansing's downtown during our annual Evening of Excellence awards.

These Shining Stars and award winners Include:

- New Business Award: Clover Joy Collective & Market on the Squared
- Legacy Business Award: Weston's Kewpee Burger
- New Development Award: Lansing Shuffle
- Community Partner Award: Brent Forsberg of Forsberg Real Estate
- Organization Volunteer Award: Laura Biehl of Resch Strategies
- Promotions Volunteer Award: Hannah Lupi of Martin Waymire
- Business Development Award: Emily Thompson
- Design & Public Spaces Award: Bob Rose
- Adopt-a-Spot Award: Greater Lansing Optimist Club
- Downtown Champion Award: Liberty McPike of Lake Trust Credit Union
- Volunteer of the Year Award: Colton Hughes, Element Massage

Important Dates to Attend:

- **Saturday, September 16:** Nubian Jewelry Grand Opening at 120 S. Washington Sq., 10:00 a.m.
- **Tuesday, September 26:** Fall Fest at the Downtown Farmers Market, 3:00-7:00 p.m.
- **Saturday, September 30:** Downtown Fall Cut Back and Clean-Up, 10:00 a.m.-12:00 p.m.



MEMO

To: Downtown Lansing Inc. Board of Directors
From: Staff
Re: Update on Reutter Park Activation Project

As Lansing's oldest park, DLI felt it was important to focus on this green space that is bordered by multiple residential units, the Downtown Capital Area District Library, and along CATA transportation routes to serve as an amenity for downtown residents, businesses, investors and entrepreneurs. Market sheds are part of DLI's placemaking efforts while also serving as another entrepreneurial feeder system that gives small business support to all types of businesses by offering year-round opportunities for entrepreneurs to vend, grow their businesses and participate in Small Business Training programs.

To date DLI has invested \$83,764.05 in the activation project for Reuter Park (Kringle Market and Downtown Farmers Market) This investment came from State funding as well as private sponsor contributions as shown on the next page. Investments made covered the construction of market sheds, lighting for the sheds and park, placement of a concrete pad with Parks & Recreation for the city "ice rink" as well as signage. Some additional work is currently underway to add electrical amenities to the park. There is an unpaid invoice for the original construction in the amount of \$23,474.70 based on additional professional work that was completed to help us fix work that had been done and open the Kringle Holiday Market last year on time. The total budget for Reuter Park activation was budgeted at \$290,000 out of our allocation of \$5 million in State of Michigan funding. This amount was budgeted by DLI to be spread out over 2023-2026. Remaining funding will be used to finalize painting of the sheds, finish electrical installations to the park with Parks & Rec., as well as annual maintenance for the sheds for up to 3 years.

An additional investment ranging from \$23,980.00 - \$31,180.00, based on below bids is needed to cover the following:

Shed foundation Installation:

- Shed Relocation: Moving existing sheds to new locations and positioning them.
- Roof Drip Edge Installation: Installing white aluminum drip edges to prevent water from dripping onto fascia boards.
- Window and Door Enhancement: Enlarging window openings, installing double doors, and using matching materials to maintain aesthetic cohesion. Exterior Refastening and Finishing: Reinforcing exterior elements, applying caulking, filling nail holes, and applying exterior paint.

Interior Improvements:

- Priming and painting interior shed floors to enhance the overall appearance.
- Mold Remediation: Applying a mold remediation solution to ensure clean and safe interior environment.
- Ramp Construction: Building a ramp as per specifications to provide accessibility to the sheds.

The cost for this scope of work was developed by obtaining multiple quotes from different contractors to final numbers will be determined based on available contracts and final SOW.

Financial Donations Made to Reuter Park Programming:

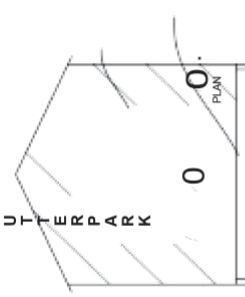
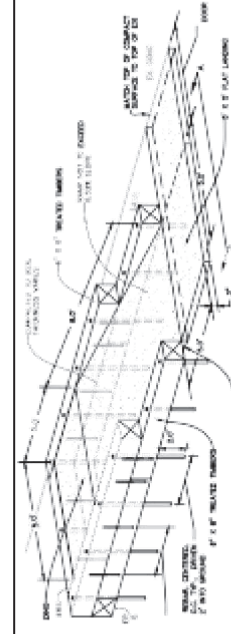
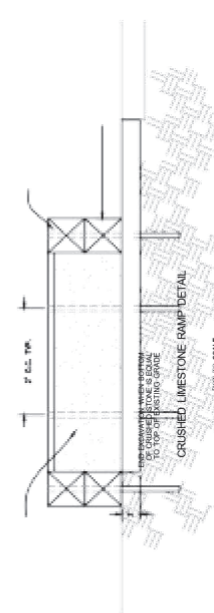
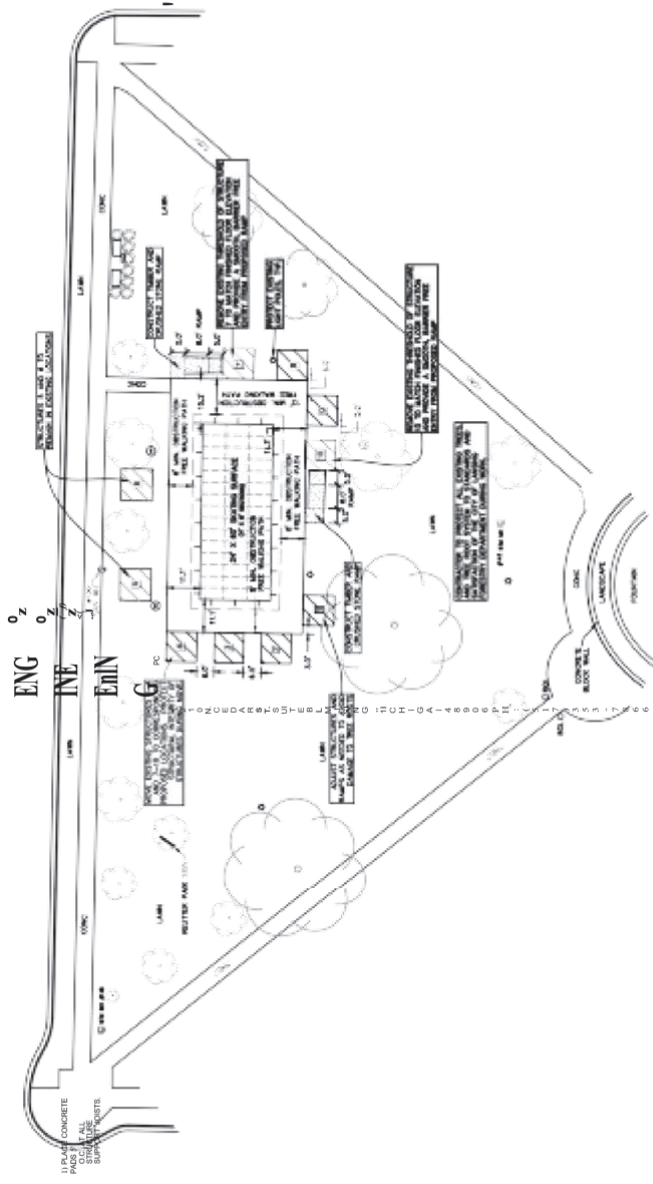
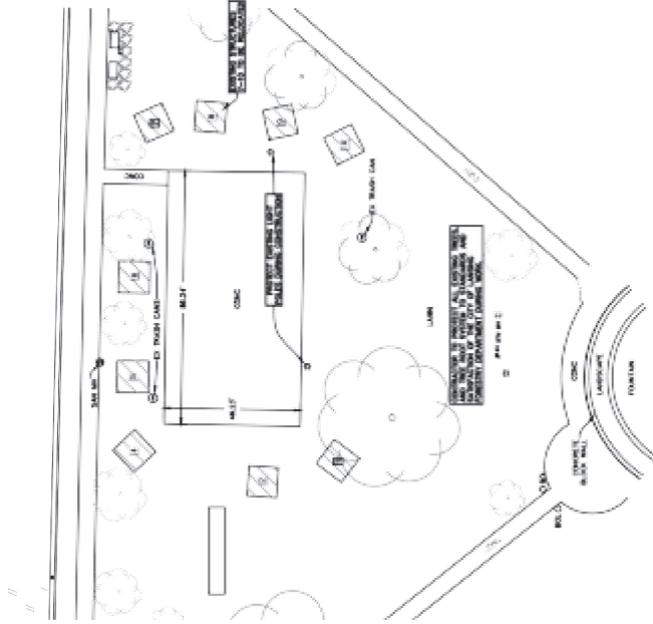
- \$25,000 Boji Group
- \$20,000 City (Ice skating rink)
- \$5,000 Eyde Development
- \$14,000 from MSU for 2 Mass Timber Sheds. This included installation and placement.
- **In-kind**
 - \$12,000 from Forsberg Construction for in-kind labor and materials
 - \$8,000 Layout Drawings for Shed Final Layout (donated through DC Engineering)
 - Tree Trimming, covered by City of Lansing
 - Electric Installation, City of Lansing
 - Fountain Repair – Parks & Rec is developing plan to cover these costs
 - Metro Place - Flowers & ongoing donations for park programming

Staff is requesting approval to pay the outstanding \$23,474.70 to Forsberg as well as award additional contracted work with Zarka Painting in the amount of \$31,180.00. These improvements were budgeted and funding is available.

Event Management with Kringle Holiday Market and future Farmers Markets:

For ongoing programming with the Holiday Market and Farmers Markets, Michigan Premier Events has provided a quote to professionally manage the seasonal markets, recruit vendors, and promote the markets in coordination with DLI. We anticipate receiving her quote in the next day or two in the amount of \$75,000 annually. The budget for this partnership would also include professional event management of Forks & Corks as well as Winterfest. The funding for this would come out of our Events & Market Admin costs as budgeted for the Fiscal Year.

Cat.	Spent	Low	high	Remove 8
Total current investment Reuter Park	\$ 83,764.05			
Monies still owed projected	\$ 23,474.70			
Full SOW spend low side		\$ 23,209.00		
Full SOW spend high side			\$ 31,180.00	
Remove 8 Fix and Paint 2		\$ -		\$ 11,500.00
Total	\$107,238.75	\$130,447.75	\$138,418.75	\$ 118,738.75



CIVIL - LAYOUT
 PLANS PREPARED FOR
 REUTTER PARK
 112 S. WASHINGTON SQUARE
 LANSING, MI 48203

SCALE: 1" = 30'

REVIEWED BY: JSC

SHEET 1 OF 2



ESTIMATE

Prepared For

Trevor Benoit
112 South Washington Sq
Lansing, Michigan 489833

Bill To
Downtown Lansing, Inc. Re: Reutter Park

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
	Labor for services rendered for the Christmas Market Payment to Opportunity	6,000.00	6,000.00
	Labor for services rendered for the Christmas Market Payment to Opportunity	6,000.00	6,000.00
	Labor for services rendered for the Christmas Market CC Allocation: Reutter	2,500.00	2,500.00
	Park Equipment Rental	814.80	814.80
	CC Allocation: Reutter Park Equipment Rental	174.90	174.90
	Reutter Park: Tri State Bill for 1/2 Labor and Fasteners	1,030.00	1,030.00
	Tri-State Property Services and Labor; Reutter Park	2,955.00	2,955.00
	Payment to Christman, Reutter Park; Labor and Equipment	4,000.00	4,000.00
	Total Reimbursable Expenses		23,474.70
		Total	\$23,474.70

TA Forsberg Inc.

2422 Jolly Rd Suite 200 Okemos, MI 48864

Invoice

Date	Invoice #
8/15/2023	1042

ESTIMATE

Prepared For

Trevor Benoit
112 South Washington Sq
Lansing, Michigan 489833

Bill To
Downtown Lansing, Inc. Re: Reutter Park

P.O. No.	Terms	Project

Quantity	Description	Rate	Amount
8.97	Staff time; transport of supplies and materials to site.	60.00	538.20
75	Staff time; planning, and set up of Christmas site.	150.00	11,250.00
4	Staff time; transport of supplies and clean up of site.	35.00	140.00
In-Kind Service Donation		Total	\$11,928.20



(517) 898-5968
(517) 487-3322

Zarka Painting

126 Stoner Rd
Lansing, Michigan 48917
Phone: (517) 894-8713
Email: zarkapainting@gmail.com
Web: zarka-painting.business.site/?utm_source=gmb&utm_medium=referral

Estimate # 30-2026
Date 07/25/2023

Description

Total

Install concrete pads

\$2,160.00

Install 9 concrete pads per shed. Each pad to be 12" in diameter and 3" thick minimum. Pads shall be level with each other, per shed, and may exceed ground level in some areas. Pad placement is 3 front, 3 center and 3 rear for all sheds to be moved. 9 total per shed.

ESTIMATE

Prepared For

Trevor Benoit
112 South Washington Sq
Lansing, Michigan 489833

Move 10' x 10' shed	\$3,200.00
Move existing sheds to new location and on top of newly installed concrete pads.	

Subtotal	\$5,360.00
----------	------------

Total	\$5,360.00
-------	------------

ESTIMATE

Prepared For

Trevor Benoit
112 South Washington Sq
Lansing, Michigan 489833



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Estimate # 30-2028
Date 07/25/2023

Description

Total

Install custom aluminum drip edge

\$1,280.00

ESTIMATE

Prepared For

Trevor Benoit
112 South Washington Sq
Lansing, Michigan 489833

Install white aluminum drip edge to all areas of shed roofs. New drip edge to be installed under existing metal roofing and over the exposed fascia to divert water from dripping directly onto fascia boards.

Widen existing windows	\$1,000.00
------------------------	------------

Remove existing operable window opening and reframe to enlarge them to approximately 60" tall and 48" wide, or as close as possible to those dimensions. Install a double door in new opening. Use like materials to match as closely as possible to the existing siding and trim.

Refasten exterior wood work	\$2,000.00
-----------------------------	------------

Refasten and make secure all exterior fascia, soffit, siding and trim work. Glue and re-nail where necessary.

Subtotal	\$4,280.00
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Total	\$4,280.00
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utm_source=gmb&utm_medium=referral

Estimate # 30-2029

Date 07/26/2023

Description

Total

Prep and paint exterior	\$14,750.00
Caulk fascia, soffit and trim. Putty all exposed nail holes. Prime all exterior wood work with latex exterior as recommended by Sherwin Williams Paint Co. Fascia, soffit, corner trim and door trim painted 2 coats Black satin finish Durations Exterior Paint. Body color to be 2 coats of Durations Satin Exterior paint. 2 sheds per body color and a total of 5 different colors, as specified by owner	
Prime and paint floor	\$1,750.00
Prime and paint interior floors of all sheds. Finish to be Emerald latex enamel black in color.	
Remediate mold	\$500.00
Spray interior of all sheds with a mold remediation solution to remove any existing mold and	

Subtotal \$17,000.00

Total **\$17,000.00**

Strategy Builders, LLC

31036 Scenic View Circle
Farmington Hills, MI 48334



Quote

#070823

ITEM	QTY	PRICE	TOTAL
Consulting			
Structure Alterations on 10 units and seating	1	\$13,999	\$13,999
Materials: paint, wood, tools			
			Total \$13,999.00

PREPARED FOR

Downtown Lansing Inc

PREPARED DATE

July 8, 2023

This quote is valid for 30 days upon receipt.

Thank you for working with Strategy Builders, LLC.

ESTIMATE



Zarka Painting

126 Stoner Rd
Lansing, Michigan 48917
Phone: (517) 894-8713
Email: zarkapainting@gmail.com
Web: zarka-painting.business.site/?utm_source=gmb&utm_medium=referral

Prepared For

Trevor Benoit 112 South Washington Sq Lansing, Michigan 489833
(517) 898-5968
(517) 487-3322

Estimate # 30-2031
Date 07/30/2023

Description	Total
Crushed limestone ramp	\$3,850.00
Construct a ramp as per the provided specifications using treated 6"x6" lumber. Place #5 rebar stakes every 2 feet apart, driven at least 2 feet into the ground. The ramp should include a 5'x5' landing at the shed entrance, level with the shed floor. The ramp's slope should not exceed 8.33%. The other end of the ramp should connect to a 5'x6' long landing, which will align with the existing concrete, a minimum of 3 inches thick. Both the landings and the ramp should be built using crushed limestone, compacted to 95% density (note that the thickness may vary). The total length of this construction is approximately 20 linear feet.	
Subtotal	\$3,850.00
Total	\$3,850.00

Reutter Park

From

To



(517) 349-9330 brent@taforsberg.com

Agape Building and Restoration

5174027567

joe.bermudez@live.com

Brent Forsberg

2300, Jolly Oak Road
Meridian charter Township, MI
48864

Estimate Number

17

Date

Jul 21, 2023

Item	Quantity	Price	Total
Forklift Rental Cost			
Equipment Rental	1	\$350.00	\$350.00
\$350.00 Fee a Day, Planning on one day Project.			
Transportation & Delivery Fee			
Transportation Fee	1	\$360.00	\$360.00
Estimated fee \$120.00 an hour, estimated time 3 hours from PJ's towing. Drop off and pick up.			
Rearranging Shed & Building Two Ramps			
Labor Fee	1	\$1,000.00	\$1,000.00
Labor Cost for a Day, \$1,000.00 with two employees.			
Materials			
Estimated cost of Materials \$300.00-\$400.00.	1	\$300.00	\$300.00
Materials for the treat 4 X 4 and Stone Materials for the Ramp.			
Total:			\$2,010.00

ESTIMATE

Prepared For

Trevor Benoit 112 South Washington Sq Lansing, Michigan 489833

(517) 898-5968

(517) 487-3322

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Lansing, Michigan 48917
Phone: (517) 894-8713
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Web: zarka-painng.business.site/?
utm_source=gmb&utm_medium=referral

Esmate # 30-2034
Date 08/22/2023

Description	Total
	

	\$11,500.00
Remove shed from property	\$8,000.00
Remove 8 sheds from park and dispose. Area to be free from any debris and raked clean.	
Paint exterior	\$3,500.00
Prime and finish paint the exterior of the two sheds located on the north side of park. Prime and paint the floor of both sheds. Color TBD Sherwin William's Durations Exterior satin finish.	

M E M O



To: Downtown Lansing Inc. Board of Directors
From: Trevor Benoit Director of Design & Planning
Date: August 24th, 2023
Re: Summary of Bids and Budget Update for Artery Alley Lighting Project

As we progress with the Artery Alley Lighting project, I would like to provide you with a comprehensive overview of the received bids and an update on the budget.

Bids Summary:

We have diligently reviewed proposals from two distinguished contractors for the Artery Alley Lighting installation project:

1. **McPhee Electric & Telecommunications, Inc.:**

Total Labor and Material Cost: \$39,810.00.

McPhee Electric has a solid track record of executing complex electrical projects with excellence. They are well-versed in municipal installations and have prior experience working closely with both the City of Lansing and the Board of Water and Light. This familiarity with local authorities will undoubtedly expedite the permit approval process.

2. **Summit Contractors, Inc.:**

Total Labor and Material Cost: \$44,316.00.

Summit Contractors brings extensive experience in electrical installations to the table. Their expertise includes collaborating effectively with local agencies and organizations, such as the City of Lansing and the Board of Water and Light, to ensure successful project execution.

Both proposals demonstrate a thorough understanding of the project's requirements and align well with our objectives. We are confident in the capabilities of both McPhee Electric and Summit Contractors to deliver a high-quality lighting installation that enhances Artery Alley's ambiance and functionality.

Budget Update:

The allocated budget for the Artery Alley Lighting project remains at \$70,000. The budget breakdown is as follows:

DLI Allocation: \$45,000.00

Mainstreet Vibrancy Grant: \$25,000.00

Additionally, we have expended \$6,800.00 for design and engineering services, which have been essential in laying the groundwork for a successful implementation. We anticipate some additional design and engineering to come in around \$5,000.00 keeping within the original budget for those project activities.

Considering the proposals received and the financial scope of the project, it's noteworthy that both McPhee Electric and Summit Contractors fall comfortably within the allocated budget. We have taken care to ensure that there is adequate room to accommodate either contractor while staying within our budget parameters.

Based on the detailed evaluation of both bids and their alignment with our project goals, I recommend proceeding with awarding the contract to McPhee Electric & Telecommunications, Inc. whose expertise and experience best complement our requirements. McPhee is also a preferred contractor for the City of Lansing. In addition to being the lesser of the two proposals they have shown a high level of engagement during the bid process and have already made good recommendations to the design of the system that have led to an overall reduction in project costs. Staff will be actively engaged in overseeing the chosen contractor's work to ensure adherence to our project schedule and financial limits.



McPhee Electric & Telecommunications, Inc.

P.O. Box 263 • Pottersville, MI 48876 • Office (517) 645-2300 • Fax (517) 645-2244
"Quality Work at a Fair Price"

Quote #5749

July 27, 2023

Downtown Lansing Inc.
112 S. Washington Sq.
Lansing, MI 48933

Attn: Trevor Benoit

Re: Artery Ally Lighting

Provide labor and material to install electrical as per drawings dated 5-02-23, project #230075, and onsite walkthrough with the following qualifications:

Quote includes the following:

- Permit
- Straight time labor
- Lift Charges
- Light fixtures as per specifications
- PVC Conduits
- Copper conductors

Quote does not include the following:

- After hours/ Overtime labor

Labor and Material

\$39,810.00

Quote is valid for 15 days. All work to be completed in a professional manner and in accordance to all pertaining codes, rules and regulations. All work fully guaranteed and insured. If you have any question, please call anytime.

Respectfully submitted,

Zach Vorce

McPhee Electric & Telecommunications, Inc.



Summit Contractors, Inc

P.O. Box 219 • Haslett, MI 48840

Phone: (517) 575-0881 • Fax: (517) 575-0886

PROPOSAL/CONTRACT FOR ELECTRICAL SERVICES

PROJECT: Downtown Lansing Inc. Artery Alley Lighting
TO: C2AE
ATTN: Joseph Lewis

DATE: 06/16/2023
QUOTE# 06162023TDHREV.1

Summit Contractors Inc. proposes to furnish all labor and material necessary to complete the electrical installation as per the following:

Electrical Scope of Work

- Provide and install new NEMA 4X panel from existing service equipment.
 - o Current lead times are 16 weeks.
 - o Panel considered is 10kAIC rated.
- Provide and install power, lighting and controls per plans.

Labor:	\$14,876.00
Material:	\$26,240.00
Closed Road Permit:	\$3,000.00
Parking:	\$200.00

Total Price: **\$44,316.00**

Add price for installing temporary NEMA 3R panel until 4X panel arrives: **\$2,090.00**

CLARIFICATIONS/EXCLUSIONS:

- Voltage from existing utility to be verified. Upon site inspection it was noticed existing conductors on line side of disconnect were taped – brown, orange, yellow.
 - o Price as proposed considers system to be 120/208V 3 phase.
- Mounting heights will be verified by existing conditions.
- Coordination of road closure may be required.
- Coordination of work on separately owned buildings may be required.
- Existing code violations are not the responsibility of Summit.
- Permits and inspection fees are included.
- Errors and omissions in designs will not be the responsibility of Summit
- Due to recent volatility in the commodities market Summit Contractors reserves the right to update pricing in the event of a significant change in the commodities market.



Summit Contractors, Inc

P.O. Box 219 • Haslett, MI 48840

Phone: (517) 575-0881 • Fax: (517) 575-0886

This contract is void 10 days from the date shown above due to current volatility of commodity markets.
No work shall commence until this Contract is returned to Summit Contractors, Inc. by the Customer.

General Conditions:

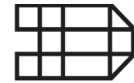
- 1) All applicable taxes and permits are included in our submission.
- 2) The contractor shall not be held liable for errors or omissions in designs by others, nor inadequacies of materials and equipment specified or supplied by others.
- 3) Equipment and materials supplied by the contractor are warranted only to the extent that the same are warranted by the manufacturer.
- 4) The contractor shall not be liable for indirect loss or damage.
- 5) Unless included in this proposal, all bonding and/or special insurance requirements are supplied at additional cost.
- 6) If a formal contract is required, its conditions must not deviate from this proposal without our permission.
- 7) Anything (verbal or written) expressed or implied elsewhere, which is contrary to these conditions shall be null and void.

By signing this Contract, you affirm that you have read and agree to its terms; you further agree that you have read and agree to the terms of the Contract Documents incorporated by reference herein. This Contract, including the Contract Documents described above, contains the entire Agreement between the Parties and supersedes and annuls all other agreements, contracts, promises or representations, with respect to the work describe above, whether written or oral, between the Parties. No subsequent agreements, contracts, promises or representations shall be binding or effective between the Parties unless set forth in writing and signed by both Parties. Notwithstanding any provision herein to the contrary, in the event that, during the performance of the agreement, the price of Copper, Steel and/or any other necessary commodities significantly increases, through no fault of Summit Contractors, Inc., the price of any materials, components, or goods to be furnished under this agreement shall be equitably adjusted by an amount reasonably necessary to cover any such significant price increases. As used herein, a significant price increase shall mean any increase in price experienced by Summit Contractors, Inc. from the date of the execution of this agreement. Such price increases shall be documented through commercial quotes, invoices, receipts or other such documentation. Where the delivery of materials, components, or goods required under this agreement is delayed, through no fault of Summit Contractors, Inc., as a result of the shortage or unavailability of commodities, raw materials, components and/or products, Summit Contractors, Inc. shall not be liable for any additional costs or damages associated with such delay(s).

Respectfully

Accepted By

M E M O



DOWNTOWN
LANSING INC.

To: Downtown Lansing Inc. Board of Directors
From: Julie Reinhardt, Community Development Director
Date: September 1, 2023
Re: Request for approval to hire contractor for CRM/Project Management System

As DLI continues to take on a variety of new and exciting projects, as well as balance the reporting requirements for grants, DLI staff and the Business Development Committee have spent the past year exploring various Project Management Systems. Research has involved understanding each system's ability to manage information, projects and property information. Three different vendors have provided quotes to provide a Project Management System that would provide the following:

- Grant financial tracking and reporting reminders
- Project Management for committees and staff
- Real Estate and rental tracking
- Automation of processes.

Additional information was also provided based on the balance of our system needing to keep all information private, while still allowing committee members some access to project management.

Company	Located in PSD	Cost	Delivery Timeline	Includes Property Tracking	Notes/Additional Costs
Downtown Diva	No	\$1,500.00	Already built	Yes: done well	Owner does not specialize in IT and the product is basic/non-customizable for Main Street purposes.
Dewpoint	Yes	\$32,120.00	2/3 plug & play from city IT, Property Piece to be built	Yes: to be built, will have to advise on what fields we want to track	Cost doesn't include hosting fees, and unclear if costs include training/ongoing support. Project Management & Grant Management pieces managed through the city which could prove helpful.
Super Web Pros	Yes	\$21,108.00	Quickly: has mocked up pieces already	Yes: to be built, unique knowledge of information needs	\$399 hosting, \$150 other monthly subscriptions.

Recommended Action: Staff and the Business Development Committee recommend that Super Web Pros be awarded the Project Management system contract. Super Web Pros has in-depth knowledge of our systems and pain points. The owner, Jesse Flores is passionate about automation and efficiencies and will be able to create a work-flow system that will reduce staff hours and increase productivity. As co-chair of the Economic Vitality Team he has in-depth knowledge of our need to monitor property information for recruitment and retention purposes. Because Super Web Pros has deep knowledge of our organization we feel like the customization and maintenance processes will be quick, easy and effective. We would also like to point out that as a downtown business, located within the PSD district, Super Web Pros meets our "downtown first" hiring policy. This project is a budgeted expense.

Purpose, planning, and intent. And a very generous dose of creativity.

Those are a few of the skills Redhead brings to every problem we solve and every challenge we meet. We're pretty keen on ensuring whatever we build is not only beautiful, but smart.

And what do our ideal clients bring? A goal oriented mindset and an openness to new ideas. An enthusiasm for working together and for creating something your audiences can really use.

Perhaps, together, we can build great things.



PROPOSAL FOR:

Brand Development and Consultation

PREPARED FOR:

Whitney Leigh Roberts
Communications and Marketing Coordinator
Downtown Lansing, Inc.

SUBMITTED BY:

Redhead Creative Consultancy
113 S. Washington Square
Lansing, MI 48933

March 17, 2023

Contents

Executive Summary 3

Project Approach 5

Workflow and Timeline 9

Project Budget 10

About Redhead 11

Diversity, Equity, Inclusion,
Justice, and Accessibility 13

Our Philosophy 14

Redhead Team 15

Case Studies 21

Brand Development 35

Awards & Accolades 38

Client List 39

References 40

In Conclusion 41

Executive Summary

The smallest brand project we've done in recent years was a logo for Middle Village. Quick and simple and bare bones. Process consisted of "can you come across the street and look at a couple options?" Approved, no notes. No wrap-around services or materials. However — award winning, effective, beloved.

The most comprehensive brand we've built in recent years would be Peckham, clocking in at a 96-page brand book that builds systems for multiple lines of business; specifies logo treatment from digital to clothing to signage to fleet vehicles; and details comprehensive brand platform language to support all of the above. Process consisted of a series of research dives, C-Suite meetings, staff and vendor trainings, and on and on. The result is a functional workhorse of a brand and a robust instruction manual that other partners, vendors or suppliers can use to make materials that are on-brand and accurate.

Suffice it to say we know how to build brands, in all shapes and sizes. There is no "right size" save what is right for an organization's always unique needs. Frankly, we revel in getting it right Goldilocks style. DLI's new brand? It will be somewhere in the middle of those two extremes. (And it might be a little Goldilocks.)

Not only do we know how to build brands, we'd submit that we know DLI pretty well. From operating a biz on Washington Square, to haunting DLI events, to board service, we're living it with you.

Getting it Right for DLI

So let's spend a moment talking about the opportunity at hand: making a strong brand stronger while also systematically attending to the threats and weaknesses that exist. There are a host of factors to consider.

- Differentiating the organization, which is entirely "us," from the physical space, which belongs to so very many stakeholders.
- Respecting our relationship with the city while also helping audiences recognize our uniqueness.
- Re-engaging every audience we've got.
- Staking our claim — clearly articulating our intentions and inviting folks to join us on our journey.

We envision your rebrand process to be participatory. Not only do we want to gather observations from the organization's leaders, but we want to ensure volunteers and residents and others feel they have a voice. After all, we're Michigan's Downtown — there are a lot of people who should care. And we want to spend the time to deeply hear from DLI leadership about needs, wants, hopes and dreams.

We also envision it to be fun and restorative, and to scratch an itch this organization has had for a while — giving us the words and tools and foundations to speak clearly and confidently about who we are and what we do. DLI has been running full throttle for a while now. This brand redevelopment project will afford DLI the focus and mental space to get some strategic tools in place that will result in easier communications and greater efficiencies as we grow.

Since this is your first branding project, we want to walk you through what a project such as this looks like, its steps and elements and deliverables. Embarking on this journey requires us to first think about the two foundational components for your brand:

- Brand Platform
- Visual Brand

All other deliverables and components are based upon these two vitally important tools, thus getting these right is step one.

The Brand Platform

This defines your brand, establishing who you are and communicates it to the world consistently and effectively. Once you clarify who you are and define your place in culture, you are able to draw people to you for whom your position resonates, and systematically change the hearts of people who are less engaged or see less space for themselves in your narrative. Thus, we believe a critical focus on each element of a Brand Platform is healthy and fruitful for any organization. More details on those elements can be found in our Project Approach.

Executive Summary

Visual Brand

This is where we develop a logo and suite of assets that are the notable and ideal manifestation of your personality, one which sets you apart in a noisy world. It is the graphic tool set which you'll use to develop all materials moving forward.

While developing your Brand Platform is an exercise in truth, promise and intention; developing your Visual Brand is an exercise in joy, boundary breaking, and creativity. This is not without strategy. In fact, it is highly strategic. It relies heavily on the codified platform. If your tone of voice includes "disruptive," that leads to a different visual solution than if your tone of voice includes "comforting."

If we uncover that your logo is required to look good on a cloisonné lapel pin, a credit card, a billboard or a flag, the visual brand needs to account for that. If, rather, it requires looking good in an animated video, a chalk stencil, or on a podium, we account for that. And if it's all of the above, we'll solve accordingly.

Everything After

With the components above complete, we proceed to making "stuff." Collateral, digital tools, sample executions, templates. And, we begin looking toward launch and brand management strategies. A rebrand is a unique opportunity to reintroduce yourself to audiences, reinvigorate them, and give them a new frame through which to view your efforts. Thus, a well-thought-out launch and subsequent marketing strategy is incredibly useful. We will walk you through a set of questions and scenarios to help ascertain what is comfortable, appropriate, and attainable given your capacities and goals. Then we'll build the roadmap.

You'll come away from this whole process with a fully executed suite of communications tools — brand platform and visual suite, a robust manual and strategy for moving forward, a set of starter tools and templates, and consultation and coaching as you launch.

We can't wait. Let's get started.

A NOTE ABOUT COMMITMENTS AND EXPECTATIONS

With Redhead's principal, Jen Estill, also sitting on the Downtown Lansing, Inc. board of directors, we recognize that lines can blur. To address that reality, and in the spirit of service with which Ms. Estill committed to her board service, all hours she invests toward this project will be pro bono. You will see this reflected in our cost proposal.

Project Approach

Project 0: Kick off & Planning

For any type of project, the first step always requires gathering data and defining parameters, goals, and measurements of success.

INTAKE MEETING, BRAINSTORMING, AND PLANNING

- Review project scope, timelines, and milestones.
- Outline target audiences, value proposition, short and long term goals.
- Brand position deep dive: exploration with regard to mission, vision, values and brand position.
- We'll ask questions to gather insight and conduct a SWOT analysis with your team.
- Review and discuss the insights gained from your Comprehensive Market Analysis and your Diversity, Equity and Inclusion work.
- This meeting will serve as the foundation for developing messaging and brand voice, which will ultimately lend itself to your origin story, tagline, website content, and more.
- It should take about 1.5 hours and all decision makers should be present.

OUTLINE OF A CREATIVE BRIEF

- Based on the above meeting, we'll develop a Creative Brief.
- This document will serve as our guiding principle for success, and outlines clear deliverables approved by both client and Redhead.
- Once your point person has approved the Creative Brief, our team will then move forward with all subsequent tasks and projects.

PERCEPTION SURVEY

- In an effort develop deep insight and include important audiences, we will develop a short perception survey for DLI to distribute digitally.
- The results of this survey will give us an opportunity to uncover community insights as well as ensure external and internal perceptions are in alignment.
- Redhead will gather survey results, review with your team, and use them to inform subsequent work.
- Should the direction of the perception survey diverge notably from information gathered at the internal intake meeting, we will adjust the Creative Brief accordingly and submit for your approval.

DELIVERABLES

Perception survey report for internal and external uses.

Creative Brief.

Project Approach

Project 1: Brand Platform Development

A brand platform is a foundational part of a comprehensive brand development project that provide fodder for all communications and marketing efforts. From your funding proposals to your tweets, your brand platform language ensures ubiquitous, consistent, and accurate messaging. Our tasks:

- Internal creative work to develop Brand Platform components.
- Presentation of draft 1 to your team.
- One round of revision, if necessary, based upon client feedback.
- Development of ancillary content, based upon approved platform: “about us” content for website, elevator pitch, audience-specific copy blurbs, press release boilerplate, supporting brand language for a variety of audiences ex. partner/sponsor introductions and recruitment & retention work.
- Review feedback and enact any necessary modifications to ancillary content per client input.

DELIVERABLES

Comprehensive Brand Platform, including messaging for various media channels, prepped for inclusion in the Brand Standards Manual.

Approved content for use on the About Us page of your website.

BRAND PLATFORM COMPONENTS

positioning elements

Target Audience

SWOT/SOAR/PESTEL

Positioning/USP

Value Proposition

identity elements

Mission

Vision

Values

Promise

communication elements

Origin Story

Personality

Tone of Voice

Messaging

Project Approach

Project 2: Visual Brand Development

Your logo is the flagship of your Visual Brand, but by no means the only necessary tool. Typography, color palettes, graphic suites and photographic treatments are all part of the toolkit. Our tasks:

- Internal creative development of two (2) original logo concepts + associated typography, color palettes, graphic languages.
- Development of logo systems for sub brands and co-branding applications.
- Presentation of concepts includes sample executions, where we showcase the brand in environments such as promotional materials, ads and other in the wild applications.
- Refinement of chosen concept based upon client feedback, as necessary.
- Execution of all sub brand and co-branding systems.
- Event brands/brand treatments will be brought into alignment with the approved logo.

DELIVERABLES

A suite of logo files in multiple file types and colorspaces, appropriate for digital and print applications.

Associated graphics, treatments, and typographies.

VISUAL BRAND COMPONENTS + CHANNELS

foundational elements

Logo

Typography

Color Palettes

Graphic Language

communications tools

Identity Suite

Presentation Materials

Promotional Materials

channels

Website

Owned Media

Social Media

Project Approach

Project 3: Brand Standards Manual and Tools

The next task is to use the codified Brand Platform and Visual Brand to develop a comprehensive Brand Manual. This manual should be used by internal staff, partners or volunteers, and suppliers or vendors to ensure they are adhering to approved messaging and graphic treatment. Our task:

- Convene with you to outline tool and template requirements. For example, what content should we lay out on a business card? What about letterhead? Do you need thank-you cards?
- Develop wrap-around tools, templates and files: business card template, letterhead, #10 envelope, PPT deck template with a cover, email signature and social media avatars.
- Refinement of each template based upon your feedback, if necessary.
- Build the manual: integrate all elements completed to date.
- Outline best practices and prohibited practices, glossaries, and sample executions as necessary.
- Develop instructions on how programs and projects should integrate with the your new brand elements and best practices around co-branding.
- Review manual with appropriate staff, orienting them with it's components and ensuring they are familiar with all provided files.
- Ongoing consultation time — we've reserved 5 hours for ongoing brand consultation post-launch. This can be used for brainstorming ideas, reviewing internally-produced work and giving pointers or direction, assisting with various needs that pop up.

DELIVERABLES

Completed Brand Standards Manual as a PDF file.

All associated digital files and templates.

Brand consultation time bank — 5 hours.

Project 4: Launch Plan and Ongoing Promotion Strategy

All of our work thus far is only as good as our ability to get it in front of your audience in the right way and the right time. This leads us to our final element, the launch and ongoing promotions strategy. This is where we will ensure your brand identity roll-out checks all the boxes. This plan will be a collaborative effort between our teams to ensure it's suitable for your resources, capabilities, and time frames.

- We will begin by reviewing your existing marketing plan and budget.
- We'll develop a launch plan for your brand identity roll-out, what to look for, where to look for it, and how best to go about it.
- Identify strategies to expand the impact of the marketing/public relations campaigns post-launch, allowing for the broadest possible exposure to the right target audience within the available budget.
- We will build a realistic plan around budget, capabilities and capacity.
- Together we will identify tactics that can be handled internally versus what would require external support.
- From that list, Redhead would provide an estimate for implementing identified tactics.

DELIVERABLES

Comprehensive launch plan.

Ongoing promotions strategy.

Workflow and Timeline

Whether internal or external, our communication is consistent, transparent, and constant. We promise no longer than 24 hours to respond to requests — while we might not have an answer or resolution, we will acknowledge receipt and outline a plan of action. We provide clear timelines for each task and project, and work with you to build realistic schedules. We endeavour to use processes and services that fit in well to your workflow. Slack, email, Dropbox and Google are tools we deploy to support communication and meetings with your team.

For a successful project, we always request the following from clients:

- A point person from your team. Our point person will be Denise Donahue, our Account Service Director.
- Documentation such as communication, marketing and/or strategic plans, if applicable.
- A kick off meeting that includes all of your decision makers.
- Expectations for communication turnaround from your end.
- Calendars and dates from your organization that will affect availability and responsiveness.
- Communication of outside projects or sources that might have an effect on our work which can impact our work.

Reporting

We will work with your team to develop a form of reporting that best fits your internal needs and processes. This could be as simple as a bi-weekly update email, or a pre-set meeting schedule. The purpose is to ensure the project remains on track and efficient.

Timeline

Redhead will work with you to finalize milestone dates and deliverables once a kick off meeting is scheduled. It's premature to develop a firm timeline without collaboration with you to ensure the dates suggested from our team align with your schedules.

Once we finalize the contract and understand everyone's capacities, we'll outline milestones with clear dates that work for your team.

	WEEKS																		
MILESTONE/TASK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
Notice to Proceed	•																		
Creative Brief - 1 week		•																	
Discovery & Research - 3 weeks			•	•	•														
Perception Survey - 3 weeks				•	•	•													
Brand Platform - 4 weeks							•	•	•	•									
Visual Brand - 5 weeks									•	•	•	•	•						
Standards Manual & Tools - 4 weeks														•	•	•	•		
Launch Plan - 3 weeks						•						•	•						
Promotions Strategy - 3 weeks						•							•	•					

Project Budget

March 17, 2023

Whitney Leigh Roberts
Downtown Lansing, Inc.

Brand Development & Consultation **Total: \$35,500**

This estimate is valid until May 30, 2023

Brand Development **\$28,000**

- Brand Platform
- Visual Brand
- Brand Standards Manual and Tools

Launch Plan **\$6,000**

Ongoing Promotion Strategy **\$8,000**

Redhead's Pro Bono Investment **(\$6,500)**

Redhead's pro bono investment reflects Jen Estill's commitment to the organization as a DLI board member. As such, her hours will not be billed to this project.

I accept this proposal and authorize Redhead to engage with the following deliverables.

CLIENT SIGNATURE



REDHEAD CREATIVE CONSULTANCY

DATE

3/17/23

DATE

TERMS

- A signed estimate and purchase order are required to begin work.
- Projects with a budget under \$10,000 will be billed in full at start of project.
- Projects between \$10,001 and \$20,000 will be billed in increments of 50%. The first, at the start of the project and the second at completion.
- Projects over \$20,000 will need a deposit of 25% due upon acceptance of estimate, additional billings will be made monthly or according to progress made on the project.
- If the client is unable to adhere to the approved production schedule, a new/ revised schedule will be outlined, which may cause the end date of a project to change.
- Client alterations and/or additional rounds of edits above what is included in this estimate will be billed at Redhead's hourly rate of \$170/hour.
- In the event of a client's cancellation of project, or absence of progress or communication of more than 1 month, we will invoice for work completed to date, including expenses.
- Additional stock photography needed beyond stated budget, will be billed, separately.
- Domain name purchases and web hosting will be billed separately, unless outlined in the estimate.
- Plug-ins and additional pay to purchase features will be billed separately upon approval by client.
- All unfinished work or unused concepts remain property of Redhead.
- Client retains rights of reproduction of all completed concepts and/or finished creative products.
- Redhead reserves the right to use all work for our own promotional materials.
- Invoices due Net 30. 1.5 interest (compound) added to account over 30 days. Annual percentage 18%.
- A 4% surcharge applies to credit card payments.

ASSUMPTIONS

- Client to provide all logos or necessary artwork as vector-based or high-resolution digital format (.tif or .eps preferred).
- Client is responsible for all proofreading, including confirming spelling of proper names and contact information (addresses, web sites, phone numbers, technical specifications, etc.).
- Client to provide necessary background material and final copy in digital format (such as MS Word document).
- Copy/content and rounds of edits from the client shall be provided in aggregate. Providing copy/content and/or edits piecemeal may result in additional project management charges.
- Proofreading services can be estimated at your request.
- In-depth copywriting services can be estimated at your request.

About Redhead

Tucked away above a gallery in Downtown Lansing, Michigan, with nary a sign on our front door. It's a long story. We've got a good view of things, two blocks from the Capitol in our rustbelt town. You might not notice us upon first glance, but we like it that way.

We have very, very strong opinions, but we are born of the Midwest. The result? We're easy to work with, and we'll guide you to the best answer without giving you an ulcer.

About Redhead

Redhead, in business for 23 years, specializes in brand strategy and marketing for social change. Our mission is to help cities showcase their unique qualities in order to retain residents, attract investment, and build a strong sense of place.

We believe that effective creative development requires two elements: overarching strategy (such as understanding your business goals, target markets, and key performance indicators) and effective tactical execution (such as managing vendors, timelines, deliverables, and efficiencies).

General Information

Redhead Creative Consultancy
113 S. Washington Square
Lansing, MI 48933

Legal name: Redhead Design Studio, Inc
in Michigan.

phone: 517-853-3681
website: redhead.studio

Primary contact:
Denise Donahue, Account Services Director
email: denise@redhead.studio
cell: 248-376-0998

Our in-house capabilities are as follows:

STRATEGY	BRAND DEVELOPMENT	CAMPAIGN DEVELOPMENT
Research	Naming	Concept development
Positioning	Visual Identity system	Tactics ideation
Analysis	- logo	Press releases
Plan development	- graphic language	Content development
Consulting	Brand Platform	- print
	- voice	- digital
	- positioning	- social
	- messaging	Collateral materials
MANAGEMENT	Standards manuals & style guides	Advertising
Campaign deployment	Identity materials	
Budgeting		
Subcontractor management		
Metrics & measurement		
Reporting	WEBSITE DEVELOPMENT	
Training	Planning	
	Development	
	Design	
	Content development	
	Management	

Diversity, Equity, Inclusion, Justice and Accessibility

One of Redhead's long-term goals is to actively work toward a just environment. We know equity is both the right path and common sense. Simply put, diversity builds more successful companies, laws, and communities. But don't take our word for it, [science tells us so](#).

As you'll note, we're not there yet. Data shows that the communications field in our geographic market is made up of a majority of white graduates. Yet our commitment remains a top priority.

Because of this, we understand that certain projects require perspectives outside of our lived experiences. We look to a circle of advisors to share their insight, information, and expertise. This includes community leaders, activists, local business owners, national and international artists, and sometimes, our own neighbors.

The very nature of being in communications is understanding the client and using their voice appropriately; the more we are able to tap into the minds of people we are trying to reach, the more successful our efforts will be.

Our practice has led to great confidence in our ability to understand and speak to audiences, as shown through our past work. We've developed campaigns that speak to all levels of literacy, hyper-targeted audiences, and audiences in need of trauma-informed content. We actively support organizations that stand for justice and truth. We push clients, when necessary, to consider what inclusion and accessibility mean and how they can lead.

An example: for the Refugee Development Center's *We Contain Multitudes* campaign, we partnered with a photographer who was an immigrant and refugee themselves. It was important to us that the refugee community was represented honestly and by someone aware of unique cultural dynamics.

As it relates to diversity, equity, inclusion, justice and accessibility: our role is to continue to actively learn, grow, and listen to experts within our target audiences; use data to confirm our direction; and actively use diverse and inclusive messaging to support a world we're proud to live in.

Our Philosophy

We believe that through sound strategy, creativity, and execution, we can help improve our world and make it a smarter, more beautiful, and more equitable place. We choose to work with clients who share the following values:

1. Successful work hinges on a strong client-agency team.

Both client and agency bring invaluable expertise to the table. To create an effective outcome, one side's voice cannot overshadow the other; it's a balance that requires all decision makers to be engaged. We seek clients who share this philosophy, and are willing to share their own knowledge and acknowledge ours.

2. It's our job to make your job easier.

This means checking our ego; holding ourselves accountable and catching the things that fall; being friendly, inclusive, and helpful; being transparent. It means a deep focus on project management and account service, which fosters excellent outcomes. Of course clients want excellent work (we'll get to that). We believe a positive experience helps that happen.

3. We respect expertise.

We strongly believe in working with the best and recognizing excellence. We enjoy assembling teams of like-minded expert practitioners. We understand that you come to us with your own highly-skilled internal team or trusted existing relationships. We can't wait to get to know them and work together.

4. Exceptional work is non-negotiable.

Premium work is the core of what we do—mediocre work would be a disservice to the agency-client relationship, to the goals at hand, and ultimately to your mission. This means we subscribe to the notion of kind ruthlessness—occasionally telling you what you don't want to hear or pushing boundaries respectfully. We do this in order to meet your goals and respect our own standards.

Redhead Team

Redhead's business model relies on keeping high-level competencies in-house: account service, strategy, research, creativity, content development, project management, website infrastructure, design and development. We then assemble teams of experts in related fields as required to round out each unique client team.



JENNIFER ESTILL

*Principal & Creative
Director
She/Her*

Jen is a veteran brand-builder. As principal, creative director, and founder of Redhead, she blends more than 20 years of marketing and creative development experience with her penchant for advocacy work, particularly in education, community development, and the environment.

Through decades of working with nonprofits, Jen has developed a sound marketing and branding perspective that exercises both sides of the brain; she plans strategic, goal-oriented plans for clients, while also conceptualizing creative and innovative solutions that result in award-winning work. Jen develops long-standing partnerships with mission-driven clients to help them redefine themselves and craft communications with lasting, positive impact.

At her core, Jen is a grassroots activist and community developer — building neighborhoods where there are none, conceptualizing events that create a sense of place, and championing the micro-infrastructures that make a city liveable and family-friendly.

HIGHLIGHTS

Michigan State University, Bachelor in Journalism

The Speak Easy Podcast
Cohost 2017 - present

Downtown Lansing, Inc.
Board member 2021 - present
Vice President 2022 - present

Old Town Commercial Association
Board member 2004 - 2008

Board member 2013 - 2015

Volunteer/
Committee 2004 - 2016

Educational Child Care Center
Board member 2002 - 2013
2020 - present

Board chair 2006 - 2010



DENISE DONAHUE

*Account Services Director
She/Her*

With a background in project management and art direction, Denise brings holistic marketing experience to client relations. Her creative perspective, fused with extensive project development knowledge, informs the strategies she builds with clients in order to reach their goals. No stone is left unturned on the path to creating authentic, effective solutions. To Denise, every project is another chance to help our clients make their corner of the world smarter, more beautiful, and more equitable. The result of her work is ultimate impact where our clients' missions are heard and their visions are realized.

Denise's expertise in marketing and strategy, coupled with fund development, sales, and training experience means she can add valuable insight to almost any situation.

HIGHLIGHTS

Wayne State University, Fine Art

Schoolcraft College, Computer Graphic Technology

Parkwood YMCA
Volunteer + Fundraiser 2011 - 2020

Big Brothers Big Sisters of America
Volunteer

For a Day Foundation
Volunteer

Homeless Angels
Volunteer



ALLISON RAECK

*Content Director
She/Her*

Allison believes that a brand's voice is more than its words; it's a comprehensive strategy with a tone and objective that is very much intentional. Allison strategizes and amplifies each brand's voice across mediums, from social media to brand platforms to web.

In past roles, Allison performed outreach for large-scale public relations campaigns for technology, government, and nonprofit organizations. Today, she plans content strategy from both big-picture and execution perspectives, strategizing marketing plans while also writing content for multiple platforms. Some of Allison's past projects include developing social media strategies for the Community Economic Development Association of Michigan (CEDAM), and conducting research and writing for the Michigan College Access Network (MCAN). She is passionate about using her writing to evoke positive change, which draws her to nonprofits, the arts, and campaigns that make an impact.

Allison graduated from the University of Michigan with a bachelor's in communications and minors in business and writing.

HIGHLIGHTS

University of Michigan, Bachelor of Arts, Communication Studies, minors in Business and Writing

City of Mount Clemens: Developed concept and narrative for new city mascot, "Paddles the Rubber Duck"; conducted thorough diversity, equity, and inclusion research to ensure mascot and messaging aligned with the City's values

Michigan State University Alumni Office: Wrote cohesive brand platform for University audiences; developed family-friendly themes for MSU Homecoming

City of Lansing: Supported writing, planning, and audience engagement strategies for city-wide marketing campaign



ROSIE TULGETSKE

*Design Director
She/Her*

For Rosie, the most important qualities to bring to the design process are empathy and curiosity. In her role as a designer at Redhead, she creates mindfully, conceptualizing powerful, accessible design that speaks directly to the heart of the audience.

Over the years, Rosie has experimented with a number of different visual mediums ranging from metals to painting to experimental film photography. This led her on a natural path to graphic design. Today, she leads numerous design projects for clients in the nonprofit space, including MSUFCU's Desk Drawer Fund, Michigan College Access Network, and Peckham Inc.

Rosie revels in the small details of each project that comes through Redhead's door. She listens intently and asks a lot of questions in order to present a product that aligns with the clients' broader missions, and speaks to its audiences. Graphic design, as a discipline, is a powerful conduit for enhancing accessibility and inclusion, if done properly. With every strategic design decision, Rosie aims to amplify advocacy and inspire positive change. Rosie holds an associate's degree from Washtenaw Community College with a specialization in graphic design and illustration.

HIGHLIGHTS

Washtenaw Community College, Associates in Computer Graphic Technology

Keep Growing Detroit
Volunteer

Detroit Rescue Mission
Volunteer

City of Mount Clemens: Designed and developed a brand suite and mascot, "Paddles the Rubber Duck", for the city in alignment with its values

Michigan State University Alumni Office: Designed a cohesive brand and developed a brand architecture for the department within University standards

Michigan State University Federal Credit Union: Designed a logo and graphic elements that considered the brand's established history and values; worked alongside the organization's marketing team to develop brand standards

**KELLY GLASS**

*Designer
She/Her*

In Kelly's eyes, design is about transforming the dull into something magnificent. She favors cheery color schemes, fun illustrative elements, and anything with a little quirk to it. Here at Redhead, Kelly designs with an air of playfulness and the intent to uplift people through her work.

Kelly studied Art and Design at Lansing Community College and then at Northern Michigan University soon after. The multiform nature of design inspires her, so she committed to a degree in graphic communications.

A creative career was never the question for Kelly — just which one exactly. Now, as a graphic designer at Redhead, she employs her skills across many types of projects — from designing web pages to creating print spreads to illustrating for video. No matter the task, Kelly creates striking work — much like a ray of sunshine on a cloudy day.

HIGHLIGHTS

Northern Michigan University, B.A. in Graphic Communications; Additional studies in Illustration

**JAKE JOHNS**

*Web Development Director
He/Him*

Jake has a rare brain, versed in both art and science — in his own words, he's a "big nerd." In his role as Redhead's web development director, Jake writes custom content management systems and web applications, primarily with PHP.

Jake is a well-informed problem solver who has poignant observations regarding usability and accessibility for everything from websites to magazines, mixing his drive for equitable solutions with his development work. He's studied technology, mathematics, and the intricacies of web languages since elementary school, and is an expert in both client and server-side solutions. From complex databases to CMS, Jake creates clever, elegant solutions to problems and building structured systems that organize information. The consummate cosmopolitan, Jake splits his time between Lansing, Chicago, and New York.

Self-taught full-stack developer, with extensive experience in custom content management systems and application

Lansing Community College, studies in Computer Science



TONY BEYERS
Technology Director
He/Him

Tony always searches for the simplest answer first. Powerful, elegant solutions need not be overcomplicated or overengineered. According to Tony, glitz and glamour fall flat without sound strategy taking precedence. The sheer amount of people a website can reach excites Tony, and seeing the combined efforts come to fruition on launch day makes it all worthwhile.

Before joining Redhead, Tony worked in the Michigan State University IT department for 21 years — therefore, he understands the ins and outs of large-scale web development projects and collaboration, particularly when it comes to the higher education space. Tony is a graduate of Michigan State University as well, with bachelor degrees in finance and computer science. With more than two decades of web development experience, he is an essential asset for web-based projects.

HIGHLIGHTS

Michigan State University, B.S. Finance; B.S. Computer Science and Engineering

Downtown Lansing, Inc.
Volunteer 2023 - present

Old Town Commercial Association
Board member 2012 - 2015

Friends of the Lansing Regional Trails
Board member 2013 - 2016

Michigan Avenue Corridor Improvement Authority
Board member 2015 - 2018



BOBBY EARLS
Studio Manager
He/Him

Bobby explains creativity as the ability to imagine something and then bring it to fruition. As Redhead's studio manager, Bobby understands our processes to a T. While he isn't on the frontlines of client projects, he works hard behind-the-scenes and provides invaluable support to ensure the team has what they need to get the job done.

Bobby studied interior design at Lansing Community College and worked at a studio in SoHo, and later returned to Michigan to reconnect with and expand his roots. With his past experiences and background in design and creativity, Bobby knows what's necessary to keep the Redhead machine fueled and optimized to produce excellent work. As a community-based person, you'll be able to find him at any local event or Lansing happening.

HIGHLIGHTS

Lansing Community College, studies in Interior Design



LINDA ESTILL

*Bookkeeper
She/Her*

Linda is the glue who makes sure this passel full of creative types has its head on straight. As our fearless bookkeeper, she keeps track of our accounts and ensures we all get paid. And no, it's not a coincidence that her last name is "Estill." She happens to be Jen's mother-in-law, and the ipso facto mom about the office.

Linda keeps us all in line, in the black, and on top of every single detail. Trendy things that Linda excels at that she was doing long before they were cool include canning her home-grown fruits and veggies, knitting the most amazing sweaters ever, and baking pies that Martha Stewart would drool over.

HIGHLIGHTS

*California University of Pennsylvania,
M.A. Math and Computer Science*

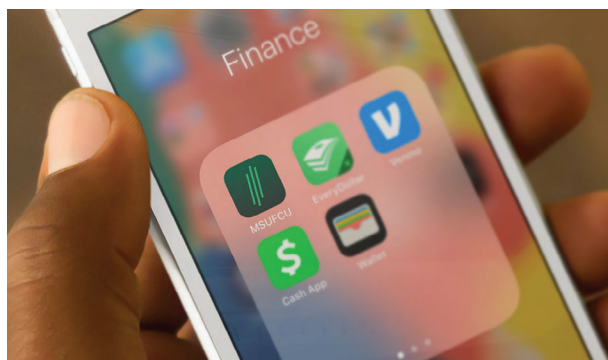
*Ohio Northern University, B.S. Math, minor
in Secondary Education*

Case Studies

Our niche? Meet clients where they're at, care about them a lot, and realize that systematic forward progress can happen for any endeavour. Be offended by subpar solutions, be enthusiastic about solving problems, do great work.

MSU Federal Credit Union

BRAND DEVELOPMENT | COLLATERAL DEVELOPMENT | STRATEGIC CONSULTATION



Discovery & Alignment:

Michigan State University Federal Credit Union (MSUFCU) is a community-centric financial institution with a strong reputation. MSUFCU's original look had served it well for more than 40 years, and its logo had become a charming, vintage symbol in the communities it reaches. However, this visual system was no longer practical from an accessibility and scalability standpoint, and didn't adequately represent the credit union's innovative brand. We got to work developing a new logo and subsequent visual system. .

Strategy & Planning:

We knew MSUFCU's mark needed to strike a careful balance between its energetic, playful personality and its trustworthy, dependable corporate responsibilities. Further, the client sought a flexible logo that could work in a number of different ways, so we aimed to create a system that would appeal to both long-time members and those unfamiliar with MSUFCU. The mark's three lines hint at the "M" in MSUFCU's form, while symbolizing its commitment to members, employees, and the community. Lowercase, hand-rendered typography promoted legibility, and further type customizations helped convey the client's friendly, welcoming tone while propelling it into a polished, professional space.

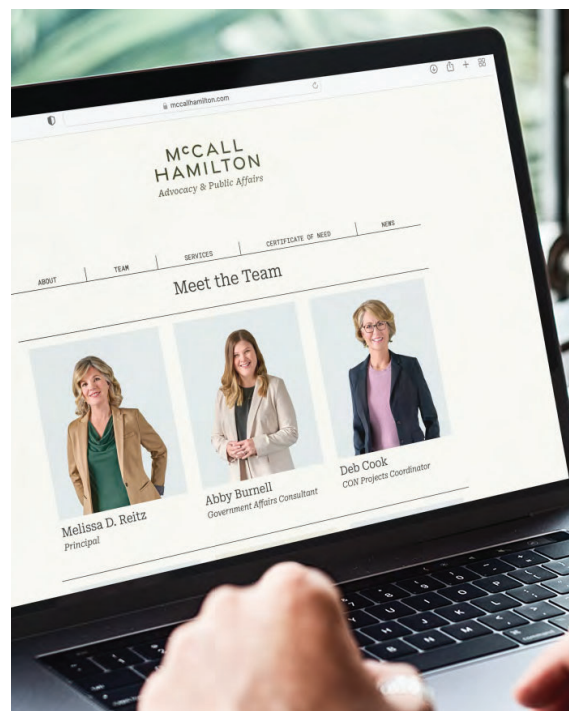
Execution:

Because of MSUFCU's solid community integration and broad membership (ranging in age from teens to those 100+ years old), we knew the rollout of this new mark needed to be deliberate, considerate, and steady. We consulted with the client on launch tactics and prepared language to consistently remind members that change was on its way. Phrases like "Same dreams, new look" and "Goodbye, old friend" expressed that, while MSUFCU was refreshing its visual presence, its core identity and services were remaining untouched. With this strategic launch, MSUFCU was able to stay true to its roots while introducing a new, modern look that will serve it well for decades to come.

McCall Hamilton Advocacy & Public Affairs

BRAND DEVELOPMENT | STRATEGIC CONSULTATION | ASSET DEVELOPMENT

MCCALLHAMILTON.COM



Discovery & Alignment:

RWC Advocacy, a full-service, bipartisan government affairs law firm, sought a new brand after undergoing organizational changes. The firm had developed a solid reputation over its 33 years in the policy sector, and needed a new name, brand, and digital presence that could uphold its trustworthy, hard-working persona while offering a fresh persona that reflected its current team and services.

Strategy & Planning:

We first conceptualized new name ideas, ultimately working alongside the client to choose McCall Hamilton, honoring Michigan's first woman legislator. We then created a new brand platform and visual identity to represent the organization's credible, creative personality and values, with an elevated air of sophistication. The final brand included a versatile mark, which the client was able to utilize for branded materials, from an umbrella to their office's wallpaper.

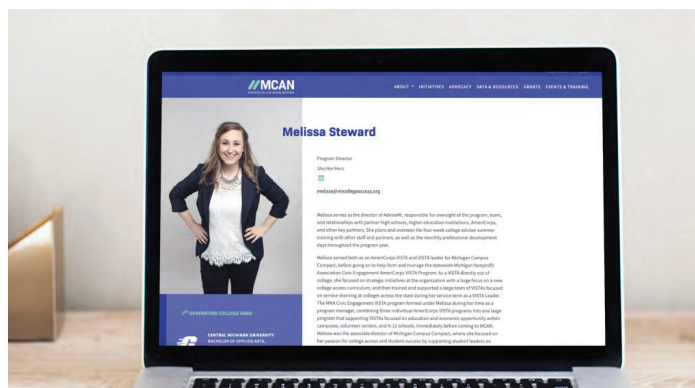
Execution:

With this rebrand, we also identified an opportunity to rebuild McCall Hamilton's website. We built a standalone content management system website along with an updatable news section, allowing the McCall Hamilton team to add the latest policy updates on their own. The final updated website offered a unified, cohesive digital presence for McCall Hamilton that simplified complex information in an accessible manner that was visually consistent with their new brand.

Michigan College Access Network

BRAND DEVELOPMENT | STRATEGIC CONSULTATION | ASSET DEVELOPMENT

MICOLLEGEACCESS.ORG



Discovery & Alignment:

Michigan College Access Network (MCAN)'s mission is to increase college readiness, participation and completion in Michigan, particularly among low-income students, first-generation college-going students and students of color. Since their founding nearly a decade ago, the organization had outgrown its brand. Their clunky, unresponsive website and marketing assets were not in alignment with the progressive and innovative organization they were.

Everything from their visual assets to their brand language to the content organization for their website was in need of a ground-up overhaul.

Strategy & Planning:

We recommended that MCAN position as a changemaker who is working to increase equity through college access, and realign their outward-facing brand to reflect the innovative, influential, and passionate internal culture that is its reality.

We further recommended the client elevate the conversation. Instead of merely, "attend college," we began to talk about the benefits of equity and access, both for a student's own economical and intellectual goals, and for the good of our state. By connecting the dots of education, workforce development, and an equitable community, language and attitudes shifted to a deeper, more actionable conversation

Execution:

An entire overhaul of their web presence, from improved content organization and clarity, to a responsive, ADA-compliant, easy-to-use system, gave MCAN the virtual home base they needed.

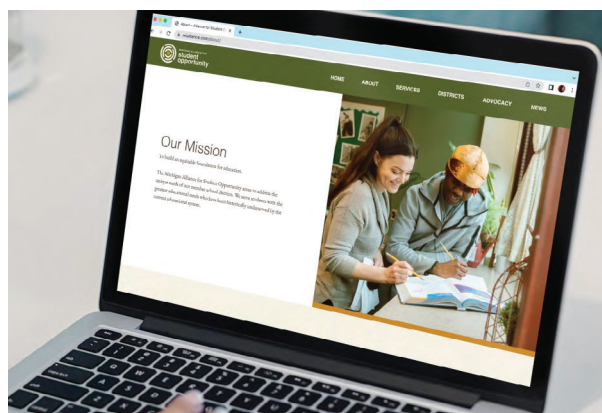
Brand executions from an elevator pitch, to redesigned communication tools, tradeshow materials to presentation decks, and office signage to coffee mugs, giving them the tools they need to confidently enter their next decade of service.

Further, the rebrand process allowed the organization to refocus on the core of their mission—building equity through college access.

Michigan Alliance for Student Opportunity

BRAND DEVELOPMENT | STRATEGIC CONSULTATION | ASSET DEVELOPMENT

MIALLIANCE.COM



Discovery & Alignment:

The Michigan Alliance for Student Opportunity, formerly known as The Middle Cities Education Association, is a consortium of school districts that serve K-12 students with the greatest educational needs. The organization came to us seeking clarity regarding its brand identity. While their name and visual brand had served them well for 50 years, it no longer accurately represented the organization's work and purpose. Still, because the organization partnered with a number of stakeholders and members, we needed to ensure all voices were heard during the discovery process.

Strategy & Planning:

To gain a better understanding of the association and the groups they served, we first administered a perception gathering survey for member school districts. From this, we were able to hear their challenges — both internal and industry-wide — as well as their hopes for the future. This uncovered current, accurate perceptions of the organization and their work, and identified that a total brand overhaul would be necessary. Using these survey results to guide development, we created a new name, the Michigan Alliance for Student Opportunity, and an accompanying brand platform.

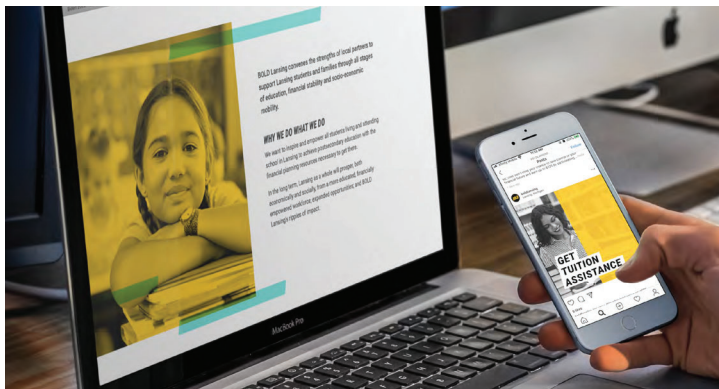
Execution:

The new visual brand brought to light the organization's new values with an approachable tone and a nature-inspired color palette. Symbolically, the new logo represents the Alliance's members coming together, with students at the center of their efforts. The visual structure mimics a labyrinth, presenting the varied pathways for students' to achieve individualized definitions of success. Ultimately, this rebrand logistically better situated the organization to operate in the modern educational environment, while more effectively appealing to its target audiences.

BOLD Lansing

BRAND DEVELOPMENT | COLLATERAL DEVELOPMENT | STRATEGIC CONSULTATION

[BOLDLANSING.ORG](https://boldlansing.org)



Discovery & Alignment:

BOLD Lansing empowers Lansing students and families to attend college and become financially independent. The organization came to us — with funding from Results for America — with the need for a unified name and brand. One of our challenges was to bring together five very distinct entities under this unified brand and common cause. The goal of this innovative initiative was to engage and support audiences early in the process of planning and saving for postsecondary education.

The initiative supports students and families—particularly low-income—starting at kindergarten all through high school and beyond. It provides financial education to families and adults, helping them thrive.

Strategy & Planning:

We knew that we would need to get each partner to work together in order for this umbrella entity to be cohesive and effectively communicate with the target audience. We held meetings to get each partner's perspective on the challenges associated with encouraging local families to aspire to and save for higher education, and we used those insights to outline what exactly would be needed.

We used client-collected data from focus groups and surveys to support our messaging and direction. We landed on a hyper-accessible, straightforward brand that would simplify complicated information and become the hub of information for families as they plan for their future.

Execution:

We conceptualized a new name and logo for the organization that expressed its innovative structure as well as its ability to empower families to boldly chase a strong future. We then developed two versions of a website for BOLD Lansing to house its resources and action plan, as well as to articulate its mission and purpose in a clear manner that is accessible for the average user. This project included wholesale content generation, from start to finish, as well as social media and consultation.

This one-of-a-kind concept officially launched at the 2020 State of the City. COVID slowed down progress, however, plans to continue to build marketing efforts will continue once additional funding is secured.

Refugee Development Center

BRAND | CONSULTATION | CAMPAIGN DEVELOPMENT



Discovery & Alignment:

After 15 years of operation, the Refugee Development Center (RDC) of Lansing was in need of a brand to reflect their status as a mature, successful nonprofit. The brand needed to serve as a visual identifier for their clientele of newcomers, as well as funders and the general public. We worked with their Executive Director and staff to develop a SWOT analysis, gather insights, and identify needs.

We concluded that we would need to face the challenge of positioning the RDC and their services from similar organizations while remaining accessible to audience members of all backgrounds.

Strategy & Planning:

Our main objective was to create a brand that was accessible by their non-English-speaking clientele; representing a successful non-profit business; and was visually unique in the nonprofit refugee services community.

We conceptualized a new brand suite, as well as a campaign to launch at their spring annual fundraiser in 2016, *We Contain Multitudes*. The campaign showcased the variety of refugees, their distinguishing personalities and traits, and their value to the community.

The campaign gained traction and was emulated by other organizations to show support for their refugee communities, especially after the 2016 election.

Execution:

We first got to work on the brand, developing a new logo and marketing materials for RDC that expressed its welcoming tone with an edge of professionalism. For the campaign, we coordinated and art directed custom photography of newcomers and worked with them to translate messaging into a variety of languages that represented the landscape of the refugee population in Lansing.

Quantitatively, the rebrand and campaign improved brand recognition, expanded the RDC's visibility in the community and beyond, and increased donors and supporters. On a broader scale, however, this campaign sparked brand loyalty, cultivating a sense of pride and building a community for both staff, newcomers, and supporters.

Ingham County Health Department

STRATEGY | CAMPAIGNS | COLLATERAL DEVELOPMENT



Discovery & Alignment:

Over the last eight years, we've worked on eight campaigns for the Ingham County Health Department (ICHD), on topics from breastfeeding awareness and support, to HIV anti-stigma and testing, to COVID-19 rapid response. ICHD is charged with improving the health and well-being of our residents — a never-ending, perpetually underfunded task. Every facet of communications is juggled by a single person. They consistently choose Redhead for complicated, sensitive, and high-pressure engagements, particularly when the audience or topic is delicate or needs a thoughtful approach. We become their extension — a team of experts in writing, design, development, strategy, and management toward equity in health.

Strategy & Planning:

For each campaign, we dove into the specific audiences, needs, and outcomes; while these were all public awareness campaigns, it was critical to get specific when determining their unique target audience, and then use that target demographic to inform our communications strategy. (Most audiences included low-income individuals and families in Ingham County.) In the research stage, we worked with the client through diverse data collection mechanisms and approaches, depending on budget and timeline. We then outlined strategies and tactics and developed unique concepts, visuals, and messaging that supports our findings. Finally, we developed deployment plans, managed vendors and talent, and coordinated logistics.

Execution:

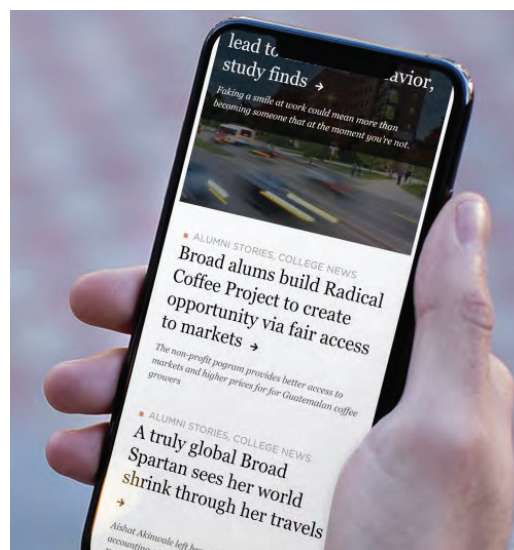
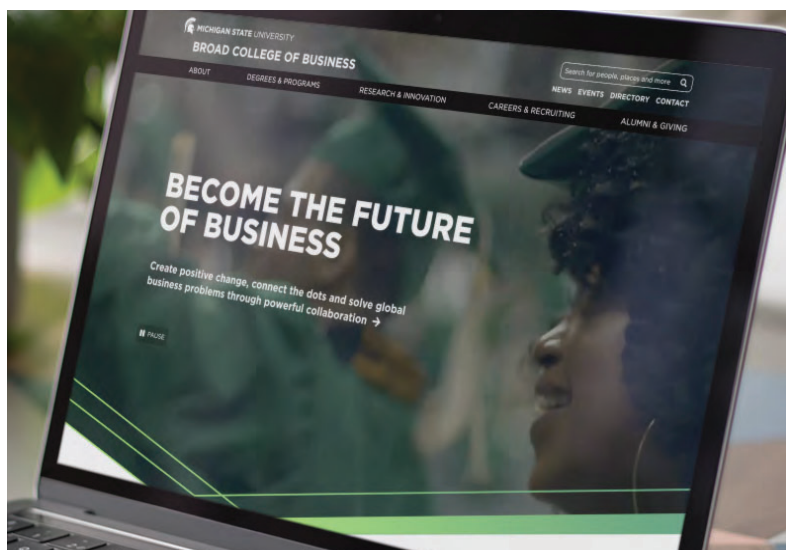
Across all campaigns, we've delivered custom photography, translations, and audience-specific messaging that considers the audience's experiences as part of the process. Other deliverables included strategic social media campaigns; innovative guerrilla marketing tactics; outdoor advertising; production of digital, broadcast, and print materials; internal communications plans and content writing; community outreach; and long-term communications consulting.

We also perform a follow-up check on efficacy and to lend support post-campaign. For ICHD, our work repeatedly results in better outcomes, higher utilization rates, and improved public opinion.

Eli Broad College of Business at Michigan State University

WEBSITE PLANNING & INFRASTRUCTURE | CONTENT DEVELOPMENT | WEBSITE DESIGN & DEVELOPMENT

[BROAD.MSU.EDU](https://broad.msu.edu)



Discovery & Alignment:

With numerous websites (26+), target audiences, and content authors, the MSU Broad College of Business brand had become lost and diluted. Their web presence lacked direction and logic.

Our primary goal was to develop one encompassing website that would function as the front-level marketing tool that it should be, one that positions the College appropriately among competitors and becomes the information hub for the College, its departments and subsidiaries.

Our secondary goal was to build trust among department stakeholders who feared their content would lose real estate or be tucked away without the ease of access. Our job was to build a website that was easy to navigate and acted as a hierarchical equalizer for all departments.

Strategy & Planning:

We conducted countless interviews with stakeholders, department heads, current, past, and potential students, and staff persons. We worked tirelessly to develop a website infrastructure that allows for top-notch user experience, a clear navigation hierarchy and easy to use back-end for administrators and content generators.

We outlined best practices and recommendations for all aspects of the website, from photography, design, development, and rhetoric, as we believe it is all interconnected and should be considered holistically.

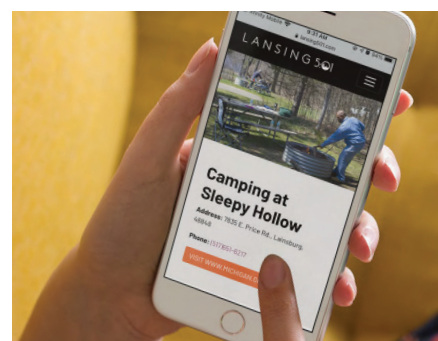
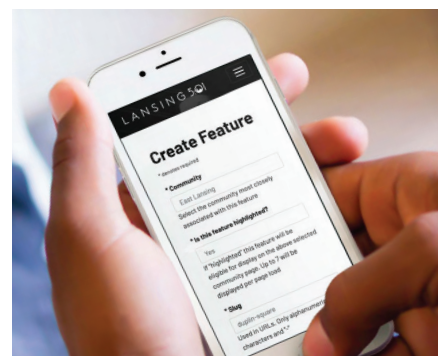
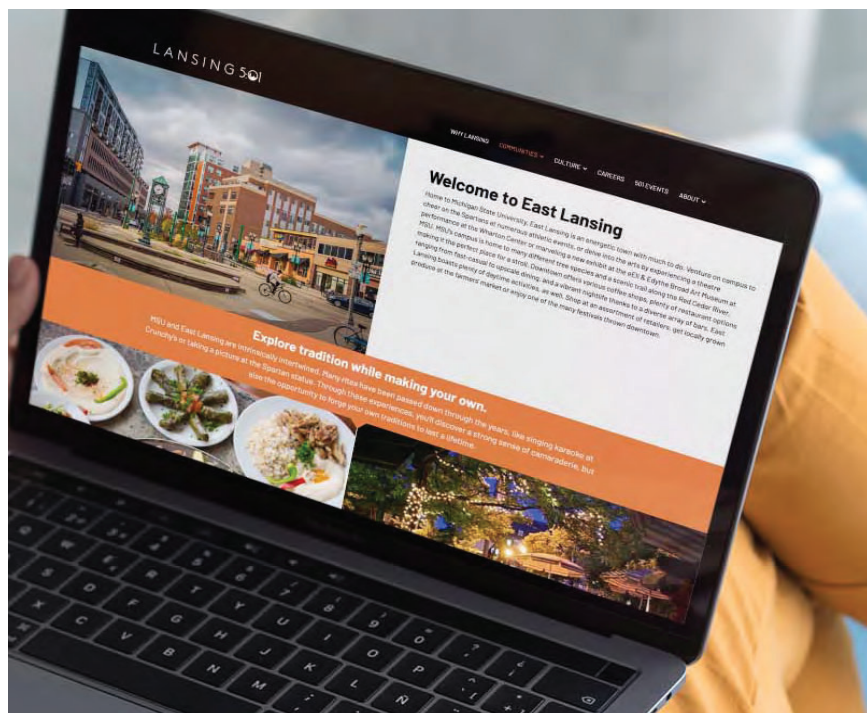
Execution:

We maintained a focus on technology, design, and marketing strategy, as one of these factors simply couldn't exist without the others. This involved designing a fresh, straightforward interface and drafting engaging, search-engine-optimized content. Together with the client, we were able to condense 26+ sites with 1000+ pages down to one cleaner, more effective, and efficient presence.

Lansing 5:01

CONSULTATION | CONTENT GENERATION | WEBSITE DEVELOPMENT

LANSING501.COM



Discovery & Alignment:

Lansing 5:01 strives to retain and attract young professionals in the Lansing region (Ingham, Eaton, and Clinton counties) by connecting both college talent and young professionals to the community's emerging quality of life opportunities.

Lansing 5:01 works to build this emerging community through placemaking events, strategic partnerships, and community outreach.

Our challenge was to communicate this to young professionals through a new, holistic website that would double as a long-term resource for employers and government officials to promote the area.

Strategy & Planning:

In order to reach the target audience, we would need to emphasize stunning photography and design through a seamless interface and a user-friendly website that makes it easy to filter and peruse all potential listings that fall within the outlined categories and cities. We devoted time wireframing the web interface and navigation, developing a consistent tone through content generation, and curating photography through partnerships.

On a broader level, the planning stage included brainstorming sessions and focus groups to identify what aspects of the Greater Lansing area mattered to emerging talent, and how these would need to be displayed in a digital format.

Execution:

We kept accessibility and ease-of-updating in mind during both front-end and back-end development. Additionally, we wanted to create an easy-to-navigate site that showcases all workforce development opportunities and placemaking initiatives.

Once we structured navigation and flow for the site, we got to work telling the story of the Lansing region, presenting the best of the area's communities and career opportunities.

After the website's launch, the client saw an increase in interested employers across the Tri-county, which increased their funding, supporters, and sponsors.

Michigan Education Association

BRAND DEVELOPMENT | COLLATERAL DEVELOPMENT | STRATEGIC CONSULTATION



Discovery & Alignment:

The Michigan Education Association (MEA) is a self-governing education member organization that represents roughly 120,000 teachers, education support professionals, and higher education employees throughout the state. While the organization has always had a very strong reputation statewide, MEA sought to expand its reach to young prospective members (such as incoming teachers, administrators, and educational professionals) to maintain steady membership through the coming years. To do this, MEA approached us seeking a more modern, versatile look for the organization, including a new logo, brand system, and brand platform.

Strategy & Planning:

To better understand the organization, its leadership, and its members' needs, we participated in and observed board meetings and surveyed Michigan's educational landscape through research. We noted the current challenges that educators and school administrators face, and how these directly relate to MEA's membership priorities and values. Ultimately, we landed on a collective goal with this rebrand: Accurately reflect the strong, tenacious persona that is MEA, and express to current and potential members that it is an essential, value-driving organization that will stand up for their needs and, therefore, Michigan's students. Based on this, we created a SWOT analysis to guide the direction of the rebrand.

Execution:

The new MEA brand merged the organization's past with its forward-looking future. The color palette retained and deepened the organization's union-aligned red tone, and added a navy blue to offer depth. The mark represents how the organization advocates for and defends its members' rights, and the serif typography references MEA's traditional, education-centric roots. A new tagline, "Champions for Education," reinforced the association's driven, equity-centric mission, and became synonymous with the organization. Overall, these visual and written components came together to establish a cohesive brand system for MEA, with clear guidelines and templates to guide the organization's persona for decades to come.

City of Lansing: Lifestyle Campaign

STRATEGY | BRAND | CAMPAIGN

LANSINGFORWARD.COM



Discovery & Alignment:

When Mayor Schor took office in 2017, the transition team recommended, “a strategic marketing and communications campaign.” And his year of door-knocking confirmed a hunch: Lansing is its own worst critic.

Redhead dove into qualitative interviews with residents from every zip code to understand what was going right and what could use some improvement. We also dove into the research regarding perceptions, habits, and trends among coveted Millennial populations, which was a target audience the city was working to retain and cultivate.

Strategy & Planning:

Data led us to three important recommendations: First, that it’s not infrastructure or amenities that make this city great, but the people. A successful campaign should hinge on that aspect, particularly in efforts to attract and retain Millennials.

Second, that in order to launch a campaign, the city’s leaders first needed to set some goal posts. Thus, we recommended the Mayor develop a 10-year vision for where he wanted to take the city — an aspirational concept of the future that every stakeholder could rally behind.

And finally, that Lansing needed something visual to latch on to that wasn’t the stuffy and formal city seal.

Execution:

- Working alongside the city’s leadership team, we drafted a 10-year vision for the City of Lansing, from overarching goals down to measurable data points.
- The “My Kind of People” campaign spotlights residents from across the city through photography and video content, giving the audience an engaging mirror in which they can see themselves represented.
- The “stacks” lifestyle brand celebrates the unique, the upstart, the creator, the inventor, the dreamer — the kind of people who make Lansing great.

Ongoing digital advertising and organic posts support lasting cultural shift for the city.

The City of Mount Clemens

BRAND DEVELOPMENT | STRATEGIC CONSULTATION | ASSET DEVELOPMENT



Discovery & Alignment:

To illustrate its offerings to both current and prospective residents, The City of Mount Clemens sought support in developing a new, cohesive brand identity. Starting with little to no branding, the city needed an updated visual representation, language, tone, and messaging that would unite residents and inspire them to build a future in Mount Clemens. With a diverse population of 16,800, we knew our most significant task would be generating authentic buy-in from the community, appealing to both newcomers focused on future growth and long-time residents focused on the city's rich history.

Strategy & Planning:

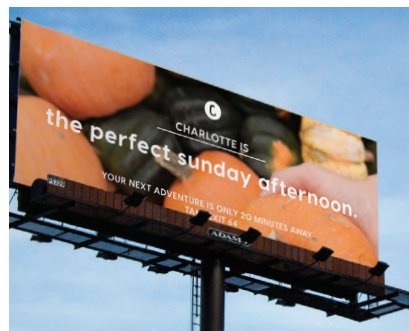
To start, we created a strategic survey to identify and assess residents' points of pride and areas for growth, upon which we could build a brand. After analyzing data from more than 1,100 locals, we noticed commonalities across demographics when it came to positive assets that we could leverage: the city's commitment to the arts, its inclusivity, a strong history, and the iconic Clinton River. From here, we were able to develop messaging and visuals with the knowledge that we would appeal to actual Mount Clemens residents' priorities and perspectives – because when it comes to rebranding a city, local credibility is key.

Execution:

We began brand development by establishing a voice for the city, including an updated mission, vision, and values based on community input. The visual brand included a new, fresh logo that paid homage to Mount Clemens's well-loved river; a city seal; a suite of print material templates such as a letterhead, business cards, and signs; a flag; and even the conception and illustration of a new city mascot, Paddles the rubber duck. To help ensure a seamless rollout, we outlined a launch plan with suggestions for introducing the new brand to the public in a manner that would spark a positive reception and city pride.

The City of Charlotte

BRAND DEVELOPMENT | COLLATERAL DEVELOPMENT | STRATEGIC CONSULTATION



Discovery & Alignment:

Charlotte, Michigan is a bedroom community that depends on its neighboring “big city,” yet was in the midst of significant revitalization and redevelopment effort. For their new brand, we devoted “secret shopper” time to get a feel for the city’s atmosphere, picking up on all of the small details downtown and noting them for future reference. We also facilitated brainstorm sessions and focus groups with city leaders and residents to gather an authentic range of holistic opinions regarding the city’s benefits, challenges, and overall persona.

Strategy & Planning:

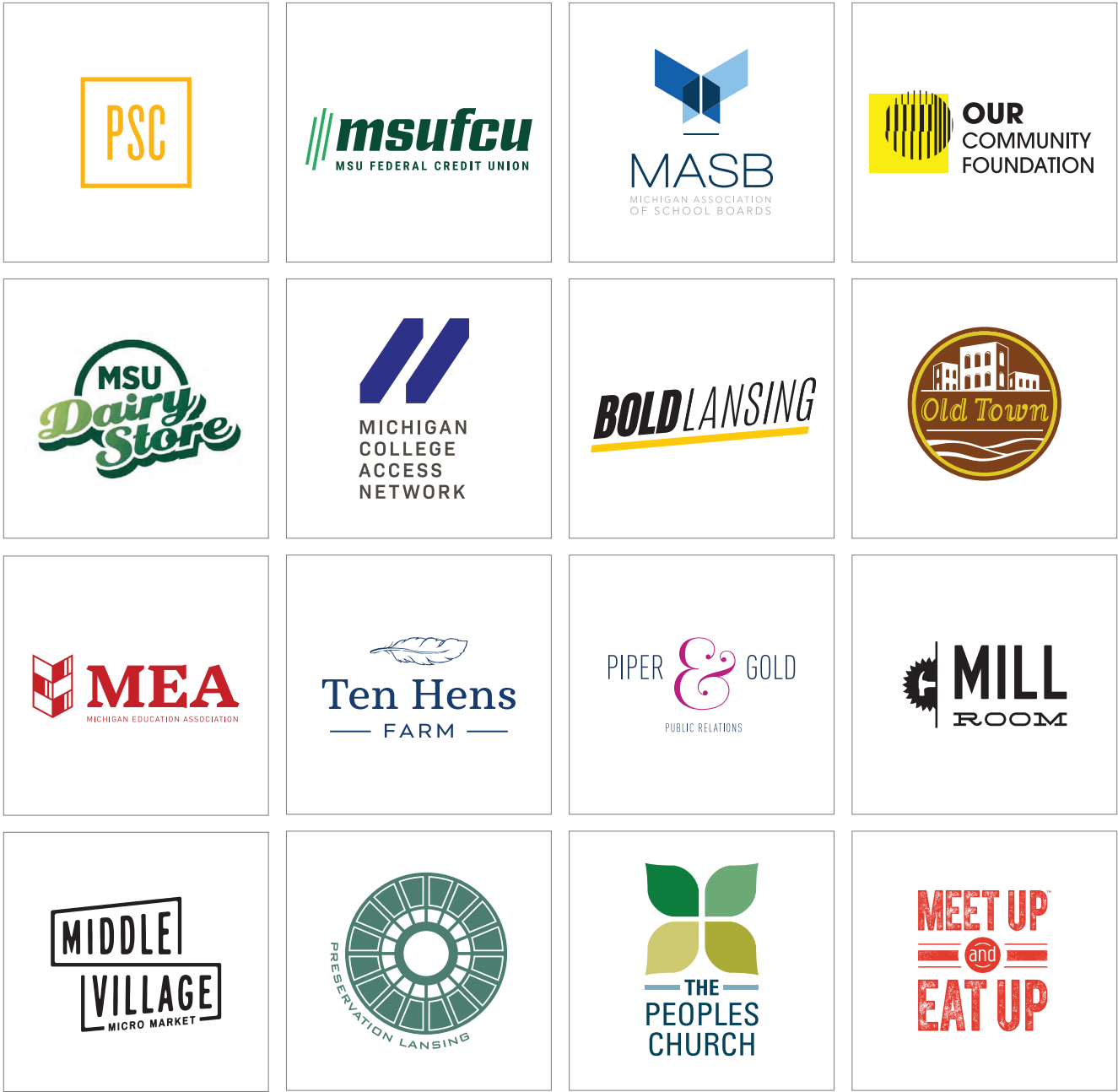
At Redhead, we follow the key truth that city brands aren’t a one-size-fits-all solution. Like all municipalities, Charlotte is nuanced, with different subsectors and audiences including residents, developers, and neighboring communities. For this reason, we planned a series of sub-brands to be used throughout the city, by entities from the city proper to economic development groups to placemaking organizations. This way, the city has a strong framework and tools to help them remain on brand while keeping up with evolving needs over time.

Execution:

We developed a versatile visual brand and marketing strategy for Charlotte that could apply to everything on the city’s calendar, from City Hall offices to its annual “PigPalooza” event. Rustic, timeless visuals reflected the city’s strong, rural past while acknowledging future reinvigoration. Additionally, simple and inviting language created a tone that was optimistic and down-to-earth, representing the city’s “small-town on the rise” persona. Today, we are able to provide ongoing support over time for Charlotte’s new events and projects whenever needs arise.

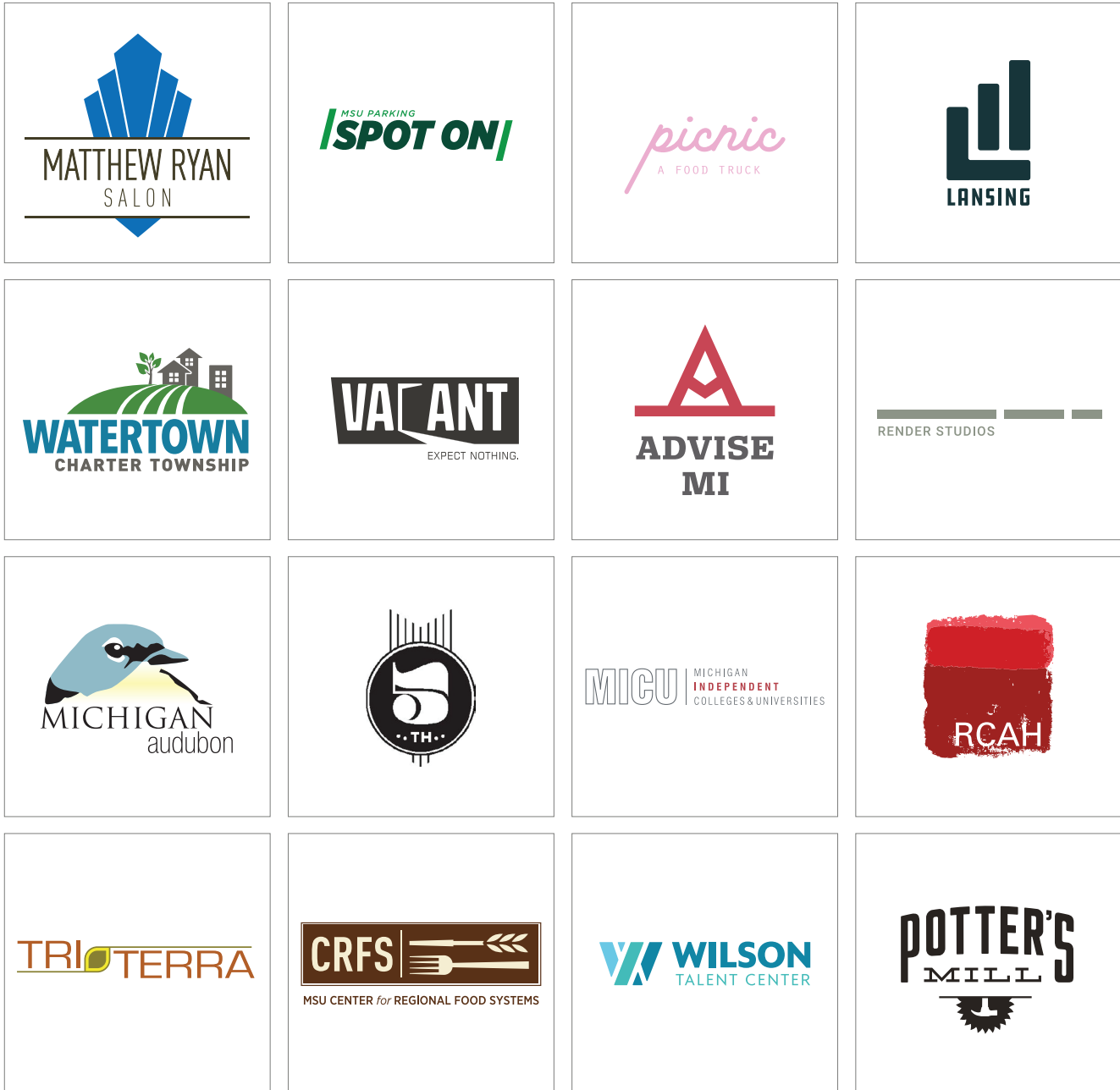
Brand Development

A SAMPLING OF OUR AWARD-WINNING BRAND DEVELOPMENT WORK



Brand Development

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Awards & Accolades

We stopped keeping careful track of our award-winning work when our spreadsheet hit 300 entries. We even stopped entering for a while, to be honest. Our shelves and walls are full. ADDYs, MarComs, Communicator, Pace Awards, Tellys. Best in Show, Judge's Choice, Mosaic. They do feel great, and they do signify excellent client relationships and difficult problems solved. But they're not why we do the work.



Client List

A partial list of clients we have served over our 23 year history.

Agate Software	Michigan Association of School Boards	MSU BEST
Barry County Health Department	Michigan Association of United Ways	MSU Museum
Bath Farmers' Market	Michigan Audubon Society	Undergraduate Education
BOLD Lansing	Michigan College Access Network	University Scholarships & Fellowships
Capital Region Community Foundation	Michigan Council on Crime & Delinquency	MSU Federal Credit Union
City of Charlotte	Michigan Department of Community Health	Michigan Supreme Court
City of Lansing	Michigan Department of Education	Michigan Works! Association
City of Mount Clemens	Michigan Environmental Council	Middle Grand River Organization of Watersheds
City of Wyoming	Michigan Fitness Foundation	MSUFCU
Center for Healthcare Research & Transformation, University of Michigan	Michigan Forest Products Council	Neway Manufacturing
Community Economic Development Association of Michigan (CEDAM)	Michigan Independent Colleges & Universities	Peckham, Inc.
Delta Institute	Michigan League of Conservation Voters	PICNIC, a food truck
Do 1 Thing, Emergency Preparedness	Michigan Promise Zones Association	Public Sector Consultants
Early Childhood Investment Corporation (ECIC)	Michigan State University	Refugee Development Center
Eaton County Health Department	ABLE Change	Render Studios
Educational Childhood Child Care Center (EC3)	Broad College of Business	The Robin Theater
EVE, Inc.	College of Agriculture & Natural Resources	School-Community Health Alliance of Michigan
Firecracker Foundation	Department of Biochemistry & Molecular Biology	Sparrow Foundation
Gift of Life Michigan	Department of Family Medicine	Sparrow Health System
Global Ties Kalamazoo	Department of Fisheries & Wildlife	State of Michigan, Department of Technology, Management & Budget
Habitat for Humanity Capital Region	Department of Pharmacology & Toxicology	Ten Hens Farms
Ingham County Health Department	College Advising Corps	Triterra
Ingham Intermediate School District	College of Engineering	United Dairy Industry of Michigan
Johnson Center @ GVSU	College of Law	United Way for Southeastern Michigan
Lansing 5:01	Health Team	University Club of MSU
Lansing Art Gallery	Move Safe	Quantum Medical Concepts
Lansing Community College	Office of the University Physician	Watertown Charter Township
		Wharton Center for Performing Arts
		Wilson Talent Center

References

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2021: logo and visual language development;
sample collateral and graphic usage
development; rebrand launch consultation

Peter Spadafore

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ALLIANCE FOR STUDENT OPPORTUNITIES

826 Municipal Way
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(e) pspadafore@mialliance.com

2022: renaming; comprehensive rebrand;
website development

Melissa Reitz

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106 W. Allegan St, #600
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(e) melissa@mccallhamilton.com

2022: visual brand development; brand platform
development; website development; brand consulting

Ryan Fewins-Bliss

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COLLEGE ACCESS NETWORK

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Suite 420, Lansing, MI 48933

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2022: comprehensive rebrand; website development;
ongoing brand and marketing consultation.

In Conclusion

Our goal as an agency is to work as a partner with our clients. We want to understand your organizational model, your goals, how you need to grow. We enjoy clients who are good people, have missions we can believe in, and take pride in their contribution to society. We are capable of producing great work in all mediums—from print, to web, to radio, and beyond—and work to form lasting relationships with our clients.

Thank you for taking the time to review this proposal, and for considering Redhead Creative Consultancy. We are very enthusiastic about the prospect of working with you. We hope you'll choose Redhead as your partner, and we promise that we will give you the service, professionalism, and creativity you deserve.

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DENISE DONAHUE

Account Services Director
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